

EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS INTERNATIONAL BRANDS IN FMCG SECTOR OF PAKISTAN

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ABSTRACT: *This research is an empirical study of consumer purchasing intentions towards international brands in FMCG sector as Pakistan's perspective. This research also highlights the factors which influence the purchasing intentions. This study was undertaken in order to ascertain and to be able to prove the hypothesis created. There are certain variables which I have taken to determine the impact of them on consumer purchase intention towards International brands. Primary data was collected from a sample of 200 from different consumers in Karachi which includes all students, house wife, working ladies and men etc. By the conducted survey I came up with the result which was calculated through a software SPSS through Regression Analysis. The result which came up proved that 30.6 percent of quality variable has an impact on consumer purchase intention towards International brands. It has no positive impact on consumer purchase intention towards International brand. 30.6 percent of price variable has an impact on consumer purchase intention towards International brands. It has no positive impact on consumer purchase intention towards International brand. 65.9 percent of country of origin variable has an impact on consumer purchase intention towards International brands. It has high positive impact on consumer purchase intention towards International brand. 56.7 percent of brand consciousness variable has an impact on consumer purchase intention towards International brands. It has slightly positive impact on consumer purchase intention towards International brand.*

KEYWORDS: Consumer Buying Behavior, International Brands, Purchasing Intentions

INTRODUCTION

Overview

As the world is changing things are changing too with it. The lifestyles of people are getting change and with that their wants are changed too. Such change is actually shaping up the life in different way as well. So in this way new products are finding their way to enter and target more people easily by offering them great things so that their life can be more comfortable. Even the trends of consumption are changing by resident people slowly. The meaning of globalization has influenced a lot of firms to operate on that global level and due to this all the change is coming in different people's buying knowledge.

Nowadays Consumers are getting more knowledge of new cultures, lifestyle and brands too. They are being aware of this thing by different advertisement mediums like television and different social networks. They are an individual who actually have their own wants, taste, lifestyle and perception so they buy different products and services according to their personal use. The actual meaning of the word consumer is to consume and according to the real meaning it is an individual who buy things, uses them and in the end there is no use of that the products and services. One of the most important things which are observed is that these days' consumers are purchasing more imported brand as compare to local. As their knowledge is increasing day by day and they are being changed so they are naturally switching themselves in purchasing imported brand.

If we talk about international brand over local brands usually majority will prefer imported brand. It is due to the influence we are getting from western culture and also due the big change in their offers. The firms are targeting the consumers in a way what they desire to have in that offer. Well this globalization has created complex market strategies too.

Brands usually provide the consumers to purchase things with self-assured. For example if we talk about forty years ago, a women might have performed domestic cleaning with some few products but now women can have lots of products.

(doyle, 2002) Brands are built for the consumers for emotional and purposeful reasons as well. Lots of people use brands to show off their lifestyle, their interest, values or even wealth. Consumer not only selects the brand for their requirements but also for gaining value.

Problems

- What are the factors considered by consumers while purchasing international brands?
- Why customers have to spend more for international brands?

Objectives

- To know the factors that influences consumer preference while selecting international brand.
- To determine the age, gender and income level of consumers affecting their purchasing decision.

Significance of Study

- Can handle an insight to local brand manufacturer for effectively branding the brands.
- Can be beneficial in creating awareness of a brand among people.
- Can provide the measures and benchmarks before branding international brands.

Justifications of Study

The reason for conducting research on this particular topic is to know:

- The factors affecting consumers to purchase international brands.
- The consumer buying behavior patterns and attitudes towards foreign brands, as well as the preference for foreign brands.

Scope of the Study

- The project has a very wide scope, because they contain important information that is required by multinational companies.
- Recognizing the importance of consumer preferences, companies must first explore and understand what these preferences give categories.
- This leads to a targeted approach to guarantee the approval of the target market and eventually lead to their success of the brand and the company is working out each request.

- Companies have a distinct image among consumers, by their preferences, bringing to create other competitors.

Limitations of the Study

- Research is restricted to Karachi only.
- Less time was available.

Basic Assumptions of the Study

- Consumers frequently buy international brands.
- Buying international brands have direct correlation with the social statistics.

Key Terms

- Consumer Perception
- Status
- Quality
- Price
- Brand Consciousness

Consumer Perception

Marketing plan that includes a customer the impression that the consciousness or awareness of a company's product and its offerings. Customer perception is affected by advertising, reviews, public relations, social media, personal experiences, and other channels.

Status: People buy foreign cars only to design attractive status. These consumers are very conscious about their appearance, they choose brands carefully. They are the ones who often buy foreign brands, even if they are expensive. They go for the brand image, which can really improve their own symbol and position in society.

Price: Price has played an important role in consumer preference for the brand. Expensive products are sometimes called luxury and purchased. The price is also a reflection of the perceived quality of the brand. Expensive brands will be as good as the cheap brand is considered inferior. Revenue sun is also a part of the price factor. Consumers with high purchasing power often buy expensive brands and it will impress others or for their own satisfaction.

Country of Origin

It is sometimes used as the only variable to evaluate products. Some countries are.

For the products they produce and known their perceived quality, so that consumers can rely on this factor when they shop For example, Japan is known for its electronic products, France is known for its fashion and Italy is famous for shoes. So there is a general perception that these countries are reliable for the respective products.

Brand consciousness

Brand names in different countries are an important factor in the purchasing decisions of consumers. Well-known brands like Nike and Gap.

REVIEW OF RELATED LITERATURE REVIEW

Introduction

This chapter usually tells us that the concepts and theories that are taught by the same research and study together. It also allows us the grave analysis of the views and also views of a range of researchers. Local and international brands that are being discussed the most important reasons for the transition from home to international brands. As the world changes, things change too much with him. The way people change and their needs change. Such a change is actually to look at life differently.

So, in this way new products are finding their way to enter and target more people easily by offering them great things so that their life can be more comfortable.

Even the trends of consumption are changing by resident people slowly. The meaning of globalization has predisposed a lot of firms to operate on that global level and due to this a change is coming in people's purchasing behavior. Consumers are getting more knowledge of different cultures, and lifestyle as well.

