

# **Factors Affecting Consumer Preference of International Brands over Local Brands**

12 pages | 2859 words

## **Abstract**

This study was conducted in order to determine the consumer preferences of global brands instead of local ones. It is also designed to find out the buying behavior patterns of young Pakistani consumers. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. A number of factors affect the consumer purchase decisions. The results suggest that most important factors that influence a consumer's final decision are the price and quality of the product in question. Since the consumers usually associate the price of the brand with its quality, a brand priced too low is generally perceived as a low quality product. Similarly, a product priced too high may not be affordable by many.

Other factors that have an impact on the consumer preferences are: consumer ethnocentrism, country of origin, social status, price relativity with the competing brands and family and friends. The research was conducted in Karachi and the samples selected included 200 people of age 16-24. The data collected for the research was through a questionnaire and was conducted in two popular shopping malls of the city and two universities since the target audience was largely the youth. Calculations were then analyzed and interpreted using a percentage of respondents and through frequency distribution tables and charts.

## **Introduction**

Globalization is an inevitable phenomenon that is leading the entire world towards becoming one market, a global village. Not only has the process of globalization aided immensely in the exchange of goods and services, information and knowledge through the reductions in international barriers, but it has also led the world into becoming a real single universal community comprising of people from different cultures, thus resulting in the shrinkage of the world. With the world becoming a single market, globalization has had a major contribution in enabling the organizations worldwide to step out of the restricted domestic markets and to set up their operations across the globe with confidence. This has largely led to a decline in the importance in national borders and a greater emphasis on what the consumers actually demand; be the consumers located in the very country in which the organization exists or an entirely different part of the world.

Moreover, with the rapid increase in global competition, companies that strictly adhere to and cater to the needs of the local markets are finding themselves at a disadvantage and gradually losing the competitive advantage that they so much strived to achieve. However, for some products and services "the tastes and preferences of consumers in different nations are beginning to converge on some global norm" (Holt 2002). From a consumer perspective, however, reactions to the prevalence of global brands seem to vary among the different customers. On the one hand, consumers seem to value and admire global brands and regard such brands as a status symbol. On the other hand, global brands are often criticized for threatening the local differences and imposing the western cultures on our society, leading to a loss of cultural identity.

## **Purpose of the study:**

□ This study is...

# Factors Affecting Consumer Preference Of International

**Parfait M. Eloundou-Enyegue**



## **Factors Affecting Consumer Preference Of International:**

*Factors Affecting Tourist Preferences: The Example of Health Tourism* Muammer BEZİRGAN , Mehmet SARIOĞLAN, Ayla SOLMAZ AVCIKURT, Talha Serdar SEZEN, 2025-03-23      **Sustainability, Innovation, and Consumer Preference** Ozen, Ercan, Singh, Azad, Taneja, Sanjay, Rajaram, Rajendra, Davim, J. Paulo, 2024-12-02 Digital platforms have transformed consumer behavior shaping how people discover explore and purchase products and services With the rise of social media e commerce sites and mobile applications consumers are more informed and connected These platforms allow for instant access to information and reviews while creating communities where users can share experiences and recommendations As a result traditional marketing strategies are evolving requiring brands to adapt to the fast paced digital landscape and engage with consumers in meaningful ways Understanding the influence of these platforms is essential for businesses that want to understand modern consumer behavior and build lasting customer relationships Sustainability Innovation and Consumer Preference delves into the intersection of digital technologies and circular economy principles highlighting how innovations in areas such as IoT AI blockchain and big data are transforming traditional business models into more sustainable resource efficient systems It explores the redesign of product life cycles the role of Industry 4 0 in sustainable manufacturing and the influence of digital platforms on consumer behavior This book covers topics such as automation technology social media and waste management and is a useful resource for computer engineers marketing professionals business owners economists academicians and researchers      **Brand Loyalty in Bangladesh** Dr. Md. Uzir Hossain Uzir, Profession Dr. Abu Bakar Abdul Hamid, Dr. Ts. Dr. Ahmad Shaharudin Abdul Latiff, Israaq Jerin, 2021-05-06 A brand is a valuable asset and loyalty to a particular brand is the source of revenue and profitability of the business Brand loyalty is significant for the business growth and expansion of companies in the electronics sector A populated country Bangladesh has a substantial expenditure on electronic appliances and the demand for these household items increases over the period however customers are not always loyal to a particular brand Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty and brand trust mediates their relationship Due to the technological advance of social media technology has an essential role in the customer s decision to buy household appliances The existing literature has not focused on this massive demand for electronic appliances customer satisfaction loyalty trust and social media s significant role in consumer buying behavior The book shoed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship The study also examined the extent to which customers believe social media information influences them The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey The data were analyzed with SPSS and CB SEM AMOS for the hypothesis test The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty and social media moderates those significant relationships The result of the study contributed to the expectancy disconfirmation

