The Relationship of Life Satisfaction with Buying Intention and Brand Behavior for Global Brand

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Abstract
The aim of this research is to explore the relationship of life satisfaction to brand behavior and brand loyalty for global brand. Global brand Levi's is taken for this study. A total of 317 respondents from major universities in Islamabad, Rawalpindi and Lahore participated through self-administrated Likert scale basedquestionnaire. The study is exploring the mutual linkage of life satisfaction, brand consciousness, brand loyalty, willingness to buy, emotional value and perceived quality. Using Structural Equation Modeling (SEM), the study has shown that life satisfaction has an impact on brand consciousness positively, whereas brand consciousness has a direct relationship with perceived quality and emotional value, furthermore willingness to buy and emotional value has lead to brand loyalty; perceived quality also has a positive relation with willingness to buy.This study indicates that global retailers should pay attention to the importance of emotional aspects of global brands, especially for brand conscious consumers in order to enhance their intension to buy global brands.
Keywords: Brand Behavior, Brand Consciousness, Foreign Brand, Life Satisfaction.

1.   Introduction

An ample research has been found on consumers' preferences for global brands (Babin, *et al* 2004). Consumers from developing nations perceive global brands as of high quality, as these brands present high class consumers and having immense social recognition (Ozsomer, 2007). According to GEMS (2008), Pakistan has been ranked among stunning retail markets and the global brand preference of developing countries' consumers depict their stronger buying power backed by increased income; which has gotten attention of global retailers to develop loyalty for such brands (Fibre2fashion 2008).

Consumers from developing countries are converted from product conscious to brand conscious because of the availability of foreign brands from advanced countries, this thing ascribed to a modern life style, numerous foreign trips and dominancy of European culture (GEMS, 2008). Middle class consumers are enjoying living standard as western consumers and they are more contented and pleased than the consumers of relatively advance countries (McKinsey Global Institute 2007).

Many researches show that consumers' consumption intentions for global brands are based on feelings rather than merely on extrinsic product features like price and brand name (Batra and Homer, 2004).'*Emotional Attachment Theory*' describes the impact of emotions for some object on consumption interaction. Therefore, it is important to explore buying behavior for any global brand to know the reason/s of persuasion of local consumers for preferring foreign brands; that eventually may help global retailers to earn the brands effectiveness.

Ownership of branded and high quality products shows the life satisfaction (Diwan 2000). Life satisfactions of individuals make them brand conscious; attainment of branded goods reflects satisfaction level with life; therefore, consumers who feel achievement and recognition in society after purchasing branded products are highly brand conscious and feel success in life (Evans 1989). Increased life satisfaction is reflected in strong emotions for luxury goods that results in purchase relationship (Joung and Miller, 2007), this relation is more visible in apparels and personal care goods (Meadow, 1983); therefore, there isa need to explore that how life satisfaction is reflected by consumers' brand behavior for global brands?

As brand consciousness consumers perceive branded products as a source of prestige and symbol of status in society, they purchase global brands (Dardin and Babin, 1994), this trend is more visible for Eastern nations because of high perception for prestige and social status (Hofstede, 2001). Positive feelings based on product features, create emotional value as it is related to brand consciousness (Wang et al.2000). Therefore, consumers of developing nations perceive global brands having better quality as they are more brand conscious (Jamal and Goode,2001), hence they are more willing to purchase global brandsas theygive them emotional value because of higher monetary dearth in their home markets (Shen and colleagues, 2002). That indicates a gap to explore the impact of brand consciousness on emotional value and perceived quality for global brands.

Some consumers purchase global brands due to emotional attachment and others prefer because of its good quality (Pitta and Franzak 2008). Due to attractive features, emotional benefits and good quality of brand, consumers may become brand loyal (Yoo and Donthu, 2000). Pleasant feelings and high quality can lead buyers to repeat purchase and they transit towards brand loyalty. (Batra and Homer, 2004). Consumers feel that brand

loyalty enhances their self-esteem and social identity in a society (Hofstede, 2001). Perceived quality, emotional value and brand consciousness toward a specific brand can be increased by brand loyalty. (JinandSternquist2003). Willingness to purchase a specific brand becomes high as that product is perceived to offer more benefits to the consumer (Bos 1994). Consumers also purchase global brands because they think that global brands have good quality (Pitta and Franzak, 2008). Consequently, there should be some concrete efforts to explore the relationship of brand loyalty with emotional aspects and purchase intension for global brands.

