

THE NATIONAL MOBILE BRAND VERSUS INTERNATIONAL MOBILE BRAND ON THE CONSUMERS' BUYING DECISION

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Abstract

This research is to examine, the impacts of human behavioral factors' economic nationalism, consumers' ethnocentrism and consumers' patriotism due to the country of origin (COO) on willing to local brands and willing to international brands of mobile using product judgement as mediator and also to determine the relationship of these behavioral factors with each other. The main problem statement of this research was to examine, the impact of the factors of local and international branded mobiles on consumers' purchase decision. The objective of this research is to examine, the factors which motivates and de-motivates consumers to purchase or not to purchase a local or international brand. The research was constructed on the bases of 3 x 2. In this research the economic nationalism, consumers' ethnocentrism and consumers' patriotism were analyzed and their relation with each other, with the country of origin and with product judgement were tested. A self-organized questionnaire was composed to set up established scales. A convenience sample was drawn from the consumers who are using or buying branded mobiles. A variety of statistical techniques were used to analyze the data. According to thorough research and after analyzing and examining consumers' behavioral factor and their relations with the country of origin and product judgement, we discovered that consumers those were patriotic, nationalist and ethnocentric towards his home country were more attracted to local brands, while consumers loyal to the brand name, and the brand quality and reliability were more attracted toward international brands.

Keywords: Economic nationalism, Consumer ethnocentrism, Consumer patriotism, COO, foreign brands.

Introduction

Overview and Background

The Foroudi, Foroudi, Dinnie, Kitchen, & Melewar, (2017) defines that a branding is an important source for increasing the image, reputation and identity of a product (brand) for a company. The Orazi, Vredenbur, Theilacker, & Spry, (2017) defines, the branding helps to build brand name or brand image to the existing and new customers better than their competitors. The Piehler, King, Burmann, & Xiong, (2016) defines, the branding is a tool to create a relationship between a brand and the customer.

The Lee & Soon, (2017) discuss, the branding can increase the loyalty of customer increasing the image of a brand and creating a relationship between the brands and buyers. The Banerjee, (2017) discovered that the consumer's choice to buy a particular brand is affected by the image of a brand and a company. The Tuu, Olsen, & Cong, (2017) discovered that the customers prefer to buy those brands which reflect their value, image, status and personality. According to a survey carried out by Su, (2016) on the fashion industries discovered, the loyalty of customers towards the brand is strongly affected by the relationship between the awareness, perceived quality, image and loyalty of a brand. The Ho, Rivera-Torres, & Lado, (2017) discovered the positive and negative impact of the combination of luxury brand and strong image brand on the relationship between buyers and brands.

The Liu, Li, Mizerski, & Soh, (2012) discuss on the consumer choice on buying a brand can be understood by the help of the types of self-congruity of a brand. The Tuu, Olsen, & Cong, (2017) discovered that the wealthy consumers will prefer to purchase such luxury branded products, which shows their personality, prestige, power and value. The Nikhashemi & Valaei, (2017) discovered that the male and female consumers both show different behavior towards the image, loyalty and congruency of the brand.

The Koubaa, (2008) discuss the popularity of a high quality branded technical product is affected by the popularity of the country where that the brand is being produced. The Esmaeilpour & Abdolvand, (2016) discuss the fact that the image of fashion industry brands having good quality and popularity will be affected by production in the non-popular countries. The Banerjee, (2016) discovered that a brand can successfully compete in a global market by increasing the image of a product in the view of the consumers.

According to the research by Chou & Wang, (2017), many brands use promoter for the branding of their products in supermarkets. The Pons, (2006) discovered that the branding in sport is a business through which the fans become consumer by purchasing the products which presents the image or logo of their favorite players or teams, or by becoming a investor for the player or team as a brand ambassador to get involved with that brand. The Abdul, (2017) that the new electronic brands with high price can increase their sell by decreasing their price, by reducing the cost of manufacturing.

The Johnson & Lee, (2017) discovered that a new brand can compete with the strong brands by building their products shapes, appearance, designs and functioning in such a way that

it is better and more effective than the existing brands in the target market. The Piehler, King, Burmann, & Xiong, (2016) discover, the employee good behavior toward the customer increases the brand image and branding of the product can be successful. According to a study carried on by Nashtae, Hanzaei, & Mansourian, (2017) on the durable and fast moving consumer goods discovered that the free gift card of malls with more accessibility will increase the customer's attractiveness towards the brand.

The Chou & Wang, (2017) discovered that the more experienced and expert promoters increase the image of a brand and attract more consumers to purchase the particular product. The Hess & Melnyk, (2016) discuss the fact that the pink color on branding and packing of products emotionally attract female customers, while the pink color on branding and packing of products emotionally attract male customers. The Nashtae, Hanzaei, & Mansourian, (2017) discuss emotion of the consumer is a factor that can boost attraction towards a brand, which can build a strong relationship between a customer and corporation.