theory trust commitment theory brand loyalty theory and theory of reasoned action by presenting empirically based insight into customer satisfaction brand trust and brand loyalty constructs in electronic home appliances in Bangladesh In addition the results provided a practical insight into marketing and brand management They suggested the practicing managers in developing product quality with customer preference building trust through maintaining brand image and creating awareness among the customers and considering the significance of social media and its usage The research used probabilistic sampling techniques both rural and urban customers only a single home appliance and PLS SEM statistical tool for analysis Future researchers could focus and include other variables such as price or advertising consider loyalty separately and use both urban and rural customers to have better predictions

**Global Consumer Behavior** Chantal Ammi,2013-03-01 Globalization is a leading force for industry worldwide especially the new technology sector This presents both problems and opportunities in the emergence of a new type of consumer and the effects of globalization on industry in terms of culture economics marketing and social issues at every scale from local to global The main aim of the book is to enhance the reader s knowledge especially from a multidisciplinary perspective rather than from an individual functional perspective of international consumer behaviour It also explores the role of globalization in the evolving world of the new technology sector and provides an overview of the development of international consumer behavior from historical geographical and social perspectives while focusing on new technology products and services Professionals students and researchers working in the fields of new technologies and information and communication technologies ICT as well as specialists of marketing and management are the target audience for this book At the same time the book will be pitched at a level so as to also appeal to a more general readership interested in globalization

**Proceedings of the 7th Global Conference on Business, Management, and Entrepreneurship (GCBME 2022)** Ratih Hurriyati,Lili Adi Wibowo,Ade Gafar Abdullah,Sulastri,Lisnawati,Yusuf Murtadlo,2023-09-29 This is an open access book WELCOME THE 7TH GCBME We would like to invite you to join our The 7th Global Conference on Business Management and Entrepreneurship The conference will be held online on digital platform live from Universitas Pendidikan Indonesia in Bandung West Java Indonesia on August 8th 2022 with topic The Utilization of Sustainable Digital Business Entrepreneurship and management as A Strategic Approach in the New Normal Era

**Global Observations of the Influence of Culture on Consumer Buying Behavior** Sarma, Sarmistha,2017-07-13 Positive consumerism is the backbone to a strong economy Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits Global Observations of the Influence of Culture on Consumer Buying Behavior is an in depth scholarly resource that discusses how marketing practices can be influenced by cultural preferences Featuring an array of relevant topics including societal environments cultural stereotyping brand loyalty and marketing semiotics this publication is ideal for CEOs business managers professionals and researchers that are interested in studying alternative factors that impact the