This study aims to explore all the said gaps through the development of different hypothesis tested empirically and leading to some original findings that may help the global retailers to tailor strategies to address these issues.

2. Literature Review

2.1. Life Satisfaction and Brand Behavior

Life satisfaction can be referred as "quality of life", but defined as "an individual's subjective evaluation of his or her own life"and this concept has been studied in various fields of knowledge (i.e. marketing, sociology and psychology) (Alfonso et al, 1996). In general sense; life conditions with other physical conditions like job status, take home earning, health and marital status, as well as decreased mental stress all these are projecting the overall life satisfaction (Winter et al.1999). Shin and Johnnson (1978) defined life satisfaction as "a global assessment of a person's quality of life according to his chosen criteria" and it is based on subjective measures (Diener et al. 1995) that measures are either cognitive or affective (Franzoi and Shields1984).

Enhanced standard of living increases the life satisfaction of any individual. (Nakano et al., 1995). Positive behavior towards branded product shows the life satisfaction of consumers (Global Luxury Brands Study, 2008). Psychological incident of consumer wellbeing is measured in satisfaction and dissatisfaction of consumers buying experiences (Diwan, 2000). Lee and Sirgy (1995) described five dimensions of consumer satisfaction from goods and services (i.e. possession, consumption, acquisition, maintenance, and disposition).

Consumer market place contributes to life satisfaction that produces different satisfaction measures after interacting with marketing institutions where marketingis considered as significant provider to life satisfaction outcome (Meadow 1983). Following domains that mainly contribute in life satisfaction are; clothing and accessories, food, legal services, banking, education, insurance, medical care, housing, transportation, household operations and personal care (Meadow 1983). Life satisfaction of every individual is different due to psychological life domains (Diener 1984). Materialism and life satisfaction are closely related with each other where materialism is possession of anything which gives the satisfaction and happiness in life to any individual and is a great source of satisfaction and dissatisfaction in life (Belk 1985). Satisfaction and materialism have significant relationship in many studies. (Dawson and Bamosy 1991).

Middle class consumers are enjoying living standard as western consumers and they are more contented and pleased than the consumers of relatively advance countries (McKinsey Global Institute 2007). Increased life satisfaction is reflected in strong emotions for luxury goods that result in purchase relationship (Joung and Miller, 2007) which is more visible in apparels and personal care goods (Meadow, 1983); this increases the need to explore that how life satisfaction is reflected by consumers' brand behaviour for branded goods?

2.2. Life Satisfaction and Brand Consciousness

Brand consciousness is the mental direction to select branded products that are very popular in society and highly advertised (Sproles& Kendall, 1986), and it has a major impact on brand behavior (LaChance et al, 2003). Buyers often articulate personal characteristics and liking through brands (Manrai et al., 2001). Consumers from developing countries are converted from product conscious to brand conscious attitude because of easy availability of foreign brands (e.g. Levi's, Marks Spencer, D&G, Diesel, and Calvin Klein) from advanced countries, this thing is ascribed to a modern life style, numerous foreign trips and dominancy of European culture (GEMS, 2008).

Nam.J et.al (2011) interrogates the mediating effects of consumer satisfaction on the relationship between consumer based brand equity and brand loyalty in the hotel and restaurant industry. They conducted research by using structural equation modeling approach and use a sample size of 378 customers. They elaborate those five dimensions of brand equity: physical quality, staff behavior, ideal self-congruence, brand identification and lifestyle congruence are found to have positive effects on consumer satisfaction. The findings of their study recommend that consumer satisfaction partially mediates the effects of staff behavior, ideal self-congruence and brand identification on brand loyalty. The effects of physical quality and lifestyle congruence on brand loyalty are fully mediated by consumer satisfaction.

