

Factors Affecting Consumer Preference of International Brands over Local Brands

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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.

Keywords: Consumer preference, International brands, Local brands

1. 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.

2. Purpose of the study:

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Proceedings of the International Conference on Smart Systems and Social Management (ICSSSM 2025)_HSS

Tracks Hirak Jyoti Hazarika, Bonisha Borah, Holt Zaugg, S. Ravikumar, Sanjay Kumar Singh, 2026-02-04 This open access volume presents the select peer reviewed proceedings of the HSS tracks of the International Conference on Smart Systems and Social Management ICSSSM 2025 *Proceedings of the 2022 2nd International Conference on Business Administration and Data Science (BADs 2022)* Víctor Fernández-Viagas, Bijay Kumar Kandel, Changiz Valmohammadi, Hrushikesh Mallick, 2023-01-20 This is an open access book The 2nd International Conference on Business Administration and Data Science BADs 2022 is hosted by Kashi University and organized by the College of Economics and Management of Kashi University The 2nd International Conference on Business Administration and Data Science BADs 2022 is one of the series of activities for the 60th anniversary of the founding of Kashgar University In the current situation of rapid economic development the competition in the market is increasingly fierce The drawbacks of traditional enterprise management and the backward management concept have seriously hindered the normal development of enterprises In order to improve their competitive advantages and market share enterprises must optimize their management methods and build a modern business administration system In this situation enterprises can only promote their development process by improving their business management mode and formulating scientific business management policies *Proceedings of the 2nd International Conference on Emerging Technologies and Sustainable Business Practices-2024 (ICETSBP 2024)* Nitin Pathak, Munish Gupta, Vikas Sharma, Amita Chaudhary, 2024-10-17 This is an open access book The 2nd International Conference on Emerging Technologies and Sustainable Business Practices ICETSBP 24 aims to bring together researchers academicians industry experts and practitioners from around the globe to explore and discuss the latest advancements in emerging technologies and their impact on sustainable business practices particularly in the sectors of Management Economics Information Technology Tourism Banking Insurance Artificial Intelligence Renewable Energy Environmental Science and other related fields This conference serves as a platform for the exchange of ideas collaboration and the dissemination of cutting edge research In recent years the pivotal role of digital transformation in business practices creation success and sustainability has gained recognition The complex business landscape particularly challenging for small enterprises amid global market dynamics rapid technological changes and competitive pressures has led many businesses to form networks to overcome inherent limitations Digital networks an underutilized resource emerge as a strategic choice for addressing complex issues at domestic interstate and international levels The upcoming conference provides a significant platform for global scholars to collaborate and tackle societal challenges through the lens of digital transformation and strategic network solutions *Proceedings of 2025 2nd International Conference on Applied Economics, Management Science and Social Development (AEMSS 2025)* Jiye Hu, Huaping Sun, Au Yong Hui Nee, Paulo Batista, 2025-07-07 This is an open access book

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Jesús Jerez-Jerez,Pantea Foroudi,2024-05-29 This international case study book provides 28 expertly curated case studies on entrepreneurship and innovation in tourism each with detailed implementation instructions for the instructor to maximise student participation and learning The dynamic characteristic of the tourism industry under the influence of micro and macro environment factors requires future professionals to be equipped with appropriate skills and competencies to deal with change and development in real life practices Curated and developed by industry experts and practitioners these case studies embody real world scenarios with the aim of best preparing students for their future careers This compelling set of case studies explores the dynamics of entrepreneurship in global context analyses emerging markets and new business models and elicits the implications of innovation and entrepreneurship in different contexts and within a transdisciplinary perspective The cases illustrate innovation and entrepreneurship as an accelerator of tourism growth and development under a sustainable perspective With reflective questions throughout to aid both in class discussion and self study this book is an ideal study resource for use in higher and vocational education and its unique teaching led approach positions it as a vital study tool for instructors and students alike

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