The Fuchs & Diamantopoulos, (2010) discovered that the brand needs to create the image in the mind of the consumers by giving offers and deals in the target market to get the better image of the brand better than their competitor's brand. The Lee, Sok, & O'Cass, (2017) discovered that the brands which can produce innovativeness in their products and keep their consumers update to date about their product can get better branding image in customers and can compete in the market. The Takada & Jain, (1991) believe that it is important to know the culture of the consumers all over the world to shape your products so a new brand can be successful in the market.

The Menidjel, Bilgihan, & Benhabib, (2017) discuss that the image of a brand can boast by giving customers value and making something having variety and with a new idea, because customer always wants variety and new idea.

The Ram & Wu, (2016) discuss what the brand value, consumer, cost of production, quality and brand trusts are the factors which boast the loyalty of the customer towards the brand. The Chou & Wang, (2017) discovered that the customers prefer brands with cheaper price and must have got quality and image, thus it is a duty of promoter for branding and identifying the brand to customers. The Renton & Simmonds, (2017) researched on the quickest and easiest mean of branding for any product is through the social media. Through online websites a brand can promote their products worldwide to the consumers all over the world. It increases their brand image and identity.

The Boukis, Lings, & Gounaris, (2017) discuss the fact that the branding in a service industry is be done by enhancing personnel information, knowledge and thinking about the brand. The Ha-Brookshire & Southworth, (2016) research that the branding in Asian countries, like China, has a cultural and pricing flexibility, thus they can capture customers globally and can get strong hold in international markets. The Sarkar & Sarkar, (2016) discussed that the Asian, like Indian, are strongly attracted toward the brand which they can afford according to their wealth.

Problem Statement

The problem statement of this research is to examine the effects of national mobile brand versus international mobile brand on the consumers' buying decision.

Previously, there was a study about the technological products by Koubaa, (2008) discovered that the electronic brands of Japan are more preferred by consumers than Chinese brands. He also discovered that the consumer preference for any product is affected by the country of origin. He also identifies the multi-dimensional factors which affects the loyalty of consumers.

But his research was limited to the Japanese consumers' behavior and attractiveness towards the electronic brands (Sanyo and Sony). I will further research on the technological products (local and international branded mobiles) and their effects on the behavior of the consumers.

Previously there was a research by Cheah & Phau, (2015) examine, the effect of country of origin of the local and international brands of wines on the purchase decision of consumers. This research finds out that the consumers' knowledge about brand and the appearance and taste of the brand affects the consumers' decision making. This research is limited to drink related brands and the view limited to the view of West Australians only.

Thus my research will further work on the local and international mobile brand in Pakistan and what are the variances that affect the purchase decisions of the consumers.

The local brand mobiles are cheaper in rates, but have features like branded mobiles. Their quality is not as good as branded mobiles. Branded mobiles offer free replacement and repairable guarantee for a year while local brand mobiles only offer repair warrantee.

Peoples who like to enjoy the look, appearance, feature and functions of branded mobiles, but does not have much money cheaper will purchase local mobiles. But the peoples like to purchase branded and high quality products will prefer international branded mobiles like Samsung and iPhone.

The features of international branded mobiles are HD camera, high quality processors, 3-D display, high quality applications, battery, fast network, high quality internet service, high resolution games, even much accurate health software etc. Most important thing about branded companies are their multi-dimensions, like they got reliability, durability, variety and are always updating themselves with new and best technology, which keeping their customers loyal to brand and attracting new customers.

While cheaper local brand mobiles might not have such features or might be their quality is not good enough like international branded mobiles. They even lack in the multi-dimension features like reliability, durability, variety and are always updating themselves with new and best technology. This lack of dimension reliability and durability is the biggest issue with these local brand mobiles.

Customers with less purchasing power will mostly prefer cheap local brand mobiles. While the customers those are brand conscious and want best quality products will always prefer international brand mobiles and are always loyal to branded mobiles companies, like Samsung or iPhone. Branded companies can still attract new customers by offering branded mobiles with discounts, deals and offering better after service to the customers.

Research Objective

The objective of this research is to examine the effects of local mobile brand versus international mobile brand on the consumers' buying decision, and also to find out those features or dimensions that attract customers towards these categories.

The research will find the effect of the country of origin towards the consumers of the mobile phones in Pakistan on the brand loyalty and the consumer willingness to purchase national and international brands. The local brand includes Q mobile and international brands include Samsung and iPhone.

The marketing mix like consumer value and cost of the product will equally effect the purchasing of the national and international mobile brands. If the cost of product is low the consumers' prefer will be high and if the cost is high the consumers' prefer will be low.

The consumers' emotion and believe are the factors that effects the loyalty of the consumers and brand equity. These emotions and believe may be effected by the knowledge of consumers about particular brand and the origin where the product is manufactured.

The previously a research by Cheah & Phau, (2015) find that the appearance, color and packing of a brand strongly affect the consumers' choice of a product in highly competitive markets. The consumers are attracted towards new styles and uniqueness of the appearance of a brand.

Nowadays the countries are competing in technology, thus better and advanced the technologies of mobile increases the demand for a particular brand. The peoples having knowledge of a brand and technology will have high preference to purchase that the brand's product.