They are being aware of this thing by different advertisement mediums like television and different social networks. They are an individual who actually have their own wants, taste, lifestyle and perception so they buy different products and services according to their personal use.

The actual meaning of the word consumer is to consume and according to the real meaning it is who purchases things, use it and in the end leaves the services.

One of the most important things which are observed is that these days consumers are purchasing more imported brand as compare to local.

As their knowledge is increasing day by day and they are being changed so they are naturally switching themselves in purchasing imported brand. If we talk about international brand over local brands usually majority will prefer imported brand.

It is due to the influence we are getting from western culture and also due the big change in their offers. The firms are targeting the consumers in a way what they desire to have in that offer. Well this globalization has created complex market strategies too.

There is a general thought of consumer that when they purchase any foreign product they use to see the product where it is made but also other reasons are involved too in the process of product execution. Consumer of different developing countries prefers imported brands not for the reason of product quality but for the reason of social status.

Even in some countries it has been observed that some class like leaders and upper-middle class usually buy costly imported brand more to have a high standard in society. While lower

class buy this expensive brand just considering it as a luxury for them. The word brand usually means a name given to product for its identification. It also means a symbol, term logo or design which is usually used by a firm. Brands are most standardized items.

It is the vocalization of other marketing elements too such as promotional items (ronkainen). What the brands are and why they emerged? Tells John Phillip Jones in his book.

Well the brand usually develops trademarks, long lasting meaning and a protection to an owner. It also important as it also provide means of differentiating one product's output from other product's output. Branding is done around the world for centuries just to tell the difference of one product from another one.

The word brand is actually derived from the Old Norse word, brand means that burning. Brands have always been the means by which the owner of the trademark. Their animals for identification if we are more technically, a marketer, or even a new name, it actually creates a brand logo. It is true that many managers receive a mark more than that, a little more awareness, celebrities and created even in a market. We can technically speak that when a marketer creates a logo it actually creates a brand.

Well brand names usually come in different form. They are based on people's name, based n place's name. Sometime brands use such word with inherent product meaning, in fact not just the name but also different brand element like logo symbol can be based on people, places, things and other abstract images.

Thus, another marker may be a product, because it can be such that. Itself in several ways from other products that are similarly designed to satisfy the same needs these differences can comprehend, when coupled to the power and intangible, as they relate to the brand represents. Some brands also create a competitive advantage with product performance.

Now comes the word consumer which is the actual target for every marketer. The brand name became a valuable asset to multinational companies. If we talk about crowded market brand presents itself as a source of discrimination for suppliers of products which can be accelerated and can also easily contact the technology (o'cass, 2001).

Many people these days use brands as clues to point out product functions, as a replacement for getting knowledge regarding the product which they will purchase and because of this they are unable to decide sometimes which one to buy between two same products.

Consider an example that the indices are intrinsic taste and design when it comes to external stimuli, and then include the brand, price and even COO (country of origin). It was found that consumers tend to rely more often exogenous stimuli, and has also been found that the country is also one of the exogenous stimuli also because they are less familiar with the origin foreign. Brand provides consumers to buy things with confidence. For example, if we are talking about forty years ago, women may have made household cleaning products with few, but now women can have many products.

(doyle, 2002) asserts brands are fashioned for consumers for affecting and useful reasons too. Lots of people use brands to show off their lifestyle, their interest, values or even wealth. Consumer not only chooses the brand for their requirements but also for gaining high regard.

Wolfe (1991) the local brand as it is a brand which usually is present in one country or in restricted geological area.

It actually provides a link between the public economy and welfare. Local brands also out of business with a good class give advantages, but also a superior worth perception and confidence. He has. With the fact that as a rule, the price of local brands under the international brands and offers the consumer a sense of better value for money has been linked to But global brands are those that use the similar tactic and are mixed in all places. While we can say that international brands play a essential role in today's world.

Historical Perspective

Consumers can be define as the identification of the source of product or the one who uses the product according to their needs and wants. It also depends on consumer behavior which sort of product should be purchased. It's because the way product attracts you so the behavior towards buying it changes. So consumer behavior is defined as it is the mental or physical activity which takes an action to decide which things to purchase and to use them. And again which product attracts them more so that they decide to buy it. If we talk about physical activities that include department stores, consumer reports visiting the reading, talking to sales person. Consumer behavior is actually knowing how and why they behave differently each time.

Consumer welfare, we can get a better understanding of how we make decisions so that they can make better ones.

Marketers can also benefit by going to understand consumer behavior so that way they can better understand consumer tastes and can also find out what consumers want and how they can offer their (william). If we talk about some factors then there are two main factors that really determine what we are and what we usually buy.

Motivations, attitudes and decision-making abilities of each generally cause the behavior of consumers, how they react.

And that our families, our cultures, and the environment or the environment and especially the ads that we see on television and the sites we visit on the Internet and use influenced our thinking and many actions. Now when we come to the world around us, again, the fact that. International brands more damaging to the premises in the same case and in the other hand, damage to the local brand.

Well when this is done it means that it is a mental approach and perception of various consumers that local brand are not good in quality not even good in style. It also does not perform as international brand does. With that it also doesn't give that level of satisfaction as the international brand does.

This is the reason why some small brands which can also be produced locally and even on low cost with very high quality are usually not preferred.

This is because of the availability of alternate international products. But in reality if we talk about price difference then we can see that international brands are produced with low cost as compare to local brands. Sometimes they also have to compromise on the quality. But they don't give and take their brand on the brand contact to its consumers. So in this way the local

brands can't compete the imported brands and yes in this way ultimately gets closed just because of low cost and also low profits.

Now in this type of situation international brands create a kind of monopoly in the local market and then they do more to compete the local ones.

Even sometimes the international brands purchase the local brands and then keep it closed and even in some situation they start their production locally with their own brand name. These are the reasons for the success of international brands and consumers of this particular country too. Let's take an example of Koreans, where ever they go and when they have to purchase different products they will usually prefer their homeland products so in this way they help their Korean homeland brands to grow internationally. But what the main point in it is that the local people actually helps their local brands to be considered internationally. Hundreds and thousands of people who works somewhere in other country don't do the same thing and also don't prefer to purchase some other products from their homeland just because of unawareness.

