

Consumers' Purchase Intentions towards Global Brands: A Cross-Cultural Analysis

Anees U. Rehman, Tehmina Latif, and Muhammad I. Rana

Abstract—This study empirically investigates the impact of various psychological processes such as consumers' life satisfaction, ethnocentrism, perceived quality and need for uniqueness on consumer purchase intentions with a special comparative reference to European and Asian cultures. The researchers collected data from university students of United Kingdom and Pakistan following convenience sampling technique. The Multiple Linear Regression Model was used for data analysis and interpretations. Findings suggest that perceived quality and need for uniqueness positively influence British consumers to buy global brand. Whereas perceived quality and need for uniqueness positively whereas consumer ethnocentrism negatively influence Pakistani consumers to buy global brands. This research contributes to consumer behavior literature by making a comparison between European and Asian consumers' buying behaviour towards global brand. It implies that the multinational firms that are intended to enter and prosper in U.K. and Pakistan markets should consider cultural perspective and offer good quality products and launch advertising campaigns that can stimulate consumers self-identity by providing psychological comfort through purchasing of foreign brands.

Index Terms—Ethnocentrism, life satisfaction, need for uniqueness, purchase intentions.

I. INTRODUCTION

With an increasing trend in globalization of markets, a transformation in consumer behavior towards global brands has become significantly observable. Therefore organizations have to account for a number of factors which might stimulate the target consumers to buy certain global brands. Globalization is an inevitable phenomenon making the entire world a global village. This process facilitates the exchange of goods and services as well as information and technology between the people of different countries, cultures and communities. This has become possible with the help of reduced international trade barriers, international trade agreements among different nations and advancement in information and communication technology and transportation technology [1]. This trend gives rise to a need to understand consumers' preferences in response to various cultural conditions while buying a product. But question arises how cultures influence consumers' buying behaviour. In an attempt to explore the answer, this study incorporates various psychological predictors with respect to British and

Pakistani contexts to understand cultural impact on consumers' purchase intentions towards global brand.

Companies are attempting to target international markets, engaging in foreign direct investment or exporting their goods and services. But due to considerable uncertainty, firms face problem in deciding whether and how to serve foreign markets. They may often unaware of local regulations, cultural norms, legal requirements, size of foreign demand, purchasing behavior and adequacy of products to local tastes. Therefore, companies are focusing more on individuals of different cultures more frequently than in the past. Scholars are increasingly interested in studying the concept of culture in order to help firms to formulate corporate strategies to target foreign consumers. Many researchers addressed the issue of strategic decision making and how to enter a foreign market. Hutzschenreuter and Voll [2] found that host country's national cultures influence the performance of internationalization strategies. International Firms require cross cultural competence due to changing business environments. They are forced to change their structures and approaches to face the growing challenges in foreign markets owing to diversity in cultures, international markets and psychic distances. Individuals belonging to different cultures, have different perception regarding same product in the world. To get maximum foreign share in the global market a firm should be accepted and appreciated in different cultures. Cultural blunder can harm the good will of any successful firm in long term, though it happens unconsciously. There are so many companies that failed because they did not understand the reasons that why people think or value the way they do [3].

Many scholars have identified the factors which predict the choice of global brand with reference to cultural differences. Souiden, Kassim and Hong [4] studied dimensions of corporate branding in the context of eastern and western cultures and found significant differences among American and Japanese consumers' perceptions of corporate branding and loyalty. Kumar, Lee and Kim [5] conducted a study on Indian consumers comparing their local and global brand preferences on the basis of personal characteristics and brand-specific variables. Bhardwaj, Park and Kim [6] examined various psychological predictors such as life satisfaction, perceived quality, brand consciousness and emotional value for determining brand loyalty in Indian context. However, there is little evidence of investigating the differences in buying behavior towards global brands among European and Asian consumers.

The current study investigates the consumer's purchase intentions towards global brands in cross cultural perspectives in order to compare and understand the similarities and differences among consumers of both cultures. It attempts to explain the consumers' behavior towards global brands with special comparative reference to

Manuscript received February 28, 2018; revised May 15, 2018.
Anees U. Rehman is with Directorate Colleges, Punjab (email: aneesurrehman2011@hotmail.com).

Tehmina Latif is with Pakistan Customs, Federal Board of Revenue, Pakistan (email: tehminalatif86@gmail.com).