The economy and culture of the consumer also have a strong impact on the purchase decision, especially when we comparing local brands with international brands. The knowledge of consumer for local brand is higher than the international brands. This knowledge of consumer for a brand will work as a moderator for the purchase decision of consumers.

Literature Review

COO effect

The Cheah & Phau, (2015) defines COO as a factor that affects the perception and buying decision of a consumer, such as traditions, political status, economic liberalization and general

country perceptions. The factors are which affects behaviors and purchase decisions of consumers are nationalism, dogmatism, xenophobia and ethnocentrism.

Willingness to Buy Local Brands

The Cheah, (2010) defines that the product owned by a company or local brand is an extension on the country of origin effect to encompass the ownership of the company and with it the associated nationality of the company and its implications as a distinct and important cue. The local brands are these brands which are made and sell in a country.

Willingness to Buy International Brands

The Cheah & Phau, (2015) defines that the international brands are those brands which are made in a country, but sold outside a country or a brand having international logo. The countries like America, Japan, Taiwan and China are more popular for mobile brands have strong influence over the purchase decision of consumer.

Economic nationalism

The Cheah & Phau, (2015) defines that the economic nationalism refers to an ideology that demonstrated through buying behavior and preference of a consumer towards the national brands. He added that the economic nationalist's perspective confirms the distinction between domestic and foreign companies such that foreign and international corporations are viewed as economic competition.

Consumer ethnocentrism

The Shimp & Sharma, (1987) defines that the consumer ethnocentrism is defined as the beliefs held by consumers about the propriety and ethical quality of purchasing foreign imported products.

“Direct” and “in-direct” COO effects: behavioral decision-making theory

The Cheah & Phau, (2015) states that the behavioral decision-making theory suggests that two interrelated elements of behavioral decision making are: normative and descriptive. The normative decision making refers to the prescribed decisions that conform to actual belief and values.

Consumers' Patriotism

The Balabanis & Diamantopoulos, (2004) defines that the consumers' patriotism can be defined as the attachment of a consumer toward his homeland or the love of consumers towards his country. This attachment can be a combination of many different features relating to one's own homeland, including ethnic, cultural, political or historical aspects.

Product Judgement:

The Abraham (2013) defines, the judgment of product comprised of two dimensions: a cognitive dimension and an affective dimension. According to the cognitive dimension, consumers' decision results from an evaluation procedure. According to the affective dimension,

however, consumers' decision-making stems from emotions resulting from an evaluative judgment.

Relationship

Economic nationalism and Willingness to Buy National Brands

The Mort & Duncan, (2003) discovered that the economic nationalism may explain the generation of positive emotion towards home country products. The influence economic nationalism may differ from country to country.

Consumer ethnocentrism and Willingness to Buy National Brands

The Cheah & Phau, (2015) research that the highly consumer ethnocentrism believe that because it is unpatriotic, immoral and inappropriate to purchase foreign products as it would damage their domestic economy; they are more likely to rate domestic products' quality positively. The consumer ethnocentrism may explain the generation of positive emotion towards home country products.

Consumer patriotism and Willingness to Buy National Brands

The Han & Terpstra, (1988) researched that the consumers' behavioral factors and patriotism toward their home country will affect the willingness to buy local products. Thus, higher the consumer patriotism results in a positive attitude toward a local brand.

Product judgment of bi-national brands and Willingness to Buy National Brands

The Cheah & Phau, (2015) researched that if consumer ethnocentrism directly related with product judgment, thus economic nationalism will have a direct and positive impact on willingness to buy local brands.

Economic nationalism and Willingness to Buy International Brands

The Mort & Duncan, (2003) discovered that the economic nationalism explains negative emotion to foreign brands. As the consumers believes that these foreign brands are threat to the economy of their home country. According to the context of COO cues are different, distinct and independent in their empirical relationships and results.

Consumer ethnocentrism and Willingness to Buy International Brands

The Cheah & Phau, (2015) research that the consumer ethnocentrism is derived from one's love for their own country and fear of harming the economic interests of one's own country by purchasing foreign products. Thus the consumer ethnocentrism has a generalized negative effect on foreign products.

Consumer patriotism and Willingness to Buy International Brands

The Han & Terpstra, (1988) researched that the behavioral responses of consumers such as ethnocentrism, feelings of national pride, and personal experience of the global vision may influence attitude toward a foreign product. Thus, higher the consumer patriotism results in a negative attitude toward a foreign product.

Product judgement of bi-national brands and Willingness to Buy International Brands

The Cheah & Phau, (2015) researched that the economic nationalism has a direct relation with product judgement, thus consumer ethnocentrism will have a direct and negative impact on willingness to buy international brands.

Economic nationalism and Consumer patriotism:

The Cheah & Phau, (2015) researched that the economic nationalism and consumer patriotism affects are deemed similar and correlated. Thus the economic nationalism shows direct impact on the consumer patriotism.

Economic nationalism and Consumer ethnocentrism:

The Cheah & Phau, (2015) researched that the economic nationalism and consumer ethnocentrism affects are deemed similar and correlated. Thus the economic nationalism shows direct impact on the consumer ethnocentrism.