This can actually help a lot in growing their brand internationally but they lack to do. When we talk about local brands damage the international brands we talk about the same thing again. It really highly depends on the local consumers that how they promote their local brands in other country by using it or by purchasing it more and more.

When we talk about branding term, it is necessary to define how the consumer qualities. With a particular brand or you can human behavior and desires, but it will also use price, quality and location of the mark.

As an example, imagine Mercedes Benz will try to stave off a strong image of the public because of its sensory properties and physical, and also the price. But this kind of image is not inherent to the brand, but is actually created by advertising.

So, brand name just conveys the image of the product that how it can be in its performance or in its quality or what kind of level it can provide. Local brands works smarty and they use also use relational marketing with government and don't allow other imported brands to enter to their country.

Another thing they do is the unexpectedly decrease in their price of the product as compare to international brands so that the consumers don't prefer buying the costly brands.

One more thing which they use to do is that they try to purchase the whole franchise of International brand and then manage it in their own way and especially with local standards. The other thing is the launching of new marketing campaigns and they make the consumers to realize that they are the best and all others are below of their brands.

These are the ways the local brand usually fights with the international brands and keep supporting their local brands too. Brand has its encouraging and harmful image as well. So on such basis of uniqueness the consumer itself can acquaintances with the brand. And also a viable benefit can be construct for the brand. Here if we talk about brand awareness it also helps the consumer to be connected with the brand which is more helpful to it.

Current perceptive

Brand and its attributes: Even brand recognition is also important because it the ability to regain the memory of a consumer to remember the brand while purchasing or while thing of a product of some specific category according to the usage.

Various research tells us that many consumer decisions are mostly made at the time of purchase, where the brand name, logo, representation and packaging come too. So the brand recognition is important in such cases, it helps the consumer to remember that old mark previously used. It may be that international brand or local brand.

If we create a positive brand image strong, then they are marketing programs that link strong, favorable and unique associations to the brand in memory. Well all that matters in brand favorability are the strength and uniqueness. It also means that consumers can form an association registered in a variety of ways other than marketing activities.

This means that if a celebrity endorsed products 3 or 4 at a time, it is most likely to lose its credibility and likability because the celebrity can lose its distinctive character which he or she would have if the celebrity endorses one brand.

Christina Schelecht (2003) states that within a analogous social group, famous people differ from each other regarding a social norm and enjoy public recognition. She supports her idea with the support of classic examples by referring to the differing social norms of athletes, actors and pop stars. Sami Al Smadi (2006) studied the role of celebrity endorsements in advertising in Jordan. His study found that consumers in Jordan really enjoyed those advertisements and expressed positive feelings about the brand and celebrity but it did not affect their brand choice behavior.

Katyal (2007) states Arisitotle's words on anger in his article: "Any brand can get a celebrity. This is easy. But to get a celebrity compatible with the right brand, as appropriate, at the right time wisely and in the right way ... which is not easy.

Sherman (1985) states that some companies go for celebrity endorsements with the hope that the celebrity endorser would make the marketing campaign of the product successful for at least a century. Endogen and Baker states that celebrity endorsements have become a very common practice for the marketers of big corporations today.

They just do it to enhance their company's image. Tome states that it is the choice of the marketers whether they chose a celebrity for their brand or create a spokesperson for their brand.

Kelman (1961) states that a consumer will purchase the product only if the celebrity matches with the insight of the consumer. Menon, Boone and Rogers state that celebrities when endorse products influence the consumers with a greater frequency than the influence which the non-celebrities impart on the consumers.

Hoe Al (1997) states that there are a wide number of benefits that come up with using celebrity endorsements, but so do the costs and risks.

That is the direct experience, through information from other commercials or other sources. From other media vehicles like word of mouth or even by the assumptions or even the inference

which consumer make about the brand itself too. Brand imagery also depends on the extrinsic characteristics of a product.

In this way the brands challenges to meet consumers' mental or community needs. It is also a way in which people think about the brand in practice, rather than what they think of the brand usually does. The brand also refers to more intangible aspects of the brand and the consumer may also form associations imagery directly from the experience they have had themselves or even an advertising company.

We can also say that it is a set of beliefs which consumers have with the brand. It is over all an impression which is given to consumers from different all sources.

It also make the consumer to think that this image or this brand is for them as it also present a personality which they associate themselves with that brand and think about themselves as assuming itself to be.

Brand loyalty is very important for any brand. Since it is an obligation to use the same product purchase. And by repeated buying of a product can be demonstrated. When we speak of true brand loyalty, it means that consumers are willing to buy it again, even if all occasions and to set aside their own desires in the interest of the brand. Brand loyalty is a little more than the simple purchase. Consumer buys a brand unusual in some situations also.

Perhaps due to lack of alternative product they wanted at the time. Or maybe it's because it can be for convenience. Thus, such a loyalty loyalty as misleading. True loyalty mark, when customers usually has a relatively high attitude towards the brand, which is known through repurchase behavior have.

Be so, what kind of loyalty as an asset to the company? Consumers are willing to pay a high price for a product, even if the same product from another company is cheaper, but they are, if they are faithful. The brand is a charge on the consumer behavior. When we speak of this millennium, it is not simply a new beginning, but it is also a continuation of the trends in human behavior. What were the reasons for this in the history of the country, if we are in a new era, not really, we are all from the ground up to concentrate on what must, so we entered and why some consumers are so loyal to certain brands.

Brand loyalty is usually to the consumer as a conscious or unconscious decision, expressed through intention or behavior, you can buy the brand.

Consumers of various developing countries draw imported brands not for the reason of the product quality, but for the reason of social status. Even in some countries has been observed that some class as elite and the upper middle class usually buy more expensive imported brand to a high standard in the society. While lower class buy this expensive brand just considering it.

Than a luxury for them Branding is done all over the world for centuries, only the difference of a product by another telling. This word-mark is actually resulting from the Norse word, mark, meaning the flame. Brands were and are the capital, with owner Mark for their birds to detect. When we talk officially, a marketer when a new name or even create a brand logo.

This is true that many managers refer a brand more than that, something more which has created awareness, prominence and so on in a marketplace too.

