

Bangladeshi Consumers' Purchase Intention toward Global Brands over Local Brands

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Abstract

In present time, purchase intention is more complex and more substantial for consumers than in the earlier period. The current globalization has directed to increase international Business activities, with many global brands competing with local brands in different countries. The purpose of the study is to identify the effects of global brands toward local brands in host countries from the perspective consumers in the under developed and developing countries like, Bangladesh. This article of Bangladeshi consumer's analyses the impact of individual characteristics (For example, consumer's desire for distinctiveness and price satisfaction to global brands) and brand-specific variables (For example, performance quality and brand origin) on purchase intention toward global brands versus a local brand. A structured questionnaire with 5 point Likert scale has been used to collect the data by conducting survey. The sample size is 100 and is chosen on a convenient basis. Data has been analyzed by using SPSS software (version: 16). Result of the study showed that Bangladeshi consumers' need for uniqueness, perception of quality, huge media exposure and price have positively high influences toward global brands. Positive attitude towards the performance quality of a global products increase consumer purchase intention onward global brands and has a negative impact on local brands of Bangladesh.

Keywords: Purchase intention, global brands, need for uniqueness, Bangladesh, multiple regression, SPSS

1. Introduction

Globalization is a foreseeable trend that is leading the entire world to become one universal market, a global village. Even if still a long way to go for the "global village" that (Levitt 1983) predicted over a decade ago, a growing number of consumer markets are characterized by global competition and challenges. The increasing tendency of globalization and advance technology in transportation and communication enable the consumers to access and be uncovered to a great variety of products and services from different countries. Within the same product category some consumers have different perceptions and attitudes towards global and local brands (Herche, 1992). To be precise, consumers in the developed countries have a general inclination for their local made products because that are high quality over global products whereas consumers in undeveloped and developing countries are more likely to favor global products than local ones as they assumed global products are more superior than domestic products in quality performance and using global brands will electrify others as they are related with high style and fashion or high prestige issue (Wang, Siu & Hui, 2004).

The developing countries consumers such as Iran, India, Sri-Lanka and Bangladesh have increasing choice products from domestic and global brands. In this competitive and challenging situation, both global and local marketers must understand why and how consumers markets make their brand and product choices (Kearney, 2006). consumers select products or brands to obtain functional benefits (e.g., good quality, ease of use and low price) as well as emotional benefits (e.g., exhibit of social status, wealth, and prestige) (Batra et al., 2000). Using global brands to exhibit one's position is more outstanding in the developing countries where higher income disparities and status ups and downs present (Kottak, 1900). According to Ukpebor and Ipogah (2008), a powerful brand is boosting a customer's attitude strength of products alliance of a particular brand.

Campbell & LeVine (1972) and Boush & Marshall (2001) stated that because of easy flow of communication of information and education between individual belongs to various cultures found them more knowledgeable and this also lower the levels of cognitive prejudice that might negatively affects their attitude towards global options. In today's competitive market the rivalry between domestic brands and global brands has rising up than ever before.

This competition between global and local brands has become head to head in some popular products categories especially in Bangladesh. As a promising developing market of the world, Bangladeshi consumers are showing tendency in support of global brands in most of the product line especially in cosmetic and garments sector.

In Bangladesh, like all other developing countries consumers perceive that global products are superior to domestic products. Prior research also supports that native customers generally favor foreign products or brands (Ahmed & d'Astous, 1999). Literature suggests that in two ways global brands inspire consumer motives, first by offering good quality products and second is about prestige issue (Kwak, Jaju, & Larson, 2006). Quality matters a lot for consumers while they purchasing anything for personal use and they have a strong opinion that global brands have top quality products.

For this study the researcher select consumer products such as apparels, cosmetics, food items, electronics goods in both global and local categories.

2. Research Objectives

Based on the above discussion the major objectives of this study are given below:

1. To find out the factor affecting consumer preference towards global brands over local brands.
2. The product attributes that are mostly considered by consumers when buying a brand.
3. To put forward some possible recommendation to the marketers of local brands as well as global brands.

3. Literature Review

3.1 Brand

Brands have been constantly reviewed and redefined in the marketing literature and there are numerous definitions for 'brand'. A definition of a brand by The American Marketing Association (AMA) in the 1960s (Keller, 2001) is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors."