Consumer ethnocentrism and Consumer patriotism:

The Francic, (2015) discovered that the consumer patriotism and consumer ethnocentrism affects are deemed similar and correlated. Thus the economic ethnocentrism shows direct impact on the consumer patriotism.

Product judgement of bi-national brand and Consumer patriotism:

The Han & Terpstra, (1988) researched that the consumer patriotism has a negative emotion towards the product judgement of foreign brand. Thus the affects will be negative.

Product judgement of bi-national brand and Economic nationalism:

The Cheah & Phau, (2015) researched that the economic nationalism has a negative emotion towards the product judgement of foreign brand. Thus the affects will be negative.

Product judgement of bi-national brand and Consumer ethnocentrism:

The Cheah & Phau, (2015) researched that the consumer ethnocentrism has a negative emotion towards the product judgement of foreign brand. Thus the affects will be negative.

Hypothesis

H1. Economic nationalism and consumer ethnocentrism are distinct but positively correlated constructs.

H2a. There is a negative relationship between economic nationalism and the product judgement of bi-national brands.

H2b. There is a positive relationship between product judgement of bi-national brands and the willingness to buy bi-national brands.

H2c. There is a negative relationship between economic nationalism and the willingness to buy bi-national brands.

H3a. There is a negative relationship between consumer ethnocentrism and the product judgement of bi-national brands.

H3b. There is a negative relationship between product judgement of bi-national brands and the willingness to buy Australian brands.

H3c. There is a positive relationship between consumer ethnocentrism and the willingness to Australian brands.

H4. If product judgement and consumer ethnocentrism are held constant, economic nationalism will have a direct and positive impact on willingness to buy Australian brands.

H5. If product judgement and economic nationalism are held constant, consumer ethnocentrism will have a direct and negative impact on willingness to buy bi-national brands.

H6. Consumers' patriotism has a negative effect on consumers' attitudes toward foreign brands.

H7. Consumers' patriotism will have a direct and positive impact on willingness to buy local brands.

H8. Economic nationalism and consumer patriotism are distinct but positively correlated constructs

H9. Consumer patriotism and consumer ethnocentrism are distinct but positively correlated constructs

Methodology

Method of Data Collection

For the purpose of this research, we have conducted the number of personal interviews were conduct in depth to identify the feeling and opinion of individual about the local and international brands. These personal interviews help us to make personal and direct contacts with interviewees or officials due to which more reliable and useful information were extracted for them. The study designed to evaluate and analyze the questions and hypotheses of the variables to find the relationships among the variables.

We visited many stores and outlets of different brands working and available in Pakistan to communicate their staff and consumers directly and to request them to fill the questionnaires. This helps us in getting more accurate answers. Some of the data was also collected online through official websites and emails.

Sampling

The participants for this research for the sampling of data were individual consumers of branded mobile, and their preferences in purchasing a branded mobile, local or international were considered and the factors that motivate their decision to prefer a brand was analyzed.

The sample size of 450 were collected from consumers of branded mobiles of the mobile markets in the city Karachi, Pakistan, with the help of stop owners and company outlets. From the sample size of 450, only 201 is accepted. The participants of this research also include the students, staff, and faculty members who were present in the university. The main sample consisted are the individuals who are of the age of 16 to 30 and above, and are the consumers of local or international brand mobiles.

Instrument of Data Collection, if it is applicable

For the purpose of this research, the semi-structured questionnaire was used for data collection tools. This questionnaire was used for interviewing our participants. Some of these questions were prepared to get a satisfactory result in our research, while other questions were made encountered during the interviews.

The instrument was developed using a cent-scale to measure three independent variables, to measure a mediator product judgement of international brands and to measure willingness to buy. All items were measured with a five-point scale with 1 representing “strongly disagree” and 5 representing “strongly agree”. This process of filling questionnaires and analyzing the data took more than two weeks.

The questionnaire was designed in five sections. The questionnaire begins by asking for basic information regarding participants.

In the first section, the impacts of country of origin were assessed. As suggested by Han (1990), the basic components of COO are reliability, technical advancement, social value, durability, and serviceability. The second was product judgement toward foreign products. Its attitude toward foreign products are evaluated on a seven-point semantic scale with cognition and affective items: the consumer’s rating of a specific foreign product’s ‘overall quality’ and the consumer’s affective rating of the product (Han, 1990). Next, consumers’ intentions to buy foreign products are measured on five-point scales ranging from “would definitely intend to buy” to “would definitely intend not to buy” (Erickson, Johansson & Chao, 1984; Han, 1990).

The third was economic nationalism effects which was measured seven point semantic differential scales (Francic, 2008). The forth section was consumer’s ethnocentrism evaluated by Francic, (2008). The fifth was consumer’s patriotism which evaluated the emotional intensity of consumers (Han 1988). The items are measured on seven-point scales ranging from “strongly agree” to “strongly disagree”.

Validity and Reliability Test

The discriminant validity and the reliability test of each of the constructs, that include economic nationalism, consumer ethnocentrism, consumer patriotism, product judgement, willingness to local brands and willingness to international brands, would be established to check the accuracy, reliability and validity of the measurements and results of this research and to identify the impacts of independent variables on the dependent variables.