Well brand names usually come in different form. They are based on people's name, based on place's name. Sometime brands use such word with inherent product meaning, in fact not just the name but also different brand element like logo symbol can be based on people, places, things and other abstract images.

Thus, a mark may be more a product because it can be sized, which differs in several ways from other products that are designed in the same way to satisfy the same needs. These differences may be tangible when linked to performance and also intangible as they relate to the brand represents.

Some brands also create competitive advantage with the product performance. Now comes the word consumer which is the actual target for every marketer. Consumers can be define as the identification of the source of product or the one who uses the product according to their needs and wants. It also depends on consumer behavior which sort of product should be purchased. It's because the way product attracts you so the behavior towards buying it changes.

Even sometimes the international brands purchase the local brands and then keep it closed and even in some situation they start their production locally with their own brand name. These are the reasons for the success of international brands and consumers of this particular country too.

Let's take an example of Koreans, where ever they go and when they have to purchase different products they will usually prefer their homeland products so in this way they help their Korean homeland brands to grow internationally. But what the main point in it is that the local people actually helps their local brands to be considered internationally.

Different people who works somewhere in other country don't do the same thing and also don't prefer to purchase some other products from their homeland just because of unawareness. This can actually help a lot in growing their brand internationally but they lack to do.

When we talk about local brands damage the international brands we talk about the same thing again. It really highly depends on the local consumers that how they promote their local brands in other country by using it or by purchasing it more and more.

To consume the actual meaning of the word consumer, after the strictest sense, is a person who buys things, it uses and at the end of the available products and services. One of the main thing that is observed is that these days consumers are buying more imported than local brand compare. As their knowledge is increasing day by day and they are varied, they are naturally turning itself into buying imported brand.

It just happens because the consumer recognizes that the brand you are looking for has the image features or the level of quality that consumers want to get a good price. Consumer behavior is something normal and it is safe because of habits and familiar. So in order to create brand loyalty, exit an advertiser. These kinds of habits and acquire new habits and strengthen habits reminded them of the value of the purchase and also encourage them to buy new products or in the future. The picture is about the brand values of the company, in fact, is the main source of competitive advantage and is also valuable as a strategic advantage.

Many companies are usually not an expert in the spread of a strong and clear message that it is competitive by others or can her. This is the challenge that all brands have to fight the pitfalls of representation in order to avoid a negative image and create a large wide picture should be clear.

The company should also see their brand not just a product, but also as a global brand that defines the philosophy of the company. Now it takes more than brand identity, because it takes a person so that you can win the consumer. A powerful symbol or company can easily create brand loyalty through rapid identification.

A study also tells us that. Local links to the international traditional ones because they compared More on local traditions and local cultures, it was also found that trust is an important advantage for the local brands because of it. A unique relationship with consumers, which take years to develop He also said that there is.

No significant difference between the perception of local and international brands Consumers are more attracted international points, but usually, in fact, they prefer local brands. Enter consumption, even at this time may preferably several local brands.

Global Brand

It is a brand name of a particular product that is recognized worldwide. The global brand has the advantage in the production, packaging and recognition. The product or the brand remains the same, the marketing needs based on local market conditions and marketing campaign results also changed accordingly.

When we talk about some problems for international brands, one of the problems is that if the problem with this brand is experienced in a country so he could be back for the global brand. After omelia author (1995) global brands that are successful, cultural trends style and anticipate consumption values appeal to consumers everywhere. This year, bad multinationals trying to get their brand portfolios provide sizes in the form of reducing global brands.

Massive presence of global brands, is the increasing similarity that consumers show fueled his passion. He also argued that global brands are perceived to consumers through better evaluation. Consumers around the world are increasingly sophisticated and international brands have a certain degree of specificity. They use only brands like to try this product.

As an example of the indices are intrinsic taste and design, and when we speak of extrinsic cues and closes the brand, price and even COO (country of origin). It is shown that consumers generally tend to rely more on extrinsic cues and even if it was determined that the country of origin is one of the extrinsic cues because they are less familiar with foreign origin.

If we are in the new era that is not really, we have everything from scratch, what to focus on, if we entered or why some consumers are so loyal to certain brands. Brand loyalty usually goes for the consumer as a conscious or unconscious decision, expressed through intention or behavior, buy the brand. Consumers in different developing countries prefer not to imported brands because of the quality of the product, but for the reason of their social status.

Even in some countries, it has been observed that certain class as elite class and upper middle usually buy expensive imported brand as having a high level in society. While the lower class buy this brand cheap just consider it a luxury for them. Branding is done throughout the world for centuries just to differentiate a product from other products.

Marketers can also benefit by going to understand consumer behavior so that way they can better understand consumer tastes and can also find out what consumers want and how they

can offer their (william). If we talk about some factors then there are two main factors that really determine what we are and what we usually buy. Motivations, attitudes and decision-making skills of each generally guide the behavior of consumers how to react. And that our families, our cultures, and the environment or the environment and especially the ads we see on television and also the sites that we use to visit on the Internet influences our thinking and even many actions.

Now, if we turn to what surrounds us is the fact that international brands are more damaging to the premises in the same case and the other side are damaging the local brands.

The Impact of Celebrity Endorsements

No brand today operates without the power of using a celebrity endorsement. Celebrity endorsement is as powerful as any primary element of a brand.

Some people are known more even to people who are unfamiliar with that area but it is because those celebrities fame has expanded beyond that area itself.

The same phenomenon is for the fictional characters. When you think about superhero, then different names popped up in your mind with whom you are so similar. If you think about different cartoon characters so Tom and Jerry or Pink Panther comes in your mind. These people can also become celebrities in a different range of ways.

There are no as such guarantees of success for an individual to become a celebrity although they come from many different fields but still as time passes the trend and liking gets change too. Well we can also add in by saying that celebrities are actually stereotyped and fantasized people, who give excessive amounts of health and glamour.

Many researches are taking place in order to study the influence of brands in the world of marketing today. Jennifer Edson Escalas and James Bettman found from their research that consumers symbolize brands due to celebrity endorsements as they construct the self-image concepts of consumers.

