Università Ca'Foscari Venezia

Scuola Dottorale di Ateneo
Graduate School

Dottorato di ricerca
in Economia Aziendale
Ciclo XXV
Anno di discussione 2014

Factors Affecting Purchase of Necessity Brands:
The Influence of Consumer Characteristics and Global vs Local Brand Perceptions Among Indian Consumers

SETTORE SCIENTIFICO- ECONOMIA AZIENDALE: SECS-P/08
Tesi di dottorato di Aditi Vidyarthi, Matricola 955708

Coordinatore del dottorato   **Tutore del Dottorando**

Prof. Anna Comacchio   **Prof. Tiziano Vescovi**

                                         Co-tutore del Dottorando

                                         Prof. Satya Bhushan Dash

Abstract

Research context: Necessity products have gained attention in market research due to the declining growth in their sales in India. There are very few works till date that comprehensively explore the factors affecting purchase of necessity brands. Drawing on the theory of product classification based on social visibility, publicly and privately consumed necessity brands have been identified in the Indian context. The research attempts to examine factors affecting purchase of both categories of necessity brands, the influence of brand name, the ethnocentric factors and different personal characteristics i.e. demographic variables of consumers affecting purchase of necessity brands.

Methodology and Results: Data for the study was collected through surveys conducted among students from various universities and premier institutes in India. Confirmatory Factor Analysis has been used to test the validity and reliability of the questionnaire items. To explore important factors affecting purchase of necessity brands Analysis of Variance (ANOVA) has been used. ANOVA is further used to explore the influence of demographic variables on these factors. Paired Sample T-Test has been used for comparative assessment of factors affecting purchase of publicly vs privately consumed necessity brands and purchase of global vs local necessity brands. Chi-Square test has been used to test the influence of ethnocentric orientation of consumers and the influence of demographic variables affecting purchase of global vs local necessity brands. The empirical findings of the study show several meaningful effects and relationships in consumer behavior. Our results show that perceived quality, emotional value, perceived prestige and interpersonal influence are important factors affecting purchase of publicly consumed necessity brands. For extrinsic factors for privately consumed necessity brands are perceived quality, emotional value, convenience, availability and brand loyalty. Results of comparative understanding of factors affecting publicly vs privately consumed necessity brands shows that social influence has a stronger influence on the purchase of publicly consumed necessity brands while brand loyalty has greater importance for privately consumed necessity brands. The results further reveal that global necessity brands are perceived higher on perceived quality, country of origin, emotional value and perceived prestige in comparison to local necessity brands. The study also provides empirical evidence of ethnocentric ideology of consumers being more related to the purchase of publicly consumed necessity brands than privately consumed necessity brands as seen from statistically significant results for consumers who scored low in ethnocentrism and gave more importance to the purchase of global publicly consumed necessity brands than individuals who scored high in ethnocentrism. There was significant effect of gender on perceived quality in publicly consumed necessity brands as well as emotional value attachment in the purchase of privately consumed necessity brands. The education level of consumer plays a significant role in influencing perceived quality, country of origin effect and perceived brand prestige for both publicly and privately consumed necessity brands. In the decision between choice of global vs local brands, females are found to have preference for global publicly consumed necessity brands.

Managerial Implications of Results: The results are useful for companies involved in the marketing of publicly and privately consumed necessity products for understanding factors needing attention in promoting their brands in the Indian market. The study may also attract more work in the less researched area of necessity brands that has witnessed declining growth in sales in the post recession period.

Keywords: Necessity brands, Public vs Private, Global vs Local, Ethnocentric tendency, Demographics, Consumer Behavior

Acknowledgements

It is a pleasure to thank many people who made this thesis possible. During the last four years, I have come across so many people in my private and academic life who have rendered invaluable help and support. For these reasons, I want to thank them personally.

It gives me great pleasure to humbly place on record my profound gratitude to my supervisor Dr. Tiziano Vescovi, Professor of Marketing, Department of Management, Ca' Foscari University of Venice, Italy for his guidance and his infinite patience, as well as his academic experience that have been invaluable support to me. I consider myself fortunate for being able to meet him and to work with him. I would like to thank Professor Anna Comacchio, Director of the Ph.D. program in Management for giving me support and providing me valuable suggestions on my research work. I also want to show my gratitude to Dr. Massimo Warglien for providing encouragement throughout the year.

I am deeply indebted and thankful to my host and guide Dr. Satya Bhushan Dash, Chairperson, Centre for Marketing in Emerging Economies, Indian Institute of Management, Lucknow, India for his valuable guidance, consistent support and encouragement during my stay in India for the research work.

I would also like to express my gratitude to all the other professors of various colleges and universities in India, who were involved in my data collection process.

Finally I would like to thank my family and friends for their continued support of my education, encouragement, and their unconditional love. I do not know where I would be today without the guidance of my Mom and Dad, they have shown me how to succeed and how to follow my dreams. I would like to thank my younger sister who has always provided me support and encouragement. I would like to thank my friends for all the fun times at the University and helping me along the way. My appreciation goes out to everyone that has helped me complete this goal; I couldn't have done it without you all.

Table of Contents

Chapter 1

1.1 The Research Context

In the era of post liberalisation, the market scenario in India has witnessed intense market competition and proliferation of brands in most sectors of the economy. Understanding consumer brand relationships is of vital interest for any business operating under a clearly defined brand identity (Berry, 2000). Brands serve as indicators of quality and authenticity (Aaker, 1994). They provide a point of differentiation from competition (Murphy, 1990) and consumers can feel comfortable repurchasing the brand and possibly other products made by the same firm (Keller, 1993).

Globalization has increased the preference patterns of consumers around the world (Yip, 1995) as consumers are increasingly exposed to products from different countries (Wong et. al., 2008). It has also led to the availability of multiple choices of local and global brands. Due to rapid increase in global competition, companies that strictly adhere to and cater to the needs of the local markets find themselves gradually loosing the competitive advantage to international brands. Studies on consumer attitudes towards local and global brands are increasingly valued by marketers but most studies are limited to consumers from U.S and U.K and more recently China (Beaudoin et. al., 2000; Wang et. al., 2004). Little relevant research is available regarding consumer's perception of brands in other developing countries including India.

A report on the Indian consumer market prepared by the Mckinsey Global Institute (2007) (MGI) points to a high growth in consumer spending during the period ending 2025 mainly due to the rapid growth of the middle class. By definition middle class are those earning between $3420.38 and $8550.94 annually, the report forecasts a dramatic change in the size of this group: from 50 million people (5 percent of population), the middle class will swell to an impossible to ignore 583 million (41 percent) by 2025 (MGI, 2007). The report further states that as Indians climb the income ladder, the composition of their spending will change considerably. In a pattern witnessed in many other developing countries, while consumer spending will increase for all categories of products, spending on discretionary items will grow dramatically while spending on necessities will grow slowly. In fact, a significant shift in spending is projected from necessities, defined as food and clothing, to discretionary spending such as mobile phones, personal care products, education and health care. The market scenario will be particularly challenging for necessity brands having slow growth rates both in terms of quantity and sales turnover. The companies producing necessity products will need to understand needs, tastes, aspirations, local and global brand loyalties and a host of other factors relating to consumer buying behavior to be able to enhance their sales performance.

From a consumer perspective, reactions to the prevalence of global brands seem to vary among the different customers. On the one hand, consumers seem to value and admire global brands and regard such brands as a status symbol. On the other hand, global brands are often criticized for threatening the local differences and imposing the western cultures on our society, leading to a loss of cultural identity. Among these factors consumer ethnocentrism is an important factor affecting choices where people believe that their personal or national

well-being is under threat from imports (Sharma et. al., 1995; Shimp and Sharma, 1987). The more importance a consumer places on whether or not a product is made in his/her home country, the higher his/her ethnocentric tendency (Huddleston et. al., 2001). However, despite extensive research into how ethnocentrism impacts on consumer' evaluations of domestic and foreign produced goods (Wang and Chen, 2004; Herche, 1994) there has been no research on the impact of consumer ethnocentric orientation on the type of product consumed. As increased globalization of markets tends to decrease consumer ethnocentric sensitivity to different product categories, there is increasing importance of research into how ethnocentric tendency of consumer effects purchase of publicly and privately consumed necessity brands.

Consumer buying behaviour refers to the buying behaviour of the individuals and households who buy the goods and services for personal consumption (Kotler and Armstrong, 2001). Factors like age, gender, social status and education level are considered important determinants of buying behaviour.

This study proposes to explore the factors affecting purchase of necessity brands to understand the slow growth in necessity items such as apparel and toothpaste. India's textile clothing and apparels sector has opened up significantly with the dismantling of quotas. It is the second largest retail category in India. Further India has a young consumer profile with over 65 percent of the population below 35 years of age. The changing demographic profile works as a major stimulus to apparel market development thus making apparel as a perfect product choice under investigation.

In addition, the majority of previous research on perceptions of factors affecting purchase of products revolved around high involvement purchases like automobiles (Sohail, 2004). Low involvement products like toothpaste (Kraetke, 2000) or other everyday consumer goods were neglected (Bruning, 1997). As such, for the purpose of this study, a low involvement product (toothpaste) was identified to examine the factors affecting its purchase decision. Toothpaste can be considered an important everyday product because its usage is independent of age, gender, or disposable income. Since toothpaste products have high usage and familiarity, it will be easier to obtain survey respondents, and this could minimize data collection costs.

The study aims at bridging the gap in such research and increasing the understanding of Indian consumers' brand choice behaviour with respect to publicly and privately consumed global and local necessity brands as well as the ethnocentric orientation towards them.

1.1.1 Necessity products
Products are mixed bags. Some products are day to day necessities like soap, powder, clothing, shoes, bread etc. while some products are luxury such as diamonds, jewellery, cars which being expensive attract only few and extravagant consumers towards them. In simple terms, a necessity product is something that is affordable and absolutely needed while luxuries are more exclusive. Bourne (1963) classified products based on 'conspicuousness', i.e., exclusivity of ownership (luxury-necessity items) and social visibility (public-private consumption). Based on the concept of public-private consumption and luxury-necessity items the following four combinations of different product type arise (1) publicly consumed luxuries (2) publicly consumed necessities (3) privately consumed luxuries and (4) privately consumed necessities. A publicly consumed luxury is a product consumed in public view and not commonly owned or used (e.g. golf clubs). A privately consumed luxury is a product consumed out of public view and not commonly owned or used (e.g. trash tractor). A publicly

consumed necessity is a product consumed in public view that virtually everyone owns (wristwatches). A privately consumed necessity product is consumed out of public view that virtually everyone owns (e.g. mattress). Similarly, according to Bearden and Etzel (1982), the distinction between necessity and luxury is based on the availability or exclusivity of resources. Thus, while necessities are possessed by virtually everyone, luxuries are available exclusively to only a few people or at least only on rare occasions. According to Seringhaus (2002); Dubois and Paternault (1995), luxury is also associated with "dream" while necessary and ordinary goods are desirable or required. A study by Kemp (1998) compares the necessity-luxury continuum with the hierarchy of needs produced by Maslow (1970), which ranges from basic physiological needs such as hunger (necessities) up to needs of self-actualization (luxuries).

Therefore, Bourne's dimension of product classification and concept of necessity products for both publicly and privately consumed products is useful to explore factors affecting purchase of necessity brands as it helps in understanding consumer behavior for different product categories.

1.1.2 Publicly consumed necessity products

In the category of publicly consumed necessity products like apparels it is significant to note that in India the industry has moved ahead from a commodity based purchasing type to a lifestyle or a branded purchasing type. The Indian textile and apparel industry is the second largest global exchange earner for the country. Indian apparel market is estimated to grow at a compounded annual growth rate of around 13 percent from Rs 885 billion in 2007 to Rs 1,637 billion in 2012 (Crisil Report, 2008). With increased globalization and the opening of bilateral trade agreements with other countries, India's market presents opportunities for both domestic and global retailers (Fernandes et. al., 2000, Bharadwaj et. al., 2005). The emergence of mall culture and rapid development of malls act as a catalyst in this retail growth story. The Indian consumers are presented with various brand options both international and local allowing additional brand choices in their own market. It is seen that many consumers tend to prefer Western-style clothes (Roy and Saha, 2007) and foreign apparel brands (Mozumder, 2006). Accordingly global brands are expected to become more popular in India with jeans, T-shirts and skirts becoming the norm for college students and working woman (The Statesman, 2007). The increase in working women's segment has opened the floodgates for apparel retailers since working women have their own mind in decision to purchase the products that appeal to them. While several international apparel companies have successfully launched their brands like Lee, Wrangler and Nautica in India (Mozumdar, 2006), their presence is relatively small in the overall market.

According to the consultancy firm McKinsey's report (2007), consumer spending on apparels in India has grown over the last five years, touching the global benchmark of 5 percent of the total income. Consequently, they are more sensitive to what the brand offers, how it speaks to them, and how it addresses their needs (Anholt, 2000). Further, Indian consumers are associated with values of nurturing, care and affection. Thus, products, which communicate feelings and emotions gel with the Indian consumers as it is also seen that apparel brands demonstrate important symbolic meaning that go far beyond the basic functionality (Auty and Elliot, 1998) and consumers use apparel brands as a means of symbolically constructing and communicating their personal and social identity (Polhemus, 1994; Mullarkey, 2001).

Preference for particular apparel brands depends on individual tastes and preferences and consumers are a divided lot. Purchase decisions of consumers anywhere are more guided a

combination of demographic and psychometric factors, such as, disposable income, age-distribution, pattern of income distribution, quality of upbringing, aptitude, tastes and preferences and so on. However little relevant research has been found regarding consumer's perception of apparel brands. Hence, it is important to understand the purchasing intention as well as the perceptions of Indian consumers with respect to global and local brands.

1.1.3 Privately consumed necessity products

Fast Moving Consumer Goods (FMCG) represent those goods which are consumed regularly and daily by the consumers. In India, FMCG sector is the fourth largest sector in the Indian economy with a market size of US$ 20.1 billion (Prajapati and Thakor, 2012). The FMCG products are divided into four major categories. These categories are − Household care, Personal care, Oral care and Food and Beverages. In the oral care category, it has been found that rising per capita income and increasing awareness on tooth care is driving up the demand of oral care products (WDS, 2011). Toothpaste market in India increased at a compound annual growth rate of 6.6 percent between 2004 and 2009. Toothpaste was used as long as 500 B.C in China and India. Modern toothpastes were developed in the 1800's. In India awareness about oral care products is almost 100 percent in urban areas and 80 percent in rural areas (Sherigar, 2001). Consumers have started adopting value-added toothpastes like gels, mouth washes and teeth whitening products. Brand quality, availability, price and sales offer play an important role in the purchase of toothpaste.

Colgate, Hindustan Liver and Procter and Gamble are two major players that dominate the Indian toothpaste market. The rest of the market is shared between small players such as Hygiene and Vicco Laboratories. Domestic companies like Vicco produce ayurvedic range of toothpastes along with their other ayurvedic products. This study focus on understanding factors (demographic, social, quality, product attributes etc. for buying toothpaste.

In the overall framework of Bourne's classification apparels and toothpaste are seen to serve as excellent representatives of publicly and privately consumed necessity products respectively that have a strong brand presence in the Indian market and have, therefore, been chosen for study of factors affecting purchase of necessity brands.

1.3 Research Questions, Objective, and Scope of the study

The research objectives for this study are to understand:
1. Important factors affecting purchase of necessity brands
2. Factors influencing purchase of publicly vs privately consumed necessity brands.
3. Factors influencing purchase of global vs local necessity brands.
4. How ethnocentric tendencies of consumers influence purchase of publicly and privately consumed necessity brands.
5. How demographic variables influence purchase of necessity brands.
6. How demographic characteristics of consumers influence purchase of global vs local brands.

1.4 Organization of Thesis Chapters

This chapter (Chapter 1) presents an introduction to necessity products and the need to study publicly and privately consumed necessity products in India in view of the limited contribution of earlier research in this field. In Chapter 2, relevant literature related to purchase of publicly and privately consumed necessity brands, perception of global and local necessity brands, ethnocentric tendencies and demographics is reviewed. The theoretical framework and hypotheses of the research have been discussed in detail in Chapter 3. The

research methodology has been discussed in detail in Chapter 4. Results and Analysis are presented in Chapter 5. In Chapter 6, the contributions of the study and the managerial implications of the results have been discussed. The limitations of the study and directions for future research have also been discussed in the chapter.

Chapter 2

Review of Literature

2.0 Introduction

In earlier research, scholars have studied factors that affect purchase of general product categories with no specific distinction between publicly and privately consumed necessity products. This literature review presents an overview of studies and scholarly views on various factors affecting purchase decision by consumers from different parts of the world.

The first part of the chapter presents a review of literature relating to the origin and definition of the different factors affecting purchase of different necessity products and the results of various studies undertaken on the subject. It highlights various factors affecting purchase like perceived quality (Zeithaml, 1988), interpersonal influence (Bearden an Etzel, 1982), perceived prestige (Vigneron and Johnson, 1999), country of origin (Roth and Romeo, 1992) as well as factors like emotional value (Sweeney and Soutar, 2001), brand loyalty (Wilkie, 1994) and convenience and availability (Craig, et. al., 1984). Other factors studied include ethnocentric consumption behavior, demographic variables such as age, gender, and education. A literature review relating to observations on these factors is discussed in the next sub sections.

The second part of the chapter presents a review of literature on comparative understanding of factors affecting purchase of both product types i.e. publicly and privately consumed necessity products. Studies have shown that differences in factors affecting purchase also arise from differences in perception of global vs local brands. These are presented in the third part of the literature review. The fourth part of the literature review contains studies describing the influence of demographic variables like education and gender on different factors affecting purchase.

2.1 Essential Factors affecting purchase of necessity products

Perceived Quality

Aaker (1991) defined perceived quality as customer's perception of the overall quality or superiority with respect to its intentioned purpose relative to alternatives. Objective quality refers to the actual technical excellence of the product that can be verified and measured (Monroe and Krishman, 1985) while perceived quality is the consumer's judgment about a product's overall excellence or superiority of product (Zeithaml, 1988) that includes both tangible and intangible characteristics. The perceived quality of a product has a positive direct effect on purchase intentions (Boulding et. al., 1993). Some studies report only an indirect effect through satisfaction (Sweeney et. al., 1999). A study by Zain and Yasin (1997) identified perceived quality as an important evaluation criteria for several categories of

products such as cars, dresses/shirts, pants, shoes, cameras, televisions, refrigerators and radios. When consumers perceive a brand to be of high quality, they are more likely to purchase the brand (Netemeyer et. al., 2004). Thus perceived quality provides value to consumers by providing them with a reason to buy and by differentiating the brand from competing brands.

Interpersonal Influence

Several researchers have demonstrated consumers' susceptibility to reference group influence when making product or brand purchase decisions (Bearden and Etzel, 1982; Burnkrant and Cousineau, 1975; Terry and Hogg, 1996). If there is a high degree of social influence, then the consumer could potentially change perception and purchasing behaviour (Batra et. al., 2001) towards certain brands. Accordingly susceptibility to interpersonal influence has been used as an important individual variable in the study of consumer behaviour (Bearden et. al., 1989). Earlier research on moderators of reference group influence found that interpersonal influence is stronger when the product category is more conspicuous and its ownership or consumption are more publicly visible (Bearden and Etzel, 1982). For example, in their well-known work, Lee et al. (2006) found that consumers often conform to group norms when they purchase apparel brands. This is further reinforced in Lim and Ting's (2010) research on consumption of apparel products that is shown to be affected by opinion of others. The social role of products such as clothing or shoes is even more important in developing countries where interpersonal relationships are of prime importance (Ger et. al., 1993). In their study Sun et. al. (2004) found that consumers from collectivist or Asian countries were invariably more family oriented than consumers from individualistic or American countries.

Perceived Prestige

The prestige value of brands is an abstract concept and brands high on prestige accommodate a wider range of products as compared to brands based on functional value like durability and reliability (Park et. al., 1991). Research conducted by Hanzaee and Taghipourian (2012) shows that prestige is an important factor influencing purchase of products such as wristwatch and mobile phones. Consumers develop prestige meanings for brands based upon interactions with people (e.g. aspired and/or peer reference group), object properties (e.g., best features), and hedonic values (e.g., sensory beauty) (Vigneron and Johnson, 1999). A prestigious brand is typically more aggressive on pricing than non prestigious brands (Wiedmann et. al., 2009). Beaudoin et. al., (1998) implied that attitudes toward buying apparel were associated with self-image and self-identity. A general assumption in research studies is that prestige brands are infrequently purchased, require a higher level of interest and strongly relate to an individual's self-concept. Wealthier persons are more likely to purchase prestigious brands (Vigneron and Johnson, 1999), which symbolize social status, wealth, or power (Alden et. al., 1999).

Country of origin

Country of origin is defined as "overall perception that customers form for a particular country and its products based on prior experience with products originating from that country (Roth and Romeo, 1992). It is now regarded as important cue that is used by international marketers to influence consumers' evaluation of a brand (Agrawal and Kamakura, 1999). Country image impacts consumer attitudes (Nagashima, 1970; Bilkey and Nes, 1982; Papadopoulos et. al., 1987) and purchase intentions (Han, 1989). According to Bilkey and Nes (1982) country of origin affects consumer attitudes towards all products from a particular country as well as specific products or brands from that country. The country of origin may also act as a summary construct, directly affecting consumers' attitudes towards

the brand of a country instead of through product attribute ratings (Wright, 1975) in case of Columbian coffee, Swiss watches, Japanese electronics and German automobiles. Hong and Wyer (1989) demonstrated that the effect of country of origin cannot be explained entirely by the quality signaling process. They found that country of origin also has symbolic and emotional meaning to consumers, and it plays an important role like other attributes such as quality and reliability in shaping consumers' attitudes toward products. For most consumers, country of origin may also serve as an affective image attribute which associates a product with status, authenticity and exoticness (Verlegh and Steenkamp, 1999). When making buying decisions, consumers may link country of origin to personal memories, to national identities and to feelings of "pride" associated with the possession of products from certain countries (Hirschman, 1985). Sirgy et. al. (1991) suggested that the country of origin is indirectly linked to consumers' image, creating a wish to be publicly seen with country of origin rated products congruent with the consumer's personality or ego. Jaffe and Carlos (1995) found that the factor "proud to own" had a significant influence on Mexican consumers' purchases of products from Japan and the United States. A research conducted by Batra et. al. (2000) in India found that Indian consumers prefer brands having non local country of origin for their high quality and attached social status.

Convenience and availability
Earlier studies have pointed out that, consumers are influenced by the travel costs of shopping (Craig, et. al., 1984). For products that require less consumer involvement, buyers prefer their purchase from nearby sources instead of a distant shop. Similarly brands that are available in nearby or central supermarket tend to retain its buyers. In the FMCG sector, the major factors influencing purchase decision are quality (Verma et. al., 2003), price and availability of products (Sarwade, 2002). However, Rehman et. al. (2011) have shown that availability does not have significant effect on purchase decision. It is evident that more research has to be done to understand convenience and availability as factors influencing purchase decision of privately consumed necessity brands.

Emotional Value
Emotional value is defined as the benefit derived from the feelings or affective states (i.e. enjoyment or pleasure) that a product generates (Sweeney and Soutar, 2001). It is the benefit which one gets by experiencing something new or different (Lee et. al., 2006). Products and brands may provide non-utilitarian benefits such as fun and enjoyable experiences that generate distinct emotional value for consumers (Holbrook, 1986). Also Batra and Homer (2004) argue that the emotional benefits desired by the consumers from a brand have a greater impact on intentions and actual behaviour (e.g. brand choice) than on brand attitudes. Products bought weekly or very regularly for everyday household consumption such as grocery and personal items may have a strong emotional appeal for users of a particular brand (Reed and Ewing, 2004). Gutierrez (2004) highlighted two factors affecting purchase intention of toothpastes. One is labelled confidence building that generates a contented feeling of having clean and healthy teeth, the other contributing to richness, status, attractiveness and youth.

Brand Loyalty
One of the most crucial goals for any marketer is to create "customer brand loyalty" through which brands can obtain competitive advantage (Kotler, 1984). Brand loyalty is defined as the attachment that a customer has to a brand (Aaker, 1991). Wilkie (1994) defines brand loyalty as "a favourable attitude toward, and consistent purchase of, a particular brand." Such a characteristic has both a behavioural and an attitudinal perspective. From a behavioural

perspective, it is defined as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product category (Schoell and Guiltinan, 1990). From an attitudinal perspective, brand loyalty is defined as "the tendency to be loyal to a focal brand as demonstrated by the intention to buy it as a primary choice" (Oliver, 1997). In the Indian context, it is noted that once consumers get used to a particular brand of shampoo or toothpaste, they do not readily accept other brands (Majumdar, 2004). They are more loyal to brands that continually come up with promotion offers at a fair price.

2.2 Comparative understanding of factors affecting purchase for different product types

Perceived Prestige and Product Type

Sproles (1979) gave a useful explanation on consumer demand theory in his research on Prestige-Exclusivity effect. According to this effect consumers purchase a fashion item because the product bears a high price and visibility that demonstrates the consumer's ability to pay. It is coveted for the sole purpose that it is expensive and can show the wealth of the consumer (Sproles, 1979). An exploratory research by Bernard and Sandor (2002) indicates that prestige can be achieved by acquiring brands in many product categories. However, prestige symbols such as brand name, high price and characters associated with a brand (Bernard and Sandor, 2002) would be more important in publicly consumed necessities as compared to privately consumed products where prestige symbols may be linked to object properties (e.g. best features) and hedonic values (e.g sensory beauty) (Ergin and Akbay, 2010). Since a publicly visible product is indirectly related to consumers image, the social value of prestige brands contribute to the decision to buy even at a higher price. For example, in the case of publicly visible products such as jeans, Bell (2008) showed that there is a constant relation to high priced goods and the amount of craving for prestige. Research conducted by Hanzaee and Taghipourian (2012) shows that prestige is an important factor influencing purchase of publicly consumed products such as wristwatch and mobile while it has no effect on purchase of privately consumed products such as toothpaste and chewing gum. Prestige is derived partly from the technical superiority and the extreme care that takes place during the production process (Vigneron and Johnson, 1999).

Country of Origin and Product Type

Motivated by the desire to provide prominent visible evidence of their ability to pay particularly high prices for prestige products particularly conspicuous products and apparels, researchers (Patterson and Tai, 1991; Batra et. al., 2000; Dzidrov, 2010; Wang et. al., 2000) show that consumers in developing countries tend to perceive imported products as being of higher quality than domestic products. A product's country of origin may have different importance in a consumer's purchasing decision for a product that is used publicly, under the influence and watch of reference group, or privately where reference group influence may be minimized (Piron, 2000). Several studies on apparels indicate country of origin effect. For example, research done by Wang and Heitmeyer (2005) reveals that country-of-origin preference had a significant impact on Taiwanese consumers' attitudes toward apparel brands. Another study by Dzidrov (2010) showed that Bulgarian consumers perceived Macedonia apparel as having overall satisfactory quality implying country of origin effects.

Piron (2000) in his study for country of origin effect on necessity products found that sunglasses, a publicly consumed necessity product, had a stronger country of origin effect than toothpaste, a privately consumed necessity product. In the case of privately consumed necessity products, Uddin et. al. (2008) found that Bangladeshi consumers are not interested

to buy imported products like shampoo, petroleum jelly, body lotion, and beauty soap on a regular basis. For such products therefore, regardless of country of origin, consumers are likely to favor attribute-based evaluation. But, consumers may develop preference formations by relating country images to product characteristics.

According to Cayla (2009), if a company operating in India is involved in a product category where display of social status could be enhanced (such as apparel) then country of origin is an important determinant of consumer purchase. On the contrary foreign companies operating in toothpaste and shampoo product category in order to influence Indian consumers have to relate to traditional Indian family values. For example, in the toothpaste category, Vicco is trying to win the market share by advertising and convincing consumers to change to toothpastes made from herbs.

Interpersonal Influence and Product Type

Since a publicly consumed necessity e.g. wristwatch is a product consumed in public view that almost everyone owns (Bearden and Etzel, 1982) research indicates that there is a strong peer influence impacting its purchase (Childers and Rao, 1992). Makgosa and Mohube (2007) demonstrate that a public necessity (shoes) is likely to attract more informational and normative influence than a private necessity (toothpaste) among young adults since it is consumed in the eyes of their peers. Lee et. al. (2006) demonstrate positive relationship between Mexican college students' susceptibility for normative influence and brand consciousness and suggest that they are likely to buy well-known apparel brands to conform to the expectations of others or to achieve a sense of belonging. A publicly consumed necessity due to its social visibility will have strong brand influence of the product compared to a privately consumed necessity product where the brand influence of the product will be weak (Bearden and Etzel, 1982).