Customer mix is an ever-growing issue in today's business sector. And undoubtedly, business sector depends upon long-term relationships with customers as the origin for profitability. Businesses in this regard term satisfaction and service quality as necessary ornaments for escalating customer retention. (Sweeney & Swait , 2008) investigates the important role of the brand in managing the churn of current customers of relational services. They propose that creditability of brand is important in this aspect. As brand has a significant part in running long

term customer relationships. This research work also elaborates the fact that how usual tools of customer relationship management, satisfaction and service quality, relate to brand credibility.

Life satisfaction of individuals makes them brand conscious; attainment of branded goods of apparel, automobile, and appliance reflect satisfaction level with life (Evans 1989). People feel success in life after purchasing branded products. Evans (1989) described that consumer who feels achievement and recognition in society after purchasing branded products are highly brand conscious. Consumers use the well-known brands for their personal identity and social recognition (Aaker 1991). Based on these viewpoints, Pakistani consumerswho have a higherquality of life are likely to be satisfied with life and thus more aware of well-known brands.

H1: Consumers who are more satisfied with life are more brands conscious.

2.3. Brand Consciousness, Emotional Value and Perceived Quality

Emotional value can be defined as pleasure and enjoyment generated by products at the time of consumption (SweeneyandSoutar, 2001). Brand consciousness consumers believe that branded products are the source of prestige and symbols of status in society and they purchase costly and famous brand name products (Sproles & Kendall, 1986). Consumers believe that there is less risk in purchasing branded products and they also familiar with branded products (Lehmann &Winer, 1997). Brand names steadily get shape as a part of community language (Friedman, 1985). Eastern cultures are more brand conscious because of high perception for prestige and social status (Hofstede, 2001). Brand consciousness is the first determinant of consumer decision-making style (Fan and Xiao, 1998) as in case of Chinese women (Tai & Tam, 1997). Positive feelings are stimulated by the apparent features of product so they create emotional value as it is related to brand consciousness (Wang et al.2000).

Brand value is of foremost important aspect in today's research world. It is researched by vast researchers but (Yooand Donthu , 2001)measure brand value in terms of three dimensions: brand loyalty, perceived quality, and brand awareness. While (Burmann et al, 2009) study explores the external sources of brand value at the behavioral level. These factors are brand benefit clarity, perceived brand quality, and uniqueness. Different researchers look at the brand value at different angle like consumer perceptions of brand value is elaborated by (Kim, Kim, and Lee, 2010). Theyput forth the theme that consumer perceptions of brand value include physical value, economic value, expressive/social value, emotional value, and service value.

Brand equity inculcates value to customers by enhancing their understanding of information and also enhances their ability to process information in a better way. It ensures them to make purchase decisions confidently. Foremost worthy thing is that it enhances their satisfaction level. (Aaker, 1991).

Consumers of developing nations perceive global brands as having better quality irrespective of the related benefits, hence they are more brand conscious (JamalandGoode,2001) therefore they are more willing to purchase productsofadvanced countriesas they give them emotional value because of higher monetary dearth in their home markets (Shen and colleagues, 2002).

This discussion leads to our hypothesis that:

H2: More brand conscious consumers will perceiveglobal brand having high quality.

H3: More brand conscious consumers will have high emotional value for brand.

2.4. Brand Loyalty, Emotional Value and Willingness to Buy

Yoo and Donthu (2000) defined brand loyalty as a tendency to buy a brand as a prime selection in the future. Brand loyalty is measured on the basis of purchase behavior, whereas some consumers purchase global brands due to emotional attachment and some think that global brands have good quality, hence brand loyalty gives the benefits to consumers as well as retailers(Pitta and Franzak, 2008). Consumers feel satisfaction and get desired expectations upon consumption while retailerscan take benefit in the shape of positive word of mouth, less promotional cost and low turnover ratio of consumers(Bos, 1994). If brand give the attractive features, emotional benefits and good quality then consumers may become brand loyal (Yoo and Donthu, 2000). Usage of brands that gives the pleasant feelings at the time of consumption and have high quality can lead buyers to repeat purchase and they transit toward brand loyalty. (BatraandHomer, 2004).

Marketers wish for elite brand repurchase. This can happen when customers develop deep emotional feel them emotionally attached with the brands. To create this emotional bond, marketers must know the controllable antecedents of the phenomenon. (Grisaffe& Nguyen, 2010) study use qualitative methods to derive five primary antecedents of emotional attachment to brands. These Antecedents are: superior marketing characteristics, traditional customer outcomes, user-derived benefits, socialization and intergenerational influence and last one is sentimental memories.