In accordance with classified definitions of brands, two approaches of defining a brand are derived. The traditional and well-known one is a practical view which pronounces a brand as a product identifier, including the origin of the product (Aaker, 1991). According to him, "a brand is a distinguishing name and/or symbol which intended to identify the goods, services of either one seller or group of sellers and to differentiate those goods or services from those of competitors". Another approach, as general view, considers a brand as more than just the product (Styles & Ambler, 1995). "This defines brand as the promise of the bundles of attributes that someone buys which provides satisfaction and attributes that make up a brand" (Ambler, 1992). It is seen that personality and attitude of the users with specific lifestyle represent through the brands. It also helps to express a sense of fit in to a specific reference group (Murphy, 1990).

3.2 Consumer Perceptions of Global and Local Brands

A local brand can be distinct as a brand that exists in a particular country boundary or in a confined geographical border (Wolfe, 1991).Schuiling & Jean (2004) point out that local, international, or a global firm may be the owner of a local brand, they also share a connection between national economy and individual welfare. Several researchers define global brands as "a brand that is marketed under the same name in multiple countries with similar and centrally located coordinated marketing strategies".

3.3 Purchase Intention

Purchase intention means a consumer has a particular need for a product or service and then he prefers to buy a product or service to meet that need, or even attitude towards a product and awareness of product. In other sense, purchase intention means consumer will rebuy a product after she or he evaluates a product and discovers that the product worth buying. The ultimate decision on accepting a product to buy or rejecting it is rest on consumer's personal intention (Keller, 2001).

Purchase intention refers to a consumer propensity to purchase the brand consistently in the future and resists switching to other brands (Yoo, Donthu N & Lee, 2000). When consumer perceives that the brands provide high quality or features than they may be interested to purchase those brands. Consumers normally identify the superiority and differentiation of particular brands through the performance quality and that encourage them to select that brands over the competing brands (McConnell, 1968; Yoo, Donthu N & Lee, 2000). This positive relationship between performance quality and purchase intention should apply irrespective of whether the product is a global brand or a local brand.

Other than the desire to conform to social standards, when individuals perceive that they are highly similar to others than they may feel threats for their identities (Snyder & Fromkin, 1977). In order to lessen the identity threat, individuals tend to involve in self-distinguishing behaviors, and NFU refers to the characteristics of trailing differences among the others. Because material possessions are often expression of the self (Belk, 1988), one way to stand out oneself in a crowd is to purchase and have unique products (Snyder, 1992). Unique products are usually innovative, relatively uncommon among mass people, or limited, and used by a very particular types of consumers (Tian, Bearden & Hunter, 2001). Researchers also find that consumers are ready to buy expensive and exclusive products because they believe it possess unique characteristics (Amaldoss & Jain, 2005).

Many researchers mention that purchase behavior is influence by cognitive and affective states (Li, Monroe & Chan., 1994; Zajonc, 1984). This statement communicates to the basic understanding that consumers are emotional and rational as well (Holbrook & Hirschman, 1982; Zajonc & Markus, 1982).

Brand equity is the added value awarded to a product as a result of long term relationship to the

customer and in the marketing of the brand. Added value of a brand is created in the mind of consumers as a result of observed performance on various marketing heights (Keller, 1993). Further, the confidence that consumers place in one brand over another develops brand equity (Kamakura & Russell, 1991). This confidence and believe leads to the benefit for both the firm and the customer (Aaker, 1991). The advantages that a brand enjoys with higher equity are increased brand loyalty, premium pricing, lower promotion-to-sales ratios, customer confidence and more market share (Keller, 1993).

According to Kapferer (1997), if a brand is presentable as globally available, According to Kirmani & Baumgartner (2000), the evaluation of a brand's overall excellence based on intrinsic (e.g. performance, durability, satisfaction) and extrinsic cues (e.g. brand name, warranty, after sales service) is known as perceived quality from consumers perspective.

Demography (age, gender, race, income, family size and education) is one of the most important features that influence consumer purchase intention. Consumers behave differently as they have age variation. A twelve years old consumer may behave in a different way than a forty five years old consumer. For example, some young consumers are more focused on the branded products that other consumer on their same age (Nabil & Imed, 2010). The influence of gender depends on some factors. For example, females are more concerned about the products that they are using for their household uses and family purposes, here the quality of the products is more important for them compared to men. Another study shows that female are more rely on reference groups and magazines while making purchase decision than males because they are less experienced with online purchasing (Chiao & Yang, 2010).