As the product judgement is acting as a mediator. The economic nationalism, consumer ethnocentrism and consumer patriotism are acting as an Independent variable which have different impact on dependent variables. While willingness to local brands and willingness to international brands are dependent variable, they show changes with the change in independent variables.

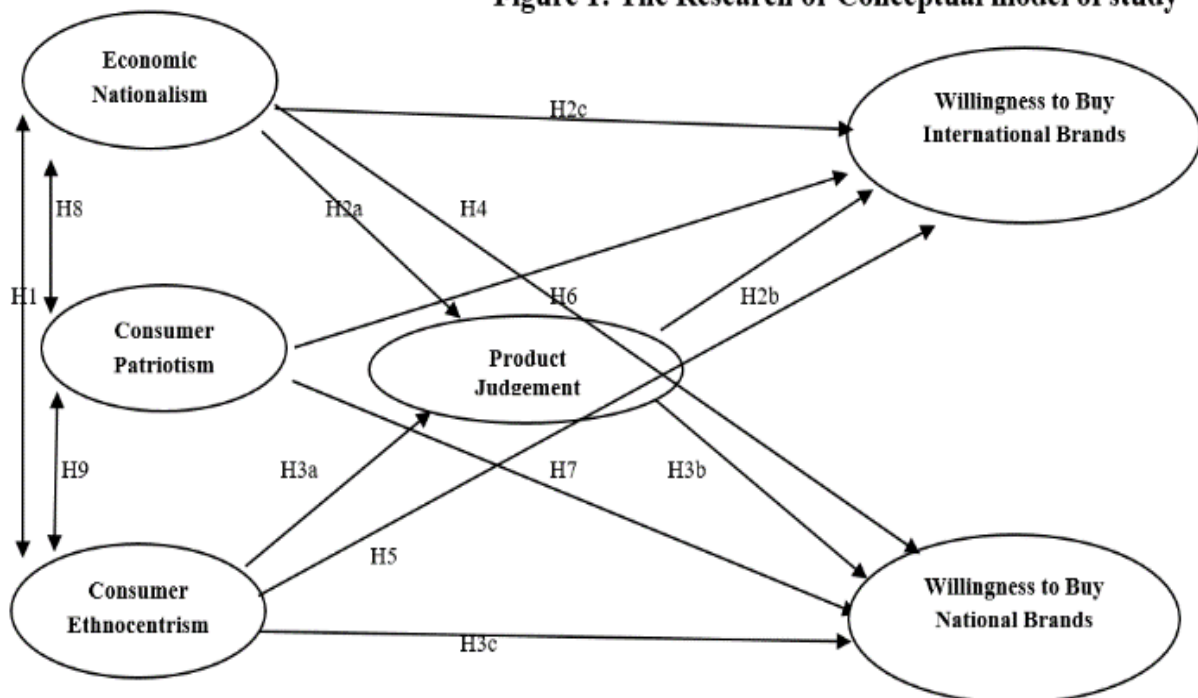
The reliability of the constructs was determined based on Cronbach's α and the discriminant validity of the measurement models, as well as the fit of their multi-indicator scales, were subjected to latent variable SEM analysis.

Research Model / Theoretical Framework

The model of this research is constructed on the bases of 3×2 frame model. This model consists of three independent variables and two dependent variables. The research contents were COO cues, i.e. the local mobile brands & the international mobile brands. The decision of consumers to buy a brand were based on the brands are available, realistic, durable and products involved are of relative interest to the subject used. The product brand is comparable to the hybrid concept presented in the study providing the theoretical foundation for this study, contributing to a degree of replication to provide additional research support for current findings.

The main objective of this research is to analyze, the impact of mediator, product judgement of international brands through a series of advertising stimuli based on multiple COO cues. This partition was necessary in order to determine whether or not economic nationalistic, consumer ethnocentric or consumer patriotism shows positive and negative impacts on the country of origin.

Figure 1: The Research or Conceptual model of study



Statistical Technique

In this research, Microsoft Excel, SPSS and Amos are used to calculate, evaluate, compare, analyze and identify the relationships and validity of the variances with each other. It also helps in finding the accuracy of results by finding the errors in our result and measurements. We have established and illustrated high reliable result by using traditional and structural equation modelling (SEM) techniques, and confirmatory factor analysis (CFA) for six single-construct models; product judgements, consumer ethnocentrism, economic nationalism, consumer patriotism, willingness to buy local brands and willingness to buy international brands.

This calculation may include descriptive statistic to summarize the complete data and to know that our participant are mostly young students, fresh individual and mature adults who are earning and purchasing branded mobiles. The results on t-test help us in analyzing and identifying the IQ scores of the participants using the statistical explanation of are data to this research. The Chi-square test helps to know the significance relationships of the independent variables and dependent variables. Correlation coefficient (R) helps in identifying the strength and positivity or negativity of one variance relationship with other variance. Analysis of variance (ANOVA) results help in calculating the errors in the measurements and to identify the impact are significant or not, and also to find the difference between two or more variances. Regression is to analyze the strength in the relationship between dependent variance and independent variances.