In the Indian context, family has traditionally played a strong role in influencing choices of their progeny. This fact extends to the concept of extended family and friends as well. As Indian consumers are always looking for others' views of reality to fit in (Shukla, 2011), the importance of interpersonal influence for purchase of publicly consumed necessity products such as apparel will be more than privately consumed necessity products such as toothpaste.

Brand Loyalty and Product Type

Various studies on different product categories have indicated that brand loyalty is an important factor influencing purchase of a brand. A national study on Korean women's apparel brand loyalty (Oh and Fiorito, 2002) found that for brand loyal consumer's status, attractiveness and fashionability were important criteria while purchasing their most preferred brand. The study showed that since individuals represent self through their apparel, most consumers prefer to wear apparel brand that reflects their image in a pleasing manner. All these are attributes of a publicly visible product.

In another product category, Palumbo and Herbig (2000) found that simple commodity products such as paper towels, toilet soaps, facial tissue, experience low customer retention and loyalty towards a specific brand. According to their research, consumers usually purchase a lower price product when shopping for these products and keep switching among brands according to price and sale offers. Also Sonal and Preeta (2007) found that in case of low involvement products such as toilet soaps consumers display brand switching behaviour. The researchers suggest that promotions in this category of products might encourage trial and switching behaviour but not long term loyalty. Majumdar (2004) argued that in case of

privately consumed necessities like cigarettes and personal care products, promotions may enhance short term but not long term loyalty. In case of such products, some consumers do not like to change brands due to habit or personal liking and such consumers form a very brand loyal market.

2.3 Factors influencing purchase of global vs local necessity brands

Perceived Quality

Kinra (2006) investigated consumer attitudes in India towards local and foreign brands and found that the quality of foreign brands was perceived to be generally higher and superior to local brands. Most consumers also associated greater accessibility of foreign brands in the Indian market with better quality at lower prices.

The results of the study by Opoku and Akorli (2009) show that superior quality and consumer taste are the two most important reasons for the Ghanaian consumers' preference for foreign products such as apparel. This also confirms the findings of Kumar et. al. (2009) who found that attitudes toward American products positively affect perceived quality and emotional value for a U.S. brand while this effect is negative in the case of a local brand.

Country of origin

According to Kinra (2006), country of origin is an important differentiating factor in consumer attitudes to foreign and local brand names. Her study held that country of origin credibility of foreign brands was a significant factor influencing consumer attitudes and preferences as it was correlated highly with "quality" and "status and esteem".

The study by Opoku and Akorli (2009) suggested that country of origin is more important than price and other product attributes. According to their study, the Ghanaian consumer holds the 'Made in Ghana' label in low regard relative to foreign labels. Superior quality and consumer taste were the two most important reasons for the Ghanaian consumers' preference for foreign apparel products.

Cordell (1992) found that U.S. consumers perceive products originated from industrialized countries such as England and Canada of higher quality than those from less developed countries such as Indonesia and Bolivia. Another study conducted by Schooler (1965) in Guatemala revealed that products made in less developed countries were not evaluated as quality products. Consumers were biased against products from a less developed country. Cyril et. al. (2012) explored the role that country-of-origin cue plays on Malaysian consumer's product evaluation as well as purchase intention of a low involvement product i.e. toothpaste. Findings revealed that Malaysians generally preferred products from developed nations as opposed to those made locally or imported from less developed countries.

In general, for consumers in less developed countries, country of origin or attitude toward a country plays a significant role in influencing their purchase behavior (Lin and Sternquist, 1994). One explanation cited is that consumers in less developed countries do not have enough information and experience with purchasing foreign brands (Zhang, 1996).

Emotional Value

Consumer perception toward a foreign brand versus a local brand not only builds on cognitive components but also on affective components that include the emotional value that consumers obtain from fun and enjoyable experiences (Holbrook, 1986).

The results of Kumar et. al. (2009) suggest that consumers have a positive influence on purchase intention for Levi's brand through attitudes toward American products. Research by Iyer and Kalita (1997) shows that as customer expects high emotional benefit from foreign brands they will purchase that brand to satisfy their emotional needs from the product. Bhat and Reddy (1998) illustrated that possession of foreign brands in developing countries represents status wealth in the society and provides emotional benefits to consumers. Likewise Indian consumers have a favourable rating for foreign brands due to emotional benefits such as prestige and status associated with them. Bhat and Reddy linked favourable attitudes towards American products in developing countries to high quality of the products as well as the enhanced emotions, status and prestige. Similarly, Lee et. al. (2008) in their study have shown that Mexican college students perceived U.S. apparel brands higher on emotional value thus having higher purchase intention towards it. Gutierrez (2004) highlighted the importance of emotional value attached to the purchase of toothpaste brands such as Colgate and Close up in the Philippines market. Values such as confidence, i.e. the contented feeling of having clean and healthy teeth, feeling of being young and attractive are generated by the use of such toothpaste brands.

In developing countries, individuals associate foreign brands with having symbolic meanings (e.g., wealth and status), which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands (Batra et. al., 2000; Bhat and Reddy, 1998; Kinra, 2006).

Perceived Prestige

Foreign brands have higher prestige because of their relative scarcity and higher price compared with local brands (Batra et. al., 2000). Along the same lines, Kapferer (1997) suggests that consumers may prefer foreign brands because of associations of higher prestige. In addition, certain consumers prefer to buy foreign brands as it enhances their self-image as being cosmopolitan, sophisticated, and modern (Friedman, 1990). Research by Ergin and Akbay (2010) on consumers purchase intention for foreign products in three specific categories (apparel, chocolate and personal care products) in Istanbul shows that prestige is an important factor influencing consumer buying behaviour. Vigneron and Johnson's (1999) framework suggests that consumers look for quality by selecting prestigious brands. Therefore, perceived prestige associated with foreign brands provides intangible value to consumers, and consumers tend to reciprocate this value by enhancing their brand loyalty as well as transferring its good image to others through positive word-of-mouth.

Ethnocentrism

The origin of the consumer ethnocentrism construct is rooted in the general construct of ethnocentrism introduced as a sociological concept introduced by Sumner (1906), who defines it as when one's own group is seen as the centre and a reference for all others (Shimp and Sharma, 1987). Furthermore, ethnocentrism is the focus on "we group" feeling where the in-group is the centre and all other outgroup are judged in relation to it. In simple term, Sumner suggests a two dimensional structure of ethnocentrism: an unfavourable attitude towards out-group as well as a favourable attitude towards in-group.

Later, Adorno, et. al. (1950) made a study of the racial and religious prejudice, nationalism, political ideology toward people not from one's community. From the study, came an ascribed meaning of ethnocentrism to stand for the ordinary person's unsophisticated reaction to cultural differences along with the unthinking defence of familiar ways as absolutely right and unqualified rejection of alien ways as simply wrong. The Authoritarian Personality (Adorno et al., 1950) then viewed as being related to provincialism or cultural narrowness and was described as a tendency to be ethnically centred and rigidly accepted those who were culturally "alike" and reject those who were "unlike"

The recent definition of the ethnocentrism was developed as an economic form of ethnocentrism. The researchers try to relate ethnocentrism with the consumer beliefs about the appropriateness and morality of purchasing foreign made products. Due to that, research has linked the foreign products evaluation to the level of consumer ethnocentrism.

Shimp and Sharma (1987) said that consumer ethnocentrism refers to consumer-held beliefs about the appropriateness and morality of purchasing foreign-made products, since it is perceived as hurting the domestic economy, causing loss of jobs and being plainly unpatriotic. The measurement of consumer ethnocentrism was made possible with the development of the Consumer Ethnocentric Tendencies Scale (CETSCALE) by Shimp and Sharma (1987). Highly ethnocentric consumers tend to perceived that purchasing foreign made products is wrong because it will hurt the domestic economy, it will promote the unemployment, and unpatriotic action. On the other hand, for non-ethnocentric or low-ethnocentric consumers, products from other countries are evaluated on their own merits without consideration for where they are made. Therefore, for this group, the country of origin of the products is not an important consideration to be made. Since the introduction of the CETSCALE, researchers all over the world are using this construct measurement in order to understand the effect of consumer ethnocentrism on the attitudes of consumers towards local vs. foreign made products. Researchers from developed country (Balabanis and Diamantopoulos, 2004; Klein, 2002) to developing countries (Kaynak and Kara, 2002) to the less develop countries (e.g. Agbonifoh and Elimimian, 1999; Hamin and Elliott, 2006) are adopted the study to measure the ethnocentric tendency of consumers in a particular country and whether it will influence the attitudes of consumers on foreign made products.

Research studies on ethnocentrism and patriotism show that because of the 'shrinking globe' and an interconnected world, consumers are increasingly concerned with their cultural, national and ethnic identities which subsequently affect their consumption motivations (Burton, 2002; Quellet, 2007). It has also been shown that ethnocentrism is a global phenomenon though there are differences in the degree of ethnocentrism expressed by consumers, depending on the country under study (Javalgi, et. al., 2005).

Consumer decisions in developing societies are often faced with the dilemma between ethnocentric consumption and conspicuous consumption. The outcome of this dilemma depends upon a number of factors and selected product consumption is one of them (Wang and Chen, 2004). Cultural and social background of the person plays a big role in this decision making process.

By definition, conspicuous consumption takes place when a product from a more advanced country has a public mode of consumption (Veblen, 1994; Marcoux et. al., 1997). This definition rules out the possibility of conspicuous consumption in the case of privately consumed products. The dilemma is more likely to result in conspicuous consumption of imports if a consumer decision involves publicly consumed products. By contrast, the

dilemma is more likely to cause ethnocentric consumption of domestic produce if the decision refers to privately consumed goods. Thus, in the choice of domestic vs imported, a consumer may be in a situation of conflict between two consumption values: ethnocentrism vs conspicuous consumption.

It has been found that the desire for foreign goods is generally higher for conspicuous (or publicly consumed) among consumers in developing countries (Wang et. al., 2004). Similarly, Piron (2000) and Essoussi and Merunka (2007) suggest that publicly consumed goods would be more sensitive to product conspicuousness whereas privately consumed products would have greater exposure to ethnocentricity. In another study, consumables with private rather than public modes of consumption were found to be more susceptible to the effects of ethnocentricity in (John and Brady, 2010).

The above mentioned consumer dilemma remains an under-researched issue. A greater understanding of the factors affecting this dilemma would be of interest to both academics and practitioners as it may explain why in some cases consumers choose domestic products whereas in others they opt for their foreign alternatives.

2.4. Demographic factors as a proxy for social environment affecting purchase of necessity brands

Demographic factors such as age, gender, education and income level serve as a proxy for socio-economic environment a person is brought up which indirectly reflects a person's buying behavior. Many previous researchers have shown that demographic variables have a significant effect on brand choice and purchase intention. Variables such as age, gender, income, education, and affect repurchase intention (Andaleeb and Conway, 2006; Jamal and Naser, 2002). Studies giving the effect of age, education and gender on purchase are given below.

Education and perceived quality
Higher education leads to increased ability to think logically and hence higher decision making power. The well educated customer also has better product knowledge (Zanoli et. al., 2004). Besides less educated customers have lesser information processing capacity and are less likely to search for or use information (Moorman, 1990). They are less likely to comprehend the information (Sternthal and Craig, 1982) and evaluate a product's attributes (Agarwal and Ratchford, 1980).

Education and country of origin
The country of origin effect on consumer purchase behavior is affected by the education level of the consumer (Wall, et. al., 1991 and Kaynak et. al., 2000). According to the authors increased travel, internet access and information about foreign products and their attributes which is possible by higher education, leads to increased awareness and openness to buy imported products. A recent study conducted in U.S. and Mexico (Chapa et. al., 2006) showed that highly educated consumers are more likely to recognize product attributes, counterfeit products and suitability.

Education and Brand Prestige
According to Veblen (1967) more highly educated consumers are more likely to engage in status buying. They need not focus on intrinsic product attributes. Besides as Chao and Schor, 1996 argued status need not to be devoid of utilitarian dimension and status seekers may spend money to 'signal' their success. It is interesting to note that in a much earlier study

Duesenberry (1949) takes a similar view of the association between income and status seeking. The status consumption view is also supported by the models of Congleton (1989) and Rauscher (1993) where there exists both an "amplification" effect (higher status consumption by others increases the marginal return to additional status consumption for an individual and therefore encourages status consumption) and a "discouragement" effect (in which people drop out of the game on account of the extra status seeking activities of others).

Gender and perceived quality
In a survey carried out by a German car manufacturer on consumer repurchase intentions; results indicated that males repurchase intentions were based on product performance while females repurchase intentions were based on service performance (Homburg and Giering, 2001). Another study on textile industries done by Gocek et. al. (2007) found that male consumers prioritize more on product quality than service quality. Besides, Oyewole (2007) found that females preferred "hygiene" and "reliability" while males emphasized on "availability".

Gender and Emotional Value
A large body of research indicates that females are more attuned to their emotions than are males (Gabriel and Gardner, 1999). Research also shows that parents are more likely to share and discuss emotions with their daughters than they are with their sons (Kuebli and Fivush, 1992). Accordingly females tend to access their emotions and talk about them more than boys (Kuebli et. al., 1995). Therefore, it is expected that for products that are affect-laden (i.e., hedonic products), gender will make a difference in consumer attitude. Utilitarian products are generally purchased for the functionality that they provide above and beyond any pleasure-related benefits (Voss, 2003). Therefore, unlike hedonic products which are primarily purchased for the pleasure which they provide, it is expected that the absence of high levels of affect in utilitarian products will not create gender-related difference.

Another study showed that females prefer hedonic benefits e.g. a brand which can provide "excitement" while males prefer a brand which is convenient to them and emphasize on functional benefits (Seock and Bailey, 2008).

Gender and interpersonal influence
Females tend to seek close relationships with others to a greater extent than males (Gabriel and Gardner, 1999). Females have greater tendency for cooperation, intimate friendships, interpersonal harmony, while social relations among males are likely to be characterized by dominance and competitiveness (Maccoby, 1990). Besides, men and women purchase products for different reasons (Dittmar et. al., 1996). They are subjected to different social pressures (Darley and Smith, 1995). Males are generally self-focused while females are responsive to the needs of both self and others (Meyers-Levy, 1988). Coley and Burgess (2003), in their empirical study on a wide range of products such as apparel; consumer electronics and books found significant differences between men and women with respect to both affective and cognitive process components. Another study reported women having stronger purchase motivations (Widgery and McGaugh, 1991) more susceptible to interpersonal influence (Rose, et. al., 1994).

Gender and Brand Prestige
A study on the benefits of brand image in brand selection among females and males (Andrew, 2002) has shown that there are differences in the selection criteria between the genders. It

was seen that female prefer prestigious brands (symbolic benefit) and males prefer recognized brands.

Gender and Brand Loyalty
According to a research study females have stronger brand loyalty than males in their repurchasing behaviour (Mittal and Kamakura, 2001). Moutinho and Goode (1995) found that females repurchase intentions were influenced by their experience of the personal interaction. In another study it was found that males possess greater repurchase intentions for automobiles purchases based on satisfaction of the product (Homburg and Giering, 2001). Some studies found that females do not show strong customer loyalty as compared to their male counterparts (Melnyk et. al., 2009). On the other hand, Desmond and Alvin (2005) highlighted that there was no significant difference of brand loyalty across gender in a culture value study.

2.5. Effects of demographic variables on purchase of global vs local necessity brands

Effect of Gender
Earlier research suggests that gender difference plays an important role in the way consumers perceive and relate to brands (Monga, 2002). It has been shown that males and females have differing attitudes towards foreign goods (Good and Huddleston, 1995; Sharma, et. al., 1995). Males and females are different in processing brand information (Kempf et. al., 1997), forming brand attitudes and building brand relationships (Putrevu, 2004). Some studies have found that gender differences exist in patriotism, ethnocentrism, and evaluation of domestic versus foreign products; females tend to be more conservative, more patriotic, and more ethnocentric than males, resulting in females rating domestic products more favorably (Han, 1988; Vida and Fairhurst, 1999) than males. A study by Han (1988) findings also confirms male preference for imported products than domestic products.

Effect of Education
Wang et. al. (2002) found that Chinese consumers who preferred foreign apparel brands tended to be younger and with a higher level of education. Based on the education level of a person buying behavior could vary. For example, a well educated consumer may read the ingredients of beauty soap before the buying decision is made. At the same time consumer with a lesser education level may decide to buy the product due to the attractiveness of the package (Wijesundera and Abeysekera, 2010). Ahmed and D'Astous (2007) found that products made in highly industrialized countries are more likely to be purchased by the educated and high-income consumers in Thailand. Studies report that respondents with a higher level of education have learned to assess foreign goods more favorably than respondents with lower level of education (Wall et. al. 1991; Good and Huddleston, 1995; Sharma et., al. 1995).

Chapter 3

As the consumption of necessity brands needs to be understood and explained by both personal and social effects, this thesis draws upon social psychological theories i.e. the theory of reasoned action and the theory of planned behavior to analyse and explain purchase behavior. In addition, many researchers have used the Associated Network Memory theory, the Cue Utilsation theory and Weblen's theory of Leisure Class to explain consumer behavior in particular situations. These theories provide the theoretical explanatory framework to determine factors affecting purchase of necessity products. This chapter presents the theoretical framework based on these theories and the hypothesis emanating from the review of literature on the subject.

3.1. Theories behind the study

Theory of Reasoned Action

The basic paradigm of the Theory of Reasoned Action (TRA) is that behaviour is affected by behavioural intention, which in turn is affected by attitude and subjective norms. A person's attitude towards performing a given behaviour is related to the beliefs that will lead to certain consequences and the evaluation of these consequences. The subjective norms are the person's perception of the social pressure to perform the behaviour in question. Subjective norms are determined by normative beliefs and motivation to comply with the beliefs.

The theory of reasoned action (TRA) is also referred to as Fishbein behavioural intentions model and was first proposed by Martin Fishbein and Icek Ajzen in 1975 (Fishbein and Ajzen, 1975). TRA is based on assumption that human beings are usually rational and systematically use the information available to them. The theory excludes social behaviour controlled by subconscious motives or thoughtless affects. The goal of TRA is to decide the determinants of the behaviour to predict and understand an individual's behavior.

As the basic paradigm of TRA is that behaviour is immediately affected by behavioural intention, this assumption avoids the classic problem of attitudinal behavioural consistency (Foxall, 2005). The behavioural intention is a function of two basic determinants, one personal in nature and other social influence. The personal factor is the individual's positive or negative factor of evaluation or performing the behaviour, which is called attitude toward the behaviour. TRA places attitudes within a sequence of linked cognitive constructs: beliefs, attitudes, intentions and behaviour. The TRA model emphasizes the measure of attitudes towards performing a given behaviour, rather than attitude towards objects, people or institutions themselves, because a direct relationship between behaviour and attitude toward objects is untenable (Fishbein and Ajzen, 1975). The second determinant of intention is the person's perception of the social pressure put on him/her to perform or not perform the behaviour, which is called subjective norm.

Attitudes are a function of beliefs. Attitude refers to a person's favourable or unfavourable evaluation of behaviour whereas belief represent the information an individual has about the object. A person's attitude toward performing a given behaviour is determined by the beliefs

about the consequences of performing the behaviour and of the evaluation of these consequences.

Subjective norms are also a function of beliefs, namely the person's beliefs that specific individuals or group think he/she should or should not perform the behaviour in question. The beliefs underlying attitude towards behaviour are called attitudinal beliefs whereas beliefs underlying subjective norms are called normative beliefs. The different referent involved in the subjective norms may be family, friends, colleagues, religious organizations etc. In the purchase of necessity brands such as apparel, consumers are often influenced or seek advice of friends or family members. Hence interpersonal influence plays an important role here.

Individuals will usually intend to perform a behaviour when they intend to evaluate it positively and when they believe that others think that they should perform it; however a situation of conflict may exist between subjective norms and attitude towards behaviour. It is assumed in TRA that the relative importance of the attitude and subjective norm in determining behavioural intention is dependent upon the situation, the person and the behaviour under investigation.

Theory of Planned Behavior
Ajzen (1991) developed the theory of planned behaviour (TPB) as an extension of the theory of reasoned action. A fundamental assumption of TRA is that most human behaviour is under volitional control and thus can be predicted from intention alone. TPB was developed to deal with situations in which people may lack complete volitional control over the behaviour in question (Ajzen, 2002). Ajzen (1991) extended the attitude toward behaviour and subjective norms constructs to include perceived behavioural control (PBC) in the model to deal with non volitional situations. The extension makes it possible to explain those behaviours that people intend to do, but are hampered due to lack of confidence or control (Miller, 2005).

The theory of planned behavior makes use of the factor called Perceived behavioural control. Perceived behavioural control refers to a person's perceptions of his/her ability to perform a given behaviour. Perceived behavioural control is presumed to have a direct effect on behavioural intention and on behaviour through behavioural intention. Together with attitude toward a behaviour and subjective norms, perceived control can predict a person's behavioural intention. Further, in TPB, it is assumed that perceived behavioural control is determined by the total set of accessible control beliefs, that is, beliefs about the presence of factors that may facilitate or impede performance of the behaviour.

Further, in the theory of planned behaviour, background factors such as personality traits, values and demographics provide valuable information about possible origins of behavioural, normative and control beliefs and it may be possible to examine why a given background factor influences behavior by tracing its effects via more proximal antecedents of the behaviour. Some researchers argue that factors such as habit, past behaviour and self identity should be included into the model to increase the predictive power (Foxall, 2005). These lead to a brand loyal behaviour and provides useful theoretical background to predict consumer brand loyalty towards purchase of necessity brands.

In the study of consumer behaviour, the theory of reasoned action is the most widely known attitude model (Engel, et. al., 1986; Ryan and Bonfield, 1975). Researchers have made great efforts to investigate consumer behaviours to understand not only specific behaviours but also the means to influence or change them. The TRA model appears to predict consumer

intentions and behaviour well and it provides a simple basis for identifying where and how to target consumers behavioural change attempts (Sheppard et. al., 1988). The model has been applied to empirical analysis of a number of consumer activities such as energy consumption (Seligman, et. al., 1983); coupon usage (Shimp and Kavas, 1984), online shopping for clothing (Kim, Kim and Kumar, 2003), and the purchase of toothpaste (Wilson, et. al., 1975), coffee (Glassman and Fitzhenry, 1976), detergent (Lutz, 1977), and alligator leather apparel (Xu, et. al., 2004).

Researchers have also made extensive use of the theory of planned behaviour to predict and explain consumer behaviour, such as e-coupon usage (Kang, et. al., 2006), green consumption (Sparks and Shepherd, 1992), consumption of alcohol (Connor, et. al., 1999) and fruits and vegetables (Bogers, et. al., 2004) and purchase of genetically modified food (Cook, et. al., 2002). Lodorfos et. al. (2006) investigates the factors determining e-consumers re-purchasing behaviour in the e-business to consumer market. In his paper, the Theory of Planned Behaviour (TPB) has been used as a theoretical framework to interpret consumers' behaviour in the online environment and to study the antecedents of e-purchasing decisions which revealed that consumers' attitude towards past e-purchases had significant impact on their intent to re-purchase and that the consumers' experience with an e-brand significantly affected their beliefs regarding the importance of trust, security and convenience in the online environment.

Perugini and Bagozzi (2001) tested an extended form of TPB, and found that anticipated emotions have significant and important influence on desires, which determine intentions, which in turn influence (goal-directed) behaviour. Emotions are the strongest affective response. Peter et al. (1999) distinguish between four broad types of affective response: evaluations, moods, specific feelings and emotions. These types of response differ in the intensity with which they are experienced (level of bodily arousal). Emotions involve the strongest physiological response in case of purchase of apparel brands. Attitude towards certain brands positively affect emotional value. Laros and Steenkamp (2005) propose that different levels of detail can be used to study emotions and that more detail leads to greater explanatory power of consumer behaviour. At the superordinate level, they only distinguish between positive and negative affect; at the basic level they distinguish four positive (contentment, happiness, love, and pride) and four negative emotions (sadness, fear, anger, and shame) and at the subordinate level, they distinguish between forty two specific emotions.

Further, Jalilvand et. al. (2011) research integrates consumer-based brand equity and the theory of planned behavior in evaluating the performance of Iran's Melli bank in branding and measures the impact of branding on customers' attitudes and found that brand loyalty has an impact on behavioural intention towards quality of banking services and marketing communications.

Associative Network Memory (ANM) Theory
This theory was the foundation for numerous memory models that have been widely accepted among scholars as valuable and comprehensive conceptualizations of the semantic memory structure (Anderson, 1983; Wyer and Srull, 1989). Based on the ANM model, Keller (1993) argued that brand knowledge is composed of brand nodes that are linked to other various nodes that contain associations previously acquired for that brand. The process of brand evaluation typically evokes certain brand-specific associations stored within the consumer's memory (Keller, 1993). These brand-specific associations help consumers differentiate a

brand from other competing brands (Keller, 1993). Consumers' memory-based associations have also been proven to have different correlation strength levels, weak or strong, depending upon the number of times two brand nodes have been associated with each other in the past (Till and Shimp, 1998). Peterson (2009) focused on brand origin as a potential cue using ANM model to evaluate the quality of apparel products.

The associative network memory (ANM) model provides an excellent groundwork for explaining why consumers use the associations from the country of brand origin as a basis for judging apparel product or brand quality.

Associative network theory also helps in forming base for country of origin cue in this research. Consumers relate certain brands to specific countries and hence evaluate the different brand before buying based on their country of origin.

Cue Utilization Theory

According to Cue Utilization theory, "products consist of an array of cues that serve as surrogate indicators of quality to shoppers" (Richardson et. al., 1994). This theory purports that cues are evoked by the two separate dimensions of predictive and confidence values. The predictive value (PV) is "the degree to which consumers associate a given cue with product quality" (Richardson et. al., 1994). Confidence value (CV) is "the degree to which consumers have confidence in their ability to use and judge that cue accurately" (Richardson et. al., 1994). Further, based on relative differences in PV and CV, cues can be broken down into the distinct areas of extrinsic and intrinsic.

Extrinsic attributes are those attributes that relate to the focal object but are not an inherent part of the object (Richardson et. al., 1994; Zeithaml, 1988). Intrinsic attributes are those attributes that are inherent to the composition of the focal object and cannot be changed without also fundamentally altering the composition of the object (Richardson et. al., 1994; Zeithaml, 1988). From these definitions, an intrinsic attribute would be one that would fundamentally alter the focal object (e.g., product) if it was changed or absent and, as per Cue Utilization Theory, would possess an inherently high degree of PV.

Cue Utilization theory has been used to predict consumer behaviour for purchase and choice of products such as apparel brands and website quality. Longstreet (2010) used Cue Utilization Theory to examine the relative importance of each of the WebQual dimensions (informational fit-to-task, tailored information, trust, response time, ease of understanding, intuitive operations, visual appeal, innovativeness, emotional appeal, consistent image, on-line completeness, and relative advantage) in determining consumers' evaluation of website quality. Rahman (2011) used Cue Utilization Theory to uncover the relative salient of intrinsic and extrinsic cues as determinants of consumer purchasing intent toward denim jeans. The results reveal that fit of denim jeans was the most important cue followed by style and quality.

Perceived Conspicuous Value

Veblen's (1899) Theory of the Leisure Class is based on the premise that individuals often consume highly conspicuous goods and services to advertise their wealth in order to increase their social status within a group's hierarchy.

Consumers purchasing status products for their perceived conspicuous value evaluate these products on the ability to signal status and wealth to others. As a result, the price of status

goods, which are expensive by normal standards, acts to enhance the integrity of the signal (Vigneron and Johnson, 1999). The increase in price, often referred to as a status premium, reflects the additional amount of money consumers are willing to pay above any quality premium (Chao and Schor, 1998).

While some consumers may purchase goods to signal membership in a higher status group, other consumers may conspicuously consume goods to avoid the appearance of being low-class. For example, previous research has shown that individuals who are insecure about their social status are likely to compensate by purchasing products/brands which convey prestige to others (Wyatt et. al., 2008). In other words, those individuals who are insecure about their social status are likely to avoid brands which may lead to being perceived as second-class and purchase those that convey the opposite signal.

Previous research on conspicuous consumption has shown that prestige products are much more likely to be publicly consumed than are non-prestige products (Bearden and Etzel, 1982). Therefore, among conspicuous consumers, the utility of status products may be to publicly advertise an individual's social standing, and such consumers would prefer highly visible status products over those that are privately consumed. For example, a study of women's cosmetics revealed that consumers were more willing to pay a status premium for highly visible products (e.g. lipstick) as compared to less visible products (e.g. facial cleansers) even though there were no discernable differences in quality across the brands being compared (Chao and Schor, 1998). Additionally, an analysis of product categories showed that the percentage of women purchasing expensive brands (top 3) increased with the visibility of the product category. This theory forms a useful framework for publicly consumed necessity brands, in our case apparel brands, where perceived prestige of the brand is an important issue for the consumers.

