

A Local Investigation into the Attitude Towards Global Products in Karachi

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Abstract

This research investigates the attitude of local consumers of Karachi towards global products with respect to their age and gender. This study involves in-depth understanding of the attitude of local consumers towards global products through secondary sources as well as measurement of these variables through primary data collection from adult consumers located in Karachi. The research methodology involves quantitative techniques and data collection from 212 respondents on Likert scale by developing standard questionnaire. Correlation was run for 6 product categories to test the relationship between age and attitude towards global products while independent t-tests were run for each of the 6 product categories to understand the attitudinal difference towards global products based on gender. The results suggested that there is a negative relationship between the age of the local consumers and their attitude towards global products. No significant difference was found in the attitude of male and female consumers towards global products.

Keywords: local investigation, attitude, global products, karachi

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Defining keywords

Local investigation Investigation is known as the act or process of investigating or the condition of being investigated. It is a systematic, minute and thorough attempt to learn complex or hidden facts. **(Investigation. (n.d.). Dictionary.com Unabridged)**
In the context of this research, local investigation is the investigation conducted in Karachi which is the locality of the researchers.

Attitude **(Cherry, n.d.)** Define attitude as a learned tendency to evaluate things in a certain way. This can include evaluations of people, issues, objects or events. Such evaluations are often positive or negative, but they can also be uncertain at times. For example, you might have mixed feelings about a particular person or issue. Researchers also suggest that there are several different components that make up attitudes.

1. An Emotional Component: How the object, person, issue or event makes you feel.
2. A Cognitive Component: Your thoughts and beliefs about the subject.
3. A Behavioral Component: How the attitude influences your behavior

Global Products Global products are made with similar specifications and packaging for consumers from around the world
Global Products are distributed and marketed in many countries around the world. **(Consumer, n.d.)**

Karachi It is a city of Pakistan which is a Muslim republic that occupies the heartland of ancient south Asian civilization in the Indus River valley and was formerly a part of India. Developed as a trading center in the early 18th century, it passed to the British in 1843 and was the capital of newly independent Pakistan from 1947 until 1959. **(Unabridged, 2009)**Karachi is the largest city in Pakistan, in the southeastern part of the country, on the Arabian Sea near the Indus River delta; Pakistan's main seaport and industrial center. **(Karachi, n.d.)**

Introduction

In the era of globalization, distances have shrunk and people are coming closer to each other. International trading, investments and cultural exchanges have given rise to an interconnected world which is referred to as the global village. Most of the countries have resorted to globalization in order to boost their economy, leaving behind any bitter past experiences they have with other nations. Nations now try to raise capital and fortify their stand in international trade, rather than hosting a war. Thus, globalization has induced international peace and security in a big way.

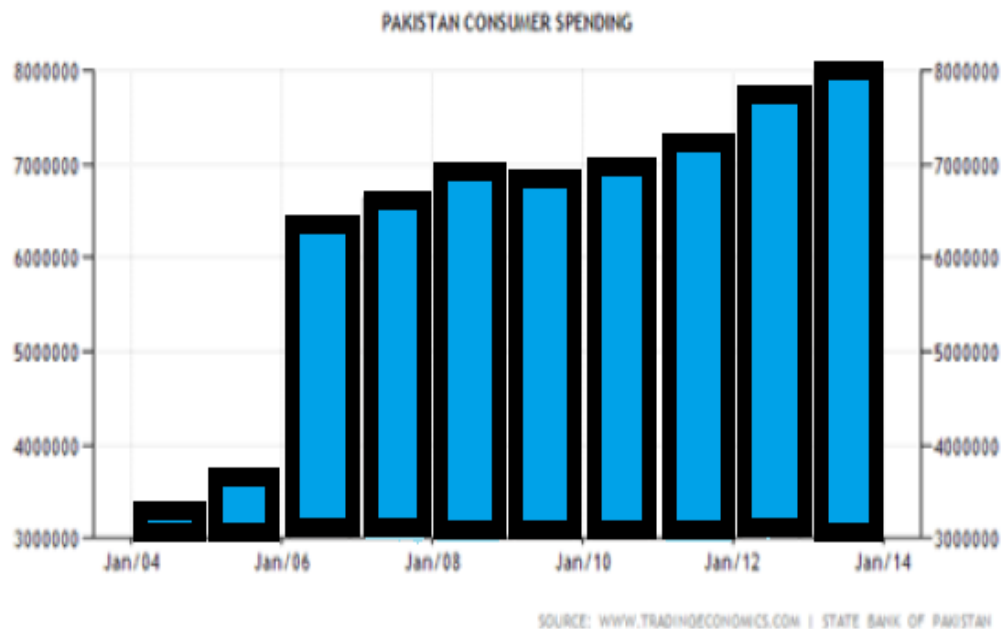
As these changes in the world economy take place businesses are limiting their focus on customization of products to match local needs and are increasingly shifting towards developing global products to serve customers around the globe. These global products give the businesses a competitive advantage through economies of scale which is passed on to the consumers in the form of low-prices. As the products become global their reliability estimates also increase and people start associating them with quality and advancement. For all these reasons well-managed companies around the world have revised their business structures and are adding more and more global products to their portfolios every day.

However, economic aspect is just makes up just a small part of globalization phenomenon. **Bacsu, J. R. (2007)** studied globalization from various angles. He showed that citizens possess significantly different attitudes toward the political, cultural and economic aspects of globalization, and so operationalizing the concept in terms of its economic effects alone is insufficient for most purposes. This means that while deciding on buying global products consumers do not just look at the monetary side of the equation but also take into regard other benefits these products might offer. Since monetary benefits are not the only one at play different groups of consumers can be expected to have different reasons and hence different attitudes towards global products.

The current market scenario and successful globally oriented portfolios might lead one to anticipate a positive attitude for global products around the globe however that may not be the case. Attitudes are shaped by values and values in turn are shaped by experiences, surroundings and personal goals and hence they differ from person to person. Such different values and resulting attitudes towards Global Products make it difficult for the companies to reach at specific decisions about their product positioning (**Kotler, P. & Armstrong, G. 2009**). On one hand they can reap the benefits of globalizing their products if their products are received well by the customers but however if the customers reject these global products the companies have a lot to lose as well. Abandoning the production of a global product is not as easy as shutting down the production of a local product. Huge investments in global products make them very tricky to execute and difficult to manage and hence detailed insights about the attitudes of consumers in a particular market are needed before making the decision of introducing a global product in that market.