The results will be evaluated by using the results of descriptive analysis, regression and EFA analysis through SPSS, regression and CFA analysis through AMOS and Mediation using bootstrapping through AMOS.

Result and Analysis

Demographic Profile

Constructs	Details	Total	Percentage
Gender	Male	166	82.6
	Female	35	17.4
Age	Below 20 yrs.	23	11.4
	21 to 30 yrs.	115	57.2
	31 to 40 yrs.	62	30.4
	41 to 50 yrs.	0	0
	51 and above	2	1
Income	Below 5000	1	0.5
	5000 – 10000	3	1.5
	11000 – 20000	23	11.4
	21000 – 30000	92	45.8
	Others	82	40.8
Qualification	Matric	2	1

	Intermediate	45	22.4
	Bachelors	98	48.7
	Masters	7	21.9
	Diploma Certificate	5	3.5
	Others	201	2.5

Work Experience	Less than 1 year	48	23.9
	1-3 years	48	23.9
	4-6 years	41	20.4
	7-10 years	31	15.4
	Above 10 years	33	16.4

Table 02: Demographic Details

In my research, the male ratio 82.6 which is greater than the female ratio because the male customers are more than the female customers in market place. I have sent to male customers and ask them to forwards it to the person they know available in the market. The qualification of the respondents is up to Bachelors level were 48.7 and Intermediate level were 22.4.

Model Fitness

CMIN/DF	P	GFI	AGFI	TLI	CFI	RMSEA
2.420	0.000	0.808	0.47	0.753	0.743	0.79

Table 03: Model Fitness

According to the threshold value, the CMIN/DF 2.420 is accurate as it is less than 3. The other values (RMSEA and P-value) are also significant for the model. This represents that the model is fit and in acceptable condition.