Holbrook and Hirschman (1982) recommend that individual differences have an effect on cognitive and affective factors, which in turn influence behavior. Individuals have some inherent personal characteristics or trait, among them need of uniqueness is one, (Tian et al., 2001); consumers develop outlooks over time (Wells and Prensky, 1996) and become more vulnerable to marketing efforts (Roper, 1966). Consumer's evaluation of a brand of a particular product category also affected by which type attitude consumers hold for the country of origin of the product (Häubl, 1996). This study proposes that need for uniqueness (inherent characteristic) influences attitudes toward global products, which in turn influence the cognitive and affective responses toward a global versus a Bangladeshi local brand.

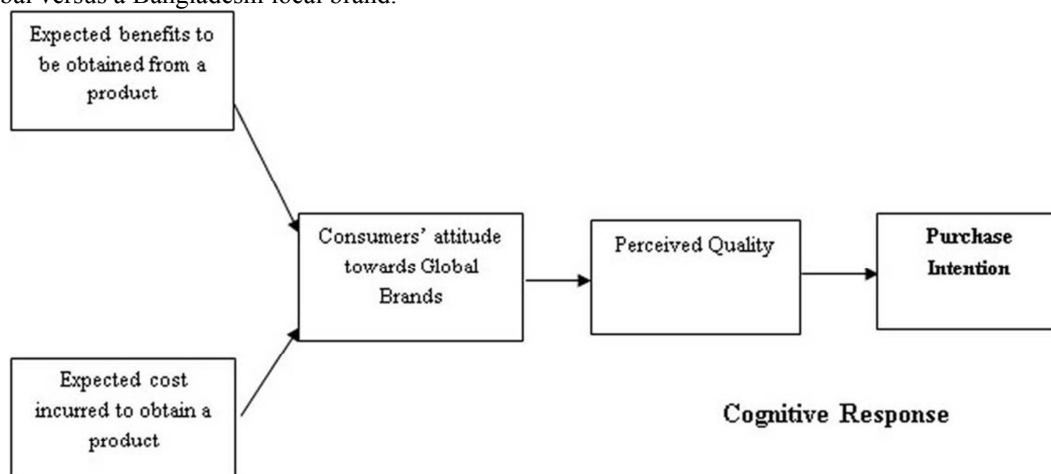


Fig. 1 shows the conceptual model

In the cognitive–affective model, researchers identify perceived quality as a cognitive response to a product, which influences product purchase. Many authors relate perceived quality with a brand's home country. Cordell (1992) finds that U.S. consumers perceive products originated from industrialized countries such as England and Canada as higher quality than those from less developed countries such as Indonesia and Bolivia but now they are purchasing products from China also. Jaffe and Martinez (1995) find that Mexicans rate American and Japanese electronic products much more positively than Mexican brands; Mexican consumers' positive attitudes toward developed countries products lead to this positive perception of quality.

Studies have found that gender differences exist in patriotism, ethnocentrism, and evaluation of local versus global products; females tend to be more conservative, more patriotic, and more ethnocentric than males, resulting in females rating local products more favorably (Han, 1988). By holding and displaying original, unusual and exclusive consumer products and brands consumers portray their unique characteristics. For expressing one's individuality profoundly clothing and accessories are well known examples in that cases (Kron, 1983).

Some studies also indicate that consumers' value global brands especially for their anticipated believe

of high quality and prestigious image (Nguyen, Barrett & Miller 2005; Steenkamp, Batra & Alden 2003). A universally well-established brand name can act as a "halo" constructs that effects quality beliefs (Han 1989). Brand loyalty is described as the tendency to be loyal to a fixed brand such that the consumer intends to purchase the brand consistently and resists switching to competitors brands (Yoo, Donthu N & Lee, 2000).

The country of origin effect has been defined as "the positive and negative influence that a product's country of manufacture may have on consumers' decision making processes or subsequent behavior" (Elliott and Cameron, 1994). In fact in the words of Nagashima (1970), country of origin can be defined as "the picture, the reputation, and the stereotype that businessmen and consumers attach to products or brands of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions".