With consumer spending in Pakistan continuously on the rise (Chart-1) marketers can simply not ignore the potential of growth. With increasing competition among companies, consumers in Pakistan are becoming more informed, sophisticated and demanding. When they spend money, they want value for it. Global firms can also exploit this potential to a large extent if consumers in Pakistan show a positive

attitude towards global products. It is important to note here that attitudes cannot be changed and neither should marketers attempt to change them because they are formed over a long period of time and due to the influence of various permanent forces like family, values, groups etc. Therefore only existing attitudes should be understood thoroughly and should be taken advantage of.



According to a survey conducted by Nielsen Corporation in 2011 the top brand in Pakistan is Nokia. Nokia is a global mobile brand which has been in Pakistan for over 10 years. Similarly the top most beverage brands were Pepsi and Coca-Cola. In other consumer segments too global brands were far ahead local brands. Examples of these segments include salty snacks, shampoo, soaps and cell phones. Some of these brands have been around in Pakistan for several decades.

Rationale

The study of the attitudes towards Global Products would help managers segment the local market of their products accordingly. This segmentation of the market would help them in deciding the category, quantity and positioning of the product before introducing it in the market. The study of the relationship of attitudes towards global products with socio-demographic variables would also explain how these attitudes vary between different groups of consumers. These differences can play a crucial role in predicting the acceptability and success of different categories of Global Products. For example: while a globally produced teenage dress might be a hit in the local market, an office dress produced by the same company for adults might fail to gain any share. Our research will seek to provide a framework which will be used by the companies as a guideline before introducing a new market offering

Objectives of the research

The primary objective of the research is to understand the attitude of different segments of local consumers of Karachi towards global products. The segmentation is based on age and gender.

The secondary objectives include:

Analyzing the factors that contribute towards this attitude formation like ethnocentrism, self-concept etc.

Determining the product categories where the attitudes of local consumers are more positive towards global products.

Hypotheses

H1: Local female consumers will have a more positive attitude towards Global products as compared to Local male consumers.

Independent variable:

Gender

Group 1: Local female consumers

Group 2: Local male consumers

Dependent variable:

Attitude of Local Consumers towards Global Products

Controlled variables:

Educational Level: (Minimum O-levels/intermediate)

Age (18-45)

Explanation:

Globalization and global products are a manifestation of standardization and equality. This suggests that people who tend to favor an egalitarian society will have a higher regard and preference for global products as compared to local products. In Pakistan women face inequality on various occasions. According to a report by Human Rights Advocacy Clinic (Bettencourt, 2000), women have to face discrimination and violence on a daily basis due to the cultural and religious norms that Pakistani society embraces. This means that women in Karachi will be much more inclined global products because these products offer them the equality factor they find missing in their own lives hence we posit that female consumers will have a more positive attitude towards global products as compared to local female consumers.

A research done by **Sanz De Acedo Lizarraga, M. L., Sanz De Acedo Banquedano, M. T & Cardelle-Elawar, M. (2007)** states that apart from other psychological reasons, Gender and age also affects the decision making of a person. It further argues on the fact that since our decisions are based on our individual beliefs, gender difference plays an important role in the formation of our attitude towards specified products. With that, we have established the fact that the attitude towards global products will be different for both males and females.

This research paper also states that these changes in attitudes can be due to the gender-related social norms and stereotypes. With that said, we know that women are subject to discrimination and atrocities in our society. That is why we wanted to find out that whether these gender-related social norms and discrimination affects their

preferences in any way or not. Therefore, we investigated for the difference in the attitude towards Global Products between genders and their possible reasons in our research.

H2. There will be a negative relationship between the age of the local consumers and their attitude towards Global products.

Independent variable:

Age of the Local Consumers

Dependent variable:

Attitude of Local Consumers towards Global Products

Controlled variable:

Educational Level: (Minimum O-levels/intermediate)

Explanation:

The second hypothesis assumes that the attitude of local consumers towards global products would become negative as their age would increase. This means younger people will have a more positive attitude towards global products as compared to elderly. This assumption is consistent with the notion that as a person becomes older his or her ethnocentrism or in other words the sense of pride and ownership towards the products produced or revised in his or her own country becomes stronger. We posit that as the preference for local products becomes stronger the preference for global products will decrease leading to a negative attitude towards global products.

Many researches in the past have taken into account the differences in the ages and their behavior separately and focused only on one of the age bracket. However, it would be interesting to know the impact of the age on the preferences of consumers towards global products. Age is an important factor which should be taken into account because when we talk about subjects' competence and experience, age is considered to be the most important factor affecting their decisions. (**Sanz De Acedo Lizarraga, M. L., Sanz De Acedo Banquedano, M. T & Cardelle-Elawar, M. (2007)**).

A study done by **Rafi, A., Ali, A., Saqib, S., Choudary, A. I., & Akhtar, S. A. (2012)** observed the behavioral patterns of the university students in Pakistan towards Foreign brands. The study, based on the responses which were collected only from the university students, did not take into account the changes in the behavior due to difference in age. We have, therefore, focused on the affect of age on the attitude of Local Consumers towards Global Products.

Literature review

Attitude towards global and local products:

Stavkova, J., Stejskal, L., & Taufarova, Z (2008) demonstrated through their studies that the most influential factors in product purchases across all commodity groups are the characteristics of those products and their perceived quality. In their research **Alden, D. L., Batra, R. & Steenkamp, J. E. M. (2006)** showed that perceived brand globalness is positively related to both quality of the brand and the prestige it brings, hence creating brand value.

Another study specific to China by **Warveni, J. (2010)** showed that consumers perceive global brands to have a better quality, durability, innovation, customer orientation, trustworthiness and after sales service than the local brands. According to this research local brands are also considered to be mismanaged.