There are two conditions to the idea that consumers construct self-images due to celebrity endorsements which are:

Congruency: The product icon and famous person should be parallel with each other.

Fear: Celebrity can create self-augmented images of brands in the minds of consumers if consumers are threatened of not using the brand.

Debiprasad Mukherjee (2009) describes the relationship of a celebrity endorsement and a brand as a two edge sword which means that if the celebrity and brand match each other, they can do wonders but if they mismatch each other, the brand can put itself in trouble.

Farida Saleem (2007) states that competition is becoming very fierce in the market. There is very little product differentiation. So one way in which competitors can create difference is in their advertisements in which they can use multiple celebrities in one advertisement.

As one researcher describes that when one celebrity endorses more than one advertisement , it immensely affects consumer attitudes and that also in a negative way because consumers think

this celebrity is endorsing the product only for the sake of money because that celebrity is endorsing more than one product.

This means that if a celebrity endorses 3 or 4 products at once he is most likely to lose his credibility and likability because the celebrity can lose his or her distinctiveness which he or she would be having if the celebrity endorses only one brand.

Christina Schelechts (2003) states that within a corresponding social group, celebrities differ from each other regarding a social norm and enjoy public recognition. She supports her idea with the support of classic examples by referring to the differing social norms of athletes, actors and pop stars. Sami Al Smadi (2006) studied the role of celebrity endorsements in advertising in Jordan. His study found that consumers in Jordan really enjoyed those advertisements and expressed positive feelings about the brand and celebrity but it did not affect their brand choice behavior.

Katyal (2007) states Aristotle's words on anger in his article: "Any brand can get a celebrity. This is easy. But to get a celebrity compatible with the right brand, as appropriate, at the right time wisely and in the right way ... which is not easy."

Sherman (1985) states that some companies go for celebrity endorsements with the hope that the celebrity endorser would make the marketing campaign of the product successful for at least a century. Endogen and Baker states that celebrity endorsements have become a very common practice for the marketers of big corporations today.

They just do it to enhance their company's image. Tome states that it is the choice of the marketers whether they chose a celebrity for their brand or create a spokesperson for their brand.

Kelman (1961) states that a consumer will purchase the product only if the celebrity matches with the insight of the consumer. Menon, Boone and Rogers state that celebrities when endorse products influence the consumers with a greater frequency than the influence which the non celebrities impart on the consumers.

Hoe Al (1997) states that there are a wide number of benefits that come up with using celebrity endorsements, but so do the costs and risks.

Brand personality

Brand Personality Scale was studied by Suphellen and Gronhous in 2003. They stated that western brand personalities had an influence on the brand itself in way that it used to give a brand an attitude and on the consumers in a way that it used to impart an ethnocentric color on consumers.

Misra and Beaty (1995) state that every celebrity gives rises to associative networks which in turn affects the personality of a brand. Hovland and Weiz (1952) Celebrity endorsements take it forms by communication and psychology.

Multiple Roles Played by Celebrities

Actor: Here in this phase the celebrity tries to behave like an actor in the execution of a drama.

Endorser: The relationship between a brand and a celebrity is just based on an endorsement.

Testimonial: Over here, the celebrity tries to make the claim that the product is superior over anything because he or she has had an experience with it.

Spokesperson: Just like a salesman represents the brand, a celebrity speaks about the brand too in order to convince the audience to buy the product.

Celebrities as Reference Groups

Solomon and Assel in 1987 stated that celebrities belong to reference groups which make them effective endorsers. O'Mahony and Menaghan in 1995 stated that consumers want to acquire the personality of a brand when they purchase products.

It is actually the personality of the celebrity who is endorsing the product with whom the consumers are trying to attach themselves.

Colcoat and Philips in 1996 stated that consumers are more influenced by the celebrity if the products are of low involvement category and cheap to buy. Packard in 1957 stated that celebrity endorsement works best in the niche market where luxury products can be sold as it becomes easier for the celebrity to influence the niche then.

Benefits of using Celebrity Endorsements

Erdgen in 1999 stated that A brand can be repositioned or rejuvenated through celebrity endorsements. Bowman in 2002 stated that celebrity endorsements improve the recall of a brand and makes it stand out among other brands during shopping.

Erdogan in 1999 stated that In order to position their brands as something different, marketers are using celebrity endorsements as a tool in their campaigns. Sherman In 1985 states that celebrity helps to break the clutter among different advertisements.

The Vampire Effect

Erdogan in 1999 states that companies have put themselves in deep trouble if their celebrity endorsers put themselves into negative activities. Evans in 1998 stated that due to the vampire effect, a brand loses its clarity in the minds of the consumers.

Erdogan in 1999 stated that a brand is in trouble if the consumers fail to remember the product but the endorser only. Cooper in 1987 stated that the personality of a brand can be affected by over endorsing and overshadowing the product by the celebrity due to negativity publicity or moral issues.

A brand's product (Klebb and Unger 1982), reputation and equity (Till and Shimp 1995) is affected by the negative publicity of a celebrity who endorses the product. Mowen and Brand in 1981 stated that a brand loses its distinctivity if the celebrity who endorses the brand's products, endorses the products of other brands too.

Types of Limitations

Erdogan in 1999 stated that In order to position their brands as something different, marketers are using celebrity endorsements as a tool in their campaigns. Sherman in 1985 states that celebrity helps to break the clutter among different advertisements.

Celebrity Clutter

Celebrity clutter occurs when consumers get confused just because of the celebrity who endorses multiple brands and products.

Solomon in 2002 stated that the HIRED GUN problem occurs when celebrities like Shahrukh endorses more than one product for the greed of money, which imparts the impression to the consumers that celebrities speak for the brand just for the sake of money.

Celebrity Trap: Celebrity trap occurs when it becomes a challenge for the marketers to separate the identity of consumer from the product which is being sold out.

Celebrity Credibility: When consumers become aware that the celebrity is endorsing the product in greed, so marketers face the challenge of making the celebrity credible in the eyes of consumers. Till and Shimp in 1998 declared that endorsements serve as liabilities for the brand now. Agrawal and Kamakura in 1998 stated that there are downbeat returns related with endorsements.