Reference groups include friends, family, colleagues, neighbor or any social groups whom one can direct guidance and help by their opinion. Reference group include friends and family who motives to change ones buying decisions due to special skills, ability, knowledge, personality and sometimes relationship. If a friend had shared their bad experience with a product, it is more likely that one will abstain from buying it (Steenkamp, Batra, & Alden, 2003). Researchers found out that once consumers observe a price difference between local-owned and global owned brands, price dissimilarities begin to affect their preference for local-owned brands. Therefore, since price is also one of the most important extrinsic cues that consumers use when evaluating the product/brand (Hansen, 2005).

In this challenging market promotion is a successful element to create a position in consumer's mind. Consumers today are bombarded by commercial messages from a broad range of sources. Companies must communicate their value propositions to customers, and what they communicate should not be left to chance. in this cases global brands are more successful than local brands to reach at mass levels (Kotler, Armstrong, Agnihotri & Haque, 2010).

6. Research hypothesis

As per the objectives of the study, the following hypothesis was developed for testing:

- H₁**: There is significant impact of global brands on consumer purchase decision than local brands
- H₀**: Global brands have no significant impact on consumer purchase decision
- H_A**: Global brands have significant impact on consumer purchase decision

5. Methodology

Research methodology is defined as the common approaches the researcher uses in carrying out the research project (Leedy & Ormrod, 2005). Research methodologies of this present study are outlined below.

5.1 Sample

In the present study, in order to more assurance a total number of 120 questionnaires were distributed among consumers. Some of questionnaires were excluded due to wrong and incomplete responses and finally 100 questionnaires were analyzed for data analysis.

5.2 Data Collection

In the present study the researcher investigated the effects global brands toward local brands in host countries from the perspective consumers in Bangladesh. The current study, according to its purpose, is an applied research and also is kind of descriptive surveys of the area of field studies considering the data collection method. For this reason, questionnaire survey method was conducted to gather data in the present study. A convenience sampling process has been used to collect data for this research. All questions are closed-ended because all possible answers were given to the respondents. The five-point Likert scale (where 1=strongly disagree to 5=strongly agree) has been used for research questions.

5.3 Analysis

A quantitative analysis has been used to test research data. All statistical calculations were carried out by SPSS version 16. SPSS automatically calculates the significance value (or p-value). Hence the level of probability of 5% or less is commonly taken as an appropriate level for most general research including this study. In order to prove internal reliability, the researcher has performed Cronbach's Alpha Test of Reliability. Applying this test specifies whether the items pertaining to each dimension are internally consistent and whether they can be used to measure the same construct or dimension of consumer purchase intention. According to Nunnally (1978) Cronbach's alpha should be 0.700 or above. But some of studies 0.600 also considered acceptable (Gerrard, et al, 2006) in this study; the value of Cronbach's alpha for 8 items is **0.68**. Thus it can be concluded that the measures used in this study are valid and highly reliable.

6. Findings and Discussion

6.1 Respondents' Socio-Demographic Background

In the present study, in order to more assurance a total number of 120 questionnaires were distributed among consumers and finally 100 questionnaires were analyzed for data analysis.

Table 1: Profile of the Respondents

No.	Variable	Category	Frequency (%)
1	Gender	Male	53
		Female	47
2	Age	15-20	7
		21-30	39
		31-40	28
		41-50	19
		51 above	7
3	Occupation	Student	31
		Business	13
		Doctors	11
		Service holder	27
		Home wife others	12
4	Monthly expenditure	5k-10k	6
		10k-15k	21
		15k-20k	26
		20k-25k	15
		Above 25k	12

Note: Data have been compiled by the researchers

The answer provides by the male respondents were 53% and female were 47%. The 53% of the respondent's monthly expenditure was above to tk.15, 000. The 67 % of persons fall between the ages of 21-40 years, and 31% of respondents were students. Their Personal and demographic information such as gender, age, expenditure, and occupation are presented in the table 1.