marketing field      *Dry Fish: A Global Perspective on Nutritional Security and Economic Sustainability* Amit Ranjan, S. A. Shanmugam, 2024-08-14 Dry fish is an excellent and cheap source of protein and fat in both developed and developing nations especially for vulnerable populations Its nutritional value cultural importance and economic relevance make it an integral part of diets and food systems worldwide The diverse culinary applications and international trade of dry fish further highlight its relevance and appeal on a global scale It offers distinct taste and flavors adding diversity to global cuisines and enhancing culinary experiences It is used in various recipes from stews and curries to snacks and condiments and is highly valued for its long shelf life and nutritional benefits Consumption of dry fish not only improves nutrition but also has far reaching impacts on the economy society and cultural practices It meets the dietary requirements of marginalized communities and contributes to food security In coastal regions salted and sun dried fish are widely consumed reflecting the importance of this preservation method Dry fish plays a crucial role in nutritional security particularly in coastal areas where it holds immense importance for the economy society and culture Dry fish also serves as a valuable commodity in international markets fostering cross cultural exchanges and contributing to trade flows Furthermore dry fish has gained popularity in various global cuisines Countries like Portugal Spain Thailand and several African nations have their own versions of dried or salted fish dishes reflecting the diverse culinary traditions and preferences around the world Dry Fish A Global Perspective on Nutritional Security and Economic Sustainability offers a global perspective on the sustainability of dry fish production and its environmental implications It explores traditional and advanced drying methods their impact on fish stocks and potential strategies for sustainable practices The text discusses the challenges and opportunities in the industry such as market trends consumer preferences and technological advancements The book combines scientific research case studies and expert insights to provide a comprehensive overview of the topic It serves as a valuable resource for researchers policymakers and professionals in the fields of nutrition food security fisheries and economic development By highlighting the importance of dry fish as a global resource the book aims to foster discussions and actions that promote the sustainable utilization of this valuable food source for the benefit of present and future generations      **International Encyclopedia of**

**Business Management** ,2025-09-01 The Encyclopedia of Business Management Four Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management Each entry is written in an accessible manner making complex concepts easy to understand The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions By emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic Expert editors lead each section ensuring that the contributions are authoritative and well rounded The encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management Each section s articles begin with a technical analysis of key

definitional issues followed by an exploration of the topic's broader context. This structured approach provides a holistic examination of the subjects, allowing readers to gain a comprehensive understanding of vital business management concepts. Provides a comprehensive overview of the main business management topics. Focuses specifically on business management from a range of perspectives. Includes new and emerging business management topics. Presents an interdisciplinary focus in terms of business management practices. Features templates across all chapters for ease of navigation and use.

**International marketing in times of sustainability and digitalization** Erika Graf, 2023-03-20. Given today's challenges, companies are confronted with pressing questions: Are marketing and sustainability a contradiction? How can digitalization support marketers beyond digital advertising? These questions must be addressed in an international context, since for most companies, international business is more a reality than just a strategic option, as it was just a few decades ago. This book provides insights into the fundamentals of international marketing with a focus on these topics because they are commonplace in today's international marketing. It presents theories and concepts of international marketing in a concise form along with many real-world examples. The book explores how digitalization makes potential connections and advances available to marketing and how marketing can contribute to shaping a more sustainable future. It is a must-read for students interested in the topic and managers who are confronted with these challenges. Supplementary materials for the book are available. [Economic Models of Cattle Prices](#) United States. General Accounting Office, 2002. [Proceedings of the 2025 10th International Conference on Financial Innovation and Economic Development \(ICFIED 2025\)](#) Maizaitulaidawati Md Husin, Tomoki Fujii, Xiaodong Lai, Azlina Binti Md Yassin, 2025-05-02. This is an open access book. Financial globalization plays a huge role in promoting the development of the world economy and the optimal allocation of world resources stimulates the accelerated development of the international division of labor and increases the international flow of production factors such as industrial transfer, capital transfer, and technology transfer. It enables developing countries to make up for the lack of their own capital and technology and obtain industrial evolution, technological progress, and institutional innovation, thereby accelerating the speed of economic development. It also enables developed countries to open up cheap labor, raw material markets, and broad consumer markets, prolonging product value. More profits ease the economy, the contradiction of stagflation, and restore economic growth. At the current stage, the overall environment of the international financial market is relatively stable, and the market environment has been improved to some extent. However, due to the complexity and diversity of the world economy coupled with the national characteristics of some countries, there is great uncertainty in international policies, which has greatly affected the stability of the international financial market. In addition, the current international environment is changing. The conflict between Russia and Ukraine, the epidemic, and the Taiwan issue have all had an impact on the international economic situation. This is also the difference between this conference and previous conferences; we hope to have a deeper discussion on the current situation. [Proceedings of the 3rd International Conference on Water Energy](#)