Muhammad I. Rana is with Hepatitis Control Program, Primary & Secondary Healthcare Department, Punjab.

European and Asian countries, where this behavior is shaped by life satisfaction, ethnocentrism, perceived quality and need for uniqueness. This study has been conducted in U.K and Pakistan simultaneously to investigate the relevant fact. The study is worth conducting since Pakistan is a developing country that is still striving for growth in international market whereas U.K represents a developed economy with high GDP growth rate. Therefore, consumers in these countries may show some remarkable differences in buying behavior towards global brands. Moreover, Asian and European cultures are quite different with regard to consumer behaviors, perceptions as well as the responses towards marketing practices [4]. Specifically it is theorized that the proposed combination of factors would significantly influence the consumers' purchase intentions towards global brands in both contexts.

This research makes significant contribution in consumer behavior literature in two ways. First, most of the research on consumer behaviour towards global brands in Asian countries has been conducted in emerging market economies such as China and India and in developed countries such as U.K and U.S representing a single country context. This study is the first attempt to make a simultaneous comparison between British and Pakistani consumers to study the cross cultural differences in consumer buying behaviour towards global brands. Second, it examines a unique combination of various psychological factors to explain variation in consumer purchase intentions towards global brands. Before this study, Bhardwaj [6] studied consumer buying behaviour using same variables but different relationships. This study will open new horizons for researchers to investigate more dimensions relevant to consumer buying behaviour. This study will prove beneficial for international retailers and manufacturers who intend to go and expand their business in foreign countries like UK and Pakistan. It would help in analyzing the factors that generate a market for a particular brand. This study provides marketers an insight regarding similarities and differences by comparing both cultures with respect to dynamics underlying consumers' attitude towards branded products in two different cultures. It also guides managers to develop branding strategies keeping in view consumers' preferences for a brand in both contexts.

A. Consumers' Life Satisfaction and Intentions to Buy Global Brands

Life Satisfaction has significant impact on consumers' consumption. It is particularly related with the acquisition of goods [7]. Materialism literature describes individuals' possession of goods as the subjective evaluations of their wellbeing or life satisfaction [8]. According to which impoverished consumers often are unable to upgrade their status and fail to rise above their current circumstances [9] whereas in consumer behaviour literature, life satisfaction is measured by individuals' evaluation of one's overall situation [10]. Meadow [11] related life satisfaction with purchase of clothing, fashion accessories and personal care products. Joung and Miller [12] suggested a positive relationship between life satisfaction of females and their behavior toward fashion activities. Previous researches have documented consumers' life satisfaction as important

predictor of consumers' buying behavior. Cooper [13] found that in developing countries consumers are familiar with and like to possess well-known brands to enhance their quality of life. Bhardwaj [6] found that life satisfaction is positively associated with brand consciousness for global brand. Keeping in view these evidences hypothesis 1a and 1b are as follows:

Hypothesis 1a: U.K consumers' life satisfaction is positively associated with intention to buy global brands.

Hypothesis 1b: Pakistani Consumers' life satisfaction is positively associated with intention to buy global brands.

B. Consumers' Ethnocentrism and Intentions to Buy Global Brands

According to the social identity theory [14], consumers tend to rationalize and improvise the meanings and objects associated with the in-groups in order to construct and negotiate a positive self-identity while aligning with their in-groups. This concept expresses the idea that one's own group is superior while the rest are inferior [15]. The tendency of consumers to be ethnocentric signifies what they believe about the appropriateness and moral legitimacy of purchasing foreign products [16]. Ethnocentric emotions cause the customers to prefer their domestic products believing that their country-made products are the best [17]. Studies conducted in developed countries suggested that ethnocentric consumers overrate their domestic products and feel a moral obligation towards buying these products [18]. Ethnocentrism is thus one of the factors that influence the consumers' decision as to whether they buy foreign or domestic products [19]. Keeping with these findings, hypothesis 2a and 2b are as follows:

Hypothesis 2a: U.K consumers' Ethnocentrism is negatively associated with intention to buy global brands.

Hypothesis 2b: Pakistani consumers' Ethnocentrism is negatively associated with intention to buy global brands.