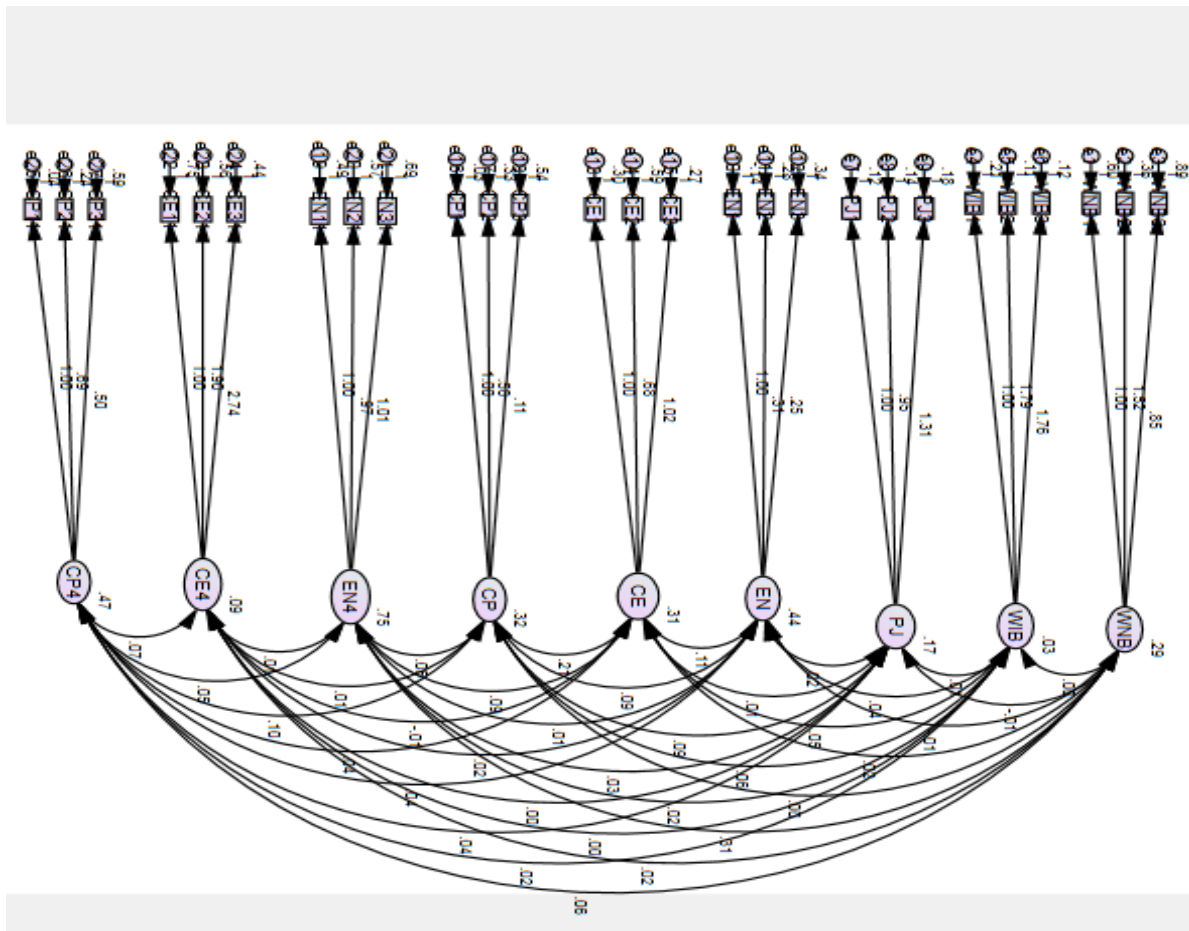


Figure 02: Research Model

I have figure out that the values of CFA and construct reliability and validity through the Amos model, the covariance define the relationship between one latent variance to another. The beta or unobserved variance shows the errors in the question of research questionnaire, the arrows from latent variances towards its question represent the factor loading which should be greater than 0.05.

By the significance value, we determine the rejection and acceptance of the hypothesis. If the significance value is less than 0.05, it denotes that the null hypothesis is accepted and if it is greater than 0.05, it represents that the hypothesis is rejected.

Direct Relationship

The relationship of Willingness to buy international brand with Economic Nationalism	0.407	Rejected
The relationship of Willingness to buy international brand with Consumer Patriotism	0.214	Rejected
The relationship of Willingness to buy international brand with Consumer Ethnocentrism	0.175	Rejected
The relationship of Willingness to buy national brand with Economic Nationalism	0.323	Rejected
The relationship of Willingness to buy national brand with Consumer Patriotism	0.417	Rejected
The relationship of Willingness to buy national brand with Consumer Ethnocentrism	0.346	Rejected

Indirect Relationship

The relationship of Willingness to buy international brand with Economic Nationalism	0.000	Accepted
The relationship of Willingness to buy international brand with Consumer Patriotism	-0.151	Rejected
The relationship of Willingness to buy international brand with Consumer Ethnocentrism	-0.011	Rejected
The relationship of Willingness to buy national brand with Economic Nationalism	0.017	Accepted
The relationship of Willingness to buy national brand with Consumer Patriotism	0.344	Rejected
The relationship of Willingness to buy national brand with Consumer Ethnocentrism	0.029	Accepted

Direct Effect - Two Tailed Significance

H1: The relationship of Willingness to buy international brand with Economic Nationalism	0.001	Accepted
H2: The relationship of Willingness to buy international brand with Consumer Patriotism	0.076	Rejected
H3: The relationship of Willingness to buy international brand with Consumer Ethnocentrism	0.272	Rejected
H4: The relationship of Willingness to buy national brand with Economic Nationalism	0.002	Accepted
H5: The relationship of Willingness to buy national brand with Consumer Patriotism	0.040	Accepted
H6: The relationship of Willingness to buy national brand with Consumer Ethnocentrism	0.148	Rejected

Indirect Effect - Two Tailed Significance

H7: The relationship of Willingness to buy international brand with Economic Nationalism	0.695	Rejected
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H8: The relationship of Willingness to buy international brand with Consumer Patriotism	0.974	Rejected
H9: The relationship of Willingness to buy international brand with Consumer Ethnocentrism	0.022	Accepted
H10: The relationship of Willingness to buy national brand with Economic Nationalism	0.374	Rejected
H11: The relationship of Willingness to buy national brand with Consumer Patriotism	0.024	Accepted
H12: The relationship of Willingness to buy national brand with Consumer Ethnocentrism	0.825	Rejected

Therefore, it is found that Economic Nationalism show significance relationship towards national and international brands, while Consumer Patriotism shows significance towards national brand, when testing direct effects. Consumer Ethnocentrism shows no significance relationship towards national or international brands.

While testing indirect effects, only the Consumer Patriotism shows significance relationship with national brands, while Consumer Ethnocentrism shows significance relationship with international brands. Economic Nationalism shows no significance relationship with national or international brands.

Conclusion, Discussions, Limitations and Recommendations

Conclusion and Discussions:

This research is conducted to compare, the consumer willingness towards local brands verses international. The purpose of this research was to analyze the antecedents which can influences the consumer willingness towards purchasing a brand and to rectify the factors which influences the decision of consumers to purchase a brand. The Consumer Patriotism, Consumer Ethnocentrism and Economic Nationalism are the factors that show influence towards purchasing a brand either national or international. These are the factors that influence the consumers' behavior towards buying a brand. Product judgement is acting a mediator in this research, which influences on factors which changes consumers' behavior towards a brand to some extent.

In literature review, I have studies many authors' discussion on these variables and their importance towards particular brands. This research concluded with the fact that the consumers show patriotism to wants their country and towards their national brands, but many consumers also show interest and attraction towards brands with advance technology, durability and reliability due to this reasoning consumer ethnocentrism and economic nationalism failed to show significance relationship with brands.