6.2 Descriptive statistics analysis

Table 2: Descriptive Statistics

Factors	N	Mean	Std. Deviation
Global brands possess more unique characteristics	100	4.0600	.83871
Assurance about performance quality	100	4.0800	.84900
Global brands increase social status	100	3.5400	1.12295
Friends and family influences	100	3.2800	1.02573
Countries of origin of the product	100	3.2000	1.20605
Price	100	4.1000	.98985
Brand image and heritage	100	3.8200	1.11355
Huge media exposure of the brand	100	4.3800	.56461
Valid N (listwise)	100		

Note: Data have been compiled by the researcher

Table-2 has shown that the statistical description of consumer purchase intention where it has found that consumers' perceived Huge media exposure (M=4.3800, SD=.56461) to be the most important factor when purchasing global brands and evident to a considerable extent, followed by Price (M=4.1000, SD=.98985), Performance quality (M=4.0800, SD=.84900), Unique characteristics (M=4.0600, SD=.83871), and Brand image (M=3.8200, SD=1.11355), Social status (M=3.5400, SD=1.12295), which were rated as moderate factors in consumers purchase intention. Friends & Family (M=3.2800, SD=1.02573), and Country of origin (M=3.2000, SD=1.20605) with lowest mean score were perceived on consumers purchase intention when choosing global brands than local brands. The standard deviations were quite high, indicating the dispersion in a widely-spread

distribution. This means that the effects of global brands on consumers purchase intention than local brands are an approximation to a normal distribution. This also indicates that respondents were in favor of global brands.

6.3 Multiple regression analysis

In this part researcher has tried to examine hypothesis by using multiple regression analysis and made a decision to approve or reject the hypothesis. Eight extracted factors (need for uniqueness, performance quality, social status, friends & family, price, brand image& heritage, media exposure, country of origin) were taken as independent variables against customers' purchase intention towards global brands as dependent variable in a multiple regression model.

Impact of global brands on consumers purchase intention:

To know the impact of the individual factors of global brands on consumers' purchase intention, multiple regressions using the following model was run:

$$\text{Consumers Purchase Intention} = \alpha + \beta_1(\text{unique characteristics}) + \beta_2(\text{performance}) + \beta_3(\text{social status}) + \beta_4(\text{friends \& family}) + \beta_5(\text{country of origin}) + \beta_6(\text{price}) + \beta_7(\text{brand image}) + \beta_8(\text{media exposure}) + e$$

The following tables show the results revealed from the regression analysis.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645 ^a	.416	.365	.49391

Note: Data have been compiled by the researcher

- Predictors: (Constant), huge media exposure of the brand, price, friends and family influences, brand image and heritage, global brands increase social status, global brands possess more unique characteristics, countries of origin of the product, assurance about performance quality
- Dependent Variable: Bangladeshi customers' purchase intention towards global brands

From table-3, it has been seen that **R** value is 0.645. Therefore, **R value (.645)** for the impact of global brands on consumers' purchase intention than local brands suggested that there is a strong effect of these eight independent variables on consumers purchase intention. From the table-3 it can also observed that the coefficient of determination i.e. the R-square (R²) value is 0.416, which representing that 41.6% variation of the dependent variable (Average consumer purchase intention) is due to the independent variables (impact of global brands), which in fact, is a strong explanatory power of regression.

Table 4: ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	15.840	8	1.980	8.117	.000 ^a
Residual	22.200	91	.244		
Total	38.040	99			

Note: Data have been compiled by the researcher

From the table-4, it is identified that the value of F-stat is 8.117 and is significant as the level of significance is less than 5% (p<0.05). This indicates that the overall model was reasonable fit and there was a statistically significant association between impact of global brands and consumers' purchase intention. Additionally, this also indicated that the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that Bangladeshi consumers have a positive purchase intention towards global brands than local brands.

Table 5: Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.573	.535		4.812	.000
	Global brands possess more unique characteristics	.482	.075	.630	6.446	.000
	Assurance about performance quality	.046	.085	.059	.542	.589
	Global brands increase social status	.120	.057	.203	2.098	.039
	Friends and family influences	.088	.057	.139	1.549	.125
	Countries of origin of the product	.136	.056	.253	2.425	.017
	Price	.057	.057	.088	1.001	.319
	Brand image and heritage	.110	.062	.190	1.765	.081
	Huge media exposure of the brand	.113	.112	.102	1.006	.317

a. Dependent Variable: Bangladeshi customers' purchase intention towards global brands

Note: Data have been compiled by the researcher

In the table-5, unstandardized coefficients indicated how much the dependent variable varies with an independent variable, when all other independent variables are held constant. The beta coefficients indicated that how and to what extent independent variables unique characteristics, performance quality, social status, friends & family, price, brand image& heritage, media exposure, country of origin influence consumers purchase intention towards global brands. It has been found that, need for uniqueness(beta =.630, t=6.446, p<0.000), country of origin(beta=.253, t=2.425, p<0.017) and social status (beta =.203, t=2.098, p<0.039), have the highest influence or significant impact on consumers' purchase intention, whereas, brand image (beta =.190, t=1.765, p<0.081), friends & family(beta=.139, t=1.549, p<0.125), huge media exposure (beta =.113, t=1.006, p<0.317), price (beta=.088, t=1.001, p<0.319), performance quality (beta=.059, t=0.542, p<0.589), have a relatively lower impact on consumers' purchase intention towards global brands.