C. Perceived Quality and Intentions to Buy Global Brands

Many authors defined perceived quality as the way in which consumer evaluates product's brand equality and overall advantages by comparing them with available alternatives [20]-[22]. It develops consumer's attitude towards judgment of brand superiority experience as opposed to just a brand's particular characteristics [23]. Customers may use perceived quality as a subjective judgment of product quality while conforming to manufacturing standards as well as product specific attributes. Previous studies have found a significant association between perceived product quality and perceived value [24], [25]. Perceived brand non-localness affects consumers' perceptions regarding product attribute quality belief [26]. This perception of quality helps consumers recognize the superiority of a particular brand over others thus encouraging them to choose that brand [27]. Kinra [28] suggested that better quality perception influences consumers in developing countries to purchase branded products imported from developed countries. According to Jamal and Goode [29], consumers buy branded products for attributes such as brand's quality. Kumar, Lee and Kim [5] found a positive relationship between perceived quality and intention to buy US brands.

Accordingly Hypotheses 3a and 3b are as follows:

Hypothesis 3a: U.K consumers' perception of quality is positively associated with intention to buy global brands.

Hypothesis 3b: Pakistani consumers' perception of quality is positively associated with intention to buy global brands.

D. Need for Uniqueness and Intentions to Buy Global Brands

The construct of consumers' need for uniqueness is based on the theory of uniqueness presented by Snyder and Fromkin [30] which expresses individual characteristic to identify one's self image by purchasing material goods [31]. Uniqueness Theory describes that consumers seek distinction by adopting diverse behaviors and show undesirability to adopt similar things owned by others. Kumar, Kim and Pelton [32] defined need for uniqueness as a person's desire to be seen as distinguished from others in the society. People wear certain branded apparels to uniquely express their personality and image [33]. Tariq and Iqbal [34] found positive relationship between need for uniqueness and intentions to buy a foreign apparel brand. Accordingly, hypothesis 4a and 4b are as follows:

Hypothesis 4a: U.K consumers' need for uniqueness is positively associated with intention to buy global brands.

Hypothesis 4b: Pakistani consumers' need for uniqueness is positively associated with intention to buy global brands.

E. Cross Cultural Perspective and Consumer Behavior

Consumers in UK and Pakistan were chosen because these countries represent consumer markets in Europe and Asia with substantially different economic conditions, retail market development and cultural values. For foreign investors, UK is a developed market of apparel brands with revenues of £2.7 billion and it has estimated that the annual growth rate will increase by 6.6 % from 2014 to 2020 (PWC, 2016) [35] and the Pakistani apparel retail industry is growing with 9.1% from 2010 to 2014 and had earned revenues of \$8.7 billion in 2014. It is also estimated that it will earn up to \$12.4 billion revenue by the end of 2019 (Apparel Retail in Pakistan, 2015).

Apparel brands are considered high involvement routine items of shopping which provide symbolic meanings, psychological satisfaction, reflect consumer's social life satisfaction and fantasies. Clothes often display social status, self-identity and personality characteristics [36]. Thus it is believed that needs to be met through apparel brands provide psychological satisfaction and contribute in socioeconomic conditions of market. According to Tse [37], socioeconomic conditions significantly affect the consumer buying behavior. Per capita income and disposable income is the good predictor of consumption pattern [38]. Similarly, as more resources become accessible, the consumers may tend to buy more brands. Therefore, brands imported from other countries are desired whereas lack of resources, less media exposure and limited brand awareness may reduce the consumption of products. The Statistics Portal (2016) [39] shows that GDP per capita in the UK was estimated at around 46,313.33 US dollars in 2014 whereas in the case of Pakistan, it was 1114.5758 US dollars (Trading Economics,

2016) [40]. Therefore the buyers in both countries should show some significant difference in their buying behaviour. Accordingly, it is hypothesized that:

Hypothesis 5: British consumers differ from Pakistani consumers in their buying behaviour towards global brands.

II. METHODS

A. Research Design

The purpose of this study was to explain the relationship among study variables and to compare these relationships in U.K and Pakistani contexts. This study was quantitative and correlational in nature. Cross-sectional time frame for data collection was used following the foot-steps of previous researches [6]. For this study Levi's, a U.S apparel brand, was chosen to get responses since it is a global brand having widespread penetration in U.K as well as in Pakistani consumer markets. Most of the previous studies on global brands were conducted using this brand since it is perceived as a face saving brand that reflects consumers' life style [41].