Food and Sustainability (ICoWEFS 2023) João Rafael da Costa Sanches Galvão, Paulo Brito, Filipe dos Santos Neves, Henrique de Amorim Almeida, Sandra de Jesus Martins Mourato, Catarina Nobre, 2024-04-01 This book presents some of the work presented at the 3rd International Conference on Water Energy Food and Sustainability ICoWEFS 2023 with topics delving into critical global themes Encompassing four pivotal domains Water and Circular Economy Energy Agrifood and Sustainability this book covers cutting edge research and innovative solutions Within the ambit of Water and Circular Economy the discussions span from the sustainable management of water resources urban and industrial water consumption to the challenges in governance and the impact of climate change The Energy section covers chapters on energy production urban and industrial systems governance challenges and the imperative transition toward circular economies The Agrifood domain probes into sustainable agricultural practices harnessing smart technologies in farming climate change s effect on food production and innovations in food processing Lastly the Sustainability segment encompasses a wide array of topics including bioeconomy sustainability cyber physical systems climate change impacts and resource efficiency underpinning the urgent need for a holistic approach to global sustainability

*Revolutionizing Curricula Through Computational Thinking, Logic, and Problem Solving* Fonkam, Mathias Mbu, Vajjhala, Narasimha Rao, 2024-06-03 In today s rapidly evolving educational landscape traditional teaching methods often fail to equip students with the skills necessary for success in the 21st century The siloed approach to education where subjects are taught in isolation must reflect the interconnected nature of modern challenges This disconnect between traditional educational models and the needs of the future workforce is a serious concern among educators They face the challenge of preparing students for professions that still need to be created using tools and technologies that are still emerging Revolutionizing Curricula Through Computational Thinking Logic and Problem Solving offers a transformative solution to this challenge By advocating for computational thinking as a fundamental skill set applicable across all academic disciplines the book provides educators with the tools to bridge this gap It introduces computational thinking not just as a technical skill but as a way of problem solving and logical reasoning that enhances critical thinking across subjects Through practical lesson plans case studies and strategies educators can seamlessly integrate computational thinking into their classrooms preparing students for the complexities of the modern world

16th International Conference on Applications of Fuzzy Systems, Soft Computing and Artificial Intelligence Tools - ICAFS-2023 Rafik A. Aliev, Janusz Kacprzyk, Witold Pedrycz, Mo. Jamshidi, M.B. Babanli, Fahreddin M. Sadikoglu, 2025-02-12 This book covers diverse areas of fuzzy logic soft computing and AI approaches such as uncertain computation decision making under imperfect information deep learning and others The topics of the papers include theory and application of soft computing decision theory with imperfect information neuro fuzzy technology intelligent control machine learning evolutionary computing fuzzy logic and soft computing in engineering industry social sciences business economics earth sciences material sciences and others This book presents the proceedings of the 16th International Conference on Applications of Fuzzy

