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## **Predisposition towards foreign brands: Scale development and validation**

**Aastha Verma, Garima Gupta**

### **Abstract**

The present research article endeavors to generate a valid and reliable scale for the construct of "Predisposition towards foreign brands" PTFB in India. PTFB is a burgeoning behavioural trait observed by many researchers among Indian consumer's which is attributed to globalization of the marketplace. In an attempt to fulfill this the study adapts Gupta (2011) [17] scale of PTFB with ten items and four dimensions however in order to have a robust scale to measure the underlying construct of PTFB a detailed review of literature was carried out once again in this study which suggested a forty – six items and nine dimensions scale of PTFB. Thereafter through the method of Quantitative content validity followed by exploratory factor analysis and Confirmatory factor analysis the study produces a twenty – one items and five dimensions/ factors scale of PTFB. The author believes that the research will benefit the international marketing managers in devising the strategies for the consumer of India. Further, it also opens the possibility of testing the impact of PTFB on other behavioural traits of the consumers to obtain a much deeper understanding of the consumer culture.

**Keywords:** Predisposition towards foreign brands, consumer behaviour, globalization, scale development

### **Introduction**

The extant literature suggests that globalization is increasingly driving the consumer culture in India and people are showing 'predisposition towards foreign brands' (PTFB) (Gupta, 2011 [17] and Kinra, 2006 [24]). This change occurred in the consumer of India after the implementation of LPG (liberalization, privatization, and globalization) policies in 1991 by which it allowed direct foreign investments in the country and as a result tough restrictions towards the entry of foreign brands in the country were removed. Thereafter many foreign companies entered in the Indian market for the expansion of their respective businesses which inundated the Indian market with a number of goods and services which are of foreign origin. This led to the change in the attitudes and buying preference of the consumer. Consumers today prioritize foreign brand over a domestic brand because it is perceived that these brands are better in terms of their quality and technology moreover it has also become a matter of prestige for the consumers to own a foreign brand. In such a scenario providing a potent tool to the marketers to gauge this particular tendency of consumers can be extremely useful in devising important marketing strategies.

The research uses exploratory factor analysis (EFA) for scale development and confirmatory factor analysis (CFA) to validate the scale. Factor Analysis is a statistical method commonly used during instrument development to cluster items into common factors and summarize the items into a small number of factors. Exploratory Factor Analysis (EFA) is a particular factor analysis method used to examine the relationships among variables without determining a particular hypothetical model (Bryman & Cramer 2005) [9]. EFA helps researchers define the construct based on the theoretical framework, which indicates the direction of the measure and identifies the greatest variance in scores with the smallest number of factors (Delaney 2005[13]; Munro 2005[30]). The objective of factor analysis in the present study is to investigate whether the theoretically derived factors of PTFB truly represents the given set of items.

CFA is used to confirm the factor structure generated by EFA. CFA is considered as an essential tool for scale validation and this technique uses of the hypothesized model generated after EFA.

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### Research Objective

The study aims at following objectives –

1. To study predisposition towards foreign brands (PTFB) for Indian consumers.
2. To examine the dimensionality of PTFB by deriving its dimensions/factors from the extant literature
3. To develop a reliable and valid scale of PTFB.

### Research Methodology

Consumer surveys were conducted in to collect primary responses for the present work. Using convenience sampling, consumers in the age group of 18-60 years were approached during two months in Delhi-NCR region. The survey conducted was pertaining to the scale development of “predisposition towards foreign brands”. A ten-item scale

developed by Gupta (2011) [17] was taken as a base for operationalizing the construct of “predisposition towards foreign brands (PTFB)” in the present work. However, studies in the past have recommended modification of the scale so as to include some more aspects comprising the construct. The review of extant literature suggested the additional items and a modified scale comprising of 46 items. There after the panel of six experts was formed to conduct the content validity study which reduced the scale to 35 items. On these 35 items the responses were collected through a 7 point Likert scale from 487 respondents. The EFA further reduced the factors to 5 with 21 items. The hypothesized model then obtained was confirmed with CFA. The analysis was conducted using statistical software like SPSS and AMOS. The Table: 1 contains the demographic profile of the respondents.