B. Population and Sampling

Population of this study consisted of consumers of Levi's brand in European and Asian countries. A sample of 150 consumers was drawn from students of local universities in London representing European culture. This sample was reduced to 149 later on. Another sample of 150 consumers was drawn from students of local universities in Lahore representing Asian culture. Convenience sampling technique was used to draw the samples. Student sample was taken keeping in view the advantages of homogeneous sample. The useable sample size was 299 students from both countries.

C. The Instrument and Data Collection

Primary data was collected through surveys from respondents using self-administered, close -ended questionnaires. A filter question was used to ensure that the questionnaire was being filled by the consumers of Levi's brand only. The questionnaire consisted of two portions. First one recorded the demographic characteristics of respondents including selecting the name of global apparel brand- Levi's. The other portion elicited responses for the constructs of the study regarding their agreement or disagreement with the statements. For survey purpose prior appointment from the heads of respective universities was taken to whom request letters were forwarded through e-mails obtained from researchers' universities.

D. Model

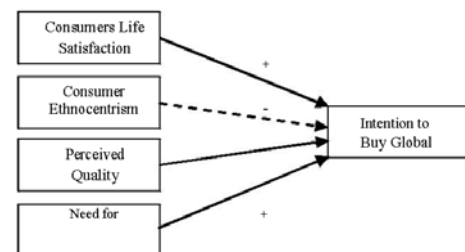


Fig. 1. Hypothesized path model.

Fig. 1 shows the hypothesized path model of the study.

III. MEASURES

This study consisted of four independent variables and one dependent variable. The construct for consumer purchase intention was adapted from Kumar *et al.*'s [5] 2-item scale. Construct for life satisfaction was adopted from Alfonso *et al.*'s [42] 7-item scale. The construct for consumer ethnocentrism was adapted from Supphellen and Rittenburg's [43] 10-item CETSCALE, perceived quality was adopted from Dodds' [24] 3-item scale and construct of need for uniqueness was adapted from Kumar, Lee and Kim's [35] 9-item scale. All these constructs were measured on 5-point likert scale where 1=strongly disagree and 5=strongly agree.

IV. DATA ANALYSIS AND RESULTS

A. Demographic Characteristics

Gender-wise frequencies break-up is given in Table I. It can be seen in the table that there were total 299 valid cases. Among which 198 (94 British and 104 Pakistani) were male respondents whereas 101 were female respondents (55 British women and 46 Pakistani women). Therefore, majority of the respondents were male in both countries.

TABLE I: FREQUENCY DISTRIBUTION BY GENDER

	U.K			Pakistan	
	Frequency	%age	Frequency	%age	Total
Male	94	62.7	104	69.3	198
Female	55	36.7	46	30.7	101
Total	149	99.3	150	100	299

The frequency distribution of respondents by age group indicated that among British respondents, 82 (54.7%) belonged to an age group of 20-25 years. On the contrary, among Pakistani respondents there were 93 (62%) who belonged to an age group of 20-25 years while rest of the respondents belonged to other age groups. Therefore, majority of respondents in both countries belonged to an age range of 20-25 years.

B. Construct Reliabilities and Inter-construct Correlations

The construct reliabilities and Pearson's bi-variate correlations for British respondents are given in Table II. It can be seen from the table that the Cronbach's alphas (α) for all the five constructs are above .7 indicating that these constructs possess sufficient inter-item consistency to be considered reliable for further estimation.

Consumer purchase intentions that partially supports the hypothesis 1a. The insignificant correlation between consumer ethnocentrism ($r = .113$) and purchase intentions does not support the hypothesis 2a. It can be seen that there is significant moderate correlation between perceived quality ($r = .390$, $p < .001$) and consumer purchase intention in the positive direction thus providing partial support to

hypothesis 3a. Significant moderate correlation between need for uniqueness ($r = .473$, $p < .001$) and purchase intention provides partial support to hypothesis 4a. Therefore, it can be concluded that except consumer ethnocentrism, all the independent variables shown significant relationship with dependent variable in the predicted direction.