Such findings are not unique to China. In many other countries also consumers tend to have a less favorable attitude towards their local products. **Bamfo, B. A.,(2012)** explored consumer preferences towards local products in Ghana. The findings revealed that although consumers in Ghana have some element of ethnocentrism they are not highly ethnocentric.

Attitude in Pakistan and developing countries:

Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. E. M. & Raamchander, S. (2000) showed that in developing countries non-local brands and especially the ones with western origin are perceived to have a higher quality than local brands. Due to this perception the research posits that people in developing countries have a higher preference for global brands rather than the local ones.

The results for Pakistan have not been quite definitive in this regard. **Khan, M. B. & Rahman, S. (2012)** showed that consumers in Pakistan perceive quality of local products higher than of non-local ones and hence tend to prefer local products over global products. However the study does not differentiate between the preference of local and global products as it varies across gender age and other socio-demographic variables.

Ger, G. & Belk, R. W. (1996) examined the effect of globalization on the developing world. Their findings indicate that increasing trend towards homogenization of world through globalization is leading towards people being more protective about conserving their local identity which in turn is leading towards people having a favorable attitude for both global and local products.

There are however many studies which contradict with the above mentioned studies. One such research was undertaken by **Sandhu, M. A., Rehman, A. & Mahasan., S. S (2013)** in Pakistan. The findings of this research show that despite the animosity feelings, strong national identity and ethnocentric beliefs, consumers in Pakistan judge U.S. products (non-local products) favorably and show willingness to purchase them.

Khattak, M. N. & Shah, T. A.(2011) also conducted a study in Pakistan in which they studied the effect of country of origin information on the attitude towards non-local products. The results showed that consumers in Pakistan have a highly favorable attitude towards non-local products and they feel proud on purchasing them. The effect of ethnocentrism was found to be operating at a moderate level.

Islam, N., Khan, P. R., Noreen, U. & Rehman, K. (2009) in their research also provide evidence for the above results. They conclude that no dimension of consumer ethnocentrism is prevalent in Pakistan. They propose that Pakistani consumers do not prefer local products over non-local products rather the purchase decision is influenced by the concern for social and emotional image.

Affect of age and gender:

In this study we propose that the attitude of consumers towards global products varies with their age and gender. Attitude of a person towards any product depends largely on that person's experience and exposure to that product. The experience variable changes as the person grows old while the exposure variable differs between genders. Gender has historically been used as one of the most basic variable for market segmentation. **Zuckerman, M. E., & Carsky, M. (1992)** in their research site the historical example of Walter Thompson in 1911 who attempted to target male and female writers by setting up separate copy writer groups for them.

Yasin, B. (2009) explored differences in male and female consumer's decision-making styles in Turkey. The mean differences between these styles were found to be statistically significant. Female consumers were more in agreement with the proposed decision making styles than male consumers. This shows that gender as a variable plays huge role in the consumption decision making and hence its effect on the attitudes must also be studied.

Psychological literature recognizes gender and age as variables affecting decision making process. **Sanz De Acedo Lizarraga, M. L., Sanz De Acedo Banquedano,**

M. T & Cardelle-Elawar, M. (2007) performed a large-scale statistical analysis which revealed significant differences due to gender and age in the perception of factors affecting the decision making process.

The research further proposes that while making decisions women assign more importance to the consequences deriving from their decisions; how their decision affects the environment around them, while men assign more importance to the fulfillment of the purpose for which they are making decision. Regarding the age, the research propose that youth place more emphasis on the social and emotional aspects of their decisions and with increasing age these factors decrease in importance.

Since women are considered to have a more consistently favorable attitude towards peace (**Yablon, Y. B. 2009**) it can be argued that they will consider globalization more important and hence will have a more positive attitude towards global products than males. **Ismail, Z., Masood, M., & Tawab, Z. M. (2012)** undertook a study to determine the preferences of non-local brands over local ones in Pakistan. Findings of the study indicated that percentage of women using non-local brands was higher than males however the difference between the two percentages was quite less and hence cannot be declared significant.

The relationship between age and attitude towards global products has also been a subject of interest in recent years. Many studies have been done to explore which age groups are more globally oriented. **Odil, R. (2006)** studied the attitude of Uzbek population towards globalization with respect to their ages. The findings of this research indicate that despite differences in the way they experienced shifting world dynamics, all age groups show a positive attitude towards globalization. The affect of age was not very pronounced.

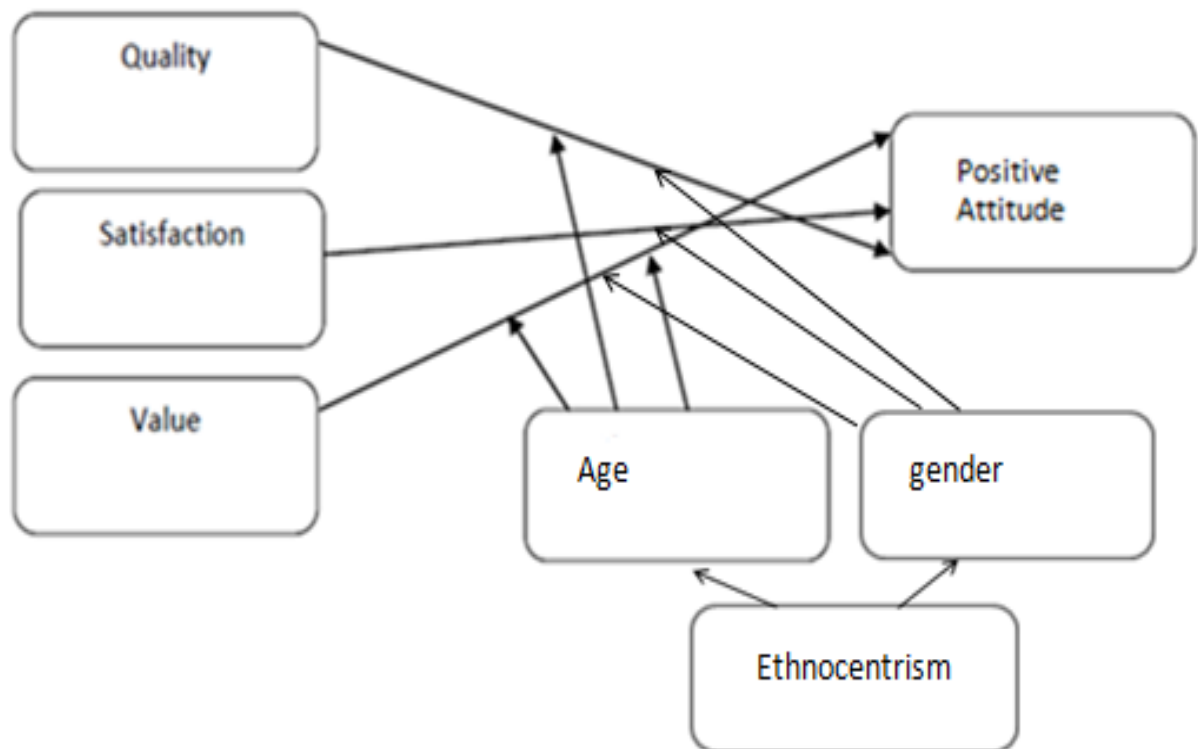
Yu, Chunling. & Dong , Lily. C. (2010) studied how age differences contribute towards forming attitudes and perception about global brands in China. Their study indicated that global brands are primarily purchased to build the self-identity. Self Identity has two components personal and social (**Tajfel, H. & J, Turner 1986**).