3.2. Application of theoretical frame to factors affecting purchase of necessity brands

The Theory of Reasoned Action suggests that social influence is an important determinant of behavioural intention. In the purchase of publicly consumed necessity products like apparels, consumers are often influenced or seek advice from friends and family members. Literature review on the subject suggests that interpersonal influence is stronger for publicly visible products (Bearden and Etzel, 1982) and is even more important in developing countries where interpersonal relationships are of prime importance (Ger et. al., 1993). It can therefore be hypothesized that interpersonal influence plays an important role affecting purchase of publicly consumed necessity brands.

The Cue Utilization theory suggests that an array of cues serve as surrogate indicators of product quality which is paramount to shoppers (Richardson et. al., 1994). Extrinsic cues have been used as determinants of consumer purchase intent for products like denim jeans. The literature review shows that among various studies publicly consumed products like cars, dresses, shoes, cameras and refrigerators have perceived quality as an important criteria in purchase. We therefore hypothesize that perceived quality is an important factor affecting purchase of publicly consumed necessity brands.

Veblen's (1899) Theory of the Leisure Class suggests that consumers were more willing to pay a status premium for highly visible products like lipstick (Chao and Schor, 1998). In the literature review relating to perceived prestige several studies e.g. Ergin and Akbay (2010), Bell (2008), Hanzaee and Taghipourian (2012) show that prestige is an important factor

influencing purchase of publicly consumed products. It can therefore be hypothesized that perceived prestige plays an important role affecting purchase of publicly consumed necessity brands.

As consumers use various memory-based associations to evaluate the quality of products or brands, the associative network memory model provides a useful theoretical framework to explain the effects of country of brand origin associations on consumers' perceptions of product attributes. In the literature review relating to Country of Origin, researchers (Patterson and Tai, 1991; Batra et. al., 2000; Dzidrov, 2010; Wang et. al., 2000) show that consumers in developing countries tend to perceive imported products as being of higher quality particularly for conspicuous products and apparels. We therefore hypothesize that country of origin is an important factor affecting purchase of publicly consumed necessity brands. The above factors can be expressed in terms of our first hypothesis as follows:

H1A: Factors like perceived quality, interpersonal influence, perceived prestige and country of origin are important in affecting purchase of publicly consumed necessity brands.

The theory of reasoned action suggests attitude as an important personal factor affecting behavior. Individuals will perform a behavior when they evaluate it positively. Accordingly TRA is the most widely known attitude model in the study of consumer behavior (Engel, et. al., 1986; Ryan and Bonfield, 1975) and has been applied to empirical analysis of energy consumption (Seligman, et. al., 1983), coupon usage (Shimp and Kavas, 1984), online shopping (Kim, Kim and Kumar, 2003) and purchase of toothpaste (Wilson, et. al., 1975). Researchers have also made extensive use of the theory of planned behavior (TPB) to explain consumer behavior in e-coupon usage (Kang, et. al., 2006), consumption of alcohol (Connor, et. al., 1999) fruits and vegetables (Bogers, et. al., 2004). The TPB has been found useful to study the role of emotional value in purchase of (Perugini and Bagozzi, 2001). It has also been used to study the impact of brand loyalty on behavioral intention towards quality of banking services (Jalilvand, et. al., 2011).

The literature review suggests that in the FMCG sector convenience and availability are important factor affecting purchase (Verma et. al., 2003). Several researchers (Reed and Ewing (2004), Gutierrez (2004)) have suggested that emotional appeal has a strong impact on consumers. Studies on brand loyalty (Palumbo and Herbig, 2000, Majumdar, 2004) show that for products like toothpaste or shampoo, brands play an important role in purchase though long term loyalty is not established. From the above factors we hypothesize that:

H1B: Factors like convenience and availability, emotional value and brand loyalty are important in affecting purchase of privately consumed necessity brands.

The literature review on comparative understanding of factors affecting purchase of different product types suggests that the increased disposable income of the cosmopolitan Indian aspiring for prestige has contributed to increased market for publicly consumed prestige brands.Several researchers (Bernard and Sandor, 2002; Bell, 2000) have shown that prestige is an important factor influencing purchase of publicly consumed products. In addition studies for several countries indicated COO effect in purchase of products used publicly like apparels, sunglasses.

The literature review also suggests that there is strong peer influence for products consumed in public view like wristwatch (Makgosa and Mohube, 2007) than a private necessity like toothpaste. Accordingly it may be hypothesized that:

H2A: Publicly consumed necessity brands are judged higher on perceived prestige, country of origin effect and interpersonal influence than privately consumed necessity brands

The literature review on brand loyalty and product type does not indicate a clear pattern with privately consumed products like paper towels, toilet soaps, facial tissues showing low consumer retention and tendency for brand switching. Studies (Mojumdar, 2000) have indicated short term loyalty, emotions and habits associated with privately consumed products do explain consumer behavior as suggested in TPB. For the purpose of research we posit that:

H2B: Privately consumed necessity brands are perceived higher on effect of brand loyalty than publicly consumed necessity brands.

In the literature review on factors affecting purchase of global vs local necessity brands, researchers have shown that consumers in India and Ghana show preference for foreign brands as they were perceived as being of higher quality. The same researchers have also mentioned that country of origin factor was important in purchase and made in label was held in low regard. US consumers preferred products from UK and Canada as compared to Indonesia or Bolivia. Several studies have also suggested that foreign brands provided emotional value to consumers in countries like Mexico, India and Philippines. Studies by Batra et. al., (2000), Kapferer (1997) and Friedmann (1990) have suggested that consumers prefer foreign brands as it enhanced self image and prestige. It is therefore hypothesized that:

H3: Global necessity brands are perceived higher on perceived quality, country of origin effect, emotional value and perceived prestige than local necessity brands.

The literature review on ethnocentrism indicates that conspicuous consumption takes place when a product from a more advanced country has a public mode of consumption (Veblen, 1994; Marcaux et. al., 1997) and that derived for foreign goods is higher for publicly consumed products (Wang et. al., 2004).

In some studies (John and Brady, 2010) privately rather than publicly consumed products were found to be more susceptible to the effects of ethnocentrism contributing to dilemma between the two consumption values: ethnocentricity vs conspicuous consumption. Based on the above findings and for greater understanding of this dilemma, we hypothesize that:

H4: Ethnocentrism plays an important role in the purchase of both privately and publicly consumed necessity products:

> ***H4A: Consumers who score high in ethnocentrism give more importance to the purchase of local privately consumed necessity brands than individuals who score low in ethnocentrism.***

> ***H4B: Consumers who score low in ethnocentrism give more importance to the purchase of global publicly consumed necessity brands than individuals who score high in ethnocentrism.***

The literature review on influence of demographic variables on purchase behavior shows that education level and gender have a strong impact on various factors affecting purchase of necessity products. Different variables have different effects on factors that affect purchase. Here demographic variables serve as a proxy for social environment where a consumer decides his purchase intention. These demographic variables also have strong influence on purchase of global vs local brands. Based on the findings in the literature review it is hypothesized that:

H5: Demographic variables (a proxy for social environment) have a strong influence on the purchase of necessity products.
H5A: Gender is important in evaluating social, emotional and functional aspects in the purchase of necessity brands
H5B: Education level of consumer is affecting the behavior of consumer in the purchase of necessity brands
H6: Demographic variables affect purchase of global brands differently from local brands

Table 1: Summary of Theoretical underpinning of Variables

Variables	Theoretical Backing
Country of Origin	Associative Network Memory Theory (Anderson, 1983; Wyer & Srull, 1989)
Perceived Quality	Cue Utilization Theory (Richardson et. al., 1994)
Perceived Prestige	Theory of Leisure Class (Veblen, 1899)
Brand Loyalty	Theory of Planned Behavior (TPB) (Ajzen, 1988)
Emotional Value	Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975)
Interpersonal Influence	
Convenience and Availability	

FIGURE 1

FRAMEWORK OF RESEARCH
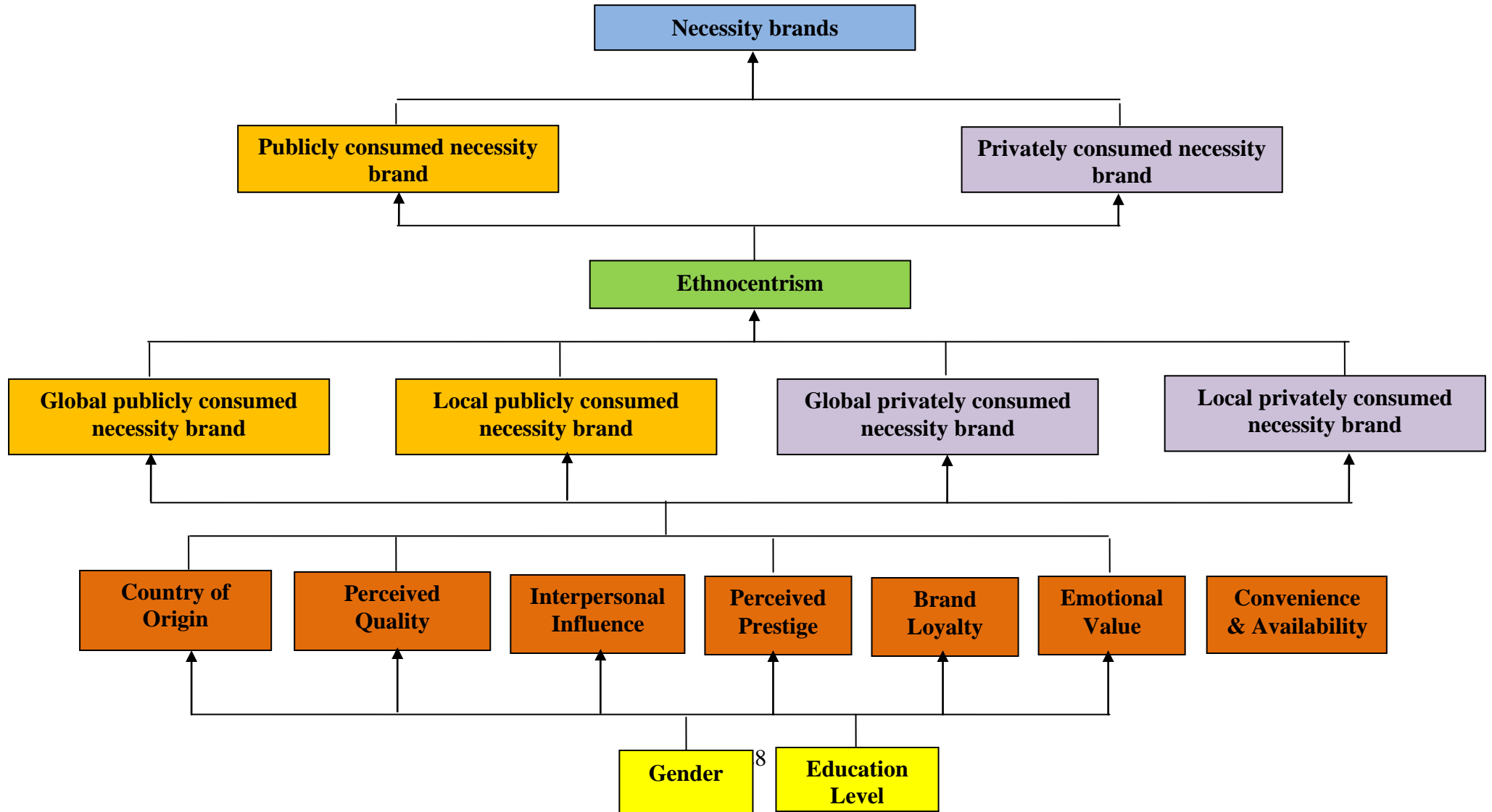
Chapter 4

The purpose of this chapter is to present the research methodology used to test our model and the research hypotheses presented in the previous chapter. In the first section of this chapter, there is an overview of the measurement of the variables. In the subsequent sections details of the survey instrument the process of pre-testing of the questionnaire, the data collection and sampling method have been discussed. In the last section of the chapter, the techniques and procedures used for data analysis have been presented.

4.1 The Measurement of variables

Measurement of the constructs is the first step in data analysis. All the constructs have been measured on a 5-point likert scales. The anchors used are strongly disagree to strongly agree. The sources of the various scales used for measuring the different constructs have been presented in Appendix A.

The Survey Instrument

A questionnaire was used as the survey instrument for this study. The questionnaire consisted of six sections (See Appendix C) and comprised multiple choice and open-ended questions that took approximately 15-20 minutes to complete. The first section of the questionnaire dealt with questions pertaining to the importance of factors in purchase of publicly consumed necessity brands. Part two of the questionnaire addressed the same set of items related to purchase of privately consumed necessity brands. The respondents were asked to compare global and local apparel brands in the third section. In the fourth section the customers were asked questions comparing global and local toothpaste brands. The fifth section was for measuring ethnocentric tendencies of the consumer. The last section of the questionnaire gathered demographic information of the respondents including gender and education. The questionnaire was written in English. The validity of the research instrument was established by face to face interview with respondents in a pilot study. Two questions were designed to screen out responses from participants regarding awareness of the global and local apparel and toothpaste brands available in their city.

1. From the above given list of brands, please write down the names of some local brands of clothes available in the your city

2. From the above given list of brands, please write down the names of some global brands of toothpaste available in the your city

The survey was conducted in two ways: A physical distribution of the questionnaire directly to the respondents and allow them to fill it and return it on the following day. B. Web based survey put up on the internet and accessed by the respondents through the net. The web survey was specially designed for on-line response at a specified URL address. There are several operational benefits of Internet surveys because they are associated with fewer errors, reduced time in data collection and lower overhead costs in information processing and dissemination.

Pre-testing of the questionnaire

The scale and its respective items were adapted largely from studies related to purchase of durable brands. Therefore, pre-testing was required to validate the items in the scale. The first

step in pre-testing the scale was to determine if the items measuring the constructs are comprehensible in the Indian context. It was also tested whether any of the items of a construct were redundant with the scale items of any of the other constructs used in the study. This was done to eliminate multicollinearity of scale items. First pre-testing was done with consumers of all age groups. However it was soon realized that housewives or other service class men were ignorant of different brand names for apparel and toothpaste products available in their city. Therefore another pretesting was done by conducting focus group discussion and in-depth interviews of graduate students of Lucknow University. After this step several questionnaire items were modified to suit the study. The results also indicated absence of multicollinearity among the constructs.

The second step in pre-testing involved empirically testing of the modified scale items from the previously tested scales. In order to verify whether each item measured the intended construct, to reduce the number of items in the scale for final data analysis, and to ensure that the scale is one-dimensional a pre-testing of the questionnaire was done. A convenience sample of 50 students from Lucknow University was used for pre-testing the questionnaire. The statistical method used in these scales was principal component analysis. The items drawn from previously tested scales that were modified for this study were validated by factor loadings on their respective constructs that determined if they were reliable. The guideline used was a factor loading of .5 or greater (Hair et al. 1995).

4.2 Context of study and Sampling

In the apparel category for brands "jeans" were chosen because jeans are a frequently purchased product actively marketed by manufacturers and retailers. It is a product that is commonly purchased by both the genders thus maintaining product homogeneity. Research by Workman and Lentz (2000) examined symbolic quality related to types of jeans. Jeans have extrinsic as well as intrinsic value, in that they are considered to fulfill a purpose outside of the product itself; that of durability, longevity of wear and utilitarian function. Jeans are admired and work for their intrinsic value as well; flattering fit and right color, as part of the whole ensemble that a person enjoys wearing, providing positive aesthetic experiences (DeLong, et al., 2002). Therefore under apparel products jeans brands served the purpose of this study. In the toothpaste category, several brands of toothpaste were chosen for this study.

The sample consisted of male and female college students in the age group of 18-35 years. Research reveals that with student samples it is much easier to control error during theory testing (Goldsmith, 2002; Malhotra and King, 2003). Hence, though a homogeneous sample has lesser degree of external validity, this can be sacrificed for a greater degree of internal validity (Carpenter and Fairhurst, 2005). College students have similar age and educational background which reduces the potential for random errors which is common when a more heterogenous sample of the general public is used (Calder et al., 1981). We chose college students also for the purpose of keeping the sample homogeneous in both the product categories i.e. for "jeans" and toothpaste brands. Besides students are always more aware of the existing global and local jeans and toothpaste brands and are also the primary buyers of jeans.

The questionnaire was composed of six sections (1) Factor rating of apparel brand attributes (2) Factor rating of toothpaste brand attributes (3) Factor rating of global vs local apparel brand attributes (4) Factor rating of global vs local toothpaste brand attributes (5) Ethnocentric scale and (6) Demographic variables. The analysis of demographic data aided in discerning the characteristics of the consumers' different categories of products. For necessity

brands, the measures consisted of perceived quality, emotional value, perceived value, brand loyalty, perceived prestige, interpersonal influence and country of origin. The scales were taken from published sources because they have all demonstrated adequate reliability and validity in previous studies. Scale items for country of origin were adopted from Kinra (2006); interpersonal influence from Bearden, et. al. (1989); emotional value from Sweeney (2001); perceived quality from Dodds et. al., (1991); brand loyalty from Yoo et. al. (2000) and perceived prestige and value from Ergin and Akbay (2010). The scale items for convenience and availability were developed for this study. However, the original item scales from the above studies were rephrased and further modified according to the Indian context. Consumer ethnocentrism was measured by a 17-item CETSCALE (Shimp and Sharma, 1987). In our version, the term American in the original scale was changed into Indian. All the variables were measured on a 5-point Likert scale from "strongly disagree (1) to strongly agree (5)". The general information on respondents included gender and education level.

The questionnaire was distributed to students in a variety of majors at the State University and premiere institutes like Indian Institute of Management and Indian Institute of Technology in New Delhi and Northern Country Region (NCR), India. The questionnaire was administered through both online and hard copy method. A total of 545 valid questionnaire responses were obtained. 198 additional filled questionnaires were discarded as they had missing data or had illogical answers due to insufficient interest among respondents in filling up the form sincerely.

4.3 Data Analysis Techniques and Procedures

Data measurement procedures suggested by Churchill (1979) have been used in this study. This is because of the fact that the works of these aforementioned scholars have been used as a framework by several researchers. The key aspects of this procedure involve item purification by using Cronbach's coefficient alpha and exploratory factor analysis. However, Anderson and Gerbing (1988) has suggested an updated paradigm for the assessment of measures. They posit that coefficient alpha is important in the assessment of reliability, but it does not assess dimensionality. Their central thesis is that these assessments for item purification are meaningful only if each of the measures is acceptably unidimensional. Unidimensionality means the existence of a single trait or construct underlying a set of measures (Anderson and Gerbing 1988). On this basis, they suggest an updated paradigm for scale development that incorporates confirmatory factor analysis for the assessment of unidimensionality. In this research, the updated paradigm proposed by Anderson and Gerbing (1988) to develop better measures of constructs have been followed. The traditional procedure suggested by Churchill (1979) has been followed in pre-testing due to low sample size of the respondents. For conducting the confirmatory factor analysis the minimum size of the sample should be 100. Besides, for measuring reliability Composite Reliability measure has been used instead of Chronbach's alpha. This is because in Chronbach's alpha all factor loadings are constrained to be equal, and all error variances are constrained to be equal - an assumption that can lead to low values of reliability.

The data analysis was done in seven steps: (1) assess reliability and validity of the constructs, (2) test important factors affecting purchase of publicly and privately consumed necessity brands (3) compare publicly vs privately consumed necessity brands (4) compare global vs local necessity brands (5) test the ethnocentric tendencies of consumers towards purchase of necessity brands (6) test the influence of customers' demographic on factors affecting purchase of necessity brands (7) test the influence of customers' demographic on purchase of global vs local necessity brands.

Chapter 5

In the first phase of research a pilot study was conducted for pre-testing the questionnaire and making corrections based on responses. After getting satisfactory results from the pilot study, the final study was conducted among college students in Lucknow where the full questionnaire was administered during June-August, 2012. In the first section of this chapter, the pre-testing of the questionnaire has been discussed. In the subsequent section the survey methods, sampling and respondent profiles used for the final study have been described. In the third section of the chapter, the data analysis has been vividly described followed by the results of hypotheses testing. In the last section of the chapter, a discussion on the data analysis has been presented.

5.1 Pre-testing of the questionnaire

Before using the questionnaire instrument for the final survey, it was necessary to conduct a pre-testing of certain items. The purpose of the pretest was to validate the scale items that were to be used for the final survey. In the first step of the pretest it was necessary to determine whether all the survey items are understood by students. This was done through depth interviews and several focus group discussions. Based on the outcomes of the interviews and group discussions, the wording of some of the questions in the survey were changed so as to make all the questions comprehendible.

In the next step of the pretest, the scale items that were adapted from previous studies had to be empirically tested. A convenient sample was used for the purpose. The questionnaire was distributed graduate and post graduate students in a variety of majors at different colleges in Lucknow. The sample size consisted of the guideline of minimum 50 responses for principal component analysis.

5.1.1 Results of Pretest

The pre-testing of the questionnaire was required for validating the questionnaire items before using them for the final survey. The principal component analysis was used to determine the unidimensionality of each construct. The results of pretesting had shown that all the constructs were unidimensional in nature. The reliability of the all the constructs were also found to exceed the recommended cutoff of .6.

5.2 The Final Survey

In this section, the data collection procedure, the sample characteristics of the Indian sample has been described.

5.2.1 The data collection procedure

The final questionnaire was distributed in two ways. a) Through web based survey by providing the respondents with the URL of the website where the survey was uploaded and b) Through physical distribution of the survey to the participants by the respective course instructors of various colleges and State Universities. To get the responses from students, teaching faculty from various premier institutes were contacted. The physical questionnaire in hard copy was sent to some of them while the URL based survey link was sent to the others.

5.2.2 The response rate and sample characteristics
The survey was finally sent to students from different colleges and universities in India. The questionnaire was distributed to 1200 Indian students chosen randomly from various colleges and universities in India opted to participate in the survey. Out of those students, 743 responses were received. After eliminating unfilled and partially filled responses the final sample size came to 545. The sample characteristics are shown in Table 8 of Appendix B. Thus the response rates for the sample was 45.4 percent that was in acceptable range as per standards of survey based research.

83.1 percent of the consumers belonged to the age group of 21-30 years. There was a higher percentage of females in the sample (56.9 percent). 46.2 percent consumers had post graduate level of education and 98.5 percent belonged to higher class.

All the respondents responded via hard copy given directly whereas, a sizeable number of consumers (10 percent) responded to the online survey.

5.3 Data Analysis
In this section the various data analysis techniques that have been used in the research are discussed in details.

Step1: Determine the Reliability and Validity
The two-step procedure prescribed by the Anderson and Gerbing's (1988) for testing the theoretical model was followed for data analysis. First, the measurement model, which provides an assessment of measurement reliability, convergent and discriminant validity, was estimated before assessment of the structural model. Reliability is concerned about the extent to which a measurement of a phenomenon provides stable and consistent result. Reliability has two dimensions: repeatability and internal consistency (Zikmund, 2003). The dimension of internal consistency is an important verification measure of ability of a scale item to correlate with other scale items intended to measure the same variable. Two methods have been employed in this study for testing reliability. In assessing measurement reliability, Fornell and Larcker (1981) stressed the importance of the reliability of each measure (individual item), and the internal consistency or composite reliability of each construct. CFA, as mentioned previously, provides a statistical method to evaluate both reliability of each item in the scale, as well as composite reliability. The reliability of a measure is simply its squared loading, when the variables are standardized. Composite reliability is calculated as the squared sum of the individual item loadings divided by that squared sum of loadings plus the sum of the error variances for the measures. This measure of internal consistency is similar to Croncbach's alpha (Cronbach, 1951) except Cronbach's alpha assumes a priori that each measure of a construct contributes equally to the construct. That is, the loadings of the measures on their associated constructs are set to unity. This measure of internal consistency is more general that Cronbach's alpha (Bagozzi, 1981). Bagozzi and Yi (1988) suggested that composite reliabilities of .6 or greater are desirable and that the individual item reliabilities will be usually lower than the composites.

Validity refers to the relationship between a construct and its indicators. A construct is valid to the extent that it measures what it is suppose to measure (Zikmund, 1997). There are several types of validity to be considered: face/content validity (i.e., the agreement among professionals that the scale is measuring what it suppose to be measuring, criterion validity i.e., the degree of correspondence between a measure and a criterion variable usually measured by their correlation and construct validity i.e., the ability of a measure to confirm a

network of related hypotheses generated from a theory based on the constructs (Bollen, 1989).

Face/content validity is largely a conceptual test and the pre-test methods of this study detailed in the previous subsection address this validity issue. There are two validity checks to determine criterion validity. These are concurrent and predictive validity. Predictive validity concerns a future criterion that is correlated with the relevant measure and concurrent validity exists when a new measure of a construct is taken at the same time as the criterion measure.

Construct validity was addressed by analyzing both convergent validity (i.e., the items and constructs that are suppose to be correlated with one another one) and discriminant validity (i.e., the items and constructs that are not suppose to be correlated with one another are not). Anderson and Gerbing (1988) suggest that "convergent validity can be assessed from the measurement model by determining whether each indicator's estimated pattern coefficient on its hypothesized underlying construct factor is significant (greater than twice of its standard error)'. Discriminant validity is an assessment of the extent to which a construct differs from other constructs in a model. One criterion required to satisfy this constraint is that the correlation between any two constructs must be significantly unity. A stringent criterion for testing discriminant validity, specified by Bagozzi and Phillips (1982), is to fix the correlation parameter between two factors at 1.0 (as perfectly correlated) and then employ a χ^2 difference test on the values obtained for the constrained and unconstrained models. A significant lower χ^2 value for the model in which the trait correlations are not constrained to unity would indicate that the traits are not perfectly correlated and that discriminant validity is achieved.

CFA provides a statistical tool, to evaluate reliability, convergent and discriminant validity. The CFA model was evaluated based on goodness-of-fit indices to determine if the model was a good representation of the relationships. There are number of goodness-of-fit indices that could be utilized, but this study concentrated on the chi-square significance (χ^2), the comparative fit index (CFI), incremental fit index (IFI) and root mean square mean error (RMSEA) measures. A significant χ^2 (i.e., p<. 05) means the observed and estimated models differ considerably' therefore, the desire is to have a non-significant χ^2. However, the χ^2 statistic is highly sensitive to sample size and is more likely to be found to be significant, as the sample size gets larger although the model could still be a good fit. The CFI, IFI and RMSEA measures used, however, are less affected by sample size and have been accepted as adequate measures of goodness-of-fit of the model (Hair et al., 1995; Hu and Bentler, 1995). The CFI and IFI all represent comparisons between the estimated model and a null or independence model. The closer the CFI and IFI values are to unity, the better is the fit. Values of .90 or greater indicating an acceptable fit (Benter and Bonett, 1980). To identify specification or measurement errors, the RMSEA measure was utilized. This measure is an estimate of the goodness-of fit if the model was estimated in the entire population. The closer this RMSEA value is to 0, the less the error, the rule of thumb being that the values of .05 or less indicate a close fit. However, an RMSEA of .08 or less is still considered within a reasonable error factor of a good fit (Browne and Cudeck, 1993).

In order to measure the reliability and validity of the constructs Confirmatory Factor Analysis (CFA) was carried out using AMOS 4.0. Seven separate CFAs were done - one for factor affecting purchase of publicly consumed necessity brands, another one for the factors affecting purchase of privately consumed necessity brands. Third one for the factors affecting

purchase of publicly consumed global necessity brands, fourth one for publicly consumed local necessity brands. Fifth and sixth CFA tested the reliability for factors affecting purchase of global and local privately consumed necessity brands. Seventh CFA tested the ethnocentric tendencies of the consumers.

The statistical test result for publicly consumed (χ^2 (610) = 1364.525, p<.001, CFI = 0.903, IFI = 0.904, NFI = 0.839, RMSEA = 0.048) and privately consumed (χ^2 (584) = 1546.763, p<.001, CFI = 0.892, IFI = 0.893, NFI = 0.838, RMSEA = 0.055) are satisfactory. Although the χ^2 values were significant the other indices indicated a good fit. The root-mean-square error of approximation (RMSEA) is below the cut-off criterion of 0.08 (Bentor, 1990). Further the IFI and CFI values of both the samples were very close to the cutoff criteria of .90). The composite reliability values of the constructs for publicly consumed necessity brands ranged from .65 to .81 and that of the privately consumed necessity brands ranged from .62 to .85 (Table 9 of Appendix B). All the composite reliability scores were more than the cutoff criteria of .60 thus reliability criteria of the constructs were satisfied. All the other items had significant factor loadings ranging from .54 to .81 for publicly consumed necessity brands and from .51 to .80 for privately consumed necessity brands as shown in table of appendix. Table 8 is the continuation of confirmatory factor analysis results for publicly and privately consumed necessity brands depicting factor loading and construct reliability for intrinsic factors. The assessment of discriminant validity was conducted for all the correlated constructs. A stringent criterion for testing discriminant validity, suggested by Bagozzi and Phillips (1982) is to fix the correlation between two constructs as 1.0 and then employ a difference test for the constrained and unconstrained models. A significantly lower value for the model in which construct correlations are not constrained to unity would indicate that the constructs are not perfectly correlated and discriminant validity is achieved. Our results indicated that with an additional degree of freedom there was an increase in value ranging from 38.845 to 450.896 (Table 10 of Appendix B). So our model demonstrated improved model fits when the constructs were separated and hence discriminant validity was achieved. In case of privately consumed necessity brands, with an additional degree of freedom there was an increase in value ranging from 0.436 to 268.833 (Table 11 of Appendix B). Therefore discriminant validity for privately consumed necessity brands was not achieved.