TABLE II: CONSTRUCT RELIABILITIES AND CORRELATIONS

Variables	A	LS	NU	PQ	CE	PI
Life Satisfaction	.803	1				
Need for Uniqueness	.799	.334**	1			
Perceived Quality	.816	.347**	.492*	1		
Consumer Ethnocentrism	.862	.026	.156	-.049	1	
Purchase Intention	.751	.260**	.473**	.390**	.113	1

TABLE III: CONSTRUCT RELIABILITIES AND CORRELATION

Variables	A	LS	NU	PQ	CEPI	
Life Satisfaction	.855	1				
Need for Uniqueness	.761	.412**	1			
Perceived Quality	.846	.527**	.632**	1		
Consumer Ethnocentrism	.889	.162*	.278*	.209*	1	
Purchase Intentions	.805	.352**	.526**	.528**	.308**	1

Table III represents the construct reliabilities and Pearson's bi-variate correlations for Pakistani respondents. Table indicates that the Cronbach's alphas (α) for most of the constructs are above .8 with highest value of .889 for consumer ethnocentrism followed by that of life satisfaction which is .855. This indicates that all the constructs possess stronger inter-item consistency and can be considered reliable.

Above table shows that consumer life satisfaction ($r = .352$, $p < .001$) has significant but moderate positive association with purchase intention thus partially supporting hypothesis 1b. There is significant moderate negative correlation between consumer ethnocentrism ($r = -.308$, $p < .001$) and purchase intentions providing partial support to hypothesis 2b. This result is contradictory to British respondents as indicated in earlier section. Significant positive correlation between perceived quality ($r = .528$, $p < .001$) and purchase intention supports hypothesis 3b. Also there is significant positive correlation between need for uniqueness ($r = .526$, $p < .001$) and purchase intentions thus supporting hypothesis 4b. Therefore, it can be concluded that all the independent variables were significantly correlated with dependent variable in the proposed directions.

C. Assessing Overall Model Fit

The model was estimated using multiple linear regression technique with SPSS. Before conducting the analysis the linearity of the dependent variable was checked with each of the independent variable using scatter plot. Non-linear. The table shows significant but weak positive correlation between consumer life satisfaction ($r = .260, p < .001$) and relationship was found. Normality of the variables was tested through normal curve fitted on histogram as well as Kolmogorov-Smirnov test of normality. The variables did not show normal distribution and Homoscedasticity but could not also be remedied with various transformations. However, regression analysis has been shown quite robust even when the normality assumption is violated¹³. Therefore the variables in original were included into the model.

Table IV represents the overall fit statistics of the model for consumers' purchase intentions of both the countries. It can be seen from the table that there is moderate multiple correlation ($R = .509$) among all the variables in case of British respondents. R-square ($R^2 = .259$) indicates that 25.9% variation in the model is due to proposed combination of independent variable. Significant F-statistic ($F = 12.689, p < .001$) indicates overall good model fit.

TABLE IV: OVERALL MODEL FIT STATISTIC

Country	R	R^2	Adjusted R^2	S.E	F	
					Change	Sig.
U.K	.509	.259	.239	.78986	12.689	.000
Pakistan	.606	.367	.350	.71703	21.047	.000

For Pakistani respondents, R -statistic ($R = .606$) indicates a strong multiple correlation among variables. R square ($R^2 = .367$) shows that the model accounts for 36.7% change in consumers' purchase intentions. The significant F -statistic ($F = 21.047, p < .001$) indicates that the model is overall good fit.

By comparing the F -change statistic for both the models, it can be concluded that the impact of the independent variables on consumers' purchase intentions towards global brand is stronger among consumers of Pakistan as compared to that of U.K.

D. Model Diagnostics

After estimating regression model certain diagnostic assumptions need to be met. The residuals show a normal pattern at probability greater than .05 which means that the model was overall normally distributed. Scatter plot drawn between standardized residuals and predicted values indicates that there were no outliers. The scatter plot between standardized predicted values and standardized residuals shows a random pattern indicating that the error terms were independent of each other. All these diagnostic measures indicated that the model was correct and can be used for interpretations of beta coefficients.

E. Hypotheses Testing

The study hypotheses were tested in the light of

standardized beta coefficients given in Table V. Standardized betas are used to nullify the impact of multicollinearity among independent variables. Hypothesis 1a states that U.K consumers' life satisfaction is positively associated with intention to buy global brands. The insignificant beta coefficient for customer life satisfaction ($\beta = .074, p = .342$) rejected this hypothesis. Hypothesis 2a stated that U.K. consumers' Ethnocentrism is negatively associated with intention to buy global brands. This hypothesis was also rejected by the data because of insignificant t -value ($\beta = .069, p = .951$). Hypothesis 3a was accepted which states that U.K consumers' perception of quality is positively associated with intention to buy global brands because of significant beta coefficient ($\beta = .192, p = .023$) for perceived quality. Hypothesis 4a was also accepted because of significant t -statistic of beta coefficient ($\beta = .347, p = .000$) indicating that U.K consumers' need for uniqueness is positively associated with intention to buy global brands. Therefore overall two hypotheses were accepted for U.K consumers' purchase intentions towards global brand.