Social media is an impressive tool today. So, social media based brand communities are initiated.

M. Laroche et al. (2012) explore the fact that whether social media brand communities have positive effects on the main community elements and value creation practices in the communities as well as on brand trust and brand loyalty or not. Structural equation modeling is used in this regard which shows that social media brand communities have positive effects on community markers (i.e., shared consciousness, shared rituals and traditions,

and obligations to society).which in turn have positive effects on value creation practices (i.e., social networking, community engagement, impressions management, and brand use).Such communities could augment brand loyalty through brand usage and impression management techniques.

Consumers feel that brand loyalty enhances their self esteem and social identity in a society (Hofstede, 2001). Perceived quality, emotional value and brand consciousness toward a specific brand have a strong relation with brand loyalty. (JinandSternquist, 2003)

All these arguments are leading to our following hypothesis:

H4: Consumers with higher emotional value for a foreign brand will be more brands loyal.

H5: Consumers with high purchase intentions for global brand will be more brands loyal.

2.5. Perceived Quality and Willingness to Buy

Perceived quality refers to a consumer's subjective judgment regarding brands on the whole brilliance (Zeithaml, 1988). Vigneron and Johnson (1999) put forward five perceived values that drastically affect consumer decision processes regarding esteemed brand selection. These values include: conspicuous value, unique value, social value, emotional value, and quality value. While perceived value is taken at different angle by (Parasuraman and Grewal, 2000) who intend four types of perceived value: acquisition, transaction, in-use and redemption value.

G. Li et al. (2012) examines Chinese consumers' willingness to pay for luxury fashion brands related to their fashion lifestyle and perceived value. Their study enfolds the fact that fashion lifestyle, perceived social/emotional value, perceived utilitarian value, and perceived economic value have a significant influence on the willingness of the Chinese consumers to pay. In the view of some researchers that brand loyalty is also judged by the consumers' willingness to pay. As their willingness show their purchase intentions. Netemeyer et al. (2004) propose that perceived quality, perceived value cost and brand uniqueness may be the direct antecedents of a consumer's willingness to pay a premium price for a brand. A consumer's willingness to pay a premium price may be a direct antecedent of brand purchasing behavior.

The likeliness of Consumers to buy a specific brand is also for the reason that brand is perceived to have the high quality, better performance, great benefits with desired attributes (Yoo and Donthu, 2000). As this higher perception is based on contrasting features so willingness to purchase a specific brand becomes high as that product may offer more benefits to the consumer (Bos, 1994). The perception of high quality demonstrates the dominance of that brand over the others in the same queue, hence inspires the individuals to buy that brand (Yoo and Donthu, 2000). Consumers purchase global brands because they think that global brands have high quality (Pitta and Franzak, 2008).

That leads to the following hypothesis:

H6: Consumers with high perception for quality of a global brand will intend more to buy that brand.

3. METHODS

3.1. Sample and brand selection

This study uses a sample of university students in Pakistan. Convenience sampling is used for this study. There are many reasons to choose university students and convenience. According to Hauck and Stanforth (2007), University students are an important market segment that is most likely to purchase foreign brands.

The universities for this study are most expensive universities located in Pakistan's most expensive cities. Due to high education costs in these universities, the students in this sample belong to families having above average income and social status.

A major purpose of this study is to explore the relationship of life satisfaction to brand behavior and brand loyalty for global brand. Young generation early perception for any global brand impacts in their long run buying behavior (Unity Marketing, 2007). The most important point, university students are relatively same in terms of their age, income and aptitude so this resemblance can decrease the potential effects of these potential covariates in the results.

A global brand Levi's was selected by a focus group interview (N=8), because of equally popular in both genders; and is in growth phase in developing markets (e.g., Pakistan) and finally respondents are easily available in universities.

