

STUDENTS' MOTIVATION FOR CONSUMPTION OF GLOBAL BRANDS : AN EMPIRICAL ANALYSIS FROM PAKISTAN

Dr. Kashif Ur Rehman, Dr. Tanveer-u-Zaman
& Babar Zaheer Butt

ABSTRACT

In recent years competition among brands has become more complicated as the number of non-local, foreign brands increase. Specifically, consumers in developing markets possess various motives for purchasing newer non-local or foreign products. This paper attempts to analyze different motivational factors leading towards consumption of global brands among Pakistani students. For this purpose a sample of 150 students were selected from different private and public sector universities of twin cities of Rawalpindi and Islamabad. A questionnaire was developed and randomly distributed among the respondents to know the different factors that attract them to buy global or international brands currently available in Pakistan. Students were given the list of global brands commonly available in Pakistan and their responses were noted accordingly. Descriptive analyses were used to analyze the data. The results show that perceived prestige, brand quality, perceived value and brand image are the significant factors that attract students to buy and utilize global or international brands.

Keywords: Competition, Brand, Motivational Factors, Global Brands, Perceived Prestige

Introduction

A growing number of companies in many industries including U.S., European and Asian firms now operating on global level. The trend towards the globalization of markets is fueled by changes in consumer knowledge and behavior. Satellite television and international travel have made consumers more aware of other cultures', life-styles and products, and increased the power of global brands such as Sony, Coca-Cola, and Nike. The trend towards increased globalization had a major impact on the branding strategies of international companies. In the past, international firms would develop brands that were adapted to the needs of local markets, under a multi-domestic marketing approach. They tend now to favour the development of global brands that ideally have the same product, the same name, and the same positioning in all markets, under a global marketing approach. Recent studies on global brands evaluate whether the fact of being