**Table: 1** Demographic Profile of the Respondents

<i>Age</i>	29 – 38	39 – 48	49 -50	59 +
18 -28 (198)	(87)	(76)	(107)	(19)
<i>Gender</i>	Male (256)			
Female (231)				
<i>Occupation</i>	Service (136)	Business/Self Occupied (97)	Home Maker (71)	Retired (61)
Student (122)				
<i>Monthly Family Income</i>	31,000 -50,000 (231)	51,000 -70,000 (112)	71,000 -90,000 (36)	91,001 & above (62)
10,000 – 30,000 (46)				
<i>Educational Qualification</i>	Graduate (178)	Post Graduate (167)	Post Graduate and above (28)	
Under Graduate (114)				

### Theoretical Foundation

Before India’s globalization foreign brands were thought to be a luxury. The flow of the global brands were restricted and also global companies working in India were under heavy surveillance. But after liberalization Indian consumers saw a change in the market. Foreign brands in many sectors like consumer electronics, automobiles, cosmetics, and FMCG started to pour in. This marked the beginning phase of the shift in the consumer predisposition from locally originated to foreign brands. According to Batra et al. (2000) [6], foreign brands symbolize cosmopolitanism and prestige to the Indian consumers. They are perceived to have better quality, technology, status, esteem, value and image as compared to the Indian brands (Bandyopadhyay, 2001[5]; Kinra, 2006[24]). Further, globalization is rapidly influencing consumer culture in India with people showing increasing “predisposition towards foreign brands” (PTFB) (Gupta 2011) [17].

Foreign brands become more favourable to the consumers because of the fact that when a brand is marketed around the world, that fact alone gives it an aura of excellence and a set of obligations. The consumers evaluate the product as superior when it is called “imported” (Holt D.B et al., 2004) [18]. In line to this Elliott and Cameron (1994) [15] also observed that there is a positive correlation between product evaluations and the level of economic development of the country of origin. Indeed, the impact of globalization has made consumers in the developing countries to emulate the lives and consumption habits of those who live in more economically developed nations (Ger and Belk, 1996)[16]. In a study by Johansson and Ronkainen (2005)[21] it was found that globality of a brand is associated with the level of esteem i.e. if the brand is seen to be more global in reach then it tends to have a higher esteem

than a local brand provided that the perceived quality and familiarity levels are similar. As mentioned by Kapferer (1997)[22] that perceived brand globalness tends to create a brand superiority perception in the minds of consumers. Ruth and Commuri (1998)[35] observe that there is a strong urge to imitate the western lifestyles among the middle class Indian couples due to the influence of westernization. Holt D.B et al.,(2004)[18] also mentioned that the quality of product is one of the key factors that drive consumers preference towards foreign brands i.e. many consumers believe that the quality of the global products are superior than those of the local products and for the same reason there is higher familiarity of many foreign brands than local brands ex. Coke, Sony etc.

Batra et al. (2000) [6] observe that Indian consumers purchase foreign brands that they see in movies and TV channels to contend with the apparently glamorous western consumption practices and lifestyles. According to Mathur et al. (2008) [28] this is more prevalent in the youth of India as they consume more American/Western culture-specific brands as compared to the older generation of Indian consumers due to the influence of globalization. These propositions have been concurred by Durvasula and Lysonski (2008) [14]who state that access to global media expose young consumers in India to western culture/practices and make them develop desires similar to those in consumer-oriented cultures.

### Defining Predisposition towards Foreign Brands “PTFB”

The Table: 2 below provide different explanations for PTFB as present in the extant literature.