3.2. Data Collection

By using convenience sampling technique, data collected, through self-administrated structured questionnaire initially from 30 respondents as pilot study to test the questionnaire, (these respondents were excluded from the main study) and after finding it easy to answer, data was collected from 317 respondents on voluntary basis, from three major cities of Pakistan, namely Islamabad, Rawalpindi and Lahore. Out of which 305 were valid responses (96%).The questionnaire was in English as most of the respondents were educated and can answer the questions easily. Students were contacted when they were free from classes (Libraries, Cafeteria and playing ground).

A mixture of 70% male and 30% female participated in this study. Around 73% of the respondents are

between 18 and 23 years old with the rest between 23 and 30 years old. 55% respondents are studying in under graduate (Bachelor degrees) programs, 37% are studying in Graduate level programs and 8% are doing MS/PHD.

34% of the respondent's report spending an average of 5000Pakistani Rupees per month on non-necessities. 47% spend 5000 to 10000 Rupees on non-necessities while 21% spend more than 10000 Rupees on non-necessities.

4. Theoretical Framework
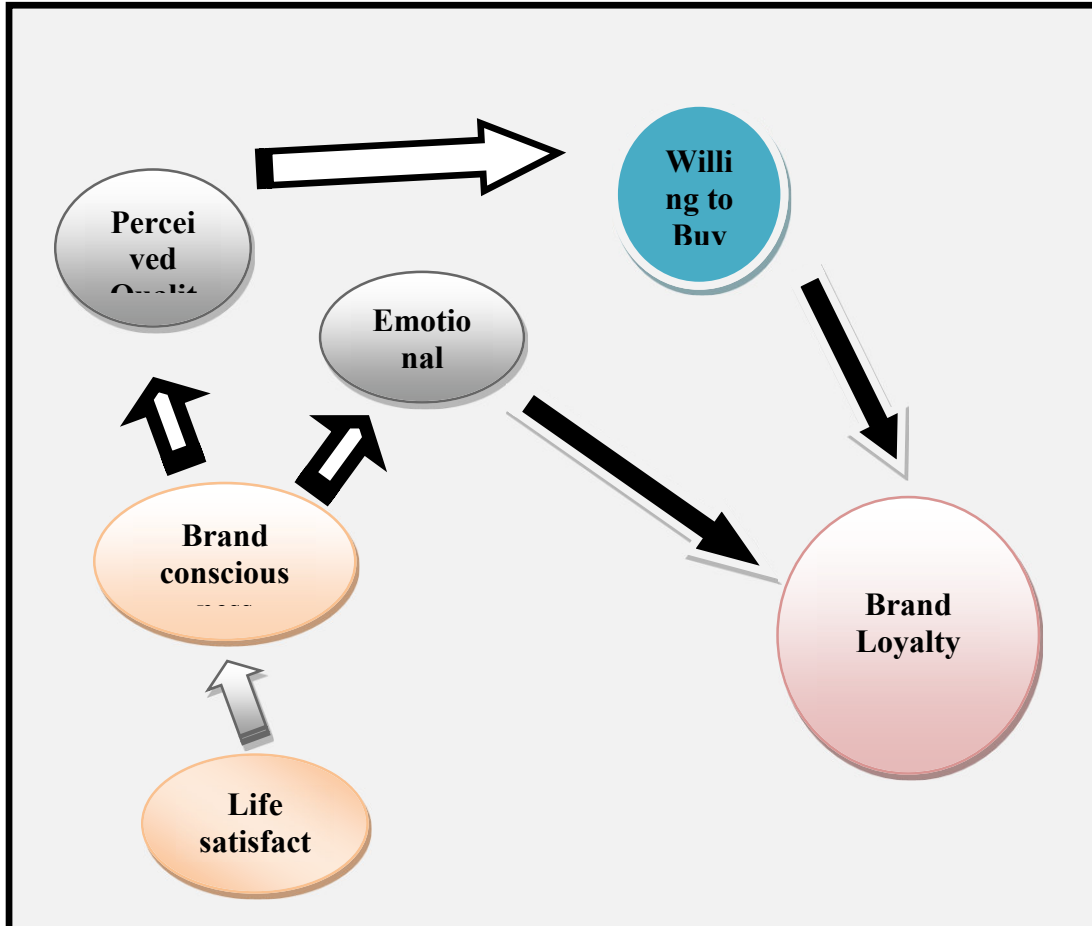
Measures

The study is comprised of six main variables: "willingness to buy", "life satisfaction", "brand consciousness", "perceived quality", "emotional value", and "brand loyalty". All items were rated on 7 point Likert scale, from "strongly disagree" to "strongly agree".