According to the study global brands are used by the youth to build self-identity at personal or individual level while consumers in higher age brackets purchase global brands to build self-identity at the social level. The quantitative difference was not studied.

Rafi, A., Ali, A., Saqib, S., Choudary, A. I., & Akhtar, S. A. (2012) extend this result by adding the significant finding that even the higher quality and satisfaction provided by global products does not result in a positive attitude of young Pakistani consumers towards them. In this study favorable attitude towards global products is defined as a function of satisfaction, quality and value being derived from them (**fig-1**). The definition however did not confirm with Pakistani consumers because despite recognizing non-local products as more satisfactory, valuable and of good quality the attitude of youth is more favorable towards local products than global products.

Conceptual Framework:

In the light of the above literature we propose the following model:



The above model shows that Positive attitude towards global products are a function of the quality, satisfaction and value derived from them but the perceived value, satisfaction and quality derived is also influenced by consumer ethnocentrism which depends on a consumer's age and gender. The attitude of consumers towards global products with respect to their age and gender will actually indicate how consumer the affect of consumer ethnocentrism on these variables.

Methodology

Consideration:

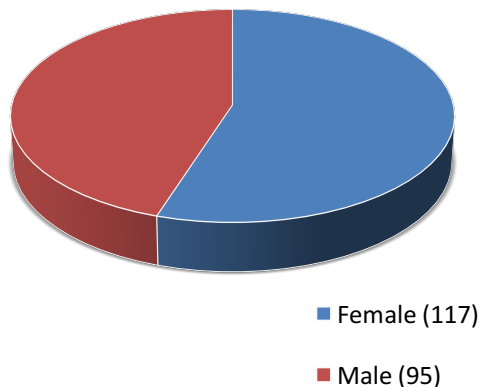
The present study is based on primary data collected through a survey questionnaire which was distributed virtually over the internet. The research was aimed at finding the affect of age and gender on the attitude towards global products for which a brief and short questionnaire was developed. This questionnaire formed the basis of the research and consisted of some socio-demographic questions like the age, gender and education level of the respondent and a series of multiple choice questions based on the Likert scale. These series of questions were then used to analyze the attitude of respondents towards global products on the basis of different categories like Entertainment, Home Furnishing, Clothing, Food, Lifestyle and Brands.

Sample:

The sample consists of the local population residing in Karachi. Karachi is a city of Pakistan which is a Muslim republic that occupies the heartland of ancient south Asian civilization in the Indus River valley and was formerly a part of India. The questionnaires were distributed over the internet on the basis of simple random sample. A total of 300 questionnaires were distributed, but only 212 were received back. Of a total of 212 responses received back, 206 were considered usable.

GRAPHIC PROFILING OF RESPONDENTS

Gender distribution of repondents



Age distribution of respondents

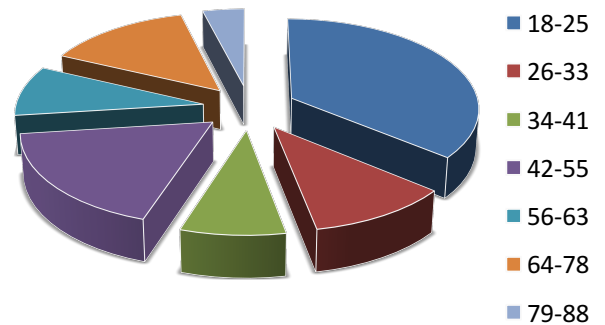


Table 1: Demographic Profile of the Respondents (n=206)

Characteristics		Number of Responses	% of responses
Gender	Female	111	54%
	Male	95	46%
Age	18-25	75	36%
	26-33	22	11%
	34-41	17	8%
	42-55	37	18%
	56-63	18	9%
	64-78	28	14%
	79-88	9	4%
Total		206	
Education	Intermediate/O-levels	80	39%
	Above Intermediate/O-levels	126	61%

Statistics:

To analyze the responses gathered, descriptive and inferential statistics were used. The descriptive statistics were used to find the Mean and Standard Deviation of the quantitative variable of our research that is "AGE".

The first objective of this research was to find out the impact of age on the attitude towards Global Products and to analyze the impact of age on the attitude towards Global Products on the basis of the different categories mentioned earlier, Mean and Standard Deviation between the age of the respondent and his attitude towards individual category was calculated. Moreover, to find the correlation between the age and the attitude towards the specified category of Global Product of a respondent, Pearson Correlation Significance (1-tailed) was calculated.

The second objective of this research was to find the affect of gender on the attitude towards the Global Products of the consumers of Karachi. For this purpose, T-Test statistic was used. T-test assesses whether the mean between the two groups, in this case, Gender and the specified category of the Global Products, is significant or not. To further test the significance of the means of the two independent variables, we use the Levene's test for equality of variance. This test refers to the figures computed from the T-Test to ascertain whether the difference between attitudes of female towards Global entertainment, furnishings, food, clothing, lifestyle and brands is more significantly positive than that of the attitude of males.