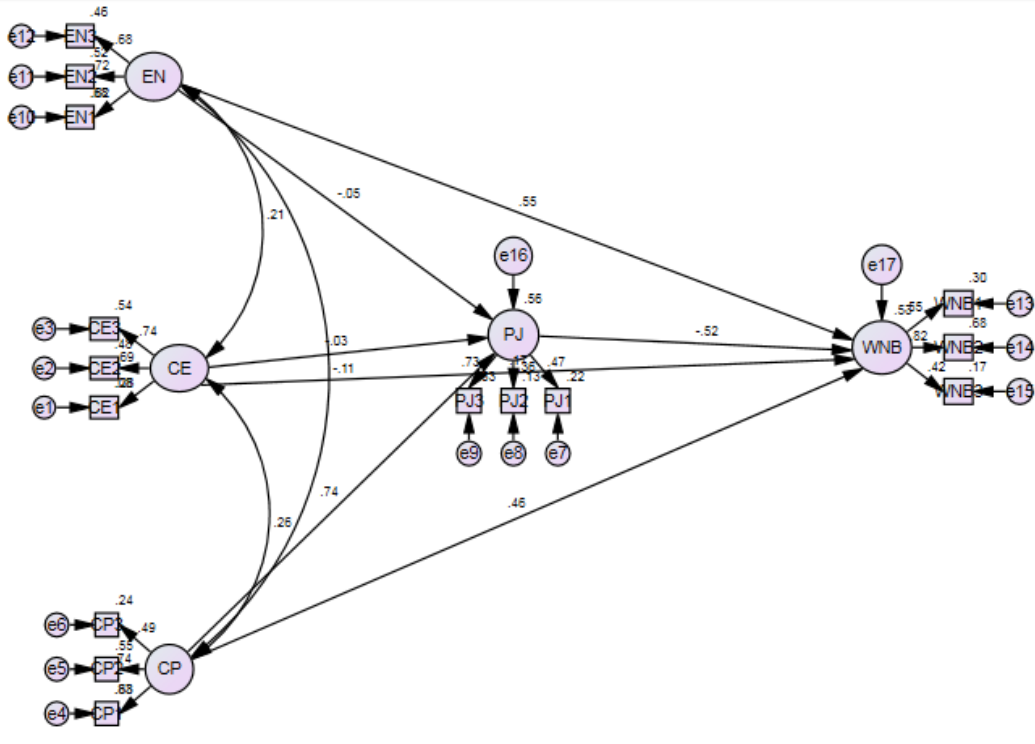


Figure 03: Willingness towards buying national brands

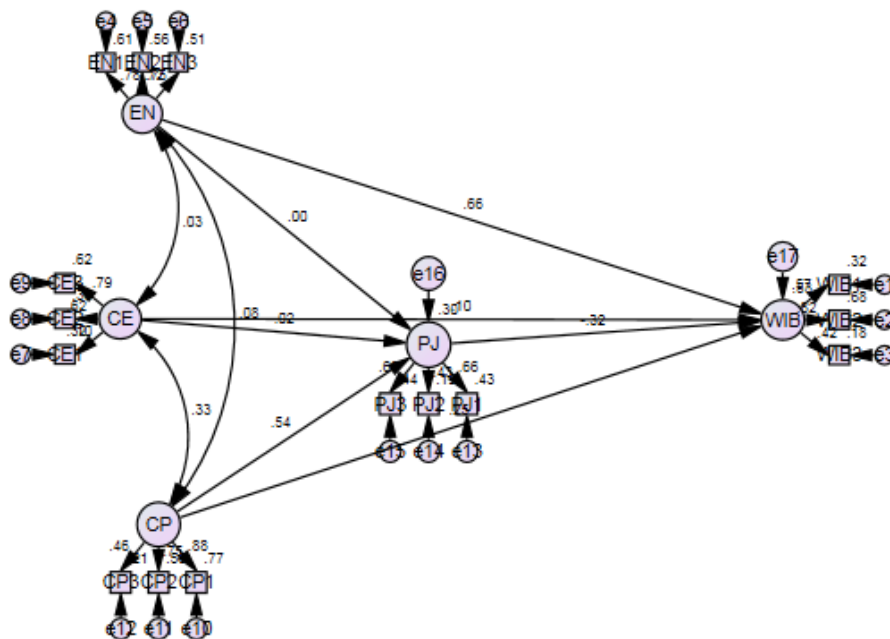


Figure 04: Willingness towards buying international brands

Limitations and Future Recommendations

As discussed in the conclusion that the consumers show patriotism to wants their country and towards their national brands and some also show interest and attraction towards brands with advance technology, durability and reliability which causes consumer ethnocentrism and economic nationalism failed to show significance relationship with brands. Due to this reason my research failed to analyze the result of the factors testing and we failed to explore the factors properly. We mixed up two totally different views of the consumers.

Consumers of Pakistan show patriotism to all local brands to some extent but judge products on the bases of the technology, durability and reliability. Consumer feel satisfied to a technological brand, if it's COO has technical and durability advantage. My research lacks the mature and experienced participants who have more knowledge and information toward technology. Due to which my test shows mixed views.

This research can show better results if there is a moderator in this research which can motivate the consumers toward the factors of technological advantage and durability, and by add variables which more increases consumers' interest towards technology.

This research was limited to a single market consumers' views if this research can be extended to at least maximum markets and areas of a city, it might be possible to get more accurate and much reliable results.

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