Table 1.   Measures for Variables

Variable	Items	Scale Used (Author)
Life Satisfaction	7	Alfonso and colleagues (1996)
Brand Consciousness	5	Shim and Kotsipulos (1993)
Emotional Value	5	Sweeny and Soutar (2001)
Perceived Quality	3	Dodds and colleages (1991)
Brand Loyalty	3	Yoo (*et al,* 2000)
Willingness to Buy	2	Oberecker and Diamantopoulos (2011)

The Statistical Package of Social Sciences (SPSS) version 16 and AMOS version 16. 0 were used for analysis. All variables were examined using the confirmatory factor analysis approach to add multidimensionality to constructs (Yoo and Donthu, 2001).

The Maximum Likelihood Estimation Procedure was used for Structural Equation Modeling (Yoo and Donthu, 2001). The model fit (Kline, 1998) was tested by chi-square, chi-square/degree of freedom ratio, CFI ($\geq$ 0.9) and Root Mean Square Error of Approximation (RMSEA) ($\leq$ 0.08) and Goodness of Fit Index (GFI) (0.9 $\geq$). CFI was used to determine relative fit (Meyers et al., 2006).

5.   Data Analysis and Findings

5.1. Reliability

Cronbach's alpha was used to test reliability, where Cronbach's alpha coefficients were ranging from 0.77 to 0.94. All these are more than just good (Kline, 1998). Table 2 elaborates reliability results in detail.

Table 2: Reliability Results

Constructs	Cronbach's alpha
Life Satisfaction	0.85
Brand Consciousness	0.81
Perceived Quality	0.89
Emotional Value	0.94
Brand Loyalty	0.77
Willingness to Buy	0.82

Table 3 presents the mean and standard deviation for each variable. Mean and Standard Deviation of each variable is presented in table 2.

Table 3: Mean and Standard Deviation for Each of the Measured Variable

Item description	Label	Mean	Std. Dev.
The conditions of my life are excellent.	LS1	5.39	1.294
I have the things I consider important in life.	LS3	5.64	1.007
I am pleased with myself as an individual.	LS4	5.60	1.090
My life is close to ideal.	LS5	5.04	1.122
I am satisfied with my physical appearance.	LS6	5.40	1.099
My actual self is close to my ideal self.	LS7	4.99	1.035
It is important to buy well known clothing	BC1	4.61	1.406
I try to stick on certain brands	BC2	4.28	1.735
When I found a brand I like, I continue to buy it	BC3	5.26	1.176
A well known brand means good quality	BC4	5.27	1.111
I pay attention to brand names	BC5	4.61	1.594
Levi's is reliable	PC 1	5.21	1.228
Levi's is durable	PC2	5.18	1.197
Levi's has high quality	PC3	5.16	1.138
Levi's is the one that I enjoy	EV 1	4.78	1.391
Levi's makes me feel good.	EV2	4.75	1.499
Levi's gives me pleasure	EV3	4.57	1.415
I feel comfortable using this Levi's.	EV5	4.77	1.388
I am loyal to this Levi's	BL 1	4.43	1.440
I will not buy other brand if Levi's is unavailable	BL2	3.96	1.810
Levi's is my first choice among competing brands	BL3	3.90	1.700
It is very likely that I will American products	W2B 1	3.80	1.671
I will definitely try American products.	W2B3	3.77	1.587

5.2. Hypotheses Testing

Our first hypothesis about brand consciousness and life satisfaction is significant with alpha 0.552, perceived quality and brand consciousness is significant with beta 0.642 (H2 supported); emotional value and brand consciousness is significant with beta 0.911 (H3 supported); willingness to buy is significant with emotional value with beta value 0.428 (H4 supported); willingness to buy and perceived quality is significant with beta 0.714 (H6 supported) and finally willingness to buy and brand loyalty is significant with beta 0.590 (H5 supported).

There is significant relationship of life satisfaction with brand consciousness. Brand consciousness also has positive relationship with perceived quality and emotional value. (Table 5).