The Product Matches up with the Model

Till and Busler in 1998 stated that the more there is a fit between the celebrity and the product, the greater would be the effectiveness of the product. Kamins and Gupta in 1994 acknowledged that the advertisements in which there is a match between the famous person and the product have a higher usefulness than the advertisements which do not. If there is a match between the personalities of the superstar and that of the product, then it also increases the attractiveness and reliability of the product in the objective market.

Betrand in 1992 stated that if there is good link between the celebrity and the product, then this match can do wonders for both the celebrity and the product. Erdogan in 1999 stated that if there is a weak match between the celebrity and the product, consumers might think that the celebrity is just being superficial for the sake of money. Evans in 1998 stated that Vampire Effect can also occur if there is no match between the celebrity and the product.

Influence of Macro Factors on Celebrity Endorsements

By Harmish Pringle in 2004

Opportunities: Interactions between brands and consumers have increased due to technology. This has led more opportunities for brands to advertise products.

Power of Consumers: This refers to the ERA OF CONSENT where consumers have more power over the product than the products have.

Clutter: Due to clutter, media fragmentation has increased and it has become very difficult for marketers to endorse products.

Some Other Theories

There are so many celebrities who are so famous and a universal presence, they are all over the news, magazines, tabloids and other announcements (brian, 1998).

Celebrities also give a touch of glamor to the brand and also the hope that to deliver a familiar face of your message and attract consumers. As more and more new celebrity customers also excited by showing them new and familiar faces. And then the effective demand is also created. In fact, it helps in the growth of the recall value of the brand as well. Expert Ness. Than perceived ability of the source, which makes valid statements and trustworthiness is known as the perceived willingness of the source. The approval is nothing, but each has its own set of celebrity's meanings that can be classified by age, sex, race, personality or lifestyle. While celebrities really work in the consumer market even theoretically, yes, it is. This is because the size is associated with the endorser, and is the brand and how the brand is still at the forefront of the minds of consumers connected. But everyone has to realize that the impact of the endorser cannot resist in all product categories and in all phases of the life cycle of the brand. It really depends upon the nature and properties as well. If it is functional, the product itself is the hero. Correlated with each Celebrity brand without proper performance of the product will not be sustainable. But if we take the brand in the categories of soaps, soft drinks, etc. then distinguish difficult to distinguish between the products. So here to help celebrities are the difference between brands on an emotional level.

Research Gap filled by this research

The gap which will be filled by this research will be all about the Empirical study of consumer buying behavior towards international brands in FMCG segment of Pakistan. And also fulfilling all the objectives related to this study which is

- To know the factors that influences consumer preference while selecting international brand.
- To determine the age, gender and income level of consumers affecting their purchasing decision.

Area for Further Research

Area for further research can be the following:

- Study can be done to one specific segment and then comparing or knowing its results.
- Specific industry can be used with FMCG like cosmetics, beverage, electronic appliance etc.

RESEARCH METHODOLOGY

Research design

Research Philosophy

- Positivism

Research Approach

- The research approach used was deductive approach as research was meant to prove hypothesis.

Research Strategy

The type of the study is quantitative, since it measures the relationship between the variables.

Research choice

- Research choice for my research was survey based.

Research Time Horizone

- The time horizon for my research was cross-sectional.

Research technique

The research technique used for my research is the software

- SPSS

Research Procedure

The study is done through the following procedure:

1. Questionnaire was made for conducting surveys.
2. Data is gathered from survey.
3. Data is then recorded using software like excel etc.
4. Interpretation of the data is analyzed by using different methodologies.
5. Hypotheses is proved or disproved.
6. Conclusion and recommendation is provided.

Reasearch structure

Research Objectives

- To know the factors that influences consumer preference while selecting international brand.
- To determine the age, gender and income level of consumers affecting their purchasing decision.

Statement of Problem

Consumers have more choices today due to global effects and they can easily switch to different brands if they are dissatisfied with one. So, this will help in knowing the main reasons.

- What are the factors considered by consumers while purchasing international brands?

- Why customers have to spend more for international brands?

Research Questions

- What are the reasons of consumer first selection of international brands?
- What are the demographics personalities of consumers who buy international brands more frequently?
- Which product attributes are mostly considered by consumers when buying an international brand?

Research Variables

Dependent variables:

- Consumer perception/behavior

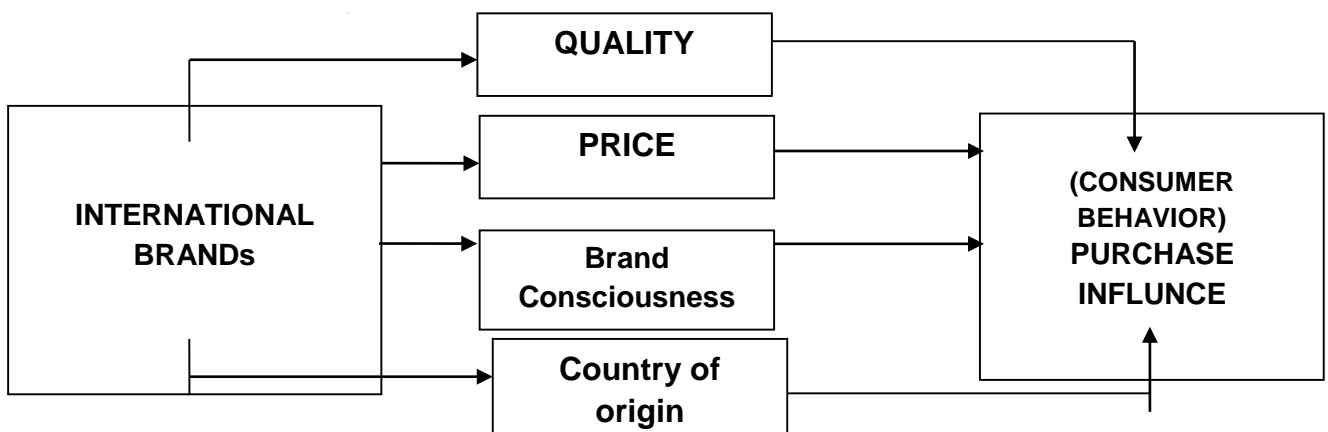
Independent variables:

- Quality
- Price
- Brand Consciousness
- Country of origin

Conceptual Framework

Figure 1: Conceptual Framework of the research study

This study aims to examine consumer buying behavior towards international brands in FMCG segment of Pakistan.