Table: 2 Definitions of PTFB

Author/Year	Description of PTFB
Gupta (2012) [17]	<i>“Predisposition towards foreign brands is described as the positive perception and purchase preference of people towards brands that they perceive as having originated from economically developed countries, where citizens have relatively better lifestyles; because these brands are technologically superior, quality wise better, provide value for money and enhances a person’s status in the society”.</i>
Durvasula and Lysonski, (2008) [14]	<i>“Globalization and exposure to global media has resulted into the spread of global consumer culture which impacts on the choice of goods purchased in developing countries like India and China. People in these countries prefer mostly foreign brands to match up to the rising living standards”.</i>
Kinra, (2007) [24]	<i>“Indian consumers are predisposed towards foreign brands because they have evaluated these brands high on technology, quality, status and esteem than Indian brands. This preference has also been attributed to the higher credibility given to the country of origin of these brands”.</i>
Kaynak et al., (2000) [23]	<i>“Consumers have an inclination to buy a foreign brand because a product from developed country of origin is seen as insurance on products quality and performance”.</i>
Batra et al., (2000) [6]	<i>“In developing countries people prefer foreign brands especially the brands coming from west because these brands have a non-local country of origin and perceived to have better quality and status. This inclination is greater in consumers who have a greater admiration of lifestyle of people living in economically developed countries”.</i>
Agbonifoh and Elimimian (1999) [1]	<i>“People living in developing countries prefer to buy a foreign brand because a product originated from a developed country”.</i>
Roth and Romeo, (1992) [33]	<i>“Described PTFB in terms of the products country of origin (COO) and found that the information on the products COO has a direct impact over the purchase preference”.</i>

### Dimensions / Factors of PTFB

It is important to understand why there is so much difference between the perception of consumer between a local and a foreign brand and what are the factors which drive a consumer to buy a foreign brand. Through the focused review of literature it is found that there are many factors that affects consumer’s predisposition towards foreign brands out of which the most dominantly studied factors are as discussed in the following section -

1. **Technology:** According to Kinra (2006) [24] technology is one such characteristic or product attribute based on which Indian consumers decide on their purchase selection and in this context foreign brands are perceived as better in technology than Indian brands. Some of the products category which has been identified as high in technology in comparison to their Indian counterparts are cars, refrigerators, television, washing machines, cameras and watches. The same has also been supported by Roth and Romeo (1992) [33] & Elliot and Cameron (1994) [15]. Also as Cordell 1993 [11] mentioned that consumers give priority to products that come from technologically developed countries than those which are from less developed countries.
2. **Quality:** Holt et al., (2003) [18] discoursed that in motivating a consumer preference towards foreign brands, quality of the brand being the most important factor. Perceived brand globalness was also found to be positively related to the quality of these foreign brands in comparison to their local rivals and therefore there is an increase in the preference of purchasing foreign brands. According to Batra (2000) [6] Indian consumer’s perceived the quality of the western brands higher over domestic/ local brands. Foreign brands are attitudinally preferred over brands seen as local. The quality of a product is the faith which a consumer has for its durability and long-life.
3. **Value for Money:** Researchers have suggested that consumers are ‘value-driven’ (Zeithaml, 1988) [41]. A consumer’s perceived value may be seen as an expression of “an overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given. The most common use of the value term relates to the trade-off between quality and price which may also be termed as value-for-money’ perspective

(Chang and Wildt, 1994) [10]. According to Kinra (2006) [24] value for money is a product attribute and consumers are tend o generalize their opinions for the products originating from a foreign country.

4. **Status:** Ger and Belk (1996) [16] explained that foreign goods are seen as a symbol of status when they are introduced in less affluent society. Researchers have also posited that status goods are nearly inevitably foreign. Their greater cost and continued association with foreign lifestyle imparts status to their owners.

Further, as mentioned by Kapferer (1997) [22] globalness of brands tends to create brand superiority. Consumers prefer the brands with global reach and perceive them to be more high-status and prestigious. Supporting the same Steenkamp et al., (2003) [36] also found status as a factor driving global brand preference.

Owning these brands becomes the matter of status because of the countries from where these foreign brands originate. As it is perceived that the countries from where the foreign brands originate have people who live esteemed life. It has also been seen that consumers from developing countries would emulate the purchase pattern and behaviour of the western consumers. They imitate the practices and lifestyle of consumers from developed countries and hence purchase foreign brands (Peterson and Jolibert, 1995) [32].