Measurement:

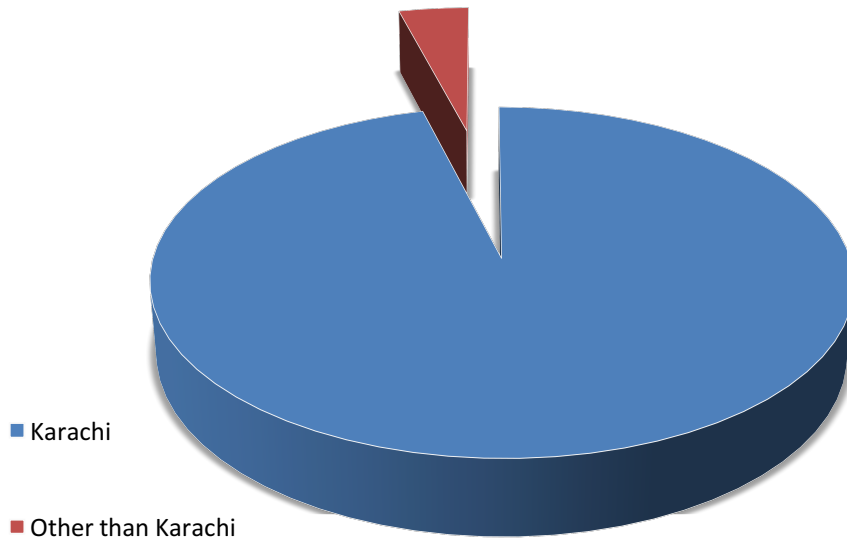
A 'Structured and non-disguised' questionnaire was used for collecting the necessary information from the respondents. The information regarding the various categories of Global Products like Entertainment, Home Furnishing, Clothing, Food, Lifestyle and Brands was gathered through a multi-item scale employed in the past studies as well. A brief discussion on the scale used in this research is as follows:

A Likert scale is a psychometric scale which is commonly involved in researches that employ questionnaires and surveys. It is the most globally used approach for scaling the responses obtained from the survey research, such that the term is often used interchangeably with **rating scale**, or more accurately the **Likert-type scale**. When responding to a Likert questionnaire item, respondents specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item. A total of four Socio-demographic antecedents like age, gender, education and the place of residence have been used in the study. Multiple choice questions were employed for soliciting the information from the respondents.

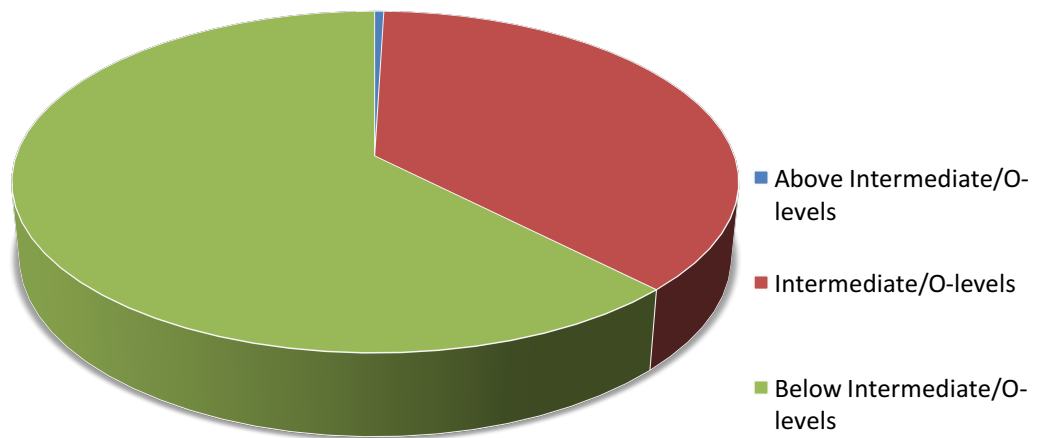
Draft questionnaire was pre-tested with selected respondents. Based on their comments and suggestions, the questionnaire was modified in terms of its language and context for the use in the research. Consumer Responses to all the multi-answer questions have been obtained on a 6-point Likert Scale ranging from “1=Always to 6=Never”.

While surveying the respondents there were some who were not the targeted respondents. 1 person out of the 212 people surveyed had an education level below Intermediate/O-levels while 9 people were not living in Karachi. Responses of such individuals were eliminated during the analysis so as to keep the research onto the targeted audience only.

Residence of Respondents



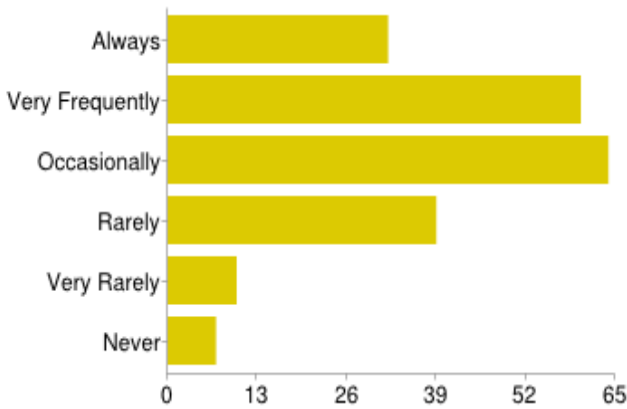
Eductaion of Respondents



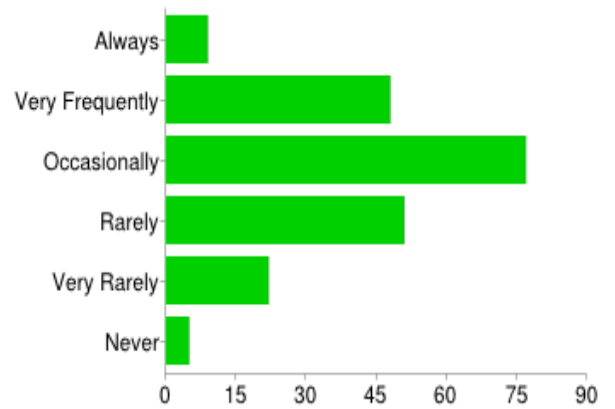
Graphic Profile of Control Variables

The graphs obtained from the responses to the online survey in relation to the different categories are as under:

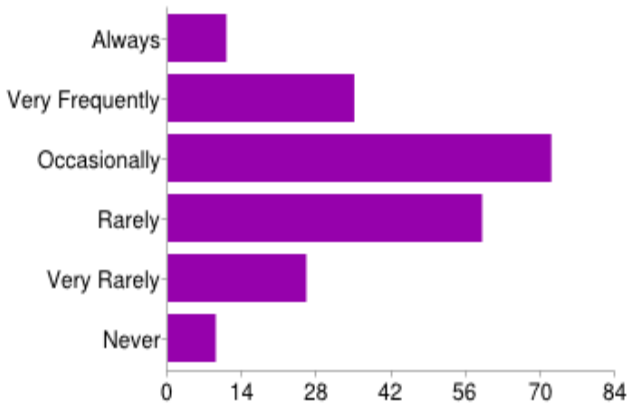
ENTERTAINMENT



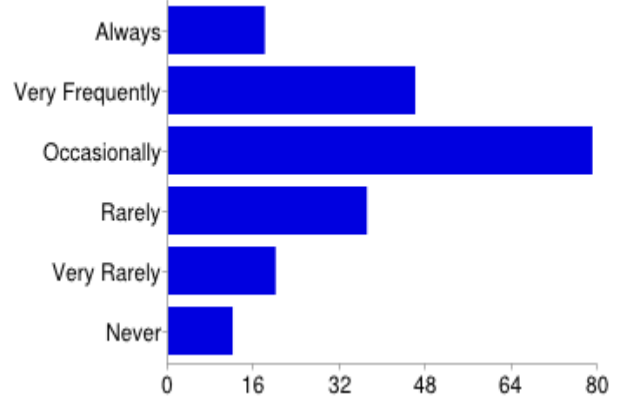
HOME FURNISHING



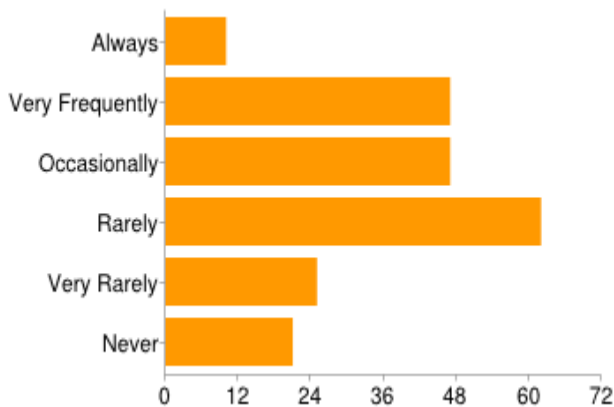
CLOTHING



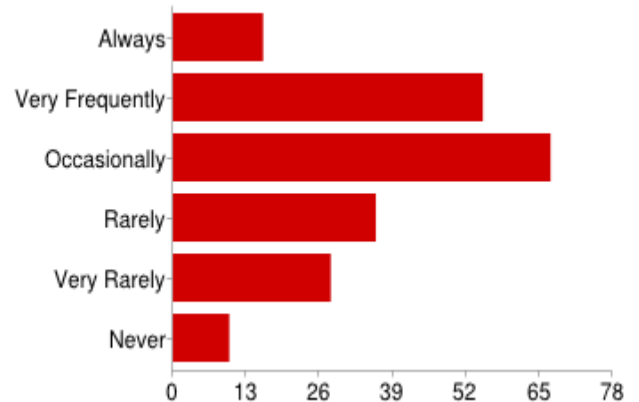
FOOD



LIFESTYLE



BRANDS



Findings

Affect of Gender:

Independent sample t-tests were performed for all 6 product categories to examine whether there is a significant difference between the attitude of male and female consumers towards global products. The test revealed statistically significant difference for three out of six product categories i.e. global entertainment ($t = 4.217$, $df = 193.8$, $p < 0.05$), lifestyle ($t = 2.412$, $df = 198.9$, $p < 0.05$) and brands ($t = 2.627$, $df = 195.2$, $p < 0.05$).

- I. Female consumers ($M = 4.52$, $S.D = 1.143$) reported significantly positive attitude towards global entertainment as compared to male consumers ($M = 3.82$, $S.D = 1.22$).
- II. Female consumers ($M = 3.66$, $S.D = 1.325$) reported significantly positive attitude towards global lifestyle as compared to male consumers ($M = 3.21$, $S.D = 1.328$).
- III. Female consumers ($M = 4.05$, $S.D = 1.231$) reported significantly positive attitude towards global brands as compared to male consumers ($M = 3.58$, $S.D = 1.301$).
- IV. However, for the remaining three product categories i.e. home furnishings ($t = 0.911$, $df = 195.5$, $p > 0.05$) clothing ($t = 0.674$, $df = 202.1$, $p > 0.05$) and foods ($t = 0.674$, $df = 181.4$, $p > 0.05$), the results found were not statistically significant.
- V. Female consumers ($M = 3.85$, $S.D = 1.08$) did not report significantly positive attitude towards global home furnishings as compared to male consumers ($M = 3.71$, $S.D = 1.13$).
- VI. Female consumers ($M = 3.66$, $S.D = 1.21$) did not report significantly positive attitude towards global clothing as compared to male consumers ($M = 3.55$, $S.D = 1.137$).
- VII. Female consumers ($M = 3.95$, $S.D = 1.31$) did not report significantly positive attitude towards global foods as compared to male consumers ($M = 3.74$, $S.D = 1.385$).