Scale for Measurement of Variables

- Likert scale

- Regression analysis.

Hypothesis

H0: International brands have a positive impact on consumer purchasing intentions

HA: International brands have no positive impact on consumer purchasing intentions

H0: The quality of international brands have a positive impact on consumers' purchase intentions.

H1: The quality of international brands “has no positive impact on consumers who purchase intentions.

H0: The prices of international brands have a positive impact on consumer buying intentions.

H2: The prices of international brands “have no positive impact on consumers who purchase intentions.

H0: International brand conscious people have a positive impact on their purchasing intentions.

H3: International brand conscious people have no positive impact on their purchasing intentions.

H0: country of origin has a positive effect on consumers buying intentions.

H4: country of origin has no positive effect on consumers buying intentions.

Research Tools and Techniques

- Microsoft
- Excel
- SPSS.

Justification for Selected Tools and Techniques

The justifications for these tools are that through these tools we can get a proper result. We will properly understand the relationship between the variables and will also get to know properly the impact of these entire variables on consumer purchasing intentions.

Population and Target Population

The population for this study will be the people of Karachi as it will be conducted in this city and the target population will be everyone.

Sample Size

The sample size of my research will be around 100-200 which will be sufficient for my research.

Method of Sampling Selected and it's Justification

Data will be collected through questionnaires. The questionnaire will be structured and it will be a indiscriminate survey. The reasons for using this method is that it will be more easy to target our consumers and this sample size will be enough t know the result as it will be a random survey and by doing this we can cover all kind of class.

DATA PRESENTATION, INTERPRETATION AND ANALYSIS**Regression Analysis****Quality****MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.306	.299	.746

Interpretation

R is equal to .553^a and R square is equal to 30.6 percent where Std. Error of the estimate is 0.746.

Analysis

30.6 percent of quality variable has an impact on consumer purchase intention towards International brands.

It has no positive impact on consumer purchase intention towards International brand.

Price**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 ^a	.302	.295	.700

Interpretation

R is equal to 0.549^a and R square is equal to 30.2 percent where Std. Error of the estimate is 0.700.

Analysis

30.2 percent of price variable has an impact on consumer purchase intention towards International brands.

It has no positive impact on consumer purchase intention towards International brand.

Country of Origin**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.652	.341

Interpretation

R is equal to 0.812^a and R square is equal to 65.9 percent where Std. Error of the estimate is 0.341.

Analysis

65.9 percent of country of origin variable has an impact on consumer purchase intention of international brands. It has high positive impact on consumer purchase intention of international brand.

Brand Consciousness**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.560	.432

Interpretation

R is equal to 0.753^a and R square is equal to 56.7 percent where standard error of the estimate is 0.432

Analysis

56.7 percent of brand consciousness variable has an impact on consumer purchase intention towards International brands.

It has positive impact on consumer purchase intention towards International brand.

Frequency Charts**Age****Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-30	192	96.0	96.0	96.0
41-50	8	4.0	4.0	100.0
Total	200	100.0	100.0	

Interpretation

The research was targeted to the consumers buying behavior towards international brands in FMCG sector of Pakistan. The age groups selected were 20-30 and 41-50. Among these age group 192 responses lie in the age group of 20-30; and 8 responses lie in age group of 41-50.

Gender**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	112	56.0	56.0	56.0
female	88	44.0	44.0	100.0
Total	200	100.0	100.0	

There were also significant differences based on gender. Although male and female have similar perceptions and expectations, but the survey was mainly conducted from male as they are responsible for most of their household shopping and for doing jobs, while female involvement was mixed.

Monthly Income**Monthly income**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than Rs15,000	62	31.0	31.0	31.0
Between Rs15,000-Rs49,999	51	25.5	25.5	56.5
Between Rs50,000-Rs99,999	36	18.0	18.0	74.5
Between Rs100,000-Rs150,000	29	14.5	14.5	89.0
More than Rs150,000	22	11.0	11.0	100.0
Total	200	100.0	100.0	

Interpretation

Not surprisingly, purchase of products is directly related to income. By doing income analysis, it was found that mostly responses lie in the income level of less than Rs 15,000; 51 responses lie in Rs 15,000-Rs 49,999; 36 responses in Rs 50,000-Rs 99,999; 29 responses in Rs 100,000-Rs. 150,000 and 22 responses lie in Rs. 150,000+

Qualification**Qualification**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid intermediate	57	28.5	28.5	28.5
bachelor	133	66.5	66.5	95.0
masters	10	5.0	5.0	100.0
Total	200	100.0	100.0	

Interpretation

The qualification analysis results found that 133 responses are bachelors; 57 are intermediate and 10 are masters. As mostly youngsters are more attracted towards the branded products; all they want are just brands they mostly trust on them as the above chart shows positive results are shown mostly from bachelors and intermediate students.

No of International Brand Purchased**No of INTERNATIONAL BRAND Purchased**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	30	15.0	15.0	15.0
2-3	59	29.5	29.5	44.5
4-5	47	23.5	23.5	68.0
More than 5	64	32.0	32.0	100.0
Total	200	100.0	100.0	

Interpretation

The international products that consumers use to purchase in a month, 64 responses that they purchase more than 5, 59 responses between 2-3, 47 responses between 4-5 and very little that is 30 responses only 1 product in a month.

Usage of International Brand**Usage of International Brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	168	84.0	84.0	84.0
sometimes	32	16.0	16.0	100.0
Total	200	100.0	100.0	

Interpretation

Then there was a question about the usage of international brand product so a huge no of responses i.e. 168 that they use international brand and 32 responses that they use it sometimes. The result indicates that mostly consumers use international brand.

Reliability Analysis
All Questions
Reliability Statistics

Cronbach's Alpha	N of Items
.629	21

According to the reliability shown in the above table the analysis performed is consistent, accurate and reliable. It shows that the respondents have answered all the questions correctly and the respondents are fair and unbiased in providing their response to the questions asked in the questionnaire.