5. **Image:** Image of a brand has been considered a vital part of a firm’s marketing program. It also plays an integral role in building long term brand equity (Hsieh, 2002) [19]. The image of a product has always been linked with its originating country by consumers and they also perceive a better image of products from developed countries (Roth and Romeo, 1992) [33]. Kinra (2005) [24] observed that such image perceptions of products vary from country to country. Consumers create these based on factors like quality, product design, status symbol, a feeling of honor attached to the product, its value and personal experience.

6. **Promotion:** Bandopadaya (2001) [14] explained promotion in terms of perceived advertising intensity and availability of product related information. According to him Indian consumer’s perception of promotion for the products from foreign countries are ranked in the following order Japan, United States, India, South Korea, Germany and Britain.

7. **Availability:** It is explained as the measure of distribution effectiveness and efficiency of marketers from the countries who export their products in Indian market (Bandyopadhyay, 2001 [4]; Parameswaran and Pisharodi, 1994 [31]). It is also the presence of these foreign brands in the domestic market with their easier access to the consumers.
8. **Country of Origin (COO):** This dimension reflects the extent to which a consumer prefers a particular brand on the basis of its originating country. Many studies in this regard have documented the ways in which consumers use a brand's COO as a cue in inferring its quality and acceptability, also the place of manufacture inspires a consumer's product evaluation (Kinra, 2006) [24].

Although Country of origin (COO) effect started with a negative connotation until after the first world war in which Germany was defeated and the conquerors of the war started the trend of the COO by trying to label all German products exported in Europe as "made in Germany" to give a message to European consumers to escape from purchasing of such products (Morello, 1984) [29]. But today it is a highly used marketing tool to promote a positive image in the eyes of consumers.

Lim and O'cass (2001)[26] defined COO as the country of manufacture or assembly. It is not only limited to general product categories but it also affect specific brands e.g. cars like Mercedes and Opel which are made in Germany and are popular because of their durability and strength. Consumers hence associate German cars to be robust and when one talks about brands like Mercedes the first thing that comes to mind is sturdiness and class (Bilkey and Nes, 1982)[8]. Further, COO effects the consumer's evaluation on two parameters, perception of quality and the perception of purchase value which leads to a change in consumer predisposition for products from one country over the other i.e. consumers start identifying the make of the brand as an important factor while considering the purchase of product. They also connect the country's name with factors like quality, durability and faith. Today we see that brands are in the age of global competition and brand knowledge of consumer is highly affected by COO effect. Bernstein (1984) [7] opined that COO not only works to build a positive 'brand' image but also a positive 'company image'. He also proposed a model which included all the elements which forms a company's image. COO being one of the most important factors was placed at the center as depicted below in Figure: 1

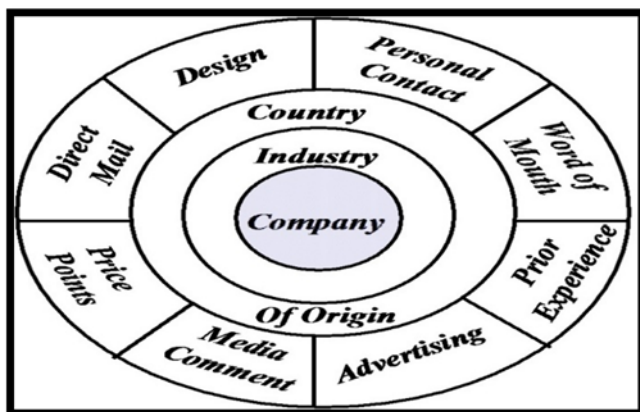


Fig: 1 Model of company Image

Source: Bernstein, D. (1984), *Company Image and Reality: A Critique of Corporate Communications*, Eastbourne, Holt, Rinehart & Winston Ltd.

Further, Bandyopadhyay and Banerjee (2002) [5], based on primary survey of consumers in the city of Ahmedabad and Calcutta found that country of origin is an important determinant of consumers shopping behaviour and the products of advanced countries enjoy a positive COO effect. Supporting the above findings Kumar et al., (2009) [25] also found that Indian consumers prefer American products over local brands for their uniqueness and good quality. In conjunction to this Verlegh et al., (2005)[38] said "Consumers differentiate between products from different origin countries, a phenomenon that has become to known as the *COO effect* and is rooted in consumers perception of the quality of specific products marketed by firms of the different country than their own. As said by Wall and Heslop (1986) [39] these perceptions are known as product country images which may be based either on experiences from a past purchase of such product or product information gathered through means of advertising.