Another CFA for the validation of the items for global and local apparel brands was accomplished and the result of all items is shown in Table. The statistical test result for global apparel brand (χ^2 (271) = 728.456, p<.001, CFI = 0.928, IFI = 0.929, NFI = 0.891, RMSEA = 0.056) and local apparel brand (χ^2 (271) = 886.512, p<.001, CFI = 0.942, IFI = 0.943, NFI = 0.919, RMSEA = 0.065) are satisfactory. Although the χ^2 values were significant the other indices indicated a good fit. The RMSEA for both the models was less than the cutoff of .08 (Bollen, 1989). Further the IFI and CFI values of both the samples were greater than the cutoff criteria of .90. The composite reliability values of the constructs for the global apparel brands ranged from .69 to .85 and that of the local apparel brands ranged from .79 to .89 (Table 15 of Appendix B). All the composite reliability scores were more than the cutoff criteria of .60 thus reliability criteria of the constructs were satisfied. All the other items had significant factor loadings ranging from .55 to .84 for global apparel brands and from .68 to .85 for local apparel brands as shown in table of appendix. Our results further indicated that with an additional degree of freedom there was an increase in value ranging from 44.011 to 260.768 (Table 16 of Appendix B) our model demonstrated improved model fits when the constructs were separated and hence discriminant validity was achieved for global apparel

brand constructs. In the similar vein the correlation between the two local apparel brand constructs was set to unity and the value ranging from 14.822 to 78.285 for 1 degree increase of freedom was significant (Table 17 of Appendix B). Thus discriminant validity for the local apparel brand constructs was achieved.

The validation of the items through confirmatory factor analysis (CFA) for global and local toothpaste brands is shown in Table. The statistical test result for global toothpaste brand (χ^2 (254) = 901.964, p<.001, CFI = 0.917, IFI = 0.918, NFI = 0.889, RMSEA = 0.068) and local toothpaste brand (χ^2 (254) = 1014.168, p<.001, CFI = 0.936, IFI = 0.937, NFI = 0.917, RMSEA = 0.074) are acceptable. Although the χ^2 values were significant the other indices indicated a good fit. The IFI and CFI values of both the samples were greater than the cutoff criteria of .90. The composite reliability values of the constructs for the global toothpaste brand ranged from .68 to .92 and that of the local toothpaste brand ranged from .83 to .92 (Table 19 of Appendix B). All the composite reliability scores were more than the cutoff criteria of .60 thus reliability criteria of the constructs were satisfied. All the items had significant factor loadings ranging from .64 to .90 for global toothpaste brands and from .73 to .9 for local toothpaste brands as shown in Table 19 of appendix B. For both the sample the correlation coefficients between any pair of constructs was significantly below unity which indicates discriminant validity of the measures. However, a more stringent measure of validity, as suggested by Bagozzi (1982), is to fix the correlation between any two factors to 1.0 and to recalculate the goodness of fit of the model. An increase of χ^2 value with an additional degree of freedom for international toothpaste (when the correlation between any two constructs is fixed to 1.0) ranged from 0.085 to 244.538 (Table 20 of Appendix B) and for local toothpaste constructs the value ranged from 2.863 to 93.515 (Table 21 of Appendix B).

Further, the reliability and validation of the items in ethnocentric CETSCALE was accomplished through confirmatory factor analysis (CFA). The factor loadings obtained for each item is above desired level of 0.5. The statistical test result for ethnocentric items (χ^2 (34) = 512.894, p<.001, CFI = 0.953, IFI = 0.954, NFI = 0.940, RMSEA = 0.078) are satisfactory. Although the χ^2 values were significant the other indices indicated a good fit. The IFI and CFI values of both the samples were greater than the cutoff criteria of .90. The composite reliability was calculated after dropping the insignificant items. All the items had significant factor loadings ranging from .70 to .85 as shown in Table 23 of Appendix B.

Step 2 - Important factors affecting purchase of publicly and privately consumed necessity brands

Analysis of Variance (ANOVA) was carried out with the help of SPSS 16.0 to test important factors affecting purchase of publicly consumed necessity brands. After analyzing the differences in mean values of factors affecting purchase of necessity brands through ANOVA, a comparative ranking of the mean value was done to get an understanding of how the consumers prioritize the items. The results indicate statistically significant differences among the means of different factors affecting purchase of publicly consumed necessity brands.

Results show that perceived quality is an important factor affecting purchase of publicly consumed necessity brands. Table 12 indicates that perceived quality is an important factor in the purchase of publicly consumed necessity brands (μ = 4.34, p<.01). Further, interpersonal

influence is an important factor affecting purchase of publicly consumed necessity brands. This hypothesis was supported, as it is evident from the Table 12 of Appendix B, among factors, interpersonal influence is the fourth important factor affecting purchase of publicly consumed necessity brands ($\mu = 3.42$, $p<.01$). Perceived prestige is yet another important factor affecting purchase of publicly consumed necessity products. As evident from Table 11 of Appendix B, perceived prestige is the third most significant factor affecting purchase of publicly consumed necessity brands ($\mu = 3.70$, $p<.01$). Country of origin is not an important factor affecting purchase of publicly consumed necessity brands. This hypothesis is not supported because as it is evident from the Table 12 ($\mu = 3.21$, $p<.01$) it is among the third last factors affecting purchase of publicly consumed necessity brands.

The results for hypothesis H1A clearly show that perceived quality, interpersonal influence and perceived prestige are important factors affecting purchase of publicly consumed necessity brands while country of origin is not an important factor.

Further the results reveal that convenience and availability are important factors affecting purchase of privately consumed necessity brands. The hypothesis is supported, as it is evident from the Table 13 of Appendix B that among factors ($\mu = 4.01$, $p<.01$) and it is third important factor affecting purchase of privately consumed necessity brands. Emotional value is also an important factor affecting purchase of privately consumed necessity brands as it is evident that it is the second significant factor ($\mu = 4.23$, $p<.01$). Moreover, brand loyalty also affects purchase of privately consumed necessity brands since it is the fourth important factor affecting purchase of privately consumed necessity brands as is evident from the Table 13 ($\mu = 3.93$, $p<.01$). The results for hypothesis 1B show that convenience and availability, emotional value and brand loyalty are important factors affecting purchase of privately consumed necessity brands.

Table 2: Summary of results for factors affecting purchase of publicly and privately consumed necessity brands

Hypothesis	Statement	Supported (Yes/No)
H1A	Perceived quality is an important factor affecting purchase of publicly consumed necessity brands.	Yes
	Interpersonal influence is an important factor affecting purchase of publicly consumed necessity brands.	Yes
	Perceived prestige is an important factor affecting purchase of publicly consumed necessity products.	Yes
	Country of origin is an important factor affecting purchase of publicly consumed necessity brands.	No
H1B	Convenience and availability are important factors affecting purchase of privately consumed necessity brands.	Yes
	Emotional value is an important factor affecting purchase of privately consumed necessity brands.	Yes
	Brand loyalty is an important factor affecting purchase of privately consumed necessity brands.	Yes

Objective one was to determine important factors affecting purchase of necessity brands. From the results it is seen that factors affecting purchase of publicly consumed brands are perceived quality, interpersonal influence and perceived prestige. Factors affecting purchase of privately consumed toothpaste brands are convenience and availability, emotional value

and brand loyalty. In general it signifies that publicly consumed necessity brands due to their social visibility have social value that generate conformity to group norms while in case of privately consumed necessity brands personal taste, convenience and liking are most important factors.

Step 3 - Comparative assessment of factors affecting purchase of publicly vs privately consumed necessity brands

For comparative understanding of factors affecting purchase of publicly vs privately consumed necessity brands, paired sample t-test was carried out with the help of SPSS 16.0 comparing means of brand loyalty, country of origin, interpersonal influence and perceived prestige. Since our results indicated that with an additional degree of freedom, the change in $\Delta\chi2D$ (refer Table 11 of Appendix B) between interpersonal influence and perceived prestige is 0.497 and between interpersonal influence and country of origin is 0.439, our model demonstrated that the constructs were not separated and hence discriminant validity was not achieved for privately consumed necessity brands. Therefore the three constructs namely interpersonal influence, perceived prestige and country of origin were collapsed into one construct namely social influence for both publicly and privately consumed necessity brands. Therefore hypothesis H2A cannot be proved. In Table 14 of Appendix B, statistically significant differences in mean values at 0.05 levels are indicated on brand loyalty for both types of necessity brands confirming hypothesis H4. Hypothesis 2B stated that privately consumed necessity brands are perceived higher on effect of brand loyalty than publicly consumed necessity brands. The hypothesis is supported because ($\mu_{pb} = 2.89 < \mu_{pvt} = 3.93$, $p<.01$) (Table 14). The respondents have ranked privately consumed necessity brands to be higher on brand loyalty than publicly consumed necessity brands. The results also show that there is greater impact of social influence on publicly consumed necessity brands than privately consumed necessity brands.

Table 3: Summary of results for factors influencing purchase of publicly vs privately consumed necessity brands

Hypothesis	Statement	Supported (Yes/No)
H2A	Publicly consumed necessity brands are judged higher on perceived prestige than privately consumed necessity brands	No
	Publicly consumed necessity brands are perceived higher on country of origin effect than privately consumed necessity brands	No
	Publicly consumed necessity brands are perceived higher on interpersonal influence than privately consumed necessity brands	No
H2B	Privately consumed necessity brands are perceived higher on effect of brand loyalty than publicly consumed necessity brands.	Yes

Objective two was to understand the factors influencing purchase of publicly vs privately consumed necessity brands. From the results it is evident that publicly consumed necessity brands are perceived higher on social influence (i.e. perceived prestige, country of origin and interpersonal influence) than privately consumed necessity brands. While privately consumed necessity brands are consumed higher on brand loyalty. It means that privately consumed products depend upon individual liking and commitment of a consumer towards particular brand while publicly consumed product is more influenced by reference group and social norms.

Step 4 - Comparative assessment of factors affecting purchase of global vs local necessity brands

For comparative understanding of factors affecting purchase of global vs local necessity brands, paired sample t-test was carried out with the help of SPSS 16.0 for comparing means of perceived quality, country of origin, perceived prestige and emotional value for both apparel and toothpaste brands. In Table 18 and Table 22, mean values are indicated on perception of factors affecting purchase of global vs local apparel and toothpaste brand.

Hypothesis 3 stated that global necessity brands are perceived higher on perceived quality, country of origin effect, emotional value and prestige than local necessity brands. The hypothesis is supported, it is evident from Table 18 and Table 22 of Appendix B that in the case of apparel brands ($\mu_g = 4.36 > \mu_l = 2.92$, p<.01) and toothpaste brand ($\mu_g = 4.28 > \mu_l = 3.04$, p<.01) there is statistically significant differences in the means of global and local brands. Also global necessity brands are perceived higher on country of origin by consumers than local necessity brands. The hypothesis is supported as it is evident from Table 18 and Table 22 that in the case of apparel brands ($\mu_g = 3.59 > \mu_l = 2.82$, p<.01) and toothpaste brand ($\mu_g = 3.24 > \mu_l = 2.69$, p<.01) there is statistically significant differences in the means of global and local brands. Further, global necessity brands are perceived higher on emotional value by consumers than local necessity brands. The hypothesis is supported as it is evident from Table 18 and Table 22 that in the case of apparel brands ($\mu_g = 4.30 > \mu_l = 2.94$, p<.01) and toothpaste brand ($\mu_g = 4.27 > \mu_l = 3.01$, p<.01) there is statistically significant differences in the means of global and local brands. Global necessity brands are perceived higher on prestige by consumers than local necessity brands. The hypothesis is supported as it is evident from Table 18 and Table 22 that in the case of apparel brands ($\mu_g = 3.99 > \mu_l = 2.79$, p<.01) and toothpaste brand ($\mu_g = 3.20 > \mu_l = 2.60$, p<.01) there is statistically significant differences in the means of global and local brands.

Table 4: Summary of results to understand factors influencing purchase of global vs local necessity brands.

Hypothesis	Statement	Supported (Yes/No)
H3	Global necessity brands are perceived higher on perceived quality by consumers than local necessity brands.	**Yes**
	Global necessity brands are perceived higher on country of origin by consumers than local necessity brands.	**Yes**
	Global necessity brands are perceived higher on emotional value by consumers than local necessity brands.	**Yes**
	Global necessity brands are perceived higher on prestige by consumers than local necessity brands.	**Yes**

Objective three was to understand factors influencing purchase of global vs local necessity brands. The above results imply that global necessity brands are perceived higher quality, country of origin effect, emotional value and perceived prestige. Respondents' preference for global brands was also based on prestige and status that associated with global brands. Furthermore, the respondents possessed positive attitudes and perceptions towards brands from developed countries whereby they tend to associate attributes such as advanced technology, modernisation, high quality and well designed.

Step 5 - To examine the influence of ethnocentric tendencies of consumers towards purchase of necessity brands

To examine the moderating effect of consumer ethnocentrism the sample was divided into two groups of high and low ethnocentric on the basis of median-split samples. Then chi-square tests were employed to test the relationship between consumer ethnocentric orientation and type of brand purchased for both publicly and privately consumed necessity products.

Statistically significant (p<.01) difference is found between ethnocentric tendencies of consumer and purchase of publicly consumed necessity brands than privately consumed necessity brands. The results (Table 24 of Appendix B) indicate that consumer ethnocentrism is related to the purchase of publicly consumed necessity brands than privately consumed necessity brands. About 53.8 percent of respondents with low ethnocentric tendencies favoured purchase of global apparel brands while 66.2 percent consumers with high ethnocentric orientation favoured local apparel brand while no statistical relationship is found between ethnocentric tendencies and privately consumed necessity brands. Thus it leads to the acceptance of hypothesis H4B that consumers who score low in ethnocentrism give more importance to the purchase of global publicly consumed necessity brands than individuals who score high in ethnocentrism. While it rejects hypothesis H4A which states consumers who score high in ethnocentrism give more importance to the purchase of local privately consumed necessity brands than individuals who score low in ethnocentrism.

Table 5: Summary of results to examine how ethnocentric tendencies of consumers influence purchase of publicly and privately consumed necessity brands.

Hypothesis	Statement	Supported (Yes/No)
H4A	Consumers who score high in ethnocentrism give more importance to the purchase of local privately consumed necessity brands than individuals who score low in ethnocentrism.	No
H4B	Consumers who score low in ethnocentrism give more importance to the purchase of global publicly consumed necessity brands than individuals who score high in ethnocentrism.	Yes

Objective four was to examine how ethnocentric tendencies of consumers influence purchase of publicly and privately consumed necessity brands. This objective assisted the researcher to gain a further understanding of respondents' views and perceptions towards domestic and global brands. Hence, the ethnocentricity plays a role in influencing the attitudes and perceptions of consumers towards global publicly consumed necessity brands and their purchase intention when deciding between domestic and foreign brands.

Step 6 - Demographic variables influencing factors affecting purchase of necessity brands

In this study some of the demographic characteristic yielded significant differences at 0.05 levels in the factors affecting purchase of necessity brands. Analysis of Variance (ANOVA) has been used to investigate relationship between consumer perception of factors affecting purchase of necessity brands and customer demographic characteristics. Customer demographic characteristics had been divided into four variables including gender and education level. ANOVA results are shown in the table given in the Appendix B.

Gender

In case of publicly consumed necessity brands (Table 27 of Appendix B), gender had statistically significant impact on perceived quality (p=0.008). Overall perceived quality ($\mu_f = 4.40 > \mu_m = 4.25$) is considered important purchase criteria by females compared to males. Also in the case of privately consumed necessity brands (Table 30 of Appendix B) gender is found to have statistically significant impact on perceived quality (p = 0.000) with ($\mu_f = 4.39 > \mu_m = 4.13$) females giving more importance to overall perceived quality than males. Thus the above results state that males give more importance to perceived quality than females while purchasing necessity brands.

Further in the purchase of privately consumed necessity brands gender is found to have significant impact on emotional value (p = 0.011) (Table 28 of Appendix B) while it has no statistically significant impact on purchase of publicly consumed necessity brands (Table 27). It is seen that females have the highest mean score ($\mu_f = 4.30 > \mu_m = 4.14$) compared to males for emotional value attachment, thus partially supporting hypothesis which states that females are more susceptible to emotional value attachment while purchasing necessity brands.

Education Level

Statistically significant differences in education level for publicly (Table 27) and privately (Table 28) consumed necessity brand was found in perceived quality. Perceived quality (p = 0.0008) of publicly consumed necessity brands and perceived quality (p = 0.050) of privately consumed necessity brands is considered to be good by post graduate consumers with the highest mean score of $\mu = 4.45$, and $\mu = 4.37$ respectively, thus supporting hypothesis which states that consumers with higher level of education give more importance to perceived quality of necessity brands than consumers with lower level of education.

Statistically significant differences in education level for publicly (Table 27) and privately (Table 28) consumed necessity brands were also found in country of origin. Country of origin (p = 0.000) in the purchase of publicly consumed necessity brands is given more importance by diploma holders after graduate studies with the highest mean score of $\mu = 3.52$ while country of origin (p = 0.001) in the purchase of privately consumed necessity brands is given more importance by secondary or intermediate education level consumers with the highest mean score of $\mu = 3.57$. Thus showing that consumers with higher level of education are more aware of the country of origin cues for purchase of necessity brands.

Similarly statistically significant differences in education level for publicly (Table 27) and privately (Table 28) consumed necessity brands were also found in brand prestige. Brand prestige (p = 0.000) in the purchase of publicly consumed necessity brands is given more importance by diploma holders after graduate studies with the highest mean score of $\mu = 3.93$ while brand prestige (p = 0.000) in the purchase of privately consumed necessity brands is given more importance by secondary or intermediate education level consumers with the highest mean score of $\mu = 2.78$. Thus showing that consumers with higher level of education are more aware of the country of origin cues for the purchase of necessity brands.

Table 6: Summary of results to examine the influence of demographic variables influencing purchase of necessity brands

Hypothesis	Statement	Supported (Yes/No)
H5A	Females are more susceptible to emotional value attachment while purchasing necessity brands.	**Partial**
	Females are more susceptible to interpersonal influence while purchasing necessity brands.	**No**
	Females have more preference for prestige brands than males while purchasing necessity brands	**No**
	Females are more brand loyal than males while purchasing necessity brands	**No**
	Males give more importance to perceived quality than females while purchasing necessity brands.	**No**
H5B	Highly educated consumers give more importance to perceived quality of necessity brands than less educated consumers	**Yes**
	Consumers with higher education are more aware of the country of origin cues for purchase of necessity brands.	**Yes**
	Consumers with higher level of education are more likely to engage in consumption of prestigious brands than consumers with lower level of education.	**Partial**

Objective five was to examine the influence of demographic variables influencing purchase of necessity brands. The results show that education level has some effect on purchase of necessity brands. Education level influences perceived quality, country of origin and brand prestige. It is seen that females have the highest mean score compared to males for emotional value attachment in case of privately consumed necessity brands.

Step 7 - Demographic variables influencing purchase of global vs local necessity brands
To test the influence of demographic variables on purchase of global vs local necessity brands, Chi-square test have been used.

It is seen that males have higher purchase intention for global necessity brands than local necessity brands. Table 25 of Appendix B shows statistically significant results (p = .008) between gender and apparel brand type while no statistical relationship (p = .122) exists between gender and toothpaste brand type. The results show that 32.3 percent males have higher preference for local apparel brand and 77.7 percent females have higher preference for global apparel brands. Thus implying that gender has significant impact on purchase of publicly consumed global brands while having no effect on purchase of privately consumed necessity (toothpaste) brands.

Further it is evident from the results that consumers with higher education are more likely to purchase global necessity brands than local necessity brands. Table 26 of Appendix B shows no significant relationship between education and apparel (p = .840) and toothpaste (p = .357) brand type. The chi-square result for apparel and toothpaste are non-satisfactory. Thus, implying no relationship between consumers with higher education and brand name.

Table 7: Summary of results to determine how demographic characteristics of consumers influence purchase of global vs local brands.

Hypothesis	Statement	Supported (Yes/No)
H6	Males have higher purchase intention for global necessity brands than local necessity brands.	**No**
	Consumers with higher education are more likely to purchase global necessity brands than local necessity brands.	**No**

Objective six was to determine how demographic characteristics of consumers influence purchase of global vs local brands. The results show that choice of global vs local necessity brands is independent of education while females have greater intensity for global brands.

5.4 Discussion on data analysis

In this section the data analysis techniques used right from pre-testing of questionnaire to the final survey have been discussed. To keep the sample homogeneous, student sample was used. The student sample consisted of students from various colleges and universities in New Delhi and Lucknow, India.

ANOVA was carried out to test important factors affecting purchase of publicly consumed necessity brands. Our results show that perceived quality, emotional value, perceived prestige and interpersonal influence are important factors affecting purchase of publicly consumed necessity brands. Factors affecting purchase of privately consumed necessity brands are perceived quality, emotional value, convenience, availability and brand loyalty. The results show that there are significant product specific intrinsic factors in case of publicly consumed apparel products and privately consumed products like toothpaste that affect their purchase.

For comparative understanding of factors affecting purchase of publicly vs privately consumed necessity brands, paired sample t-test was carried out comparing means of brand loyalty, country of origin, interpersonal influence and perceived prestige. Results of comparative understanding of factors affecting publicly vs privately consumed necessity brands shows that social influence has a stronger effect on the purchase of publicly consumed necessity brands while brand loyalty has greater importance for privately consumed necessity brands.

For comparative understanding of factors affecting purchase of global vs local necessity brands, paired sample t-test was carried out. The results reveal that global necessity brands are perceived higher on perceived quality, country of origin, emotional value and perceived prestige in comparison to local necessity brands.

To examine the moderating effect of consumer ethnocentrism the sample was divided into two groups of high and low ethnocentric. Chi-square tests were employed to test the relationship between consumer ethnocentric orientation and type of brand purchased for both publicly and privately consumed necessity products. The result show empirical evidence of ethnocentric ideology of consumers being more related to the purchase of publicly consumed necessity brands than privately consumed necessity brands as seen from statistically significant results for consumers who scored low in ethnocentrism and gave more importance to the purchase of global publicly consumed necessity brands than individuals who scored high in ethnocentrism.

ANOVA has been used to investigate relationship between consumer perception of factors affecting purchase of necessity brands and customer demographic characteristics. There was significant effect of gender on perceived quality and emotional value attachment in the purchase of privately consumed necessity brands. The education level of consumer plays a significant role in influencing perceived quality, country of origin effect and perceived brand prestige for both publicly and privately consumed necessity brands. In the decision between choice of global vs local necessity brands using Chi-square test, the results show that choice of brand is independent of education and social class while females are found to have preference for global publicly consumed necessity brands.

Chapter 6

Discussion on Findings and Conclusions

The findings of this study agree with many findings from empirical studies done earlier. Some findings are not in agreement. A discussion on the findings with reference to literature review is presented in some detail ahead. An explanation of the changed hierarchical relationships between factors and affecting and purchase are discussed in the next section. An interpretation of the findings and corresponding managerial implications are presented at the end.

Empirical Support to findings
This study supplements the knowledge about factors affecting purchase of publicly and privately consumed necessity brands with the findings that perceived quality, emotional value, perceived prestige and interpersonal influence being important factors affecting purchase of publicly consumed necessity brands. The results are in correspondence with the study by Zain and Yasin (1997) who identified perceived quality as an important evaluation criteria for several categories of products such as cars, dresses/shirts, pants, shoes, cameras, televisions, refrigerators and radios, all these being publicly visible products.

Ger et. al. (1993) had argued that the social role of publicly visible products such as clothing or shoes is even more important in developing countries where interpersonal relationships are of prime importance. Lee et al. (2006) had found that consumers often conform to group norms when they purchase apparel brands. This was reinforced in Lim and Ting's (2010) research on consumption of apparel products that is shown to be affected by opinion of others. Our finding that interpersonal influence is important in the purchase of publicly consumed necessity brands supports the conclusions from these studies.

Our research shows that prestige plays an important role in the purchase of apparel brands. This is similar to the findings by Hanzaee and Taghipourian (2012) which show that prestige plays an important role in the purchase of wristwatch and mobile phones which are publicly visible products. It is worth mentioning here that the significant impact of interpersonal influence and perceived prestige on purchase behaviour indicates that buyers have a natural inclination to spend and embrace products that promote a lifestyle that they can associate with their peers. They aspire to become members of these groups through selection of branded products as these brands are successful in creating images such as being trendy, cool or classy and are therefore regarded as a symbol of success.

Sirgy et. al. (1991) suggested that the country of origin is indirectly linked to consumers' image, creating a wish to be publicly seen with country of origin rated products congruent with the consumer's personality or ego. A research conducted by Batra et.al. (2000) in India found that Indian consumers prefer brands having non local country of origin for their high quality and attached social status. In our study, however, consumers did not give importance to country of origin effect in the purchase of publicly consumed necessity brands which contradicts the findings by these earlier studies.

In the case of privately consumed necessity brands, our findings show perceived quality, emotional value attachment, convenience and availability and brand loyalty as important factors affecting their purchase. Significance of convenience and availability points to the product availability in malls and supermarkets where a consumer is well informed about other brands and has the ability to choose the best option according to the needs as compared to local grocery shops where the customer depends upon shopkeeper to provide products and does not have enough space nor time for different brands evaluation. Our findings contradict the study by Rehman et. al. (2011) who found that availability does not have significant effect on purchase decision of privately consumed products.

Products bought weekly or very regularly for everyday household consumption such as grocery and personal items may have a strong emotional appeal for users of a particular brand (Reed and Ewing, 2004). Our study confirm the findings by Reed and Ewing, also supporting the observation that consumers view the brand as being part of themselves and reflecting who they are (Park et. al., 2010).

Brand loyalty in the purchase of privately consumed necessity brands is not much studied and researched topic. In the Indian context, it is noted that once consumers get used to a particular brand of shampoo or toothpaste, they do not readily accept other brands (Majumdar, 2004). They are more loyal to brands that continually come up with promotion offers at a fair price. In his study, Gutierrez (2004) highlighted two factors affecting purchase intention of toothpastes. One is labelled confidence building that generates a contented feeling of having clean and healthy teeth, the other contributing to richness, status, attractiveness and youth. However our findings show that brand loyalty is an important factor affecting purchase of privately consumed necessity brands.

Our study has identified Indian consumers' perception of social influence encompassing country of origin (Piron, 2000), interpersonal influence and perceived prestige towards publicly consumed necessity brands than that towards privately consumed necessity brands whereas privately consumed necessity brands were perceived higher on the effect of brand loyalty than publicly consumed necessity brands.

In their study, Sonal and Preeta (2007) found that in case of low involvement products such as toilet soaps consumers display brand switching behaviour. The researchers suggest that promotions in this category of products might encourage trial and switching behaviour but not long term loyalty. In contrast, our studies point towards greater emphasis of brand loyalty towards privately consumed necessity brands than publicly consumed necessity brands which suggests that previous information or experience provides underlying reasons for repeat purchase wherein a consumer forms a regular habit of using the same brand due to the fear of trying something new or unknown.

Second, the findings from the comparison of global and local consumers' evaluations of brand attributes show that Indian consumers are highly brand conscious. From the analytical introspection it is evident that perceived quality, country of origin, perceived prestige and emotional value attachment are factors affecting purchase of global brands. Perceived quality in the form of durability and reliability is an important criterion for in evaluating the performance of global brands. Similar to the findings of Kinra (2006) our study supports the contention that foreign brands are perceived to be generally higher and superior to local brands. In case of apparel brands, the long lasting capacity of the apparel item to keep its appearance and structure while being used frequently is one of the primary motive of Indian consumers for buying global apparel brand. Our findings support the work by Opoku and Akorli (2009) and Kumar et. al. (2009) who have shown superior quality and consumer taste are the two most important reasons for consumers' preference for foreign products such as apparel. In our research associated prestige with the purchase of global necessity brands indicates enhanced self esteem and greater confidence through the purchase of prestigious brand name. Our research supplements the findings by Ergin and Akbay (2010) on consumers purchase intention for foreign products in three specific categories (apparel, chocolate and personal care products) in Istanbul which shows that prestige is an important factor influencing consumer buying behaviour.