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Preference for Global Entertainment	Female	111	4.52	1.143	.108
	Male	95	3.82	1.229	.126
Preference for Global H.Furnishings	Female	111	3.85	1.080	.103
	Male	95	3.71	1.138	.117
Preference for Global Clothing	Female	111	3.66	1.210	.115
	Male	95	3.55	1.137	.117
Preference for Global Foods	Female	111	3.95	1.131	.107
	Male	95	3.74	1.385	.142
Preference for Global lifestyle	Female	111	3.66	1.325	.126
	Male	95	3.21	1.328	.136
Preference for Global Brands	Female	111	4.05	1.231	.117
	Male	95	3.58	1.301	.134

On the basis of applied tests it can be concluded that local female consumers do not have a more positive attitude towards global products as compared to local male consumers. The results can be explained on the basis of consumer ethnocentrism. A very recent study indicates that Consumer ethnocentrism has no relationship with the gender of a consumer. **(Matic, M. 2013).**

This essentially means that gender of the consumer cannot be considered a predicting variable to analyze consumer attitude towards global products and hence the attitude towards global products is independent of gender.

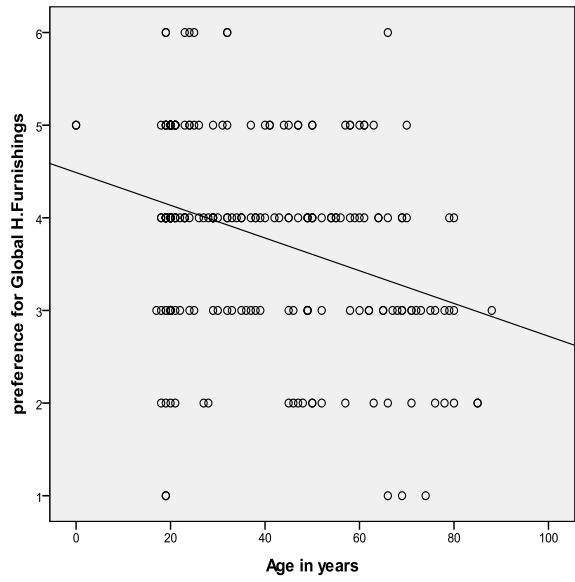
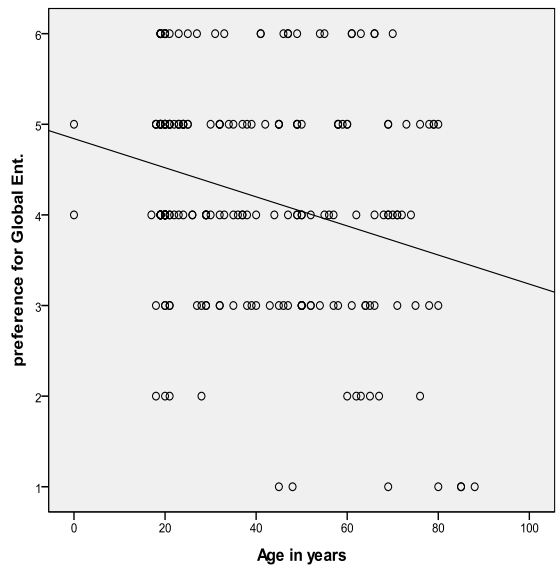
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	75% Confidence Interval of the Difference	
									Lower	Upper
Preference for Global Entertainment	Equal variances not assumed	.221	.639	4.217	193.889	.000	.701	.166	.510	.893
Preference for Global Home Furnishings	Equal variances not assumed	1.007	.317	.911	195.526	.363	.142	.155	-.038	.321
Preference for Global Clothing	Equal variances not assumed	.326	.569	.674	202.191	.501	.110	.164	-.079	.299
Preference for Global Foods	Equal variances not assumed	6.827	.010	1.224	181.411	.222	.218	.178	.013	.424
Preference for Global Lifestyle	Equal variances not assumed	.366	.546	2.412	198.957	.017	.447	.185	.233	.661
Preference for Global Brands	Equal variances not assumed	2.351	0.127	2.627	195.277	.009	.466	.177	.261	.671

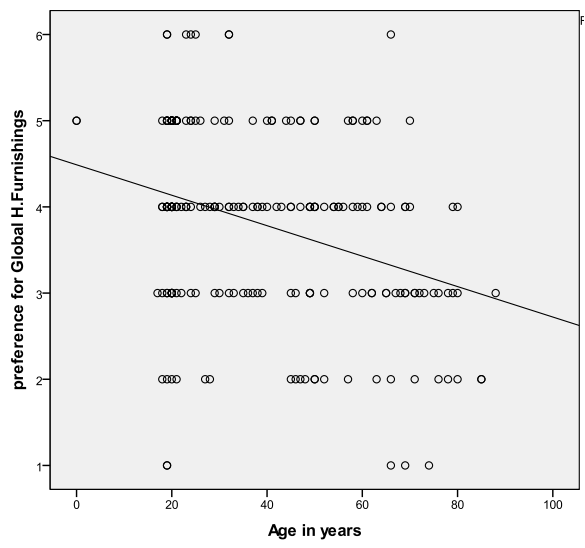
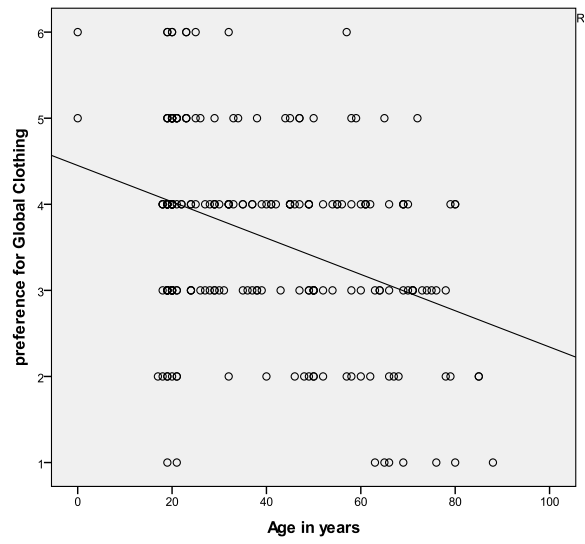
Affect of Age:

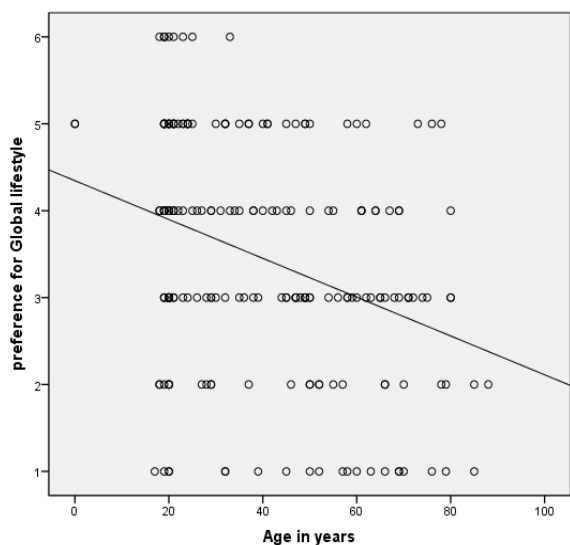
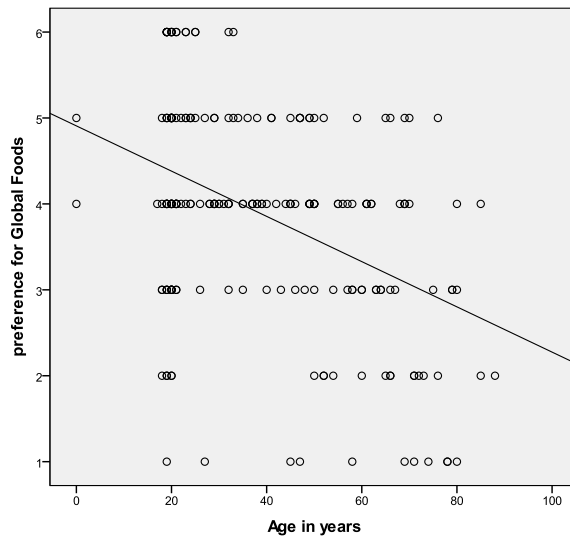
For all the 6 product categories used to study attitude towards global products, the survey findings indicate negative correlation values. The most negative correlation value -0.425 was calculated for the Global foods category. The least negative correlation value -0.425 was calculated for the Global entertainment category. Since all the correlation values are negative it can be concluded with certainty that a negative relationship exists between age of the local consumers and their attitude towards global products.

		Age in years
Preference for Global Entertainment	Pearson Correlation	-.265**
	Sig. (1-tailed)	.000
	N	206
Preference for Global Home Furnishings	Pearson Correlation	-.324**
	Sig. (1-tailed)	.000
	N	206
Preference for Global Clothing	Pearson Correlation	-.364**
	Sig. (1-tailed)	.000
	N	206
Preference for Global Foods	Pearson Correlation	-.425**
	Sig. (1-tailed)	.000
	N	206
Preference for Global lifestyle	Pearson Correlation	-.338**
	Sig. (1-tailed)	.000
	N	206
Preference for Global Brands	Pearson Correlation	-.399**
	Sig. (1-tailed)	.000
	N	206

The negative relationship between age and preferable attitude towards global products can be explained on the basis of consumer ethnocentrism. As the age of a person increases their ethnocentric tendencies also increase. **(Matic, M. 2013)** The rise in ethnocentrism causes these consumers to have a less favorable attitude towards global products as compared to local products. From the perspective of ethnocentric consumers, not buying 'local' brands, products and services is ethnically not right and unpatriotic because they believe this conduct could diminish domestic economy and result higher domestic unemployment rates **(Shimp, T. A. & Sharma, S. 1987)**.







Managerial implications

The basic aim for writing these implications is to provide the management of both local and global corporations who want to tap in the local market with valuable insights about the attitude of local consumers towards global products. Some of the people who can benefit from this research are:

Brand Portfolios Developers:

Many international companies, in today's era, favor global brands and because of which they shed local brands out of their business portfolio. Our research provides an insight to all those companies operating in Pakistan about the possible consumer attitudes towards the global products. It also helps them in deciding their targeted audience for a certain product as our research focuses on the difference in the attitude towards Global Products in relation with the age and gender of the consumer.

Researchers:

Our research will also help the researchers in developing their researches on the local market further. It will give them a fair idea about the market and the variations in attitudes of the local consumers. They can conduct a more descriptive research through our research.

Market Analyst:

The findings from our research suggest that young consumers prefer Global products and this attitude decreases as they grow old. This will help the market analysts to categorize their market and to target the right market for their products.

Limitations

Place constraints:

Our research has been strictly confined to the consumers in Karachi; therefore, the results computed might change if we take on a greater sample size and conduct the research on a bigger level. Also, one of the key findings of the research shows an insignificant change between the attitudes towards global products of local males and females, however, we believe that a study on a more diverse sample can deviate the result.

Age Constraints:

Also, the average age of the respondents who took this survey is 20 which means that our research is more inclined towards the views of the younger generation because the most used mode to circulate the survey was through social media.

Moreover, people were also reluctant to fill the survey out which also proved to be a limitation in our research.

Recommendations for further research

Global researchers can also compare the study of this research with the research done in their countries to analyze the deviations in the findings of the attitude towards global product in different countries.

Moreover, students can use the findings from this research to further develop their research on a local level.

Further researchers can include the value-based framework in the research. They can work on the values which affect the attitude towards Global Products. They can also introduce the concept of Attitude towards Local Products and compare it with the Attitude towards Global Products.

Also, we need to know how Consumer Culture affects the attitude towards Global and Local Products. Which consumer cultural rituals, practices, symbols, and artifacts are especially important in cementing the link between Global Consumer Culture/Local Consumer Culture and global/local products? How can marketers use this information to better position their brands on GCC, LCC, or possibly a combination of the two?

Appendix

Questionnaire Form

Global products are those products which are made with similar specifications and packaging for consumers from around the world. In this survey you will be asked to answer a few questions about your attitudes towards global products. Please answer clearly and honestly. Your participation will be greatly appreciated!

1. **Your Name(optional)**

First Name

Last Name

2. **What is your age in years?**

3. **What is your gender?**

- Male
 Female

4. **What is your education?**

- Below Intermediate/O-levels
 Intermediate/A-levels
 Greater than Intermediate/ A-levels

5. **What is your place of residence?**

- Karachi
 Other than Karachi

6. **What sticks out to you the most about Global products? What do you like or dislike about them?**

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