In a study to comprehend the mental/psychological processes that inspire COO evaluations Maheswaran (1994) [27] used students with a focus on electronic gadgets. In their research they found that when consumers are not so inclined to buy a product and when the inspirational level to buy a particular product is low than they tend to focus more on COO. In another study it was also found that while assessing the products the origin of the product was taken as a factor equally important and pivotal as the other specific product attributes but while making the actual purchase COO was considered to be most significant (Ulgado and Lee, 1998) [37].

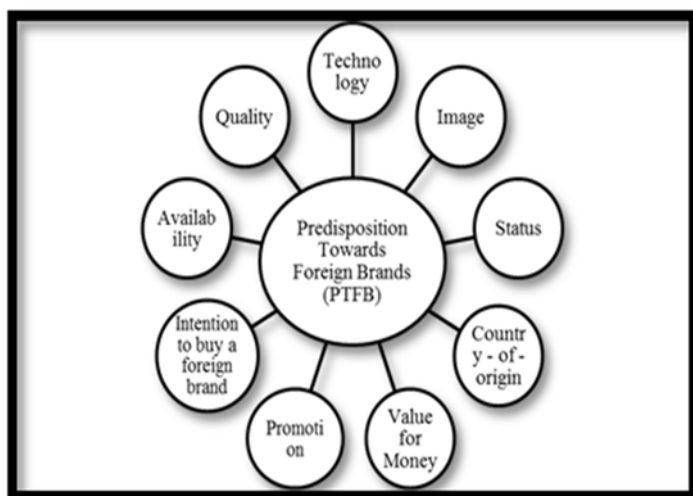
Today consumers are mindful of the source of the products origin because of the latest and fastest technology in the field of communication and information technology and the mass media. Consumers remark the products from developed countries to be superior to the products made in developing and underdeveloped countries. The reason for such a conviction is due the economic status of these countries. There is a positive correlation between the level of economic development and COO effect (Wang and Lamb, 1983) [40]. It is also observed that the consumers due to the COO effect tend to be prejudiced and prefer the products of other developed country over the products produced domestically. Different countries have different cultures, practices and abilities which make them specialize in producing a particular product. Hence it is expected if consumers hold stereotyped views of specific products from specific countries. and because of this stereotyped opinion for certain products there are some products which are famous worldwide and known because of their producing country like "French Cosmetics", "Scottish Whiskey", "Italian Leather" etc. are preferred globally because of the origin of these products.

Further, it was found that the effect of COO has also become ambiguous in a modern market place due to the production process of products as most of the global companies perform different stages of product development in different parts of the world for e.g. designing of the product in one country, manufacturing in another and the assembly line in some other country. These products are called "Hybrid Products" and due to spread of such hybrid products it has become very difficult for the consumers to find information about the COO of these products. In such a scenario Lim and O'cass (2001) [26]made a call for research in understanding the influence of COO on consumer evaluation. In respond to that a study conducted by Cai et al., (2004) suggested that due to change in production process of global corporations these hybrid products are

becoming increasingly available everywhere moderating the COO effect. Since many products in the market are hybrid products it has become difficult for the consumers to assess the actual origin of the product. This leads the consumers to move their evaluation from the concept of country of origin to the newer concept of culture of brand origin as due to highly advanced technologies like internet, and exposure to the marketing activities of the brands information on culture of brand origin is more readily available to the consumer. In addition the age of globalization the concept of culture of brand origin plays a more significant role as it is more suggestive than the older version the country of origin as it suggests only the place of manufacturing which can be in multiple locations and becomes more complex to evaluate for consumers.