Vigneron and Johnson's (1999) framework suggests that consumers look for quality by selecting prestigious brands. Moreover possession of global brands by youth is regarded as a status symbol and a means to be able to fit in a particular social group. Similarly, our findings show that the emotional value attachment in the form of happiness and joy by wearing global brands is exceptionally high among Indian youth. Our findings support earlier study by Kumar et. al. (2009) where consumers had a positive influence on purchase intention for Levis brand. Research by Iyer and Kalita (1997) shows that as customer expects high emotional benefit from foreign brands they will purchase that brand to satisfy their emotional needs from the product. In developing countries, individuals associate foreign brands with having symbolic meanings (e.g., wealth and status), which enhances the emotional reward such as a sense of pleasure and happiness upon using these brands (Batra et. al., 2000; Bhat and Reddy, 1998; Kinra, 2006). Nowadays due to increasing western influence through mass media and foreign exposure, the youth in India wishes to associate themselves with changing fashion and keep themselves updated with current market trends.

Identical to the results of earlier studies (Kinra, 2006; Opoku and Akorli, 2009; Cordell, 1992; Schooler, 1965) our results show that country of origin is an important differentiating factor in consumer attitudes to foreign and local brand names. Consumers in developing countries prefer products from developed nations as opposed to those made locally or imported from less developed countries. Since purchase of global brands forms a part of fashion statement, country of origin matters for Indian youth. According to O'Cass (2004) people form differing attachments to brands, and that personal attachment could vary from that of their family or friends in terms of intensity and nature. For example, fashion apparel brands originated from Italy are perceived as fashionable and high quality thus placing importance on country of origin of the brand in support of our findings.

In the case of global toothpaste brands, it is seen that global brands such as colgate, pepsodent etc. are rated high on perceived quality, country of origin, perceived prestige and emotional value. These factors show consumers attachment to global brands due to enhanced features that gives higher perceived satisfaction compelling them to use better available

product in the market. Thus world famous toothpaste brands occupy an absolute majority of market share giving tough competition to Indian toothpaste brands.

In the choice between purchase of publicly and privately consumed necessity brands, it is seen that non-ethnocentric consumers prefer to purchase publicly consumed than privately consumed global necessity brands. Such non-ethnocentric consumers prefer global or foreign publicly consumed products since they view them as symbols of status. This implies that ethnocentric ideology of consumers depends upon the type of product under usage. In this context, Piron (2000) and Essoussi and Merunka (2007) further suggest that publicly consumed goods would be more sensitive to product conspicuousness whereas privately consumed products would have greater exposure to ethnocentricity.

In contrast to the study by John and Brady (2010) where consumables with private rather than public modes of consumption were found to be more susceptible to the effects of ethnocentricity, our study has shown that ethnocentric tendency is independent of consumption of privately consumed necessity brands. One possible explanation for independence of ethnocentric tendency on privately consumed necessity brands could be low awareness among consumers about toothpaste brand origin.

As regards influence of demographic variables on factors affecting purchase of necessity brands, our study shows that gender influences emotional value attachment to privately consumed brands. A large body of research indicates that females are more attuned to their emotions than are males (Gabriel and Gardner, 1999). Research also shows that parents are more likely to share and discuss emotions with their daughters than they are with their sons (Kuebli and Fivush, 1992). Accordingly females tend to access their emotions and talk about them more than boys (Kuebli et. al., 1995). Therefore, it is expected that for products that are affect-laden (i.e., hedonic products), gender will make a difference in consumer attitude. In our study, gender also influenced choice of global vs local public brands. In all such cases female consumers had greater influence.

Further, our study shows that education level influences quality, country of origin effect and brand prestige whereby students doing post-graduation in management studies (i.e. after completion of graduation studies) and above (one year diploma after Master degree, Ph.D. holders) had greater influence. According to an earlier study, since higher education leads to increased ability to think logically and hence higher decision making power, well educated customer also has better product knowledge (Zanoli et. al., 2004). Moreover, higher education leads to the possibility of increased travel, internet access and information about foreign products resulting in increased awareness and openness to buy imported products. Veblen (1967) further supported the fact that highly educated consumers are more likely to engage in status buying. Our study supports these findings. Besides as Chao and Schor (1996) argued, status need not to be devoid of utilitarian dimension and status seekers may spend money to 'signal' their success. It is interesting to note that in a much earlier study Duesenberry (1949) takes a similar view of the association between income and status seeking.

Theoretical Support to findings

The basic paradigm of the Theory of Reasoned Action (TRA) suggests that behaviour is affected by behavioural intention, which in turn is affected by attitude and subjective norms. This applies well to our study of the factors affecting purchase of necessity brands where it is

found that in the purchase of publicly consumed necessity products like apparels, consumers are often influenced or seek advice from friends and family members.

The Theory of Perceived Behavior (TPB) is useful to study the role of emotional value in purchase of both publicly and privately consumed necessity brands. In our research it suggests the impact brand loyalty may have on behavioral intention towards privately consumed necessity brands.

Our study also backs the Cue Utilization theory which suggests that an array of cues serve as surrogate indicators of product quality which is paramount to shoppers (Richardson et. al., 1994). Extrinsic cues have been used as determinants of consumer purchase intent for products like jeans and toothpaste in our study.

Further Veblen's (1899) Theory of the Leisure Class is supported by our study where it is shown that consumers are more willing to pay a status premium for highly visible products and that prestige is an important factor influencing purchase of publicly consumed products.

As consumers in developing countries tend to perceive imported products being of higher quality particularly for conspicuous products and apparels, our study supports associated network memory model to explain the effects of country of brand origin associations on consumers' perceptions of product attributes.

A Discussion on the Changed Hierarchical Relationships

In the Framework of Research diagram shown in Section 2 of this report (Figure 1), an undifferentiated hierarchical relationship is shown between factors and purchase of necessity brands. The findings of this study point to changes in these relationships with significantly differentiated behavior of consumers towards purchase of publicly versus privately consumed necessity brands. A modified diagram of these relationships that emerges from our study is presented below (Figure 2).

The diagram illustrates clearly that not all factors uniformly affect purchase decision for publicly and privately consumed necessity brands. The first four factors in the diagram, i.e. country of origin, perceived quality, interpersonal influence and perceived prestige, broadly classified as social influence factors have a direct impact on publicly consumed necessity brands. Clearly, the influence of reference groups and social norms are important in publicly visible necessity products and not in privately consumed necessity products. These in turn are affected by educational level of the consumer and not affected by the gender. Further the connection of these factors to global brands indicates the importance given to design, technology and modern global outlook carried by global brands.

The diagram of hierarchical relationships further illustrates that the purchase decision for privately consumed necessity products is affected more by brand loyalty and emotional value indicating that in countries like India persons using a particular brand of privately consumed necessity product usually does not change brand unless a strong emotional appeal and convenience of availability are made. These factors are also affected by the gender of the purchaser and the reasoning applies to global brands as well.

In the diagram below, ethnocentricity affect has been removed from privately consumed necessity products. It is worth mentioning here that the literature review highlights the fact

that consumers in developing countries are faced with the dilemma between ethnocentric consumption and conspicuous consumption and the outcome depends on the product. Since conspicuous consumption implies publicly visible products, privately consumed products should logically be ruled out from the effect. This is clearly indicated in our study findings where ethnocentricity applies to publicly consumed necessity products only.

FIGURE 2

FINDINGS OF THE RESEARCH

Necessity brands

Publicly consumed necessity brand

Ethnocentrism

Privately consumed necessity brand

Global publicly consumed necessity brand

Global privately consumed necessity brand

Country of Origin

Perceived Quality

Interpersonal Influence

Perceived Prestige

Brand Loyalty

Emotional Value

Convenience & Availability

Education Level

Gender
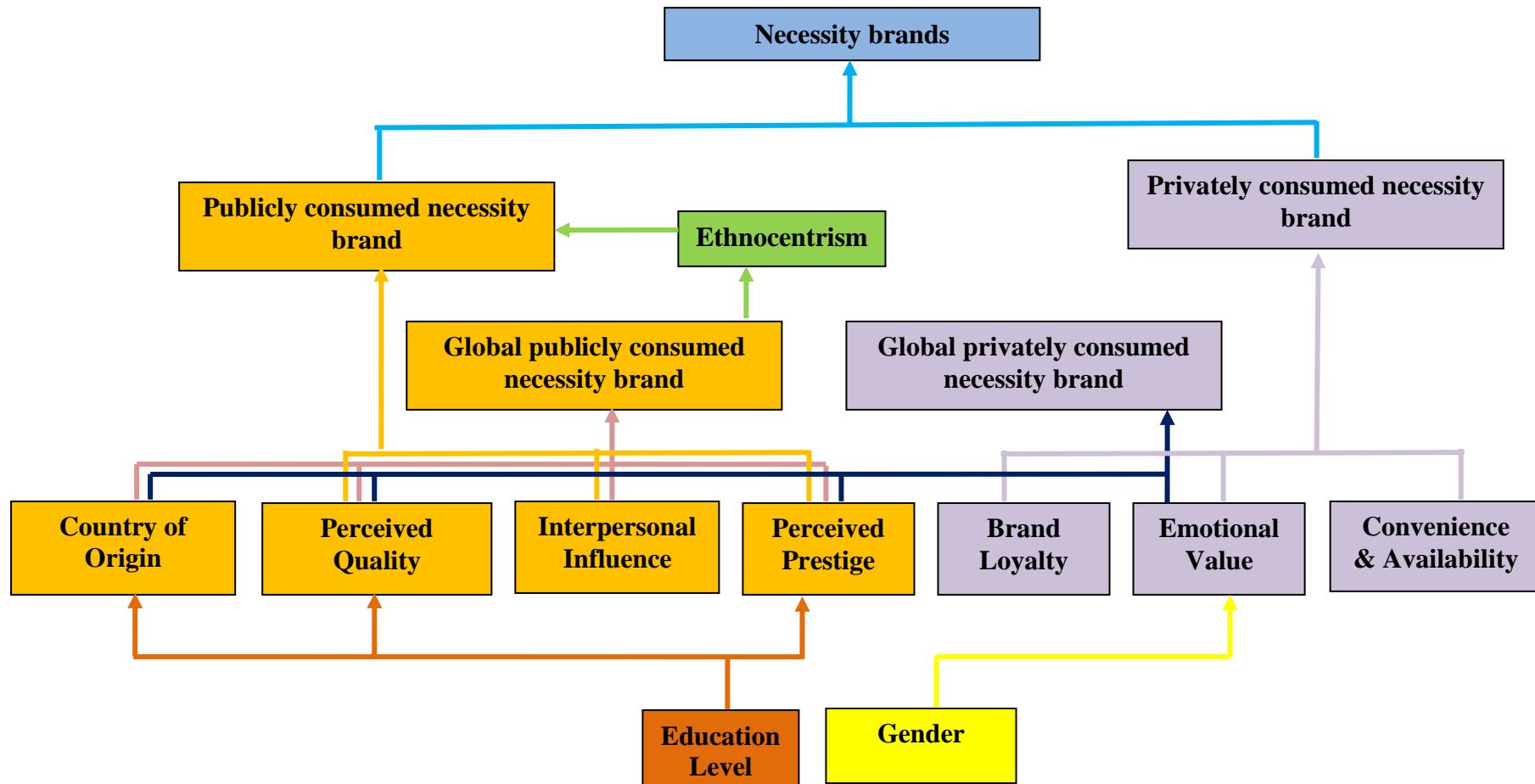
Managerial Implications

The empirical findings of the study provide valuable strategic implications for firms operating in India.

Increasing disposable incomes, urbanization and greater exposure to the different parts of the world has enhanced Indian consumers' need for good quality products. With increased inflow of products from multinational firms, Indians often perceive foreign brands as being of superior quality. The emerging new lifestyle of Indian consumers further amplifies the need for higher quality products. For enhanced competitiveness therefore, local brands need to improve on the quality of products offered to the Indian consumers, whether it is a publicly or privately consumed necessity. In order to improve the quality of their products local manufacturers may relook at the quality of raw material, training needs for improved technical skills and quality of packaging. Further, there is a need for local producers to develop a strong distribution system for making their product available at convenient locations at a fair price.

The findings suggest that companies operating in the area of publicly consumed necessity brands like apparels or shoes marketers should place greater attention to utilization of peer influence in promotions aimed at youths. Strategies adopted by some brands who have taken a lead in this direction should be closely scrutinized for learning inputs. In the Indian context, we see famous sportspersons displaying well established international brands. This certainly gives them an edge over others in marketing. Though this implies significant costs for smaller size companies, it is worth examining the returns on such investment. Our study suggests that this factor must be seriously considered in the marketing strategy. Furthermore, the advertisement should be emotionally appealing and campaign must communicate the high quality and comfort in the use of their products. In order to develop stronger brand perception and image the companies marketing publicly consumed products should also focus on meeting consumers' symbolic needs of esteem, status and distinctiveness, apart from meeting tangible benefits.

In the case of privately consumed necessity brands such as soap, toothpaste, shampoo, our findings suggest that companies should lay emphasis on intrinsic quality parameters. In toothpastes, for example, companies should pay attention to pleasant taste, teeth whitening and sensitive tooth healing capacity and highlight these intrinsic product quality in their market campaigns for a larger market share. Further to sustain brand loyalty of consumers, companies need to provide additional benefits such as innovative features in the product. It is also important to highlight the manufacturer's reputation and the fact that the product has been medically tested by well known agencies to retain brand loyal consumers for future business.

In India traditional values too play an important role in determining consumer behavior. One can therefore see traditional products selling well along with modern products e.g. age old hair oils and toothpowders exist in the market despite the presence of other more advanced personal care products. These are examples of both emotional attachment to tradition and the experience of owning and using a brand. Therefore companies must acknowledge the role of traditional values besides other innovative features while promoting themselves in the field of privately consumed necessity brands. For example, in the case of toothpastes the product could highlight use of Ayurvedic principles and content in manufacturing.

Our study also suggests that it is important for firms to focus on building better distribution intensity because ease of availability has significant impact on purchase behavior. Despite opening up of several multi-national stores in various parts of India in the last five years, store formats are not easily scalable across the country. Several companies have found that it is not easy to expand beyond some regions and cities as evident from the examples of Margin Free Market and Foodworld, which are active only in a few states or cities. Non-availability of their products at local kiranas and stores favors older brands or brand switching behavior towards other privately consumed necessity brands.

This research also aimed at understanding consumer perception towards global vs local necessity brands. The results of our study confirm that Indian people have presently become highly brand conscious. This suggests that companies should enhance their brand appeal to highlight more hedonic benefits to consumers. This could be done by creating more sensory-appealing features such as innovative designs, fabric quality, sense of group belongingness in a apparel brand because such factors can elicit emotional attachment with the brand, which will eventually lead to brand loyalty. In this manner, Indian marketers can overcome the inverse relationship between Indian consumers' attitudes toward foreign products and their quality perception toward a local apparel brand. A consistent focus on quality improvement of local products and advertising campaign conveying such messages may alter Indian consumers' understanding of perceived quality as well as their attitudes toward local brands. For quality improvement of local brands, Indian marketers should also invest more in research and development and employ more sophisticated quality management methods.

Our study further shows that Indian consumers are concerned about the quality of the oral care products. For example, the young generation college going students are conscious of their anterior teeth shade than others. Clearly, communicating therapeutic benefits and providing assurance on product quality is critical for the toothpaste market. Keeping this in view, companies should promote packaging and advertisements featuring deep cleaning and advanced teeth whitening capacity to generate sales. These should be highlighted in their TV commercials and on the company's website. Moreover, research and development teams may benefit by knowing the important consumer attributes when they develop new product formulations and packaging. It may be mentioned here that increasing brand awareness about the product also implies promotion in government health care centres. Old people along with young generation must also be targeted to reach an ambitious end.

Moreover, since many consumers have started to prefer natural toothpastes to avoid synthetic and artificial flavors that are commonly found in regular toothpastes local toothpaste manufacturers should produce herbal toothpastes to attract consumers and to enhance product quality. Local brands could cater to a very specific segment i.e. the Herbal toothpaste user segment to position themselves as Herbal toothpastes thus creating a 'niche market'. In general, the "Made in India" label should be promoted as India's growing prestige in the international market and the distinctive textile tradition and craftsmanship are well established and worth promoting.

The findings of this research indicate existence of consumer ethnocentric tendencies towards publicly consumed necessity brands. There was no statistical relationship between ethnocentric orientation and privately consumed necessity brands. Since with globalization, consumers are adapting themselves into western culture by buying global publicly consumed necessity brands there are possibilities for foreign companies to capture a good share of the market. However, this issue will put the domestic producers in weaker competitive

advantage. This issue would damage the domestic industry particularly those which have a lot of imported alternatives. To stay off this competition and retain its customers in case of publicly consumed necessity products, Indian companies' managements need to understand the ethnocentric nature of their customers and execute the appropriate marketing mix strategy. One strategy that could be adopted by local companies could be to provide product information concerning characteristics, price, quality, usage, care, etc. that may reduce the risk of decision to purchase global brands and provide justification in the consumer's mind towards purchase of local brands.

Finally, marketers of necessity products can use age, gender, education and income level as the key variables for planning their marketing strategies. Marketers should target people of different age groups through television commercials emphasizing country of origin benefits and susceptibility to social influence to generate more revenue for publicly consumed necessity brands. In case of privately consumed necessity brands, marketers could segment market according to age group and focus on loyalty building programs to increase likelihood of repeat purchase. This could be done by retrieving important information about the consumer and their spending habits. The findings also suggest that marketers should target educated consumers to promote prestigious brands, country of origin benefits and quality specifications of a product. For targeting these consumers, apparel marketers should focus on strong fashionable and functional styles to better appeal to the demographic group through the various fashion magazines. Further since female consumers are seen to give importance to perceived quality and had emotional attachment to the brand they purchased, advertising strategy should give importance to women.

Limitations and Directions for Future Research

Although this study has been fairly exhaustive and its implications towards management practice have been quite interesting, it is not without its limitations. First of all, the major limitation of the study is that only college students have been considered for analysis. Consumers with different backgrounds and social status should be included in the future studies. Future research should test the model involving consumers across all age and income groups to strengthen or generalize findings of the study.

Secondly, this study can also be replicated for different product categories in order to understand whether these factors differ across different product categories or not like high vs low involvement products, high vs low risk products.

Thirdly, investigating the relationship of customer psychographics on the factors affecting purchase of necessity brands could be a possible extension of the work by using psychographic variables from the AIO inventory.

Lastly, replications and extension of the same study could be made by comparing consumer perceptions between a developing country like India and a developed country.

Bibliography

Aaker, D. (1991). Managing Brand Equity, San Francisco: Free Press.

Aaker, D. (1994). Building Strong Brands. New York: Free Press

Adorno, W. T., Brunswick, E. F. and Levinson, D. J. (1950). The Authoritarian Personality, New York: Harper & Row.

Agbonifoh, B. A. and Eliminian, J. U. (1994). Attitudes of developing countries towards 'Country-of-Origin' products in an era of multiple brands. Journal of International Consumer Marketing, Vol. 11 (4), 97-116.

Ahmed, S. and Astous, A. (2007). Moderating effect of nationality on country-of-origin perceptions: English-speaking Thailand versus French-speaking Canada, Journal of Business Research, Vol. 60 (3), 240.

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, Vol. 50 (2), 179-211.

Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control and the theory of planned behavior. Journal of Applied Social Psychology, Vol. 32 (4), 665-683.

Alden D., Steenkamp J-B., Batra R. (1999). Brand positioning through advertising in Asia, North America and Europe: The role of global consumer culture. Journal of Marketing; Vol. 63, 75-87.

Agarwal, M. K. and Ratchford, B.T. (1980). Estimating demand functions for product characteristics: The Case of Automobiles. Journal of Consumer Research, Vol. 7, 249-262.

Agrawal, J. and Kamakura, W.A. (1999). Country of origin: A competitive advantage? International Journal of Research in Marketing, Vol. 16 (4), 255-267

Andaleeb, S.S. and Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model, Journal of Services Marketing, Vol. 20 (1), 3-11.

Anderson, J. R. (1983). The architecture of cognition. Cambridge MA: Harvard University Press.

Anderson, J. and Gerbing, W. (1988). Structural equation modelling in practice: A review and recommended two stage approach. Psychological Bulletin Vol. 27(1), 5-24.

Andrew, G.P. (2002). Brand choice in gift-giving: Recipient influence. Journal of Product and Brand Management Vol. 11(4), 237-249.

Anholt, S. (2000). The nation as brand, Across the Board, Vol. 37 (10), 22-7

Auty, S. and Elliot, R. (1998). Fashion involvement, self-monitoring and the meaning of brands. Journal of Product and Brand Management, Vol. 7 (2), 109-123.

Bagozzi, R. P. (1981). Evaluating structural equation models with unobservable variables and measurement error: A comment. Journal of Marketing Research, Vol. 18, 375–381.

Bagozzi, R. P. and Phillips, L. W. (1982). Representing and testing organizational theories: A holistic construal. Administrative Science Quarterly, Vol. 27, 459-489

Bagozzi, R. P. and Yi, Y. (1988). On the evaluation of structural equation models. Journal of the Academy of Marketing Science, Vol. 16, 74-94.

Balabanis, G. and Diamantopoulos, A. (2004). Domestic country bias, country of origin effects and consumer ethnocentrism: A Multidimensional unfolding approach. Journal of the Academy of Marketing Science, Vol. 32 (1), 80-95.

Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J.-B. E. M., and Ramachander, S. (2000). Effects of brand local/nonlocal origin on consumer attitudes in developing countries. Journal of Consumer Psychology, Vol. 9 (2), 83-95.

Batra, R., Homer, P. M., and Kahle, L. R. (2001). Values, susceptibility to normative influence, and attribute importance weights: A Nomological analysis. Journal of Consumer Psychology, Vol.11, 115–128.

Batra, R. and Homer, P. (2004). The situational impact of brand image beliefs. Journal of Consumer Psychology, Vol. 14 (3), 318–330

Bearden, W.O., Netemeyer, R.G. and Teel, J.E. (1989). Measurement of consumer susceptibility to interpersonal influence, Journal of Consumer Research, Vol. 15 (4), 473-81

Bearden, W. O. and Etzel, M.J. (1982). Reference group influence on product and brand purchase decisions. Journal of Consumer Research, 183-194.

Beaudoin, P., Moore, M. and Goldsmith, R. (2000). Young fashion leaders' and followers' attitudes toward American and imported apparel. Journal of Product and Brand Management, Vol. 7 (3), 193-207.

Bell, M.M. (2008). Prestige seeking consumer behavior and evaluative criteria of premium brand jeans. Master of Science in Design and Human Environment presented on April 25, 2008. Oregon State University

Benter, P. M. (1990). Significance test and Goodness of fit in the analysis of covariance structures. Psychological Bulletin, Vol. 107 (2), 238-246.

Bentler, P. M., and Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. Psychological Bulletin, Vol. 88, 588–606.

Beaudoin, P., Moore, M. and Goldsmith, R. (1998). Young fashion leaders' and followers' attitudes toward American and imported apparel. Journal of Product and Brand Management, Vol. 7 (3), 193-207.

Berry, L. (2000). Cultivating service brand equity. Journal of the Academy of Marketing Science, Vol. 28 (1), 17-23.

Bhat, S. and Reddy, S. K. (1998). Symbolic and functional positioning of brands. Journal of Consumer Marketing, Vol. 15 (1), 32-43.

Bharadwaj, V. T., Swaroop, G. M. and Vittal, I. (2005). Winning the Indian consumer. The McKinsey Quarterly, special edition, 43-51.
Bilkey, W.J. and Nes, E. (1982). Country-of-origin effects on product evaluations. Journal of International Business Studies, Spring/Summer, 89-99

Bogers, R. P., Brug, J., Assema, P. V. and Dagnelie, P. C. (2004). Explaining fruit and vegetable consumption: The theory of planned behavior and misconception of personal intake levels. Appetite , Vol. 42 (2), 157-166.

Boulding, W., Karla A., Staelin R. and Zeithaml, V.A. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. Journal of Marketing Research, Vol. 30, 7-27.

Bourne, F.S. (1963). Different Kinds of Decisions and Reference-Group Influence, in Bliss, P. (Ed.), Marketing and the Behavioral Sciences, Boston: Allyn and Bacon, 247-255.

Bollen, K.A. (1989). Structural Equations with Latent Variables, New York: John Wiley & Sons, Inc.

Browne, M. W. and Cudeck, R. (1993). Alternative ways of assessing model fit. In K. A. Bollen and J.S. Long (Eds.), Testing structural equation models (pp. 136-162). Newbury Park, CA: Sage.

Bruning, E. R. (1997). Country of origin, national loyalty and product choice: The case of international air travel. Journal of International Marketing Review, Vol. 14 (1), 59-74.

Burnkrant, R.E., Cousineau, A. (1975). Informational and normative social influence in buyer behavior. Journal of Consumer Research Vol. 2 (12), 206-214.

Burton, D. (2002). Incorporating ethnicity into marketing intelligence and planning. Market Intelligence and Planning, Vol. 20 (7), 442-451.

Calder B.J., Phillips L.W. and Tyhout, A. (1981). Designing Research for Application. Journal of Consumer Research, Vol. 8, 197-207.

Carpenter, J. M. and Fairhurst, A. (2005). Consumer shopping value, satisfaction, and loyalty for retail apparel brands. Journal of Fashion Marketing and Management, Vol. 9 (3), 256-269.

Cayla, J. (2009). How do foreign companies market to India? A publication of the Yale School of Management.

Chao, A. and Schor, J.B. (1996). Empirical Tests of Status Consumption: Evidence from Women's Cosmetics. WORC Paper 96.01.007/2, Tilburg University, Netherlands

Chao, Angela and Juliet Schor (1998), "Empirical Tests of Status Consumption: Evidence from Women's Cosmetics," Journal of Economic Psychology, Vol. 19 (1), 115-132.

Chapa, S. Minor, M.S. and Maldonado, C. (2006). Product category and origin effect on consumer responses to counterfeits: Comparing Mexico and the U.S. Journal of International Consumers Marketing, Vol. 18 (4), 79-99.

Childers T.L. and Rao A.R. (1992). The influence of familial and peer based reference Group influence on consumer decisions. Journal of Consumer Research. Vol. 19, 198-211.

Churchill, G. A., Jr. (1979). A paradigm for developing better measures of marketing constructs. Journal of Marketing Research, Vol. 16, 64–73.

Colgate Palmolive India Limited, (2011). Available online at:
http://www.colgate.co.in/Colgate/IN/Corp/InvestorRelations/FinancialReports/Colgate-Chairman-Speach.pdf

Congleton, R. (1989). Efficient status seeking: Externalities, and the evolution of status games. Journal of Economic Behavior and Organization, Vol. 11, 175-190.

Cook, A. J., Kerr, G. N. and Mooore, K. (2002). Attitudes and intentions towards purchasing GM food. Journal of Economic Psychology, Vol. 23, 557-572.

Craig, S. C., Ghosh, A. and McLafferty, S. (1984). Models of the retail location process: A Review. Journal of Retailing, Vol. 60, 5-36

Crisil Research (2008). 'Readymade Garment: Annual Review,' May 31, 2008

Cronbach, L. J. (1981). Toward reform of program evaluation. San Francisco, CA: Jossey-Bass.

Coley, A. and Burgess, B. (2003). Gender differences in cognitive and affective impulse buying. Journal of Fashion Marketing and Management, Vol. 7 (3), 282–295.

Connor, M., Warren, R., Close, S. and Sparks, P. (1999). Alcohol consumption and the theory of planned behavior: An examination of the cognitive mediation of the past behavior. Journal of Applied Social Psychology, Vol. 29 (8), 1676-1704.

Cordell, V.V. (1992). Effects of consumer preferences for foreign sourced products. Journal of International Business Studies, Vol. 23 (2), 251-269

Cyril, R.E., Angelina, W.S.C. and Muhammad, K. (2012). Attitudinal and behavioral response to coo cues for low involvement product. International Journal of Research Studies in Management, Vol. 1 (2), 3-14.

Darley, W.K. and Smith, R.E. (1995). Gender differences in information processing strategies. An empirical test of the selectivity model in advertising response. Journal of Advertising, Vol. 24 (1), 41-56.

Desmond, C.S.L. and Alvin, Y.C.L. (2005). The influence of cultural values on brand loyalty in Consumer Behavior in 2005 proceedings of the ANZMAC.

Dittmar, H., Beattie, J. and Friese, S. (1996). Objects, decisions considerations and self - image in men's and women's impulse purchases. Acta Psychologica.

Dodds, W.B., Monroe, K.B., and Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. Journal of Marketing Research, Vol. 28 (3), 307-319.

Dubois, Bernard and Paternault, C. (1995). Observations: understanding the world of international luxury brands: the 'dream formula', Journal of Advertising Research, July/August, 69-76

Dubois, Bernard and Sandor, C. (2002). Prestige brands or luxury brands? An exploratory inquiry on consumer perceptions. European Marketing Academy 31th Conference Proceedings. Braga, Portugal.