TABLE V: STANDARDIZED BETA COEFFICIENTS

Model	U.K			Pakistan		
	β	T	Sig.	β	t	Sig.
(Constant)		.735	.464		3.109	.002
Life Satisfaction	.074	.954	.342	.060	.764	.446
Consumer Ethnocentrism	.069	.951	.343	-.161	-2.338	.021
Perceived Quality	.192	2.299	.023	.290	3.152	.002
Need for Uniqueness	.347	4.159	.000	.273	3.122	.002

Hypothesis 1b stated that Pakistani consumers' life satisfaction is positively associated with intention to buy global brands. Similar to that of U.K consumers, this hypothesis was rejected because of insignificant t -value for beta coefficient of life satisfaction ($\beta = .060, p = .446$). Hypothesis 2b was accepted which states that Pakistani consumers' ethnocentrism is ($\beta = .161, p = .021$) negatively associated with intention to buy global brands. This result is contradictory to that of U.K respondents who did not show any significant negative impact of consumer ethnocentrism on purchase intentions towards global brand. Hypothesis 3b stated that Pakistani consumers' perception of quality is positively associated with intention to buy global brands. The beta coefficients for perceived quality ($\beta = .290, p = .002$) was significant. Hypothesis 4b stated that Pakistani consumers' need for uniqueness is positively associated with intention to buy global brands. This hypothesis was also accepted because the t -statistic for beta coefficient of need for uniqueness was significant ($\beta = .273, p = .002$). Therefore, three hypotheses for Pakistani consumers were accepted.

The respondents of both countries were compared on consumer purchase intentions towards global brands across all the variables using independent sample t -test at 95%

confidence interval given in Table VI. The results revealed that the respondents of both the countries were significantly different on consumer ethnocentrism ($t = -5.125, p = .000$) and purchase intentions towards global brands ($t = -3.152, p = .002$) when equal variances were assumed. However, they did not show any significant difference on life satisfaction, perceived quality and need for uniqueness. Hypothesis 5 stated that British consumers differ from Pakistani consumers in their buying behaviour towards global brand. This hypothesis was also accepted because independent sample t -test shows significant difference in purchase intention towards global brand among consumers of both countries.

TABLE VI: INDEPENDENT SAMPLES TEST

Variables	Country	t	Sig.	Mean
Life Satisfaction	U.K			3.6085
	Pakistan	-.934	.351	3.6848
Consumer Ethnocentrism	U.K			2.2809
	Pakistan	5 -5.12	.000	2.7573
Perceived Quality	U.K			3.6991
	Pakistan	-.533	.594	3.7489
Need for Uniqueness	U.K			3.4014
	Pakistan	-.797	.426	3.4760
Purchase Intentions	U.K			3.1345
	Pakistan	2 -3.15	.002	3.4667

V. DISCUSSIONS

Market conditions and cultural forces may greatly influence the way consumers perceive a global brand in response to various psychological processes. This study was aimed to investigate the consumer buying behaviour towards global brands using cross cultural context of UK and Pakistan representing European and Asian cultures respectively. Findings of the study suggest that global brands are perceived and purchased differently by consumers of both countries on the basis of proposed predictors. The impact of proposed variables on consumers' purchase intentions towards global brands was stronger among consumers of Pakistan as compared to that of U.K. The results of hypotheses testing indicated that consumers in both countries buy global brands when they perceive that the brand is of high quality or when they wish to distinguish themselves from other people. Moreover, it was also suggested that ethnocentric emotions among consumers of Pakistan negatively influence their purchase intentions

towards global brands. The comparison of beta coefficients and t -statistic indicated that the impact of need for uniqueness is stronger on British consumers' purchase intentions whereas the impact of perceived quality on purchase intention towards global brands is stronger among Pakistani consumers. Independent sample t -test reflected that consumer from both the countries show significant differences on consumer ethnocentrism and consumer purchase intention.