9. **Intention to purchase a foreign brand:** It is explained as a desire of the consumer to own a foreign brand because these brands are perceived to come from economically developed countries where people have lavish lifestyle (Durvasula and Lysonski, 2008) [14]. Steenkamp et al., (2003) [36] in their study to understand the consumer's attitude to have an intention to have a foreign brand found that the brand globalness effects the consumer's perception about the foreign brands in a threefold way. Firstly through higher perceived quality then through higher esteem and finally through the psychological benefits that are provided by global brand itself. Further, researchers have also stated that foreign/global brands are preferred over the domestic brands because these brands are scarce and are relatively higher in price. This scarcity and high price create greater aspirational and prestige appeal in consumer's mind. The consumer is also intend to possess a foreign brand because of the notion of perceived brand globalness which according to Alden et al., (1999) [2] allows the consumer to become a part of the global consumer culture. Other reasons which boost this attitude in the consumer are media flows and increased travels etc. (Appaduri 1990) [3].

The synthesis of factors from the extant literature leads to generation of a framework (see figure: 1) which encompasses all the factors/dimensions of predisposition towards foreign brands.



**Fig: 1** Framework of the factors of "Predisposition towards foreign brands"

Source: Compiled by Author

## Analysis and Findings

### Content Validity Study for PTFB

Validity is defined as the degree to which instrument truly measures the content which they are intended to measure. Rubio et al., (2003) [34] also opined that despite the plethora of measures given for any particular construct, a researcher must create their own measure for a particular study and when a measure is created psychometric testing is required and the first step is to study content validity. This study conducted the content validity as suggested by Rubio et al., (2003) [34] and for that purpose a panel of experts was formed consisted of six experts. Three were content experts/ subject matter experts and the remaining three were lay experts. Content experts were professionals who have number of published work in the related field and those who were the experts in the area because of their teaching and research experience. Lay experts comprised of the general people or consumers to ensure that the population for whom the measure is being developed is represented. After identifying the experts a formal letter/telephone call was sent to them for soliciting their participation. Once the request for participation was confirmed a response form was sent to them. In this study the criteria used to evaluate the measure was "Representativeness" of that item in the scale. Each item is rated on a scale from 1 to 4 for representativeness. Representativeness is demonstrated by an item's ability to represent the content domain as described in the theoretical definition.

The response form elicits the information from the experts on the representativeness of a particular item. The panel of experts also helped in addressing the issues of rephrasing, highlighting the unclear terms and provided the important recommendations & constructive feedback about the quality of the developed measure. In this process the number of items in the scale reduced from 46 to 35. Some of the items were also rephrased on the suggestions of the experts.

The responses elicited from the panel of experts were analyzed by calculating the CVI (Content validity index) as described under:

Content Validity Index – In content analysis for validating a measure quantitatively CVI value is computed. For the scale of PTFB, firstly the CVI value of each of the items of the scale was calculated by computing the number of experts who rated the item as three or four and then dividing that number by the total number of experts. This gives the proportion of experts who deemed the item as content valid. For calculating the CVI for the scale the average was calculated across items. Davis (1992) [12] recommended an acceptable CVI value of .80 to retain in the scale and other items below this value to be eliminated. In the current study 35 items of PTFB scale were retained to be included in the scale as the CVI values were .08 or above (see appendix – 1). This also include those items which were rated low on CVI, however had some scope of revision therefore those items were subsequently revised and then included.

The formula used for calculating CVI is as under:

$$CVI = Ce/n$$

Where, "Ce" is the total number of experts rated item as 3 or 4.  
"n" is the total number of experts.

### Exploratory Factor Analysis

The results of EFA indicates on a 5 factor structure with 21 for the construct of PTFB. The items with factor loading lower than 0.4 were dropped for further analysis. The factors like "Status and Image" merged to form a single factor named

*Reputation*, similarly factors like “Availability and Distributed” merged and formed *Accessibility* and lastly, factors of “Intention to buy foreign brand and Value for

Money” merged to form *Preference*. The Table: 3 below indicates the EFA results.