The Regression Model is:

Consumers Purchase Intention= 2.573+.630(unique characteristics) +.059(performance quality) +.203(social status)+ .139(friends & family)+ .253(country of origin) +.088(price)+ .190(brand image)+ .102(media exposure)

7. Conclusion

Because of the globalization waves consumers are now exposed to and are selecting from an immense range of local versus global products and brands than ever before. This situation is attributable to the decreasing of trade barriers, the development of communication and transportation technologies, increased global competition, coupled with the increased standards of living and improved lifestyles of consumers around the globe (Kaynak and Kara 2002). In this challenging environment, both global and local manufacturer, retailers must understand why and how consumers in Bangladesh markets make their brand choices. The purpose of this study was to assess Bangladeshi consumers' purchase intention toward global brands. This article of Bangladeshi consumers examined the impact of individual characteristics and brand-specific variables on purchase intention toward global brands versus a local brand. By analyzing the impact of global brands on Bangladeshi Consumers' Purchase Intention, it is observed that out of eight factors, Huge Media Exposure is having a high Mean score (M=4.38) and this result also supported as per survey of Cox Direct (1998) on Promotional Practices suggest that many companies spend as much as 75% on sales promotion and 25% on advertising of their total promotional budget to influence consumer purchase decision (Dotson and Hyatt, 2012). Bangladeshi consumers' considered price and unique design or styles of brands are respectively second and fourth important factors when choosing global brands. For unique style and price, similar result was found in Taylor and Cosenza's (2002) study. The researchers mentioned that unique design, style, look and price are the four most important attributes assessed when shopping for female teen. Besides, other researches also supported that price is the attribute most frequently used by consumers in evaluating the value of a clothing product (Eckman, Damhorst, and Kadolph, 1990). The third important factor is perceived quality of global brand that similar result was found in Hasan and

Ali study (2013). The researcher noted that Iranian consumer also possessed a great important on global brand performance quality than local one. Hence, there is a need for global managers to establish a wide-ranging understanding about attitudes of consumers in developing and transition economies toward imported products (Klein, Ettenson, and Krishnan, 2006). So, to create popular local brands manufacturer should focus on the factors that influence consumers' purchase intention towards global brands.

8. Recommendations for the marketers

In this section, a list of recommendations has been presented based on the findings of the survey conducted on consumers' purchase intention towards global brands. In relation to the findings, the study came up with following recommendations:

- Bangladeshi marketers must note that attitudes toward global brands have a negative effect on perceived quality for the local brand. Considering that a positive perception of quality is important for the long-term success of a brand, Bangladeshi marketers need to reshape their consumers' attitudes toward local brands through marketing and promotional campaigns.
- The results of this study should guide multinational companies who are planning to enter or are already exporting products to Bangladesh and other Asian countries by further identifying the target consumers' characteristics, nature, perceptions, attitudes and preferences for global brands. Consumers' positive and negative purchase intention attitude towards global brands help to develop a marketing strategy (Wang & Heitmeyer 2006).
- Companies from countries enjoying a favorable country-of-origin preference (such as America, Britain, France, Japan and Italy) may emphasis on the phrase 'made in ...' on their products (Mohamad, , Ahmed, Honeycutt, & Tyebkhan, 2000). Bangladeshi local brands manufacturer also need to work on this; how to improve the value of "Made in Bangladesh" tag. Moreover, positive country-of-origin than allows the companies to adopt premium pricing.
- Local manufacturers of Bangladesh should more focus on identifying the needs of consumers and try to meet this better than global companies. So that they can make a strong brand image for their products and compete in the global market.
- Local companies should improve the unique characteristics and brand image of their products so that consumers purchasing intention increase towards local brands. More significantly, they should improve the performance quality level, emphasize more on brand logo, name and continue the innovation of their product.

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