Table 5. Regression Weights

Hypo-thesis.	Structural Paths			Standardized Estimate	S.E.	P
H1	Brand Consciousness	<---	Life Satisfaction	0.552	.123	0.000
H2	Perceived Quality	<---	Brand Consciousness	0.642	.062	0.000
H3	Emotional Value	<---	Brand Consciousness	0.911	.074	0.000
H4	Brand Loyalty	<---	Emotional Value	0.428	.053	0.000
H5	Brand Loyalty	<---	Willingness to Buy	0.590	.059	0.000
H6	Willingness to Buy	<---	Perceived Quality	0.714	.096	0.000

It is obvious from the table 4 that the all the variables have significant relationships, where emotional value and brand loyalty has lowest standard error (0.053).

6. Discussion

This study was aimed to explore the relationship of life satisfaction to brand behavior and brand loyalty for global brand. The proposed model was proved as fit for all six constructs hence validating our conceptual assumptions about the relations among variables. There is a positive relationship of life satisfaction to the brand consciousness, which is consistent with previous studies. (Bhardawaj, *et al*, 2011). The relationship of brand consciousness with perceived quality and emotional value is also similar to previous work (Lee and Kim, 2006; Bhardawaj, et al,2011;). The study confirms that consumers consider brand as a symbol of quality like other empirical work in developing countries (Shen,*et al,* 2002; Batra,*et al,* 2000). The relationship of willingness to buy and brand loyalty is also a replica of past contributions (Oberecker and Diamantopoulos, 2011). This study shows that the developing countries consumers are brand loyal because of perceived quality that finding is addressing the call of Bhardawaj (et al, 2011).

Despite of little efforts on exploring the brand behavior for global brands, this study tried to validate the relationship of life satisfaction on brand behavior that leads the consumers for more intension to buy global brands and brand loyalty. The novelty of this paper is in empirical expression of relationship among variables. It is also significant to explore the factors moderating the brand behavior relationship for the global brands. On the basis of this research, the global retailers are now in a better position to establish brand loyalty through tackling the emotional aspects for global brands. There is little work in developing countries especially in Pakistan to determine the factors generating intension to buy and brand loyalty for global brands.

7. Conclusions and Implications

Pakistan is a country where the consumer life style is improving day by day; the global brands are finding their way to earn more premium profits. So the factors affecting the perception of global brands are hot issues to be explored at broader level. The study strengthened in literature that in developing countries (e.g., Pakistan) the brand behavior for global brands is getting immense importance. The significant relationship between brand consciousness and life satisfaction reveals that the developing nations' life style is improving day by day, as shown in their preferences.

It is interesting thing that Pakistani consumers are brand loyal due to emotional value. These brand loyal customers are emotionally attached with foreign brand thus may create positive word of mouth for any product, and this word of mouth will be an independent, reliable and free of cost source of promotion for global retailers. Global retailers can motivate the consumers by satisfying their emotional needs and use their loyalty for increasing the market gap in developing countries. To address that emotional needs the global retailers may use brand celebrity because people also purchase the brand due to attractiveness, expertise and trustworthiness of a celebrity, as this may quench their emotional attachment. Global retailers may use sales promotion techniques so that brand conscious consumers could purchase more and become brand loyal to foreign brands. The customer with high level of life satisfaction should be addressed tactfully as they have high more thrust for global brands. The global brands focused with improved perception for quality can do more in creating intension to buy as compare to other tools.

The study elaborates the awareness of marketing techniques for strengthening a well-built brand loyalty for developing markets and also makes a call for more work on global brand perception. Enlarged accessibility of global brands and demand for these brands has inclined consumers' brand behavior for retailers and researchers. Foreign endorsers can also increase perception of quality due to the image that they endorsed better quality.

8. Limitation and Further Area of Research

There are several limitations that should be kept in knowledge for further research. Although the sample size (N=305) was reasonable but it should be a bit more as the area of knowledge is broad. As most of the respondents are students; they are good representative for population but a more focus on general consumer can give much

better results. The country likeness should also be explored with the willingness to purchasing global brands. Other foreign brands should also be kept in consideration for further research as well as exploring the factors (i.e. price) that can moderate the relations with global brand behavior will a valuable addition for future research.

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