Duensberry, J. S. (1949). Income, saving and the theory of consumer behavior. Cambridge, Harvard University Press.

Dzidrov, M. (2010). Importance of country of origin for Macedonian apparel products. Proceedings of the 7th International Conference on Innovation & Management. School of Management, Wuhan University of Technology, Wuhan, China

Engel, J. F., Kollat, D. T. and Blackwell, R.D. (1986). Consumer Behavior. Chicago: Dryden Press.

Ergin, E. A. and Akbay, H. O. (2010). An empirical investigation of Turkish consumers' online shopping patterns, Vol.4 (2), 10-16.

Essoussi, L.H. and Merunka, D. (2007). Consumers product evaluations in emerging markets. International Marketing Review, Vol. 24(4), 409–426.

Fernandes, M., Gadi, C., Khanna, A., Mitra, P. and Narayanswamy, S. (2000). India's retailing comes of age. The McKinsey Quarterly, Vol. (4), 94-102.

Fishbein, M. and Ajzen, I. (1975). Belief, attitude, intention and behavior. Reading, MA: Addison-Wesley.

Fornell, C. and Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, Vol. 18 (1), 39-50.

Foxall, G.R. (2005). Understanding consumer choice. London, New York: Palgrave Macmillan.

Friedman, J. (1990). Being in the World: Globalization and Localization, Theory, Culture and Society, Vol. 7, 311-328.

Gabriel, S. and Gardner, W. L. (1999). Are there 'his' and 'hers' types of interdependence? The implications of gender differences in collective versus relational interdependence for affect, behavior, and cognition. Journal of Personality and Social Psychology, Vol. 77, 642–655.

Ger, G., Belk, R.W. and Lascu, D.N. (1993). The development of consumer desire in marketizing and developing economies: the cases of Romania and Turkey, in McAlister, L. and Rothschild, M.L. (Eds), Advances in Consumer Research, Association for Consumer Research, Provo, UT, 102-107.

Glassman, M. and Fitzhenry, N. (1976). Fishbein's subjective norm: theoretical considerations and empirical evidence: Advances in Consumer Research. Vol. 3, 477- 480.

Gocek, I., K., S. and Beceren, I. (2007). The perception of customer satisfaction in the textile industry according to gender in Turkey in proceeding of World Academy of Science, Engineering and Technology Vol. 24, 79-82.

Goldsmith, R. (2002). Explaining and predicting consumer intention to purchase over the internet: An exploratory study. Journal of Marketing Theory and Practice, Vol. 10 (2), 22-28.

Good, L.K. and Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: Are feelings and intentions related? International Marketing Review, Vol. 12(5), 35–48.

Gutierrez, B. P. (2004). Differentiating among major Philippine Toothpaste Brands: A Quantitative Study. Discussion paper No. 0407. University of Philippines.

Hair, J. F., Jr., Anderson, R. E., Tatham, R. L. and Black, W. C. (1995). Multivariate Data Analysis, 3rd ed, Macmillan Publishing Company, New York

Hamin, and Elliot, G. (2006). A Less-Developed Country Perspective of Consumer Ethnocentrism and ''Country of Origin'' Effects: Indonesian Evidence, Asia Pacific Journal of Marketing and Logistics, Vol. 18 (2), 79-92.

Han, C. M. (1989). Country image: Halo or summary construct? Journal of Marketing Research, Vol. 26, 222-229

Han, C. M. and Terpstra, V. (1988). Country-of-origin effects for uni-national and bi-national products, Journal of International Business Studies, Vol. 19, 235-56

Hanzaee, K. H. and Taghipouran, M. J. (2012). The effects of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement, Journal of Basic and Applied Scientific research. Vol. 2 (2), 1281-1291.

Herche, J. (1994). Ethnocentric tendencies, marketing strategy and import purchase behaviour. International Marketing Review, Vol. 11(3), 4–16.

Hirschman, E. C. (1985). Primitive aspects of consumption in modern American society. Journal of Consumer Research, Vol. 12, 142-154.

Holbrook, M. B. (1986). Emotion in the Consumption Experience: Toward A New Model of Consumer Behavior, in The Role of Affect in Consumer Behavior, eds. Robert A. Peterson, Wayne D. Hoyer, and William R. Wilson, Lexington, MA: Lexington Books, 17-52.

Homburg, C. and Geiring, A. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty. Psychology and Marketing Vol. 18(1), 43-66.

Hong, S. T. and Wyer, Jr., R. S. (1989). Effects of country of origin and productattribute information on product evaluation: An information processing perspective. Journal of Consumer Research, Vol. 16, 175-187.

Hu, L. and Bentler, P. M. (1995). Evaluating model fit. In R.H. Hoyle (Ed.), Structural equation modeling: Concepts, issues, and applications (pp. 76-99). Thousand Oaks, CA: Sage.

Huddleston, P. Good, L. K. and Stoel, L. (2001). Consumer ethnocentrism, product necessity and Polish consumers' perceptions of quality. International Journal of Retail & Distribution Management, Vol. 29 (5), 236–246.

Iyer, G. R. and Kalita, J. K. (1997). The impact of country-of-origin and country-of-manufacture cues on consumer perceptions of quality and value, Journal of Global Marketing, Vol. 11, (1), 7-27.

Jaffe, E. D. and Carlos, R. M. (1995). Mexican consumer attitudes towards domestic and foreign made products. Journal of International Consumer Marketing, Vol. 7 (3), 7-27.

Jalilvand, R. M., Ebrahimbadi, F. and Samiei, N. (2011). The impact of branding on customer's attitudes toward banking services. International Business and Management, Vol. 2 (1), 186-197.

Jamal, A. and Naser, K. (2002). Customer satisfaction and retail banking: An assessment of some of the key antecedents of customer satisfaction in retail banking, International Journal of Bank Marketing, Vol. 20 (4), 146-160

Javalgi, R. G., Khare, V. P., Gross, A.C. and Scherer, R.F. (2005). An application of the Consumer Ethnocentrism Model to French Consumers, International Business Review, Vol 14, 325–344

John A. V. and M. P. Brady (2010). Consumer Ethnocentrism and Conspicuous Consumption of Domestic and Foreign Consumer Goods in Mozambique, a Less-Developed SADC Country, Irish Journal Of Management, Vol. 30 (1), 41-72.

Kang, H., Haln, M., Fortin, D. R., Hyun Y. J. and Eom, Y. (2006). Effects of perceived behavioral control on the consumer usage intention of e-coupons. Psychology and Marketing, Vol. 23 (10), 841-864.

Kapferer, J. N. (1997). Strategic Brand Management, 2nd ed., Dover, NH, Kogan Page.

Kaynak, E., Kucukemiroglu, O. and Hyder, A. S. (2000). Consumers' country-of-origin (COO) perceptions of imported products in a homogenous less-developed country. European Journal of Marketing, Vol. 34 (9/10), 1221-1241.

Kaynak, E. and Kara, A. (2002). Consumer Perceptions of Foreign Products: An Analysis of Product-Country Images and Ethnocentrism, European Journal of Marketing, Vol. 36 (7/8), 928-949.

Keller, K. (1993). Conceptualising, measuring and managing customer based brand equity. Journal of Marketing, Vol. 57 (1), 1-22.

Kemp, S. (1998). Perceiving luxury and necessity. Journal of economic psychology. Vol. 19, 591-606

Kempf, D. S., Palan, K. M. and Lacznia, R. N. (1997). Gender differences in information processing confidence in an advertising context. A Preliminary study. Advances in Consumer Research. Vol. 24, 443-449.

Kim, Y. K., Kim, E. Y. and Kumar, S. (2003).Testing the behavioral intentions model of online shopping for clothing, Clothing and Textiles Research Journal, Vol. 21 (1), 32-40.

Kinra, N. (2006). The effect of country of origin on foreign brand names in the Indian market. Marketing Intelligence and Planning, Vol.24 (1), 15-30.

Klein, J. G. (2002). Us versus Them, or us versus Everyone? Delineating Consumer Aversion to Foreign Goods, Journal of International Business Studies, Vol. 33(2), 345-363.

Kotler P. (1984). Marketing Management: Analysis, planning and control. New Jersey: Prentice Hall

Kotler, P. and Armstrong, G. (2001). Principles of marketing, Prentice Hall, London.

Kraetke, V. (2000). Analysis of a tooth paste brand – A low involvement good. Unpublished term paper. University of Auckland, Auckland.

Kuebli, J. and Fivush, R. (1992). Gender Differences in Parent-Child Conversations about Past Emotions. Sex Roles Vol. 27, 683-698.

Kuebli, J., Butler, S. and Fivush, R. (1995). Mother-child talk about past emotions: Relations of maternal language and child gender over time. Cognition and Emotion, Vol. 9, 265-283.

Kumar, A., Lee, H. J. and Kim, Y. K. (2009). Indian consumers' purchase intention toward a United States versus local brand. Journal of Business Research, Vol. (62), 521-527.

Laros, F. J. M. and Steenkamp, J. (2005). Emotions in consumer behavior: A Hierarchical Approach. Journal of Business Research, Vol. 58 (10), 1437-1445.

Lee, M. Y., Kim, Y. K., Pelton, L., Knight, D., Forney, J. (2006). Factors affecting Mexican college students' purchase intention toward a US apparel brand. Journal of Fashion Marketing and Management, Vol. 12 (3), 294-307.

Lee, M. Y. Kim, Y. K., Pelton, L, Knight, D., Forney, J. (2008). Factors affecting Mexican college students' purchase intention toward a US apparel brand, Journal of Fashion Marketing and Management, Vol. 12 (3), 294 – 307

Lim, W. M. and Ting, D. H. (2010). Young adult's susceptibility to interpersonal influence: A case of Apparel purchases. International Journal of Marketing Science, Vol. 17 (2), 143-164.

Lin, L. and Sternquist, B. (1994). Taiwanese consumers' perceptions of product information cues: Country of origin and store prestige. European Journal of Marketing, Vol. 28 (1), 5–18.

Lodorfos, G. N., Trosterud, T. A. and Whitworth, C. (2006). E-consumers' attitude and behaviour in the online commodities market. Innovative Marketing, Vol. 2 (3).

Longstreet, P. (2010). Evaluating website quality: Applying Cue Utilization Theory to WebQual. Proceedings of the 43rd Hawaii International Conference on System Sciences. IEEE Computer Society.

Lutz, R. J. (1977). An experimental investigation of causal relations among cognitions, affect and behavioural intention models – Theoretical consideration and an empirical investigation. International Marketing Review. Vol. 18 (3), 235-269.

Maccoby, E., E. (1990). Gender and Relationships: A Developmental Account. American Psychologist, Vol. 45, 513-520.

Majumdar, R., (2004). Product Management in India. 2nd edition, New Delhi, India.

Malhotra, N. and King, T. (2003). Don't negate the whole field. Marketing Research, Vol. 15 (2), 43-45.

Makgosa, R. and Mohube, K. (2007). Peer influence on young adults products purchase decisions. African Journal of Business Management, 64-071.

Marcoux, J. S., Filiatrault, P. and Cheron, E. (1997). The attitudes underlying preferences of young urban educated Polish consumers towards products made in Western countries, Journal of International Consumer Marketing, Vol.9 (4), 5-29.

Maslow, A. H. (1970). Motivation and Personality (2nd Ed). Harper and Row, New York.

Mckinsey and Company. (2007). The "Bird of Gold": The rise of Indian Market

Meyers-Levy, J. (1988). The influence of sex roles in judgment. Journal of Consumer Research, Vol. 14, 522 – 530.

Melnyk, V., Van Osselaer, S. M. J. and Bijmolt, T. H. A. (2009). Are women more loyal customer than men? Gender differences in loyalty to firms and individual service providers. Journal of Marketing. Vol. 73 (4), 82-96.

Miller, K. (2005). Communications theories. Perspectives, processes and contexts. New York: McGraw-Hill.

Mittal, V. and Kamakura, W. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effects of customer characteristics. Journal of Marketing Research, Vol. 38(1), 131-142.

Monga, A. (2002). Brand as a relationship partner: Gender differences in perspective, Advances in Consumer Research, Vol. 29, 36-41.

Moorman, C. (1990). The effects of stimulus and consumer characteristics on the utilization of nutrition information, Journal of Consumer Research, Vol. 17, 362-74.

Monroe, K. B., Krishnan, R. (1985). The effect of price on subjective product evaluations, in perceived quality: How consumers view stores and merchandise (edited by Jacob Jacoby; Olson, Jerry C.), Lexington Books: Lexington, MA, 209-232

Moutinho, L. and Goode, M. (1995). Gender effects to the formation of overall product satisfaction: A multivariate approach. Journal of International Consumer Marketing, Vol. 8 (1), 71-91.

Mozumder, S. G. (2006). Market for American apparel explodes in India, India Abroad, Vol. 36 (51), A20-1.

Mullarkey, G. W. (2001). The influence of brands in the fashion purchasing process. University of Auckland Business Review, Vol. 3 (1), 56-71.

Murphy, J. (1990). Assessing the value of brands, Long Range Planning, Vol.23 (3), 23-26

Nagashima, A. (1970). A comparison of Japanese and US attitudes towards foreign products, Journal of Marketing, Vol. 34 (1), 68-74

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M. and Dean, D. (2004). Developing and validating measures of facets of customer-based brand equity. Journal of Business Research, Vol. 57 (2), 209–224.

O' Cass. (2004). Fashion clothing consumption: Antecedents and consequences of fashion clothing involvement, European Journal of Marketing, Vol. 38 (7), 869-82.

Oh, J. and Fiorito, S. S. (2002). Korean women's apparel brand loyalty. Journal of Fashion Marketing and Management, Vol. 6, 206-222.

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer, McGraw Hill, New York, NY.

Opoku, R. A. and Akorli, P. A. K. (2009). The preference gap: Ghanaian consumers' attitudes toward local and imported products. African Journal of Business Management, Vol. 3 (8), 350-357.

Oyewole, P. (2007). Fast food marketing and the African American consumers: The impact of socio-economic and demographic characteristic. Journal of International Consumer Marketing, Vol. 19 (4), 75-108.

Palumbo, F. and Herbig, P. (2000). The multicultural context of brand loyalty. European Journal of Innovation Management, Vol. 3 (3), 116-124.

Papadopoulos, N., Heslop, L., Graby, F., and Avlonitis, G. (1987). Does country of origin matter? Some findings from a cross-cultural study of consumer views about foreign products, Report No.87-104, Marketing Science Institute, Cambridge, MA.

Park, C. Milberg, W. S. and Lawson, R. (1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. Journal of Consumer Research, Vol. 18, 185-93.

Patterson, P. and Tai, S. K. (1991). Consumer perceptions of country of origin in the Australian apparel industry. Marketing Bulletin, Vol. 2, 31-40

Perugini, M. and Bagozzi, R. P. (2001). The role of desires and anticipated emotions in goal-directed behaviors: Broadening and deepening the theory of planned behavior. British Journal of Social Psychology. Vol. 40, 79-98.

Peter, J. P., Olson, J.C. and Grunert, K.G. (1999). Consumer Behavior and Marketing Strategy. Berkshire, England, McGraw-Hill.

Peterson (2009). Brand origin and consumers' perceptions of Apparel product attributes relating to quality. Unpublished Master's Thesis.

Piron, F. (2000). Consumers' perceptions of the country-of-origin effect on purchasing intentions of conspicuous products. The Journal of Consumer Marketing, Vol. 17 (4), 308-317.

Polhemus, T. (1994). Streetstyle: From Sidewalk to Catwalk. London: Thames and Hudson.

Prajapati, S. and Thakor, M. (2012). Competitive and innovative promotional tools used by toothpaste companies for rural market & its impact on consumer buying behaviour in Gujarat. International Refereed Research Journal. Vol. 3, 3(2).

Putrevu, S. (2004). Sex differences in processing printed advertisements. Psychological reports: Vol. 94, 814-818.

Quellet, J. F. (2007). Consumer racism and its effects on domestic cross-ethnic product purchase: An empirical test in the United States, Canada and France. Journal of Marketing, Vol. 71(1), 113-128.

Rahman, O. (2011). Understanding consumers' perceptions and behaviors: Applications for Denim jeans design. Journal of Textile and Apparel, Technology and Management, Vol. 7 (1),

Rauscher, M. (1993). Demand for social status and the dynamics of consumer behavior. The Journal of Socio-Economics, Vol. 22, 105-113.

Reed, P. W. and Ewing, M. T. (2004). How advertising works: Alternative situational and attitudinal explanations. Marketing Theory, Vol. 4 (1/2), 91-112.

Rehman, R., Itminan, S., Haque, S. J. and Farhad, S. M. (2011). Term paper on Factors affecting consumer's decision making while purchasing a shirt. East West University, Bangladesh.

Richardson, P. S., Dick, A. S. and Jain, A. K. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality, Journal of Marketing, Vol. 58, (4), 28

Seringhaus, F. H. (2002). Cross-cultural exploration of global brands and the internet. Paper presented at the 18th Annual IMP Conference, Dijon, France.

Rose, G. M., Shoham, A., Kahle, L. R., and Batra, R. (1994). Social values, conformity, and dress. Journal of Applied Social Psychology, Vol. 24, 17, 1501 & SHY; 1519

Roth, M. S. and Romeo, S. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. Journal of International Business Studies, Vol. 23, 477-497

Roy, D. and Saha, G. (2007). Changes in women's dress preference: an in-depth study based on lifestyle and age, South Asian Journal of Management, Vol. 14 (2), 92-106.

Ryan, M. J. and Bonfield, E. H. (1975). The Fishbein extended model and consumer behavior. Journal of Consumer Research, Vol. 2 (2), 118-136.

Sarwade W. K., (2002). Emerging dimensions of buyer behavior in rural area. Indian Journal of Marketing, Vol. 33 (1-2), 13-21.

Schoell, W. F. and Guiltinan, J. P. (1990). Marketing contemporary concepts and practices, Allyn and Bacon, Boston, MA.

Schooler, R. D. (1965). Product bias in the Central American common market. Journal of Marketing Research, Vol. 2 (4), 394-397

Seligman, C., Hall, D. and Finegan, J. (1983). Predicting home energy consumption: An Application of the Fishbein-Ajzen model. Advances in consumer research, Vol. 10 (1), 647-651.

Seock, Y. K. and Bailey, L. R. (2008). The influence of college students' shopping orientation and gender differences on online information searches and purchase behaviors. International Journal of Consumer Studies, Vol. 32 (2), 113-121.

Sharma, S., Shimp, T. A. and Shin, J. (1995). Consumer ethnocentrism: a test of antecedents and moderators. Journal of the Academy of Marketing Science, Vol. 23, 26–37.

Sheppard, B. H., Hartwick, J. and Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. Journal of Consumer Research, Vol. 15 (3), 325-343.

Sherigar, S. (2001). Overview of the oral care industry. International Trade Administration, US Department of Commerce.

Shimp, T. A. and Kavas, A. (1984). The theory of reasoned action applied to coupon usage. Journal of Consumer Research. Vol. 11(3), 795-809.

Shimp, T. A. and Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. Journal of Marketing Research, Vol. 24, 280–289.

Shukla, P. (2011). The Effect of Origin on Luxury Consumption: Empirical Evidence. Available online: http://luxurysociety.com/articles/2011/01/the-effect-of-origin-on-luxury-consumption-empirical-evidence

Sirgy, M. J., Johar, J. S., Samli, A. C. and Claiborne, C. B. (1991). Self -congruity versus functional congruity: predictors of consumer behaviour. Journal of the Academy of Marketing Science, Vol. 19, 363-376.

Sohail, S. (2004). Country of origin effect: An evaluation of Malaysian consumers' perception towards products made in Japan. Journal of International Marketing and Exporting, Vol. 8 (2), 96-108.

Sonal, K. and Preeta, V. (2007). An exploratory study of sales promotion activities in toilet soap category: An insight into consumer and retailer perceptions. IIM Ahmadabad.

Sparks, P. and Shepherd, R. (1992). Self-identity and the theory of planned behavior: Assessing the role of identification with "green consumerism". Social Psychology quarterly, Vol. 55 (4), 388-399.

Sproles, G. B. (1979). The economics of fashion. In fashion: Consumer behavior toward dress. (pp.83-96). Minneapolis: Burgess.

Sternthal, B. and Craig, C. S. (1982), Consumer Behavior: An information processing perspective, Englewood Cliffs.

Sumner, W. G. (1906). Folkways: The sociological importance of usages manners, customs, mores and morals. Ginn & Co., New York, NY.

Sun, T., Horn, M. and Merritt, D. (2004). Values and lifestyles of individualists and collectivists: A study on Chinese, Japanese, British and U.S. consumers. Journal of Consumer Marketing, Vol. 21 (5), 318– 331.

Sweeney, J. C., Soutar, G. N. and Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: A Study in a retail environment. Journal of Retailing, Vol. 75 (77), 105.

Sweeney, J. C. and Soutar, G. N. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale, Journal of Retailing, Vol. 77 (2), 203-220.

Terry, D. J., and Hogg, M. A. (1996). Group norms and the attitude-behavior relationship: A role for group identification. Personality and Social Psychology Bulletin, Vol. 22, 776-793

Till B. D. and Shimp T. A. (1998). Endorsers in Advertising: The case of negative celebrity information. Journal of Advertising, Vol. 27 (1), 67-82.

The Economic Times, (2012). Available online: http://articles.economictimes.indiatimes.com/2011-07-20/news/29794980_1_digital marketing-indian-market-volkswagen-passenger-cars

Xu, Y. Summers, T. A. and Belleau, B. D. (2004). Who buys American alligator? Predicting purchase intention of a controversial product. Selected papers from the third retail seminar of the SMA, Vol. 57 (10), 1189-1198.

Uddin, J., Parvin, S. and Rahman, L. (2008). Determinants of Purchasing Imported products in a regular basis: Development of a Regression Model. International Journal of Business and Management. Vol. 3 (10).

Vani, G., Ganesh, M. and Panchanatham, N. (2010). Toothpaste Brands - A Study of Consumer Behavior in Bangalore City. Behavioral Studies. Vol. 1(1), 27-39.

Veblen, T. (1967). The Theory of the Leisure Class. New York, Penguin Books.

Veblen, T. (1994). The Theory of the Leisure Class, New York: Dover Publications.

Veblen, T. (1899). The theory of the leisure class. An economic study of institutions. London: Unwin Books.

Verlegh, P. W. J. and Steenkamp, J-B. E. M. (1999). A review and meta-analysis of country-of-origin research. Journal of Economic Psychology, Vol. 20, 521-546.

Verma D. P. S. and Munjal, S. (2003). Brand Loyalty Correlates: Study of FMCG, Abhigyan, Vol. 21, (2), 25-31.

Vida, I. and Fairhurst, A. (1999). Factors underlying the phenomenon of consumer ethnocentricity: evidence from four European countries. The International Review of Retail, Distribution and Consumer Research, Vol. 9 (4), 321–337.

Vigneron, F. and Johnson, L. W. (1999). A review and a conceptual framework of prestige seeking consumer behavior. Academy of Marketing Science Review Vol. 1, 1–15.

Voss, C. A. (2003). Rethinking paradigms of service – service in a virtual environment. International Journal of Operations and Production Management, Vol. 23 (1), 88-104.

Wall, M., John, L. and Heslop, L. (1991). Impact of Country-of-Origin Cues on Consumer Judgements in Multi-Cue Situations: a Covariance Analysis, J. of the Academy of Marketing Science, 105-113.

Wang, C. L. and Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: Testing moderating effects. Journal of Consumer Marketing, Vol. 21(6), 391–400.

Wang, C. L., Chen, Z. X., Chan, A. K. K. and Zheng, Z. C. (2000). The influence of hedonic values on consumer behaviors: an empirical investigation in China, Journal of Global Marketing, Vol.14 (1/2), 169-86.

Wang, C. L., Siu, N. Y. M., and Hiu, A. S. Y. (2002). Consumer decision-making style on domestic and imported brand clothing. European Journal of Marketing, Vol. 38(1/2), 239-252.

Wang, Y. and Heitmeyer, J. (2005). Consumer attitude towards US versus domestic apparel in Taiwan. International Journal of Consumer Studies, Vol. 30 (1), 64-74.

Wang, C., Siu, N. Y. M. and Hiu, A. S. Y. (2004). Consumer decision-making styles and domestic and imported brand clothing. European Journal of Marketing, Vol. 38(1/2), 239–252.

WDS (2011).
Available online: http://www.suvison.com/wds2011/wds2011_indian_dental_market.pdf

Wiedmann K. P. Hennings N. and Siebels A. (2009). Value-based segmentation of luxury consumption behavior. Psychology and Marketing, Vol. 26 (7), 625-651.

Wijesundera, G. and Abeysekera, R. (2010). Factors influencing the demand of beauty soap among female consumers in the greater Colombo Region. University of Kelaniya, Sri Lanka

Widgery and McGaugh, (1991). ABI/Inform results for: (so: personal and so: selling). Record 183 of 252 1992-2000 OCLC

Wilkie, W. L. (1994). Consumer Behavior, John Wiley and Sons, New York.

Wilson, D. T., Mathews, H. L. and Harvey, J. W. (1975). An empirical test of the Fishbein behavioral intention model. Journal of Consumer Research, Vol I (4), 39-48.

Wright, P. L. (1975). Consumer choice strategies: Simplifying vs. Optimising, Journal of Marketing Research, February, 60-67.

Wong, N. Y. and Ahuvia, A. C. (2008). Personal Taste and Family Face: Luxury Consumption in Confucian and Western Societies. Psychology and Marketing, Vol. 15 (5), 423-41.

Workman, J. E. and Lentz, E. S. (2000). Measurement Specifications for Manufacturers' Prototype Bodies. Apparel and Textiles Research Journal, Vol. 18(4), 251-259.

Wyatt, R., Gelb, B. D. and Geiger-Oneto, S. (2008). How Advertising Reinforces Minority Consumers' Preference for National Brands. Journal of Current Issues and Research in Advertising (Forthcoming).

Wyer, R. S., Jr. and Srull, T. K. (1989). Person Memory and Judgment. Psychological Review, Vol. 96 (1), 58- 83.

Yip, G. S. (1995). Total Global Strategy: Managing for World-wide Competitive Advantage, Prentice-Hall: Englewood Cliffs, NJ.

Yoo, B., Donthu, N. and Lee, S. (2000). An examination of selected marketing mix elements and brand equity. Journal of the Academy of Marketing Science, Vol. 28 (2), 195-211.

Zain, O. and Yasin, N. (1997). The importance of country-of-origin information and perceived product quality in Uzbekistan. International Journal of Retail and Distribution Management, Vol. 25, (4-5), 138-146.

Zanoli, R. and Naspetti, S. (2002). Consumer motivations in the purchase of organic food. British Food Journal, Vol. 104 (8/9), 643

Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. Journal of Marketing, Vol. 52, 2–22.

Zhang, Y. (1996). Chinese consumers' evaluation of foreign product: The influence of culture, product types and product presentation format. European Journal of Marketing, Vol. 30 (12), 50–68.

Zikmund, W. G. (2003). Business Research Methods, (7th edn), Thompson South-Western: Ohio

Zikmund, W. G. (1997). Business Research Method. (5th edn). The Dryden press, Harcourt Brace College Publishers, Orlando, Florida.

VARIABLES	CONSTRUCT ITEMS ORIGINAL SOURCE	CONSTRUCT ITEMS MODIFIED IN THE QUESTIONNAIRE AND USED FOR THIS RESEARCH	
VARIABLES	ORIGINAL SOURCE	CASUAL CLOTHING BRAND	TOOTHPASTE BRAND
1. Country of origin	• Look for "Indian made" on product label • Look for country of origin on product (Source: Kinra, 2006)	• Looking for "Made in…. " label when purchasing this clothing brand • Looking for the place of manufacture of this clothing brand • Awareness of the place of manufacture of this clothing brand	• Looking for the "Made in…. " label when purchasing this toothpaste brand • Looking for the place of manufacture of this toothpaste brand • Awareness of the place of manufacture of this toothpaste brand
2. Interpersonal Influence	• To ensure that I buy the right brand, I observe what my friends are buying. • I seek my friends' advice regarding which brands to buy. • It is important that my friends like the brands I buy. • By buying the same brands as my friends, I achieve a sense of belonging. • I buy the latest fashion when I am sure my friends like them. • If I have little experience with a brand, I will ask my friends about the product. • If other people see me using a product, I buy the brand they expect me to buy. • I like to know what brands make a good impression on others. • I achieve a sense of belonging by buying the same brands that others purchase. • If I want to be like someone, I try to buy the same brands that they buy. • I often gather information from friends or family about a brand before I buy. (Source: Bearden et al., 1989)	• Observing what your friends are buying to ensure that you are buying the right clothing brand. • Seeking your friends' advice regarding which clothing brands to buy • People around you encouraging you to purchase this clothing brand. • Achieving a sense of belonging by buying the same clothing brand as your friend. • Gathering information from family about this clothing brand before you buy.	• Observing what your friends are buying to ensure that you are buying the right toothpaste brand. • Seeking your friends' advice regarding which toothpaste brands to buy • People around you encouraging you to purchase this toothpaste brand. • Achieving a sense of belonging by buying the same toothpaste brand as your friend. • Gathering information from family about this toothpaste brand before you buy.