Systems Soft Computing and Artificial Intelligence Tools ICAFS 2023 held in Antalya Turkey on September 14 15 2023 This will be a useful guide for academics practitioners and graduates in fields of fuzzy systems and soft computing It would allow for attracting of interest in development and applying of these paradigms in various real fields *Digital Disruption in Hospitality, Sustainable Hospitality* Park Thaichon,Pushan Kumar Dutta,A. K. Haghi,Soumi Dutta,2025-05-21 A revolutionary insight into the future of tourism and hospitality This groundbreaking work explores the delicate balance between cutting edge technology and ethical responsibility in one of the world s largest industries **The Framework for Resilient Industry** Narinder Kumar,Kiran Sood,Ercan Özen,Simon Grima,2024-03-26 The Framework for Resilient Industry examines the historical background current status and future opportunities and challenges of the Indian industry delving into region specific issues such as micro small and medium enterprises MSMEs economic policy risk management and sustainable industries *Global Network Management* Roland Böttcher,2013-07-02 Multinational corporations are forced by the increasing globalization to coordinate their various operations on the basis of an integrated network management Roland Böttcher examines the literature on global network approaches The importance of a pro active management of informal relationships across national borders is shown by his empirical study Verzeichnis Roland Böttcher belegt die herausragende Bedeutung eines proaktiven Managements informeller Beziehungen im internationalen Steuerungskontext *Addressing Global Challenges - Exploring Socio-Cultural Dynamics and Sustainable Solutions in a Changing World* Parfait M. Eloundou-Enyegue,2024-07-04 The International Symposium on Humanities and Social Sciences Addressing Global Challenges Exploring Socio Cultural Dynamics and Sustainable Solutions in a Changing World ISHSS 2023 unfolds as a crucial academic undertaking centred around the overarching theme of intellectual synergy and inquiry This conference serves as a vibrant forum facilitating discussions on a wide array of subjects within the realms of humanities and social sciences The curated collection of proceedings encapsulates an expansive spectrum of subject areas transcending disciplinary boundaries to encapsulate sociology anthropology history and beyond The significance of this compilation lies not only in the wealth of knowledge it imparts but also in its potential to resonate with a diverse audience From academicians to practitioners the discourse transcends traditional boundaries offering insights that cater to the intellectual curiosity of a broad audience The Open Access version of this book available at [www.taylorfrancis.com](http://www.taylorfrancis.com) has been made available under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4 0 license *Exploring AI and Consumer Decision-Making in Tourism and Marketing* Elgammal, Islam,Soliman, Mohammad,2025-06-27 Artificial intelligence AI changes the way consumers make decisions in tourism and marketing From personalized travel recommendations to dynamic pricing and targeted advertising AI tools shape how people search for choose and experience destinations and services AI continues to influence consumer behavior including how data driven technologies impact trust choice and satisfaction However various ethical social and economic implications of using AI in these industries remain raising important questions



about privacy transparency and the human touch in consumer experiences Further research may reveal the lasting impact of intelligent technologies in hospitality and tourism practices Exploring AI and Consumer Decision Making in Tourism and Marketing explores how AI technologies influence consumer decision making in tourism and marketing including personalization recommendation systems and targeted advertising It examines the effects of these tools on consumer behavior trust and engagement as well as the ethical and practical challenges they present for businesses and consumers This book covers topics such as advertising ethics and law and sociology and is a useful resource for engineers business owners sociologists academicians researchers and data scientists

**Big Data Analytics in Supply Chain Management**  
Iman Rahimi, Amir H. Gandomi, Simon James Fong, M. Ali Ülkü, 2020-12-20 In a world of soaring digitization social media financial transactions and production and logistics processes constantly produce massive data Employing analytical tools to extract insights and foresights from data improves the quality speed and reliability of solutions to highly intertwined issues faced in supply chain operations From procurement in Industry 4.0 to sustainable consumption behavior to curriculum development for data scientists this book offers a wide array of techniques and theories of Big Data Analytics applied to Supply Chain Management It offers a comprehensive overview and forms a new synthesis by bringing together seemingly divergent fields of research Intended for Engineering and Business students scholars and professionals this book is a collection of state of the art research and best practices to spur discussion about and extend the cumulant knowledge of emerging supply chain problems

## Unveiling the Power of Verbal Beauty: An Psychological Sojourn through **Factors Affecting Consumer Preference Of International**

In a global inundated with displays and the cacophony of fast interaction, the profound power and emotional resonance of verbal art frequently disappear in to obscurity, eclipsed by the continuous onslaught of sound and distractions. However, situated within the lyrical pages of **Factors Affecting Consumer Preference Of International**, a interesting work of fictional splendor that impulses with raw feelings, lies an remarkable trip waiting to be embarked upon. Composed with a virtuoso wordsmith, that enchanting opus courses readers on an emotional odyssey, gently revealing the latent possible and profound affect embedded within the delicate internet of language. Within the heart-wrenching expanse with this evocative evaluation, we shall embark upon an introspective exploration of the book is key subjects, dissect their fascinating writing style, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

<https://cmsemergencymanual.iom.int/About/publication/Documents/international%20marketing%20by%20cateora%2015th%20edition%20gataxi.pdf>

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