**Table: 3** EFA Results of PTFB

	Variables	Reputation	Preference	Country of Origin	Accessibility	Quality	Technology
1	Foreign brands enhance my status in the society.	0.721					
2	Foreign brands have exclusivity factor over Indian brands.	0.414					
3	Foreign brands enhance my prestige in the society.	0.781					
4	Foreign brands have better status than Indian brands.	0.656					
5	Foreign brands are more attractive than Indian brands.	0.746					
6	Foreign brands are accepted worldwide.	0.397					
7	Foreign brands are more innovative than Indian brands.	0.431					
8	Foreign brands have better design than Indian brands.	0.788					
9	Foreign brands reflect workmanship.	0.214					
10	Foreign brands have a good image than Indian brands.	0.763					
11	I feel good to possess a foreign brand.	0.482					
12	Foreign brand provide better availability of product related information.				0.836		
13	Foreign brands are more intensely advertised than Indian brands.				0.802		
14	Foreign brands provide better advertising information.				0.231		
15	Foreign brands have a more robust distribution than Indian brands.				0.481		
16	Foreign brands marketers are more efficient than Indian marketers.				0.899		
17	In comparison to Indian brands foreign brands are more easily available.				0.799		
18	The country from where foreign brands come have better standard of living.			0.943			
19	I buy a foreign brand because of the economic similarity of its country of origin to mine.			0.231			
20	I buy a foreign brand because it comes from a similar culture like mine.			0.412			
21	I buy a foreign brand because it is sold in many countries.			0.926			
22	Foreign brands are more reliable than Indian brands.			0.914			
23	Foreign brands have better manufacturing quality than Indian brands.			0.916			
24	I buy a particular foreign brand because its originating country has similar political views like ours.			0.311			
25	Generally, I prefer buying foreign brands to Indian brand.		0.955				
26	I buy foreign brands more than Indian brands.		0.922				
27	I look out consciously on the product package to ensure that it is a foreign brand.		0.432				
28	I admire the lifestyles of people who live in more economically developed countries, like the USA, Japan, Countries of western Europe etc.		0.912				
29	Foreign brands provide better value for money than Indian brands.		0.915				
30	For a foreign brand I can spend extra money.		0.321				
31	It's worth spending money for buying a foreign brand.		0.922				
32	Foreign brands have better quality than Indian brands.					0.881	
33	Foreign brands are perceived positively for their quality.					0.884	
34	The quality of the foreign brands is worth the price charged.					0.211	
35	Foreign brands have better technology /technical features than Indian brands.						0.356
	<b>Number of Cases:</b>	<b>487</b>	<b>487</b>	<b>487</b>	<b>487</b>	<b>487</b>	<b>487</b>
	<b>Eigenvalue:</b>	<b>6.748</b>	<b>5.156</b>	<b>4.357</b>	<b>4.351</b>	<b>2.096</b>	<b>1.041</b>
	<b>Percentage of Variance Extracted:</b>	<b>19.279</b>	<b>34.009</b>	<b>46.457</b>	<b>58.89</b>	<b>64.877</b>	<b>11.852</b>
	<b>Cronbach's Alpha:</b>	<b>0.877</b>	<b>0.774</b>	<b>0.974</b>	<b>0.867</b>	<b>0.954</b>	<b>Nil</b>
	<b>KMO</b>	<b>0.914</b>					
	<b>BARTLETT'S TEST</b>	<b>Chi-square (df=595)=16775.580, p=0.000</b>					

### Confirmatory Factor Analysis

The CFA (Figure: 2) results shows the higher correlation of the factors with their corresponding items. Also the correlation of PTFB with its five factors is not too high or low which indicated on the appropriateness of the model. The indices which are chosen in the present study to evaluate the

model fit are CMIN (minimum discrepancy) and RMSEA (root mean square error of approximation) see (Exhibit: 1). The CMIN/ DF stands at 1.475 which is a good fit. The value of RMSEA is 0.069 which is indicative of good fit between the hypothesized model and observed data (Hu and Bentler, 1999).