The results indicated that need for uniqueness for U.K and Pakistani consumers is positively associated with their purchase intentions towards global brands. These findings are consistent with that of Kumar [5] who found positive relationship between perceived quality and intention to buy a global brand. Similarly, Kinra [28] found that because of better quality perception, consumers in developing countries purchase global brands. Therefore, the findings of the study provide theoretical support to existing literature. Second result revealed that consumers' need for uniqueness is positively associated with consumers' purchase intentions towards global brand. This result is also consistent with previous studies. Tariq and Iqbal [34] found that need for uniqueness is positively associated with intentions to buy a foreign apparel brand. Kumar, Kim and Pelton [32] also found positive association between need for uniqueness and purchase of global brand. Third result indicated that Pakistani consumers' ethnocentrism is negatively associated with intention to buy global brand. These findings are in line with previous studies, for example with that of Klein [17]. On the contrary British consumers showed insignificant positive relationship between ethnocentrism and purchase intentions towards global brand. These findings are contradictory to that of Netemeyer [18] who found that ethnocentric consumers in developed countries overestimate domestic products and prefer to buy home-made products. The insignificant relationship between consumer life satisfaction and purchase intentions towards global brands was also surprising because this result is contradictory to previous study conducted by Bhardwaj [6] who found positive relationship between life satisfaction and global brand.

A. Theoretical Implications

The rejected hypotheses give rise to some theoretical implications of the study. One possible explanation of insignificant relationship between consumer ethnocentrism and purchase intention towards global brand among British consumers is that ethnocentrism may impact the purchase intentions towards global brands that are much expensive and require effort while purchasing rather than frequently purchased brands such as apparel as suggested by Balabanis and Siamagka [44]. Therefore, there is need to examine the different brand categories, particularly of apparel brand, with respect to consumer ethnocentrism. The possible explanation of insignificant relationship between consumer life satisfaction and purchase intentions towards global brand in both countries is that since Pakistani consumers appeared ethnocentric in this study, therefore, using global apparel brand might not worth enough for them to influence their feelings regarding life satisfaction from this brand. However, the insignificant relationship among British

consumers is actually surprising and contradictory to main stream of research in this area since these consumers did not show ethnocentric emotions in the current study. Previous studies have shown consumers in developed countries as ethnocentric, and contrarily to the spirit of ethnocentrism, it is widely accepted that they gain life satisfaction by the use of global brands. One possible explanation of this insignificant relationship is that since British consumers belong to a developed country and enjoy high quality local brands therefore use of global brands did not make any difference in their perception of quality of life. Ethnocentrism may also generate because of racial and ethnic differences such as white and black controversy. One possible explanation of insignificant effect of ethnocentrism on consumer's purchase intentions towards global brand is that since Levi's brand belongs to a white community-US therefore, the British consumers did not feel any hatred with the brand and showed insignificant positive relationship with purchase intentions towards US brand. These implication calls for further research on consumer behaviour with special focus on the nature and type of consumer ethnocentrism and life satisfaction with respect to ethnic and racial differences effects.

B. Managerial Implications

The conclusions drawn from the study lead to certain implications for brand managers, the marketers as well as the academicians. The findings of the study suggest that those international organizations which intend to enter and prosper in U.K and Pakistan markets should offer good quality products to consumers. By closely focusing on all the quality dimensions of a product, they should position their products as better quality products in the mind of their customers. Moreover, in order to make their brand look different and unique among other brands, they should launch supportive advertising and marketing campaigns which may stimulate the customers to buy their brand. Furthermore it also verified the existing findings that per capita income plays an important role in the success of multinational firms therefore firms should analyze the GDP per capita before going for internationalization. Similarly, the international businesses that wish to capture Pakistani market should launch advertising campaigns that can nullify or compensate the ethnocentric emotions among consumers by incorporating national elements in marketing communication or promotional mix through event marketing such as Eid and Spring festivals or cause marketing issues like, "Women Empowerment", "Education For All" may also reduce the emotional gap between the company and the local community. Moreover, corporate social responsibility may help the organizations to compensate the individuals' ethnocentric emotions by creating a bond of association.