Reliability of the questionnaire (26 items) = 0.629 or 62.9%

Question 7: (All Variables)**Reliability Statistics**

Cronbach's Alpha	N of Items
.695	4

According to the reliability shown in the above table the analysis performed is consistent, accurate and reliable. It shows that the respondents have answered all the questions correctly and the respondents are fair and unbiased in providing their response to the questions asked in the questionnaire.

Reliability of the questionnaire (26 items) = 0.659 or 65.9%

Question 13 (All Variables)**Reliability Statistics**

Cronbach's Alpha	N of Items
.668	4

According to the reliability shown in the above table the analysis performed is consistent, accurate and reliable. It shows that the respondents have answered all the questions correctly and the respondents are fair and unbiased in providing their response to the questions asked in the questionnaire.

Reliability of the questionnaire (26 items) = 0.668 or 66.8%

FINDINGS, CONCLUSION AND RECOMMENDATIONS**Findings****Variable 1 (Quality)**

R is equal to 0.553^a and R square is equal to 30.6 percent where Std. Error of the estimate is 0.746.

Variable 2 (Price)

R is equal to 0.549^a and R square is equal to 30.2 percent where Std. Error of the estimate is 0.700.

Variable 3 (Country of Origin)

R is equal to 0.812^a and R square is equal to 65.9 percent where Std. Error of the estimate is 0.341.

Variable 4 (Brand Consciousness)

R is equal to 0.753^a and R square is equal to 56.7 percent where standard error of the estimate is 0.432

Conclusions**Variable 1 (Quality)**

- 30.6 percent of quality variable has an impact on consumer purchase intention towards International brands.
- It has no positive impact on consumer purchase intention towards International brand.

Variable 2 (Price)

- 30.6 percent of price variable has an impact on consumer purchase intention towards International brands.
- It has no positive impact on consumer purchase intention towards International brand.

Variable 3 (Country of Origin)

- 65.9 percent of country of origin variable has an impact on consumer purchase intention towards International brands.
- It has high positive impact on consumer purchase intention towards International brand.

Variable 4 (Brand Consciousness)

- 56.7 percent of brand consciousness variable has an impact on consumer purchase intention towards International brands.
- It has slightly positive impact on consumer purchase intention towards International brand.

RECOMMENDATIONS:

Variable 1 (Quality)

Quality plays an important role in buying any product so every international brand should focus more on quality for the positive impact on consumer buying behavior.

Variable 2 (Price)

If the price will be reduced so consumer s will be more attracted to the international brand and it will increase the percentage of impact on consumer buying intentions towards International brands.

- For future, comparative study can be done as well between international and local brand.
- Foreign and local brands can be compared with one similar category or with all categories.

Variable 3 (Country of Origin)

To increase more impact of country of origin we should promote such brands of country more which are focused and we should also promote them where they are not introduced.

Variable 4 (Brand Consciousness)

Brand consciousness can be increased more by using advertising medium. Through that we can target our current consumers as well as we can capture new consumers.

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APPENDIX**EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS INTERNATIONAL BRANDS IN FMCG SEGMENT OF PAKISTAN**

Dear Respondent,

I am student of BBA (Marketing) at National University of Computer and Emerging Sciences, Karachi, and I am conducting a research on “Empirical study of consumer buying behavior towards international brands in FMCG segment of Pakistan”. The questionnaire will be used for research. This questionnaire is designed to understand the consumer buying behavior towards international. The objective of this questionnaire is to find out relationship between status, price, and country of origin and brand consciousness. It should not take more than 10 minutes to fill the questionnaire as all of questions just require you to tick appropriate answer. Your answer will be kept strictly confidential and will only be used for research purposes. You are requested to take 10 minutes out of your busy schedule to fill this questionnaire.

Thanks once again for your time and cooperation.

Please Tick the Appropriate Answer or Fill In the Box.

1, What is your gender?

☐ Male ☐ Female

2, What is your age?

☐ 20-30 ☐ 41-50
☐ 31-40 ☐ Above 50

3, What is your highest qualification?

☐ Intermediate ☐ Bachelors
☐ Masters ☐ Doctoral

4, What is your monthly income?

☐ Less than Rs.15, 000 ☐ Between Rs.15, 000 - Rs.49, 999
☐ Between Rs.50, 000 - Rs.99, 999 ☐ Between Rs.100, 000 – Rs.150, 000
☐ More than Rs.150, 000

5, Do you use international brands' product?

☐ yes ☐ sometimes ☐ No

6, How many international products do you purchase in a month?

☐ 1 ☐ 2-3
☐ 4-5 ☐ More than 5

7, Why do you prefer purchasing international products?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Quality					
Price					
Country of origin					

Brand consciousness					
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8, Comparatively International brands are priced high, even then your purchasing intentions for international brands are high?

- ☐ Strongly Agree ☐ Agree ☐ Neither Agree Nor Disagree
☐ Disagree ☐ Strongly Disagree

9, Country of origin affects your purchase decision.

- ☐ Strongly Agree ☐ Agree ☐ Neither Agree Nor Disagree
☐ Disagree ☐ Strongly Disagree

10, It is said that people buy international products based on their social group to which they belong.

- ☐ Strongly Agree ☐ Agree ☐ Neither Agree Nor Disagree
☐ Disagree ☐ Strongly Disagree

11, what is your over all view on international brands?

- ☐ Very good ☐ Good ☐ Neither Good Nor Bad
☐ Bad ☐ Very bad

12, How you would like to associate international brands with?

- ☐ Trendy ☐ Innovative ☐ High Quality
☐ Cool ☐ High Price

13, Aspects like quality, price, country of origin and brand consciousness affect your purchase behavior.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Quality					
Price					
Country of origin					
Brand consciousness					

14, Celebrity endorsement affects your purchase intention for international brands?

- ☐ Strongly Agree ☐ Agree ☐ Neither Agree Nor Disagree
☐ Disagree ☐ Strongly Disagree

15, Appearance of your favorite's celebrity will have a positive affect on purchasing intentions for international brands.

- ☐ Strongly Agree ☐ Agree ☐ Neither Agree Nor Disagree
☐ Disagree ☐ Strongly Disagree