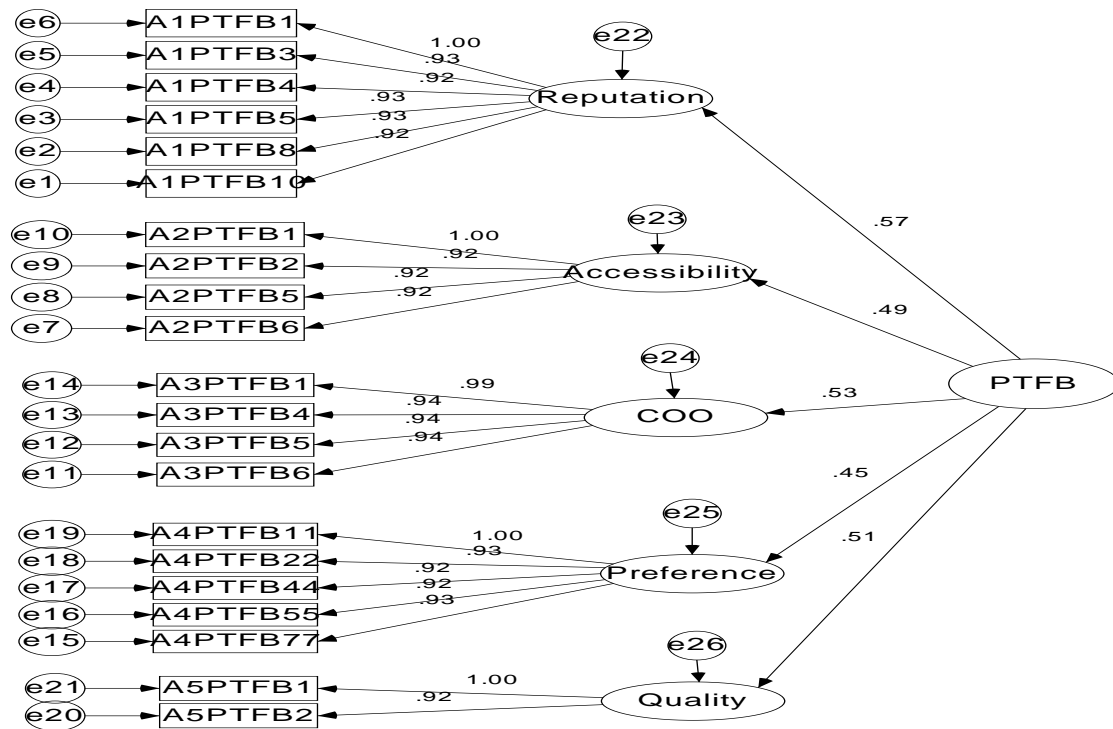


Fig: 2 CFA Structure

### Conclusion

The present research was able to fulfill the gap of scarcity of an instrument in the extant literature which gauges the tendency amongst the consumers of India to buy a foreign brand. The development of such a scale is of reasonable importance because of the onslaught of the forces of globalization which has influenced the consumer culture to a great extent. In such a scenario the scale of PTFB will serve as a tool to the marketing managers in understanding those points which are considered by the consumers when they are making a purchase decision.

The research found that PTFB is a multi - dimensional construct with five dimensions which are quality, accessibility, preference, country of origin and reputation. This is a tool which can also be utilized by the researchers in the future research endeavors. The scope of the utilization of the PTFB scale includes testing the impact of PTFB on other constructs of consumer behaviour like impulse buying, conspicuous consumption, consumer acculturation etc. Secondly to test the impact of PTFB on the different demographic segments of the consumers as any marketing strategy cannot be generalized on the population of a particular region because of the presence of different demographic profiles within that population. Also as demographic research is a powerful and functional tool that can personalize marketing campaigns, increase interest and loyalty, as well as provide improved functionality and efficiency therefore the same will bring out important insights for the scholars, policy makers and marketers.

The study is also not devoid of the limitations which could be addressed in the future research efforts. The sample size of the research was drawn from the population of city Delhi of the country India, therefore the research opens up the scope further to include the population residing in other cities with different cultures. This might suggest different results. Secondly a sample size larger than the one included in the study can yield even more reliable results. In the end the authors encourages research in this area of consumer behaviour.

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**Exhibit: 1** Output of the Confirmatory Factor Analysis

## CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	47	271.409	184	.000	1.475
Saturated model	231	.000	0		
Independence model	21	1621.731	210	.000	7.222

## RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.069	.121	.151	.000
Independence model	.219	.261	.280	.000