VARIABLES	CONSTRUCT ITEMS ORIGINAL SOURCE	CASUAL CLOTHING BRAND	TOOTHPASTE BRAND
3. Prestige	• Having foreign brands provide status/prestige to individuals in the society • Having foreign brands is a sign of prosperity • Having foreign brands increases my respectability • Having foreign brand influences other people's perceptions of me. (Source: Ergin and Akbay, 2010)	• Having this clothing brand provide status/prestige in the society • Having this clothing brand is a sign of prosperity • Having this clothing brand increases your respectability • Having this clothing brand influences other people's perceptions of you.	• Having this toothpaste brand provide status/prestige in the society • Having this toothpaste brand is a sign of prosperity • Having this toothpaste brand increases your respectability • Having this toothpaste brand influences other people's perceptions of you.
4. Perceived Quality	• Be durable • Be reliable • Be high quality (Source: Dodds et. al., 1991)	• This clothing brand is very durable • This clothing brand is very reliable • This clothing brand is of high quality	• This toothpaste brand is very durable • This toothpaste brand is very reliable • This toothpaste brand is of high quality
5. Emotional Value	• Be one that I enjoy. • Make me feel good. • Give me pleasure. • Make me want to use it. • Feel comfortable using it. • Be one that I would feel relaxed about using. (Source: Sweeney, 2001)	• This clothing brand tends to be the one that you enjoy • This clothing brand tends to be the one that I feel comfortable using it. • This clothing brand makes you feel good • This clothing brand is the one that you would feel relaxed about using	• This toothpaste brand tends to be the one that you enjoy • This toothpaste brand tends to be the one that I feel comfortable using it. • This toothpaste brand makes you feel good • This toothpaste brand is the one that you would feel relaxed about using

VARIABLES	CONSTRUCT ITEMS ORIGINAL SOURCE	CASUAL CLOTHING BRAND	TOOTHPASTE BRAND
7. Convenience and availability	Remarks obtained from the participants in the pre-test survey	• This clothing brand is easily available. • This clothing brand is available in the nearest shop. • This clothing brand is available locally.	• This toothpaste brand is easily available. • This toothpaste brand is available in the nearest shop. • This toothpaste brand is available locally.
8. Brand Loyalty	• I will not buy another brands if this brand is unavailable. • This brand is my first choice among competing brands. • I am loyal to this brand (Source: Yoo et. al., 2000)	• Not buying another clothing brand if this brand is unavailable. • This clothing brand is your first choice among competing clothing brands. • Loyalty towards this clothing brand. • Buying the same clothing brand since last few years/months.	• Not buying another toothpaste brand if this brand is unavailable. • This toothpaste brand is your first choice among competing toothpaste brands. • Loyalty towards this toothpaste brand. • Buying the same toothpaste brand since last few years/months.

ETHNOCENTRIC SCALE	CONSTRUCT ITEMS ORIGINAL SOURCE	CONSTRUCT ITEMS MODIFIED IN THE QUESTIONNAIRE AND USED FOR THIS RESEARCH
	• American people should always buy American-made products instead of imports. • Only those products that are unavailable in the V.S should be imported. • Buy American-made products. Keep America working. • American products first, last and foremost. • Purchasing foreign made products is un-American. • It is not right to purchase foreign products because it puts Americans out of jobs. • A real American should always buy America-made products. • We should purchase products manufactured in America instead of letting other countries get rich off us. • It is always best to purchase American products. • There should be very little trading or purchasing of goods from other countries unless out of necessity • Americans should not buy foreign products, because this hurts American business and cause unemployment. • Curbs should be put on all imports. • It may cost me in the long-run but I prefer to support American products. • Foreigners should not be allowed to put their products on our markets. • Foreign products should be taxed heavily to reduce their entry into the U.S	• Indians should only buy Indian brands instead of imports • Only those products that are unavailable in India should be imported • Buy India-made products. Keep Indians working • Indian products, first, last, and foremost • Purchasing foreign made products is non-Indian • A true Indian should always buy Indian-made products • Indians should not buy foreign products because it puts Indians out of job • It is best to purchase Indian products • We should purchase products manufactured in India instead of letting other countries get rich off us. • There should be very little trading of goods from other countries unless out of necessity • Indians should not buy foreign products, because this hurts Indian business and cause unemployment. • No imports should be allowed • It may not be good but I prefer to support Indian products • Foreigners should not be allowed to sell their products in India • Foreign products into India should be taxed heavily • We should buy from foreign countries only those products that we cannot obtain within our own country • Indian consumers who buy foreign brands are putting Indians out of work and unemployment

	• We should buy from foreign countries only those products that we cannot obtain within our own country. • American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work. (Source: Shimp and Sharma, 1987).	

Appendix B

Results in Tabular Form

Table 8: The Sample Characteristics

Sample	Number	Valid Percent	Cumulative Percent
Size (N)	545	-	-
Male	235	43.1	43.1
Female	310	56.9	100.0
Less than 20 years	70	12.8	12.8
Bet 21-30 years	453	83.1	96.0
Between 31-40 years	22	4.0	100.0
Primary/High School	2	.4	.4
Secondary/Inter School	30	5.5	5.9
Graduate	245	45.0	50.8
Post Graduate	252	46.2	97.1
Diploma after graduation	7	1.3	98.3
Others (Ph.D.)	9	1.7	100.0
Middle class	7	1.3	1.3
High class	537	98.7	100.0

Table 9: Summary of descriptive statistics and confirmatory factor analysis results of factors affecting purchase of publicly and privately consumed necessity brands

Factors	Publicly consumed necessity Brands		Privately consumed necessity brands	
Measurement item	Factor Loading	CR[a]	Factor Loading	CR[a]
Perceived Quality		.682		.700
This apparel/toothpaste brand is very durable.	0.566		0.660	
This apparel brand/toothpaste is very reliable.	0.707		0.666	
This apparel/toothpaste brand is of high quality	0.669		0.664	
Interpersonal Influence		.813		.851
Observing what your friends are buying to ensure that you are buying the right apparel/toothpaste brand	0.663		0.740	
Seeking your friends' advice regarding which apparel/toothpaste brands to buy	0.730		0.752	
People around you encouraging you to purchase this apparel/toothpaste brand	0.759		0.745	
Achieving a sense of belonging by buying the same apparel/toothpaste brand as your friend	0.644		0.732	
Gathering information from family about this apparel/toothpaste brand before you buy	0.619		0.678	
Perceived Prestige		.782		.851
Having this apparel/toothpaste brand provide status/prestige in the society	0.595		0.752	
Having this apparel/toothpaste brand is a sign of prosperity	0.719		0.780	
Having this apparel/toothpaste brand increases your respectability	0.764		0.754	
Having this apparel/toothpaste brand influences other people's perception of you	0.604		0.790	
Country of origin		.749		.621
Made in …..label when purchasing this apparel/toothpaste brand.	0.539		0.508	
Looking for the place of manufacture of this apparel/toothpaste brand	0.800		0.756	
Awareness of the place of manufacture of this apparel/toothpaste brand	0.805		0.737	
Emotional Value		.754		.703
This apparel/toothpaste brand tends to be the one that you enjoy	0.595		0.566	

This apparel/toothpaste brand tends to be one that you feel comfortable using it	0.710		0.657	
This apparel/toothpaste brand make you feel good	0.733		0.650	
This apparel/toothpaste brand is the one that you would feel relaxed about using	0.603		0.577	
Brand Loyalty		.616		.698
Not buying another apparel/toothpaste brand if this brand is unavailable	0.591		0.625	
This apparel/toothpaste brand is your first choice among competing apparel brands	0.717		0.655	
Buying the same apparel/toothpaste brand since last few years/months	0.670		0.643	
Loyalty towards this apparel/toothpaste brand	0.717		0.528	
Convenience and Availability		.733		.742
This apparel/toothpaste is easily available	0.647		0.692	
This apparel/toothpaste brand is available in the nearest shop	0.633		0.753	
This apparel/toothpaste brand is available locally	0.773		0.666	

Note: [a] Composite Reliability

Table 10: Test for Discriminant Validity

Target	$\chi2(UM)$	$\chi2(CM)$	$\Delta\chi2D$
Φ(PQ, Inter)	1364.525(610)	1587.353 (611)	222.828
Φ(PQ, PP)	1364.525(610)	1613.989 (611)	249.464
Φ(PQ, COO)	1364.525(610)	1614.383 (611)	249.858
Φ(PQ, EV)	1364.525(610)	1621.146 (611)	256.621
Φ(PQ, BL)	1364.525(610)	1753.180 (611)	388.655
Φ(PQ, Avail)	1364.525(610)	1645.005 (611)	280.48
Φ(Inter, PP)	1364.525(610)	1409.077 (611)	44.552
Φ(Inter, COO)	1364.525(610)	1403.370 (611)	38.845
Φ(Inter, EV)	1364.525(610)	1727.561 (611)	363.036
Φ(Inter, BL)	1364.525(610)	1688.130 (611)	323.605
Φ(Inter, Avail)	1364.525(611)	1662.709 (611)	298.184
Φ(PP, COO)	1364.525(610)	1438.718 (611)	74.193
Φ(PP, EV)	1364.525(610)	1677.401 (611)	312.876
Φ(PP, BL)	1364.525(610)	1682.919 (611)	318.394
Φ(PP, Avail)	1364.525(610)	1663.013 (611)	298.488
Φ(COO, EV)	1364.525(610)	1751.914 (611)	387.389
Φ(COO, BL)	1364.525(610)	1687.359 (611)	322.834
Φ(COO, Avail)	1364.525(610)	1637.939 (611)	273.414
Φ(EV, BL)	1364.525(610)	1476.121 (611)	111.596
Φ(EV, Avail)	1364.525(610)	1415.881 (611)	51.356
Φ(BL, Avail)	1364.525(610)	1443.997 (611)	79.472

Table 11: Test for Discriminant Validity (Toothpaste)

Target	$\chi2(UM)$	$\chi2(CM)$	$\Delta\chi2D$
Φ(PQ, Inter)	1546.763 (584)	1792.748 (585)	245.985
Φ(PQ, PP)	1546.763 (584)	1770.045(585)	223.282
Φ(PQ, COO)	1546.763 (584)	1680.158 (585)	133.395
Φ(PQ, EV)	1546.763 (584)	1664.115 (585)	117.352
Φ(PQ, BL)	1546.763 (584)	1641.795 (585)	95.032
Φ(PQ, Avail)	1546.763 (584)	1701.538 (585)	154.775
Φ(Inter, PP)	1546.763 (584)	1547.260 (585)	0.497
Φ(Inter, COO)	1546.763 (584)	1547.202 (585)	0.439
Φ(Inter, EV)	1546.763 (584)	1803.623 (585)	256.86
Φ(Inter, BL)	1546.763 (584)	1728.655 (585)	181.892

Φ(Inter, Avail)	1546.763 (584)	1758.913(585)	212.15
Φ(PP, COO)	1546.763 (584)	1765.199(585)	218.436
Φ(PP EV)	1546.763 (584)	1773.655(585)	226.892
Φ(PP, BL)	1546.763 (584)	1709.432(585)	162.669
Φ(PP, Avail)	1546.763 (584)	1754.517(585)	207.754
Φ(COO, EV)	1546.763 (584)	1676.802(585)	130.039
Φ(COO, BL)	1546.763 (584)	1643.075(585)	96.312
Φ(COO, Avail)	1546.763 (584)	1656.090(585)	109.327
Φ(EV, BL)	1546.763 (584)	1639.890(585)	93.127
Φ(EV, Avail)	1546.763 (584)	1703.425(585)	156.662
Φ(BL, Avail)	1546.763 (584)	1622.836(585)	76.073

Table 12: ANOVA results for factors affecting purchase of publicly consumed necessity brands

Factors	Mean	F	Significance
1. Perceived Quality	4.34		
2. Emotional Value	3.75	138.300	.000*
3. Perceived Prestige	3.70		
4. Interpersonal Influence	3.42		
5. Country of origin	3.21		
6. Convenience & Avail.	3.10		
7. Brand Loyalty	2.89		

Note: * $p < 0.001$

Table 13: ANOVA results for factors affecting purchase of privately consumed necessity brands

Factors	Mean	F	Significance
1. Perceived Quality	4.28		
2. Emotional Value	4.23	348.676	.000*
3. Convenience and Avail.	4.09		
4. Brand Loyalty	3.93		
5. Country of origin	2.69		
6. Interpersonal Influence	2.56		
7. Perceived Prestige	2.46		

Note: * $p < 0.001$

Table 14: Paired sample t-test between publicly and privately consumed necessity brands

Items (Public vs Private)	Mean	Significance
Brand Loyalty (public)	2.89	0.000*
Brand Loyalty (private)	3.93	
Social Influence (public)	3.45	0.000*
Social Influence (private)	2.57	

Note: * $p < 0.001$

Table 15: Summary of descriptive statistics and confirmatory factor analysis results of factors affecting purchase of global and local publicly consumed necessity brands

Factors	Global Apparel Brand		Local Apparel Brand	
Measurement item	Factor Loading	CR[a]	Factor Loading	CR[a]
Perceived Quality		.687		.830
This apparel brand is very durable.	0.549		0.767	
This apparel brand is very reliable.	0.710		0.810	
This apparel brand is of high quality	0.685		0.785	
Perceived Prestige		.853		.853
Having this apparel brand provide status/prestige in the society	0.788		0.746	
Having this apparel brand is a sign of prosperity	0.813		0.819	
Having this apparel brand increases your respectability	0.765		0.782	
Having this apparel brand influences other people's perception of you	0.713		0.735	
Country of origin		.820		.790
Made in…label when purchasing this apparel brand.	0.843		0.768	
Looking for the place of manufacture of this apparel brand	0.813		0.797	
Awareness of the place of manufacture of this apparel brand	0.683		0.682	
Emotional Value		.770		.888
This apparel brand tends to be the one that you enjoy	0.605		0.779	
This apparel brand tends to be one that you feel comfortable using it	0.673		0.781	
This apparel brand make you feel good	0.718		0.854	
This apparel brand is the one that you would feel relaxed about using	0.731		0.852	

Note: * $p < 0.001$, [a] Composite Reliability

Table 16: Test for Discriminant Validity (Global Apparel brands)

Target	$\chi2$(UM)	$\chi2$(CM)	$\Delta\chi2D$
Φ(PQ, COO)	728.456 (271)	968.706 (272)	240.25
Φ(PQ, EV)	728.456 (271)	976.994 (272)	248.538
Φ(PQ, PP)	728.456 (271)	936.179 (272)	207.723
Φ(COO, EV)	728.456 (271)	915.586 (272)	187.13
Φ(COO, PP)	728.456 (271)	772.467 (272)	44.011
Φ(EV, PP)	728.456 (271)	884.386 (272)	155.93

Table 17: Test for Discriminant Validity (Local Apparel brands)

Target	$\chi2$(UM)	$\chi2$(CM)	$\Delta\chi2D$
Φ(PQ, COO)	886.512 (271)	955.263 (272)	68.751
Φ(PQ, EV)	886.512 (271)	906.205 (272)	19.693
Φ(PQ, PP)	886.512 (271)	927.460 (272)	40.948
Φ(COO, EV)	886.512 (271)	952.367 (272)	65.855
Φ(COO, PP)	886.512 (271)	933.556 (272)	47.044
Φ(EV, PP)	886.512 (271)	920.020 (272)	33.508

Table 18: Paired sample t-test between Global and Local Apparel Brand Attributes

Items (Global vs Local)	Mean	Significance
Perceived Quality (Global)	4.36	0.000*
Perceived Quality (Local)	2.92	
Country of Origin (Global)	3.59	0.000*
Country of Origin (Local)	2.82	
Perceived Prestige (Global)	3.99	0.000*
Perceived Prestige (Local)	2.79	
Emotional Value (Global)	4.30	0.000*
Emotional Value (Local)	2.94	

Note: * $p < 0.001$

Table 19: Summary of descriptive statistics and confirmatory factor analysis results of factors affecting purchase of global and local privately consumed necessity brands

Factors	Global Toothpaste Brand		Local Toothpaste Brand	
Measurement item	Factor Loading	CR[a]	Factor Loading	CR[a]
Perceived Quality		.718		.839
This toothpaste brand is very durable.	0.671		0.771	
This toothpaste brand is very reliable.	0.673		0.783	
This toothpaste brand is of high quality	0.699		0.832	
Perceived Prestige		.915		.875
Having this toothpaste brand provide status/prestige in the society	0.782		0.733	
Having this toothpaste brand is a sign of prosperity	0.860		0.822	
Having this toothpaste brand increases your respectability	0.899		0.837	
Having this toothpaste brand influences other people's perception of you	0.880		0.805	
Country of origin		.842		.832
Made in …..label when purchasing this toothpaste brand.	0.845		0.789	
Looking for the place of manufacture of this toothpaste brand	0.766		0.785	
Awareness of the place of manufacture of this toothpaste brand	0.776		0.794	
Emotional Value		.776		.892
This toothpaste brand tends to be the one that you enjoy	0.699		0.824	
This toothpaste brand tends to be one that you feel comfortable using it	0.735		0.835	
This toothpaste brand make you feel good	0.637		0.812	
This toothpaste brand is the one that you would feel relaxed about using	0.668		0.813	

Note: * $p < 0.001$, [a] Composite Reliability

Table 20: Test for Discriminant Validity (Global Toothpaste brands)

Target	$\chi2(UM)$	$\chi2(CM)$	$\Delta\chi2D$
$\Phi(COO, PQ)$	901.964 (254)	1070.246 (255)	168.282
$\Phi(COO, EV)$	901.964 (254)	1053.009 (255)	151.045
$\Phi(COO, PP)$	901.964 (254)	902.049 (255)	113.085
$\Phi(PQ, EV)$	901.964 (254)	1102.716 (255)	200.752
$\Phi(PQ, PP)$	901.964 (254)	1105.234 (255)	203.27
$\Phi(EV, PP)$	901.964 (254)	1069.272 (255)	167.308

Table 21: Test for Discriminant Validity (Local Toothpaste brands)

Target	$\chi^2(UM)$	$\chi^2(CM)$	$\Delta\chi^2 D$
Φ(COO, PQ)	1014.168 (254)	1067.181(255)	53.013
Φ(COO, EV)	1014.168 (254)	1067.567 (255)	53.399
Φ(COO, PP)	1014.168 (254)	1041.611 (255)	27.443
Φ(PQ, EV)	1014.168 (254)	1023.095 (255)	8.927
Φ(PQ, PP)	1014.168 (254)	1028.083 (255)	13.915
Φ(EV, PP)	1014.168 (254)	1086.733 (255)	72.565

Table 22: Paired sample t-test between Global and Local Toothpaste Brand Attributes

Items (Global vs Local)	Mean	Significance
Perceived Quality (Global)	4.28	0.000*
Perceived Quality (Local)	3.04	
Country of Origin (Global)	3.24	0.000*
Country of Origin (Local)	2.69	
Perceived Prestige (Global)	3.20	0.000*
Perceived Prestige (Local)	2.60	
Emotional Value (Global)	4.27	0.000*
Emotional Value (Local)	3.01	

Note: * $p < 0.001$

Table 23: Summary of descriptive statistics and confirmatory factor analysis results of ethnocentric tendencies of consumers

Ethnocentric scale	Factor Loading	Mean
Indians should only buy Indian brands instead of imports	0.831	3.02
Only those products that are unavailable in India should be imported	0.791	3.11
Buy India-made products. Keep Indians working	0.797	3.22
Indian products, first, last, and foremost	0.794	3.06
Purchasing foreign made products is non-Indian	0.828	2.87
A true Indian should always buy Indian-made products	0.825	2.96
Indians should not buy foreign products because it puts Indians out of job	0.845	2.84
It is best to purchase Indian products	0.804	3.17
We should purchase products manufactured in India instead of letting other countries get rich off us.	0.827	3.14
There should be very little trading of goods from other countries unless out of necessity	0.794	3.08
Indians should not buy foreign products, because this hurts Indian business and cause unemployment.	0.849	3.01
No imports should be allowed	0.830	2.80

It may not be good but I prefer to support Indian products	0.807	3.17
Foreigners should not be allowed to sell their products in India	0.834	2.85
Foreign products into India should be taxed heavily	0.813	3.10
We should buy from foreign countries only those products that we cannot obtain within our own country	0.808	3.14
Indian consumers who buy foreign brands are putting Indians out of work and unemployment	0.702	2.83

Table 24: Cross Tabulation for ethnocentric tendencies and publicly and privately consumed necessity brands

Ethnocentrism	Publicly consumed necessity brands		Chi Square (Sig)	Privately consumed necessity brands		Chi Square (Sig)
	Global Apparel	Local Apparel		Global Toothpaste	Local Toothpaste	
Low Ethnocentrism	215 (53.8%)	49 (33.8%)	.000*	252 (49.1%)	12 (37.5%)	.202
High Ethnocentrism	185 (46.2%)	96 (66.2%)		261 (50.9%)	20 (62.5%)	

Note: * p < 0.001

Table 25: Cross Tabulation for gender and publicly and privately consumed necessity brands

Gender	Publicly consumed necessity brands		Chi Square (Sig)	Privately consumed necessity brands		Chi Square (Sig)
	Global Apparel	Local Apparel		Global Toothpaste	Local Toothpaste	
Male	159 (67.7%)	76 (32.3%)	.008*	217 (92.3%)	18 (7.7%)	.122
Female	241 (77.7%)	69 (22.3%)		296 (95.5%)	14 (4.5%)	

Note: * p < 0.001

Table 26: Cross Tabulation for education and publicly and privately consumed necessity brands

Education	Publicly consumed necessity brands		Chi Square (Sig)	Privately consumed necessity brands		Chi Square (Sig)
	Global Apparel	Local Apparel		Global Toothpaste	Local Toothpaste	
High School	2 (100%)	0 (0%)	.840	2 (100%)	0 (0%)	.357
Intermediate	24 (80%)	6 (20%)		29 (96.7%)	1 (3.3%)	
Graduate	175 (71.4%)	70 (28.6%)		232 (94.7%)	13 (5.3%)	
Post Graduate	187 (74.2%)	65 (25.8%)		236 (93.7%)	16 (6.3%)	
Diploma	5 (71.4%)	2 (28.6%)		7 (100%)	0 (0%)	
Others (Ph.D.)	7 (77.8%)	2 (22.2%)		7 (77.8%)	2 (22.2%)	

	N	Table 27. Publicly consumed necessity brands									
		Fit	Fabric	Color	Design	Perceived Quality	Country of origin	Emotional Value	Interpersonal Influence	Perceived Prestige	Brand Loyalty
Age											
Less than 20 years	70					4.04	2.84		3.09		2.94
21-30 years	453					**4.39**	**3.29**		**3.50**		2.87
31-40 years	22					4.11	2.89		2.89		3.07
F value						10.731	5.396		8.681		.566
p value						.000**	.005**		.000**		.568
Gender											
Male	235	4.39	4.33	4.31	4.18	4.25		3.75	3.36	3.65	2.97
Female	310	**4.56**	**4.48**	**4.51**	**4.44**	4.40		3.75	3.47	3.73	2.82
F value		10.860	8.201	14.064	19.392	7.194		.001	1.707	.915	3.472
p value		.001**	.004**	.000**	.000**	.008**		.976	.192	.339	.063
Education Level											
Primary/High School	2					4.33	2.17			1.88	
Secondary School	30					4.26	2.71			3.30	
Graduate	245					4.25	3.04			3.59	
Post Graduate	252					**4.45**	3.43			3.85	
Diploma	7					3.90	**3.52**			**3.93**	
Others (Ph.D.)	9					4.15	3.41			3.86	
F value						3.176	4.555			4.720	
p value						.008**	.000**			.000**	
Social Class											
Middle Class	7										3.29
High Class	537										2.88
F value											1.216
p value											.271

	N	Table 28: Privately consumed necessity brands							
		Taste	Sensitive Tooth	Teeth White	Perceived Quality	Country of origin	Emotional Value	Interpersonal Influence	Perceived Prestige	Brand Loyalty
Age										
Less than 20 years	70				4.04	2.83		2.59		3.58
21-30 years	453				**4.34**	2.71		2.55		**4.02**
31-40 years	22				3.76	2.73		2.75		3.24
F value					10.369	.181		.330		15.699
p value					.000**	.834		.719		.000**
Gender										
Male	235				4.13		4.14	2.66	2.54	3.86
Female	310				**4.39**		**4.30**	2.49	2.40	3.99
F value					16.344		6.488	3.224	1.939	2.710
p value					.000**		.011*	.073	.164	.100
Education Level										
Primary/High School	2				3.17	2.33			2.12	
Secondary School	30				4.30	**3.57**			**2.78**	
Graduate	245				4.20	2.88			2.69	
Post Graduate	252				**4.37**	2.47			2.20	
Diploma	7				4.00	3.29			2.75	
Others (Ph.D.)	9				4.33	2.67			2.39	
F value					2.232	4.235			4.784	
p value					.050*	.001**			.000**	
Social Class										
Middle Class	7									4.14
High Class	537									3.93
F value										.396
p value										.530

Table 29 : Hypotheses testing research objective 1

Hypothesis	Statement	Supported (Yes/No)
H1A	Perceived quality is an important factor affecting purchase of publicly consumed necessity brands.	Yes
	Interpersonal influence is an important factor affecting purchase of publicly consumed necessity brands.	Yes
	Perceived prestige is an important factor affecting purchase of publicly consumed necessity products.	Yes
	Country of origin is an important factor affecting purchase of publicly consumed necessity brands.	No
H1B	Convenience and availability are important factors affecting purchase of privately consumed necessity brands.	Yes
	Emotional value is an important factor affecting purchase of privately consumed necessity brands.	Yes
	Brand loyalty is an important factor affecting purchase of privately consumed necessity brands.	Yes

Table 30 : Hypotheses testing research objective 2

Hypothesis	Statement	Supported (Yes/No)
H2A	Publicly consumed necessity brands are judged higher on perceived prestige than privately consumed necessity brands	No
	Publicly consumed necessity brands are perceived higher on country of origin effect than privately consumed necessity brands	No
	Publicly consumed necessity brands are perceived higher on interpersonal influence than privately consumed necessity brands	No
H2B	Privately consumed necessity brands are perceived higher on effect of brand loyalty than publicly consumed necessity brands.	Yes

Table 31: Hypotheses testing research objective 3

Hypothesis	Statement	Supported (Yes/No)
H3	Global necessity brands are perceived higher on perceived quality by consumers than local necessity brands.	Yes
	Global necessity brands are perceived higher on country of origin by consumers than local necessity brands.	Yes
	Global necessity brands are perceived higher on emotional value by consumers than local necessity brands.	Yes
	Global necessity brands are perceived higher on prestige by consumers than local necessity brands.	Yes

Table 32: Hypotheses testing research objective 4

Hypothesis	Statement	Supported (Yes/No)
H4A	Consumers who score high in ethnocentrism give more importance to the purchase of local privately consumed necessity brands than individuals who score low in ethnocentrism.	No
H4B	Consumers who score low in ethnocentrism give more importance to the purchase of global publicly consumed necessity brands than individuals who score high in ethnocentrism.	Yes

Table 33: Hypotheses testing research objective 5

Hypothesis	Statement	Supported (Yes/No)
H5A	Females are more susceptible to emotional value attachment while purchasing necessity brands.	Partial
	Females are more susceptible to interpersonal influence while purchasing necessity brands.	No
	Females have more preference for prestige brands than males while purchasing necessity brands	No
	Females are more brand loyal than males while purchasing necessity brands	No
	Males give more importance to perceived quality than females while purchasing necessity brands.	No
H5B	Highly educated consumers give more importance to perceived quality of necessity brands than less educated consumers	Yes
	Consumers with higher education are more aware of the country of origin cues for purchase of necessity brands.	Yes
	Consumers with higher level of education are more likely to engage in consumption of prestigious brands than consumers with lower level of education.	Partial

Table 34: Hypotheses testing research objective 6

Hypothesis	Statement	Supported (Yes/No)
H6	Males have higher purchase intention for global necessity brands than local necessity brands.	No
	Consumers with higher education are more likely to purchase global necessity brands than local necessity brands.	No

Appendix C

RETAILING QUESTIONNAIRE

The objective of the questionnaire is to understand consumer preference towards global and local brands. The questions asked will give a comparative understanding of the factors influencing purchase of global and local brands.

Informed consent

If you accept to answer the questions, we want to make sure that you understand that all the information you give us will be kept anonymous. The information you will give us will not be associated to your name in any of our work or in our further interviews with other people working in the marketing sector.

INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE:

Please…
- Read the introductory paragraph before answering the questionnaire

- Be specific in your answers, in the sense that your responses are to focus on your preference towards your **clothing and toothpaste brands** and answer the options accordingly.

- The Questionnaire displayed below is self-explanatory and will allow you to check your responses depending upon the question.

Please **check** the appropriate number with your response for each question given in the table. The meaning of each number is given at the top of the column of the table. Please be sure to answer all questions and only select one answer per question.

Example:

	3-Not at all important	4-Unimportant	5- Undecided	6-Important	7-Very much important
How important is the topic to you?	1	2	3	4	(5)

Q1. Please tick mark below **how important is clothing as a product** for you?
   1. Not at all important ☐
   2. Somewhat unimportant ☐
   3. Neutral ☐
   4. Somewhat important ☐
   5. Highly important ☐

Q2. Which brand(s) of clothes do you buy for casual wears from the following list (check all that you shop for <u>clothing</u>):

   1. ( ) Levis.
   2. ( ) Mufti
   3. ( ) Wrangler
   4. ( ) Peter England
   5. ( ) Trigger
   6. ( ) New Port
   7. ( ) Denim
   8. ( ) Integriti
   9. ( ) Lifestyle
   10. ( ) John Parker
   11. ( ) Lee
   12. ( ) Passport
   13. ( ) Allen Cooper
   14. ( ) Killer
   15. ( ) Eva
   16. ( ) Lawman
   17. ( ) Other…………………………………….

Q3. If you had to choose from the above listed clothing brands, which ones would you prefer to buy
From the above list, please write down your: 1. **FIRST** Preference of clothing brand _____

2. Second Preference of clothing brand _____

3. LEAST Preferred clothing Brand _____

Q4. From the above given list of brands, please write down the names of some <u>**local brands of clothes**</u> available in your city_____

Q5. From the above given list of brands, please write down the names of some <u>**international brands of clothes**</u> available in your city_____

Q6. PLEASE **CIRCLE THE NUMBER BELOW** that best describes how **IMPORTANT OR NOT AT ALL IMPORTANT** are each of the following statements for you <u>**while purchasing your first preferred casual clothing brand**</u> using the scale given below:

CASUAL CLOTHING BRAND	1- Not at all Important	2- Somewhat Unimportant	3- Neutral	4- Somewhat Important	5- Highly Important
"Made in…. " label when purchasing this clothing brand	1	2	3	4	5
Observing what your friends are buying to ensure that you are buying the right clothing brand.	1	2	3	4	5
Having this clothing brand provide status/prestige in the society	1	2	3	4	5
Fitting of this clothing brand is excellent	1	2	3	4	5
Fabric quality of this clothing brand is excellent	1	2	3	4	5
This clothing brand retains it colours	1	2	3	4	5
Designs of this clothing brand are excellent	1	2	3	4	5
This clothing brand is very durable	1	2	3	4	5
This clothing brand tends to be the one that you enjoy	1	2	3	4	5
Carefully looking to find the casual wears with the best value for money	1	2	3	4	5
This clothing brand is easily available.	1	2	3	4	5

CASUAL CLOTHING BRAND	1- Not at all Important	2- Somewhat Unimportant	3- Neutral	4- Somewhat Important	5- Highly Important
Not buying another clothing brand if this brand is unavailable.	1	2	3	4	5
Looking for the place of manufacture of this clothing brand	1	2	3	4	5
Seeking your friends' advice regarding which clothing brands to buy	1	2	3	4	5
Having this clothing brand is a sign of prosperity	1	2	3	4	5
This clothing brand fits you well	1	2	3	4	5
Fabric of this clothing brand is comfortable to wear	1	2	3	4	5
Colour combination of this clothing brand is excellent	1	2	3	4	5
This clothing brand offers unique designs	1	2	3	4	5
This clothing brand is very reliable	1	2	3	4	5
This clothing brand tends to be the one that you feel comfortable using it.	1	2	3	4	5
Getting your money's worth from this clothing brand you purchase	1	2	3	4	5
This clothing brand is available in the nearest shop.	1	2	3	4	5
This clothing brand is your first choice among competing clothing brands.	1	2	3	4	5
Awareness of the place of manufacture of this clothing brand	1	2	3	4	5
People around you encouraging you to purchase this clothing brand.	1	2	3	4	5
Having this clothing brand increases your respectability	1	2	3	4	5
This clothing brand is available in all size and fitting	1	2	3	4	5
Fabric of this clothing brand is quite elastic	1	2	3	4	5
Colours of this clothing brand are durable	1	2	3	4	5
Designs of this clothing brand are trendy	1	2	3	4	5
This clothing brand is of high quality	1	2	3	4	5
This clothing brand makes you feel good	1	2	3	4	5
The more this clothing brand will be preferred the higher will be its value	1	2	3	4	5
This clothing brand is available locally.	1	2	3	4	5
Buying the same clothing brand since last few years/months.	1	2	3	4	5
Achieving a sense of belonging by buying the same clothing brand as your friend.	1	2	3	4	5
Having this clothing brand influences other people's perceptions of you.	1	2	3	4	5
This clothing brand is the one that you would feel relaxed about using	1	2	3	4	5
Achieving happiness by owning this clothing brand that most people cannot have.	1	2	3	4	5
Loyalty towards this clothing brand.	1	2	3	4	5
Gathering information from family about this clothing brand before you buy.	1	2	3	4	5

Q7. Please tick mark below **how important is toothpaste as a product** for you?
- 6. Not at all important ☐
- 7. Somewhat unimportant ☐
- 8. Neutral ☐
- 9. Somewhat important ☐
- 10. Highly important ☐

Q8. Which brand(s) of toothpaste do you buy for daily use from the following list (check all that you shop for <u>toothpaste</u>):

1. ( ) Colgate.		7. ( ) Aquafresh
2. ( ) Anchor		8. ( ) Active
3. ( ) Pepsodent		9. ( ) Dabur Lal
4. ( ) Ajanta		10. ( ) Sensodyne
5. ( ) Close Up		11. ( ) Vicco Vajradanti
6. ( ) Babool		12. ( ) Other ……………………………

Q9. If you had to choose from the above listed toothpaste brands, which ones would you prefer to buy
From the above list, please write down your: 1. **FIRST** Preference of toothpaste brand_____

2. Second Preference of toothpaste brand _____

3. LEAST Preferred toothpaste Brand _____

Q10. From the above given list of brands, please write down the names of some **local brands of toothpaste** available in your city_____

Q11. From the above given list of brands, please write down the names of some **international brands of toothpaste** available in your city_____

Q12.PLEASE **CIRCLE THE NUMBER BELOW** that best describes how **IMPORTANT OR NOT AT ALL IMPORTANT** are each of the following statements for you **while purchasing your first preferred toothpaste brand** using the following scale:

TOOTHPASTE BRAND	1- Not at all Important	2- Somewhat Unimportant	3- Neutral	4- Somewhat Important	5- Highly Important
"Made in…. " label when purchasing this toothpaste brand	1	2	3	4	5
Observing what your friends are buying to ensure that you are buying the right toothpaste brand.	1	2	3	4	5
Having this toothpaste brand provide status/prestige in the society	1	2	3	4	5
This toothpaste brand tastes good.	1	2	3	4	5
This toothpaste brand contains fluoride to fight tooth decay	1	2	3	4	5
This toothpaste brand helps to keep your teeth white.	1	2	3	4	5
This toothpaste brand is of high quality	1	2	3	4	5
This toothpaste brand tends to be the one that you enjoy	1	2	3	4	5
Carefully looking to find the toothpaste brand with the best value for money	1	2	3	4	5
This toothpaste brand is easily available.	1	2	3	4	5
Not buying another toothpaste brand if this brand is unavailable.	1	2	3	4	5
Looking for the place of manufacture of this toothpaste brand	1	2	3	4	5
Seeking your friends' advice regarding which toothpaste brands to buy	1	2	3	4	5

TOOTHPASTE BRAND	1- Not at all Important	2- Somewhat Unimportant	3- Neutral	4- Somewhat Important	5- Highly Important
Having this toothpaste brand is a sign of prosperity	1	2	3	4	5
This toothpaste brand has refreshing taste	1	2	3	4	5
This toothpaste brand protects your teeth from cavities	1	2	3	4	5
This toothpaste brand helps to make your teeth shiny	1	2	3	4	5
This toothpaste brand is highly durable	1	2	3	4	5
This toothpaste brand tends to be the one that you feel comfortable using it.	1	2	3	4	5
Getting your money's worth from this toothpaste brand you purchase	1	2	3	4	5
This toothpaste brand is available in the nearest shop.	1	2	3	4	5
This toothpaste brand is your first choice among competing toothpaste brands.	1	2	3	4	5
Awareness of the place of manufacture of this toothpaste brand	1	2	3	4	5
People around you encouraging you to purchase this toothpaste brand.	1	2	3	4	5
Having this toothpaste brand increases your respectability	1	2	3	4	5
This toothpaste brand has a pleasant taste	1	2	3	4	5
This toothpaste brand protects your gums	1	2	3	4	5
This toothpaste brand has teeth whitening capacity	1	2	3	4	5
This toothpaste brand is very reliable	1	2	3	4	5
This toothpaste brand makes you feel good	1	2	3	4	5
The more this toothpaste brand will be preferred the higher will be its value	1	2	3	4	5
This toothpaste brand is available locally.	1	2	3	4	5
Buying the same toothpaste brand since last few years/months.	1	2	3	4	5
Achieving a sense of belonging by buying the same toothpaste brand as your friend.	1	2	3	4	5
Having this toothpaste brand influences other people's perceptions of you.	1	2	3	4	5
This toothpaste brand leaves your teeth healthy	1	2	3	4	5
This toothpaste brand is the one that you would feel relaxed about using	1	2	3	4	5
Achieving happiness by owning this toothpaste brand that most people cannot have.	1	2	3	4	5
Loyalty towards this toothpaste brand.	1	2	3	4	5
Gathering information from family about this toothpaste brand before you buy.	1	2	3	4	5
This toothpaste brand reduces plaque	1	2	3	4	5

Q13. Now suppose you are given both International and local casual clothing brand to **rate on the following set of statements** given below. **PLEASE CIRCLE THE NUMBER BELOW** that best describes how much you **AGREE OR DISAGREE** with each of the following statements **while purchasing International and Local Clothing brands** by assuming the examples given below. **EXAMPLE -INTERNATIONAL CLOTHING BRAND (Levis)** **EXAMPLE-LOCAL CLOTHING BRAND (Any local jeans brand)**	INTERNATIONAL CLOTHING BRAND (LEVIS)						LOCAL CLOTHING BRAND				
	1- Strongly Disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly Agree		1- Strongly	2- Disagree	3- Neutral	4- Agree	5- Strongly Agree
Fitting of this clothing brand is excellent	1	2	3	4	5		1	2	3	4	5
Fabric quality of this clothing brand is excellent	1	2	3	4	5		1	2	3	4	5
Colour combination of this clothing brand is excellent	1	2	3	4	5		1	2	3	4	5
Designs of this clothing brand are excellent	1	2	3	4	5		1	2	3	4	5
This clothing brand is very durable	1	2	3	4	5		1	2	3	4	5
Looking for "Made in…. " label when purchasing this clothing brand	1	2	3	4	5		1	2	3	4	5
This clothing brand tends to be the one that you enjoy	1	2	3	4	5		1	2	3	4	5
Having this clothing brand provide status/prestige in the society	1	2	3	4	5		1	2	3	4	5
This clothing brand fits you well	1	2	3	4	5		1	2	3	4	5
Fabric of this clothing brand is comfortable to wear	1	2	3	4	5		1	2	3	4	5
This clothing brand retains it colours	1	2	3	4	5		1	2	3	4	5
This clothing brand offers unique designs	1	2	3	4	5		1	2	3	4	5
This clothing brand is very reliable	1	2	3	4	5		1	2	3	4	5
Looking for the place of manufacture of this clothing brand	1	2	3	4	5		1	2	3	4	5
This clothing brand tends to be the one that you feel comfortable using it.	1	2	3	4	5		1	2	3	4	5
Having this clothing brand is a sign of prosperity	1	2	3	4	5		1	2	3	4	5
This clothing brand is available in all size and fitting	1	2	3	4	5		1	2	3	4	5
Fabric of this clothing brand is quite elastic	1	2	3	4	5		1	2	3	4	5
Colours of this clothing brand are durable	1	2	3	4	5		1	2	3	4	5
Designs of this clothing brand are trendy	1	2	3	4	5		1	2	3	4	5
This clothing brand is of high quality	1	2	3	4	5		1	2	3	4	5
Awareness of the place of manufacture of this clothing brand	1	2	3	4	5		1	2	3	4	5
This clothing brand makes you feel good	1	2	3	4	5		1	2	3	4	5
Having this clothing brand increases your respectability	1	2	3	4	5		1	2	3	4	5
This clothing brand is the one that you would feel relaxed about using	1	2	3	4	5		1	2	3	4	5
Having this clothing brand influences other people's perceptions of you.	1	2	3	4	5		1	2	3	4	5

Q14. Now suppose you are given both International and Local toothpaste brands to **rate on the following set of statements** given below. **PLEASE CIRCLE THE NUMBER BELOW** that best describes how much you **AGREE OR DISAGREE** with each of the following statements **while purchasing International and Local toothpaste brand** by assuming the examples given below. **EXAMPLE- INTERNATIONAL BRAND (Colgate, Pepsodent, Sensodyne, Close Up, Aquafresh) ; LOCAL BRAND (Dabur Lal, Babool, Anchor, Ajanta,Vicco Vajradanti)**	INTERNATIONAL TOOTHPASTE BRAND						LOCAL TOOTHPASTE BRAND				
	1- Strongly Disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly Agree		1- Strongly Disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly Agree
This toothpaste brand is of high quality	1	2	3	4	5		1	2	3	4	5
This toothpaste brand tends to be the one that you enjoy	1	2	3	4	5		1	2	3	4	5
This toothpaste brand tastes good.	1	2	3	4	5		1	2	3	4	5
Looking for "Made in…. " label when purchasing this toothpaste brand	1	2	3	4	5		1	2	3	4	5
This toothpaste brand helps to keep your teeth white.	1	2	3	4	5		1	2	3	4	5
This toothpaste brand contains fluoride to fight tooth decay	1	2	3	4	5		1	2	3	4	5
Having this toothpaste brand provide status/prestige in the society	1	2	3	4	5		1	2	3	4	5
This toothpaste brand is highly durable	1	2	3	4	5		1	2	3	4	5
This toothpaste brand tends to be the one that you feel comfortable using it.	1	2	3	4	5		1	2	3	4	5
This toothpaste brand has refreshing taste	1	2	3	4	5		1	2	3	4	5
Looking for the place of manufacture of this toothpaste brand	1	2	3	4	5		1	2	3	4	5
This toothpaste brand helps to make your teeth shiny	1	2	3	4	5		1	2	3	4	5
This toothpaste brand protects your teeth from cavities	1	2	3	4	5		1	2	3	4	5
This toothpaste brand is very reliable	1	2	3	4	5		1	2	3	4	5
This toothpaste brand makes you feel good	1	2	3	4	5		1	2	3	4	5
This toothpaste brand has a pleasant taste	1	2	3	4	5		1	2	3	4	5
Awareness of the place of manufacture of this toothpaste brand	1	2	3	4	5		1	2	3	4	5
This toothpaste brand has teeth whitening capacity	1	2	3	4	5		1	2	3	4	5
This toothpaste brand protects your gums	1	2	3	4	5		1	2	3	4	5
Having this toothpaste brand is a sign of prosperity	1	2	3	4	5		1	2	3	4	5
This toothpaste brand is the one that you would feel relaxed about using	1	2	3	4	5		1	2	3	4	5
This toothpaste brand leaves your teeth healthy	1	2	3	4	5		1	2	3	4	5
Having this toothpaste brand increases your respectability	1	2	3	4	5		1	2	3	4	5
This toothpaste brand reduces plaque	1	2	3	4	5		1	2	3	4	5
Having this toothpaste brand influences other people's perceptions of you.	1	2	3	4	5		1	2	3	4	5

Q15. Please **CIRCLE THE NUMBER BELOW** that best describes how much you **AGREE OR DISAGREE** with each of the following statements, using the following scale:	1- Strongly Disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly Agree
Indians should only buy Indian brands instead of imports	1	2	3	4	5
Only those products that are unavailable in India should be imported	1	2	3	4	5
Buy India-made products. Keep Indians working	1	2	3	4	5
Indian products, first, last, and foremost	1	2	3	4	5
Purchasing foreign made products is non-Indian	1	2	3	4	5
A true Indian should always buy Indian-made products	1	2	3	4	5
Indians should not buy foreign products because it puts Indians out of job	1	2	3	4	5
It is best to purchase Indian products	1	2	3	4	5
We should purchase products manufactured in India instead of letting other countries get rich off us.	1	2	3	4	5
There should be very little trading of goods from other countries unless out of necessity	1	2	3	4	5
Indians should not buy foreign products, because this hurts Indian business and cause unemployment.	1	2	3	4	5
No imports should be allowed	1	2	3	4	5
It may not be good but I prefer to support Indian products	1	2	3	4	5
Foreigners should not be allowed to sell their products in India	1	2	3	4	5
Foreign products into India should be taxed heavily	1	2	3	4	5
We should buy from foreign countries only those products that we cannot obtain within our own country	1	2	3	4	5
Indian consumers who buy foreign brands are putting Indians out of work and unemployment	1	2	3	4	5

General Information about you

Q16. Gender   1. Male ☐   2. Female ☐

Q17.Marital Status 1. Married ☐   2. Single ☐

Q18. Age   1. Less than 20 years   ☐
                  2. Between 21-30 years   ☐
                  3. Between 31-40 years   ☐

Q19. Education level   1. Illiterate   ☐   5. Post Graduate ☐
                        2. Primary/Junior High School ☐   6. Diploma   ☐
                        3. Secondary/High School   ☐   7. Others (mention)……
                        4. Graduate   ☐

Q20. Please tick mark the items that you have access at home (where your parents live)

1.	Electricity connection	☐	6. Personal Computer/Laptop	☐
2.	Ceiling Fan	☐	7. Car/Jeep/Van	☐
3.	LPG Stove	☐	8. Air conditioner	☐
4.	Two Wheeler	☐	9. Washing Machine	☐
5.	Colour TV	☐	10. Refrigerator	☐

THANK YOU VERY MUCH FOR YOUR CO-OPERATION!!!

Università Ca'Foscari Venezia

Deposito Elettronico Della Tesi Di Dottorato

DICHIARAZIONE SOSTITUTIVA DELL'ATTO DI NOTORIETA'
(Art. 47 D.P.R. 445 del 28/12/2000 e relative modifiche)

Io sottoscritto …Aditi Vidyarthi…………………………………………………………….……
nato… a …New Delhi……………………………… (prov. ……) il …09/12/1984………
residente a …New Delhi……………… in …………India…………………………… n..
Matricola (se posseduta) …955708……… Autore della tesi di dottorato dal titolo:

"Factors Affecting Purchase of Necessity Brands: The Influence of Consumer Demographics and Global vs Local Brand Perceptions among Indian Consumers"

Dottorato di ricerca in Economia Aziendale
Ciclo XXV
Anno di conseguimento del titolo 2014

DICHIARO

di essere a conoscenza:

1) del fatto che in caso di dichiarazioni mendaci, oltre alle sanzioni previste dal codice penale e dalle Leggi speciali per l'ipotesi di falsità in atti ed uso di atti falsi, decado fin dall'inizio e senza necessità di nessuna formalità dai benefici conseguenti al provvedimento emanato sulla base di tali dichiarazioni;

2) dell'obbligo per l'Università di provvedere, per via telematica, al deposito di legge delle tesi di dottorato presso le Biblioteche Nazionali Centrali di Roma e di Firenze al fine di assicurarne la conservazione e la consultabilità da parte di terzi;

3) che l'Università si riserva i diritti di riproduzione per scopi didattici, con citazione della fonte;

4) del fatto che il testo integrale della tesi di dottorato di cui alla presente dichiarazione viene archiviato e reso consultabile via internet attraverso l'Archivio Istituzionale ad Accesso Aperto dell'Università Ca' Foscari, oltre che attraverso i cataloghi delle Biblioteche Nazionali Centrali di Roma e Firenze;

5) del fatto che, ai sensi e per gli effetti di cui al D.Lgs. n. 196/2003, i dati personali raccolti saranno trattati, anche con strumenti informatici, esclusivamente nell'ambito del procedimento per il quale lapresentazione viene resa;

6) del fatto che la copia della tesi in formato elettronico depositato nell'Archivio Istituzionale ad Accesso Aperto è del tutto corrispondente alla tesi in formato cartaceo, controfirmata dal tutor, consegnata presso la segreteria didattica del dipartimento di riferimento del corso di dottorato ai fini del deposito presso l'Archivio di Ateneo, e che di conseguenza va esclusa qualsiasi responsabilità dell'Ateneo stesso per quanto riguarda eventuali errori, imprecisioni o omissioni nei contenuti della tesi;

7) del fatto che la copia consegnata in formato cartaceo, controfirmata dal tutor, depositata nell'Archivio di Ateneo, è l'unica alla quale farà riferimento l'Università per rilasciare, a richiesta, la dichiarazione di conformità di eventuali copie.

Date _____ **Firma** _____

AUTORIZZO

- l'Università a riprodurre ai fini dell'immissione in rete e a comunicare al pubblico tramite servizio on line entro l'Archivio Istituzionale ad Accesso Aperto il testo integrale della tesi depositata;
- l'Università a consentire:
- la riproduzione a fini personali e di ricerca, escludendo ogni utilizzo di carattere commerciale;
- la citazione purché completa di tutti i dati bibliografici (nome e cognome dell'autore, titolo della tesi, relatore e correlatore, l'università, l'anno accademico e il numero delle pagine citate).

DICHIARO

1) che il contenuto e l'organizzazione della tesi è opera originale da me realizzata e non infrange in alcun modo il diritto d'autore né gli obblighi connessi alla salvaguardia di diritti morali od economici di altri autori o di altri aventi diritto, sia per testi, immagini, foto, tabelle, o altre parti di cui la tesi è composta, né compromette in alcun modo i diritti di terzi relativi alla sicurezza dei dati personali;
2) che la tesi di dottorato non è il risultato di attività rientranti nella normativa sulla proprietà industriale, non è stata prodotta nell'ambito di progetti finanziati da soggetti pubblici o privati con vincoli alla divulgazione dei risultati, non è oggetto di eventuali registrazione di tipo brevettuale o di tutela;
3) che pertanto l'Università è in ogni caso esente da responsabilità di qualsivoglia natura civile, amministrativa o penale e sarà tenuta indenne a qualsiasi richiesta o rivendicazione da parte di terzi.

A tal fine:
- dichiaro di aver autoarchiviato la copia integrale della tesi in formato elettronico nell'Archivio Istituzionale ad Accesso Aperto dell'Università Ca' Foscari;
- consegno la copia integrale della tesi in formato cartaceo presso la segreteria didattica del dipartimento di riferimento del corso di dottorato ai fini del deposito presso l'Archivio di Ateneo.

Date_____   **Firma**_____

La presente dichiarazione è sottoscritta dall'interessato in presenza del dipendente addetto, ovvero sottoscritta e inviata, unitamente a copia fotostatica non autenticata di un documento di identità del dichiarante, all'ufficio competente via fax, ovvero tramite un incaricato, oppure a mezzo posta

Firma del dipendente addetto ………………………………………………………

Ai sensi dell'art. 13 del D.Lgs. n. 196/03 si informa che il titolare del trattamento dei dati forniti è l'Università Ca' Foscari - Venezia.
I dati sono acquisiti e trattati esclusivamente per l'espletamento delle finalità istituzionali d'Ateneo; l'eventuale rifiuto di fornire i propri dati personali potrebbe comportare il mancato espletamento degli adempimenti necessari e delle procedure amministrative di gestione delle carriere studenti. Sono comunque riconosciuti i diritti di cui all'art. 7 D. Lgs. n. 196/03.

Estratto per riassunto della tesi di dottorato

L'estratto (max. 1000 battute) deve essere redatto sia in lingua italiana che in lingua inglese e nella lingua straniera eventualmente indicata dal Collegio dei docenti.L'estratto va firmato e rilegato come ultimo foglio della tesi.

Studente: Aditi Vidyarthi   Matricola: 955708
Dottorato: Economia Aziendale
Ciclo: XXV

Titolo della tesi[1] : Factors Affecting Purchase of Necessity Brands: The Influence of Consumer Characteristics and Global vs Local Brand Perceptions Among Indian Consumers

Abstract:
Contesto di ricerca: I prodotti di prima necessità hanno ottenuto l'attenzione nella ricerca di mercato a causa del declino della crescita delle loro vendite in India. Ad oggi, esiste poca ricerca che esplori complessivamente i motivi che influenzano l'acquisto delle marche di beni di prima necessità nei paesi in via di sviluppo. Iniziando dalla teoria della classificazione del prodotto basata sulla visibilità sociale, questa ricerca si focalizza sul consumo pubblico e privato delle marche di beni prima necessità in India. L'obiettivo della ricerca è quello di esaminare i fattori che influiscono sull'acquisto delle marche di beni di prima necessità: l'influenza del marchio, i fattori etnocentriche e diverse caratteristiche personali, come le variabili demografiche dei consumatori che ne condizionano l'acquisto.

Metodologia e risultati: I dati per lo studio sono stati raccolti attraverso indagini condotte tra gli studenti provenienti da diverse università e principali istituti in India. L'analisi fattoriale confermativa è stata utilizzata per testare la validità e l'affidabilità delle voci del questionario. Per esplorare fattori importanti che riguardano l'acquisto di marche di beni di prima necessità è stata utilizzata l'analisi della varianza (ANOVA). L'analisi ANOVA viene inoltre utilizzata per esaminare l'influenza delle variabili demografiche su questi fattori. Il Paired Sample T-Test è stato utilizzato per la valutazione comparativa dei fattori che influenzano l'acquisto di marche di beni di prima necessità in modo diverso tra pubblico e privato e tra acquisto globale e locale. Il Chi-Square Test è stato utilizzato per testare l'influenza dell'orientamento etnocentrico dei consumatori e l'influenza delle variabili demografiche che influiscono sull'acquisto globale e locale delle marche di beni di prima necessità. Questo studio mette in evidenza diversi effetti significativi e relazioni importanti nel comportamento dei consumatori nel marketing dei prodotti di prima necessità.

I nostri risultati empirici mostrano che la qualità percepita, il valore emotivo, il prestigio percepito e l'influenza interpersonale sono importanti fattori che influenzano l'acquisto delle marche di beni di prima necessità consumate pubblicamente. I fattori percepiti per le marche di beni di prima necessità consumate in privato sono: qualità, valore emotivo, convenienza, disponibilità e fedeltà alla marca. Un'analisi comparativa dei fattori che influenzano le marche di beni di prima necessità consumate pubblicamente e privatamente mostra che l'influenza sociale ha un forte impatto sull'acquisto di marche di beni di prima necessità consumate pubblicamente, mentre la fedeltà alla marca ha una maggiore importanza per quelle consumate in privato.

I risultati rivelano inoltre che le marche globali di beni di prima necessità sono preferite a causa della qualità percepita, del paese di origine, del valore emotivo e prestigio percepito. Lo studio dimostra che l'ideologia etnocentrica dei consumatori ha più impatto sull'acquisto di marche di beni di prima necessità consumate pubblicamente che sull'acquisto di quelle consumate in privato. Per quanto riguarda le variabili

---

[1] Il titolo deve essere quello definitivo, uguale a quello che risulta stampato sulla copertina dell'elaborato consegnato.

demografiche, c'è un effetto significativo del sesso sulla qualità percepita e valore emotivo legato all'acquisto delle marche di beni di prima necessità consumate in privato.

Il livello di istruzione dei consumatori gioca un ruolo significativo nell'influenzare la qualità percepita, il paese di origine e l'effetto di prestigio percepito del marchio, sia per le marche di beni di prima necessità consumante in pubblico che in privato. Nella decisione tra la scelta di marche globali o locali, le donne preferiscono per le marche di beni di prima necessità globali per i beni consumati pubblicamente.

Implicazioni manageriali dei risultati dello studio: I risultati sono utili per le aziende coinvolte nella marketing dei prodotti di beni di prima necessità consumati in pubblico e in privato al fine di comprendere quali fattori necessitino maggiormente d'attenzione nella promozione delle loro marche nel mercato indiano. Lo studio può anche incentivare ulteriori ricerche in un ambito poco analizzato quale lo studio delle marche dei beni di prima necessità che ha visto, durante il periodo post recessione, un calo nella crescita delle vendite.

Parole chiave: marche di prima necessità, pubblico vs privato, globale vs locale, tendenza etnocentrica, demografia, comportamento dei consumatori

Firma dello studente
_____