C. Limitations and Future Directions

The study used non probability sampling technique for data collection although it is helpful for taking behavioral snapshot of consumer but it may affect the representativeness of the population thus affecting the results of the study; therefore, probability sampling technique is suggested for future studies to get a more representative sample. The sample selected for the study

was based on students from universities of one city from each country that may affect the generalizability of the findings. A more diversified sample including respondents from other parts of both countries is recommended for future studies to generalize the findings of the study over a larger population. The insignificant effect of life satisfaction among consumers of both countries and ethnocentrism for that of U.K. in this cross cultural study is surprising and contradictory to previous studies, therefore, more future research is needed to explore the impact of these variables and to test the viability of the findings suggested by the current study. There are many other factors that may impact consumers' purchase intentions such as brand loyalty, brand association and brand image, which may also be studied from a cross-cultural perspective.

VI. CONCLUSIONS

The study reveals that perceived quality of brand and need for uniqueness persuade British and Pakistani consumers to buy global brand whereas consumer ethnocentrism negatively influence Pakistani consumers' intention to buy global brands however it does not show any impact on purchase intentions of British consumers. It also indicates that the impact of independent variables was stronger on Pakistani consumers' purchase intentions towards global brand as compared to that of U.K. Moreover, the need for uniqueness show strong impact on British consumers' purchase intentions towards global brand whereas perceived quality show stronger impact on Pakistani consumers' purchase intentions. It shows that the respondents of the two countries were significantly different on consumer ethnocentrism and purchase intentions towards global brands. This study will prove a milestone for the multinational firms who target international market and may capture, especially, a larger portion of British and Pakistani market by focusing on the proposed predictors. It is also indicated that consumers in European and Asian cultures may vary greatly in terms of their emotional responses to a specific brand. The companies who are adopting globalization should understand these emotions of individuals in cultural context by using adaptive strategies both in management as well as in marketing.

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Anees U. Rehman has completed his MSc in management from BPP University and bachelor in business management from Glyndwr University, London, United Kingdom. He has completed his master of education and also qualified his master of urdu from University of the Punjab, Lahore, Pakistan.

He served as manager (administration and operations) at Rehman Contractors and General Order Suppliers, Lahore. He also served as assistant manager at High Protection Security Services Ltd., London, United Kingdom. Currently, he is working as assistant manager at Directorate Colleges, Punjab. His research and teaching interest is in corporate marketing and consumer behavior.

Tehmina Latif is a Ph. D scholar and HEC indigenous scholar at Institute of Business Administration, Punjab University Lahore. She completed her MPhil Business Administration from Kinnaird College for Women. She did MBA Marketing and BBA (Hons) Business Management from National College of Business Administration and Economics with distinction. She has completed M.A Economics from University of Sargodha in high first division.

She served as visiting lecturer in Commerce at Govt. Islamia College for Women, Cantt. Lahore. Currently, she is working as Preventive Officer in Pakistan Customs, Federal Board of Revenue. Her research and teaching interests include organizational behavior, consumer behavior and innovative marketing strategies.

She has presented her research papers in various national and international conferences like in 7th International Conference of the South Asian Chapter of AGBA, 2015, Islamabad, Pakistan and in "Future of Marketing and Management (FMM)" held on 5-6 December, 2015 at Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia. She has publications in X category journals.

Muhammad I. Rana is a Ph.D. Scholar at Institute of Business Administration, Punjab University Lahore. He completed his master of

science in management sciences from COMSATS Institute of Information & Technology. He did graduation in Law from Baha-ud-Din Zakriya University Multan and MBA in marketing from Mohi-ud-Din Islamic University AJK.

He served as principal in Vocational Training Institute Fort Abbas.

He served as school health & nutrition supervisor (health educator) in Health Department, Punjab. Currently, he is serving as finance manager in Hepatitis Control Program, Primary & Secondary Healthcare Department, Punjab. He also served as visiting assistant professor at Heritage International College, Arifwala Campus, a project of University of South

Asia. His research and teaching interest is consumer behavior, consumer marketing, Islamic finance and CSR.

His research work is published in international Journals. He presented his research work in national and international conferences like 4th International Conference on Business Management, IBA, SUKKUR, 7th International Conference of the South Asian Chapter of AGBA, 19-21 August 2015, Islamabad, Pakistan and "Future of Marketing and Management (FMM)" held on 5-6 December, 2015 at Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia. He also wins Research Productivity Award 2013 with Cash prize by COMSATS institute of Information and Technology Islamabad, Pakistan.