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*Full Length Research Paper*

# Globalization Drivers Effect on Consumer Likelihood Around The World

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People are more and more integrated with each other due to globalization. Globalization opens the numerous ways for the people to share the knowledge and other things (product and services) that prevails in their country. This study is conducted by taking the some important drivers from the globalization to measure the likelihood around the world. The 350 respondents have been selected out 420 sample size. Demographics' are age, profession and country to belong. 7 countries are taken for the research purposes from which 50 respondents of each country have been taken. The product chocolate has been taken for the measurement of likelihood. The paper investigates the likelihood of consumer around the world by taking satisfaction, technology, price, quality, and marketing variables. The result will helpful for the organizations to capture the market anywhere in the world. It is proved in the study that the benchmark regarding the satisfaction of people all around the globe is same and mental level of peoples appeared to be alike. Due to time and resources limitations, it will research is on restricted to seven countries and fewer drivers are taken to measure the likelihood.

**Keywords:** consumer behavior, globalization, likelihood, brand, perception

## INTRODUCTION

The world globalization was popular in 1980's but nearly 1960's first person who called the world became "global village" is Marshall McLuhan. Now a day's world is completely become globalized year after year people develop more and more ways to close with each other. In

other words, world is becoming so close to each other. Today we are at the stage that we can easily observe that the distance became too narrow between the countries. This is happening due to vast advancement in the technology, communication, transportation, and ways of trade flexibility in laws, rules and regulation. Moreover trade blocs, countries union and WTO plays a vital role to integrate the world. Exchange of idea and information, ease of access to the world market, access to the knowledge are the fruits of the globalization. Multinational companies are investing to the other countries.

Economics also plays a significant role because certain prospects compel countries as well as multinational organizations to make investment in the other part of the world. Theory of comparative advantage, resources, and efficient labor from the other countries motivate the company to invest in the other part of the world with regards to the company as they move, money in term of investment raw material, technology also moves along with them to the countries in which they are investing.

As Globalization increase we can see that people are become more and more same in their purchasing habits. People have same belief in of same product categories are to be sold in all part of the world. All this happens because there are some factors that are involve as well as motivate these people to buy the same product. We saw the consumers of all around the world becoming same in terms of their preferences, taste, and purchasing habits. The question arises, what is the reason behind this happening? The answer lies in the question, because consumers of all around the world have different in all perspective i.e. culture, environment, life style, economic conditions, religion but now they are becoming same in above factors. Interestingly these people are change in their traditions, customs, norms, ethics but they are buying the same products. Let's take an example people wearing are same, they are same in their eating habits, they like same sort of technology. It may be happen because of global factors which include technology, price, satisfaction, global brand, culture, quality encourage them. Now most of the people prefer global brands instead of their local brands. People buy most of the products which will globally renown either they get more satisfaction from it or either they get maximum value from it. If go three or four decade back we will found people were the extremist type of approaches means they are more patriotic towards their country they cannot buy the foreign products they will always prefer to buy those products that belong to their mother countries. The perception of the people was very lean towards the foreign products, but as the technology and investment of foreign countries and firms increases in the world. The buying behavior of the people converting and became same, it may be due to the customer oriented products or it may be due to the increase of the generosity of the organizations.

The domestic firms whose basis is related to the worldwide, are more effective, efficient and internationally competent. Multinational companies must be able to understand what are the needs and desires of their customers to satisfy them. Consumer's attitude and behavior effects through many factors, just like consumers prefer to buy products that relate to their culture and are accepted by their culture. It is also seen that whether products meet their quality standards or not. Companies must know which behavior drives to their

consumers (Jahangir & Benn, 1991). Companies must rely on customer relationship marketing in order to know the behavior and attitude of consumers and to build strong relationship with them. The trend to study customer relationship marketing has increased. (Atul and Jagdish, 2001)

Due to globalization companies are selling their products to many consumers worldwide. Companies are facing may hurdles due to globalization because now companies have to face with people of different languages and cultures. Customer's expectations and demand are increasing day by day due to globalization. Companies are focusing now more on respecting consumer's culture and consumer's demands to become more competent.

US president Ralph Lacher said in advertising agency:

*"Consumers are more willing to invest in the market who is in relationship with their wallets and who first respects to their hearts. To win the customers, companies should communicate on their terms, list to their audience and market to their needs". (Lacher, online)*

To fulfill the needs of customers, multinational companies should focus on the quality content, culture, communication and maintain brand consistency to increase brand value.

### **Identification of Gap**

Researchers revealed in his study that, many factors affecting consumer behavior globally and these factors have strong relationship between them. According to (Ricardo, 2008) in his study that product design and quality are realized in future because customer perceptions are now changed and they want more quality products. According to (Pankaj, 2004) if you create strong brand relationship with the consumers then you can easily gain information about the customers relate to the brands.

### **Problem Statement**

Measuring the influence of global drivers on consumer purchase likeliness around the world.

### **Objectives of the Study**

- To measure the effects of different factors on consumer behavior.
- To find out the gape in different factors that effecting consumer behavior.

- To measure the acceptance to foreign products.
- To study the impact of globalization.
- To find out the change rate of consumer preferences.

### **Research Questions**

- How different global factors affect consumer behavior?
- Why consumer preferences change over the time?
- How consumer's behaviors all around the world have becoming same in their purchasing behavior?
- Are world becoming too much global village?

### **Significance of The Study**

The study basically based on globalization and consumer purchasing behavior likeliness around the world. After this study many MNC's can judge the taste, behavior, and preferences of consumers around the world to developed strategies to compete in global market to provide customer's desired products on relative prices with high quality and by their cultural acceptance to satisfy them.

### **Operational Definations**

#### **Technology**

Technology can measure in term of online shopping, ecommerce, and in context of knowledge. Online shopping means, can user are becoming more and more enthusiastic to buy certain product and category through online purchase? Knowledge means that they get information about the product through online

#### **Satisfaction**

Satisfaction can be measure through the availability taste and preferences. It is measure either in term that either customer is satisfied through these indicators of satisfaction or not. Because people will prefer those product which can easily be available. As paper discuss about the chocolate the importance of taste is also very important for the customer satisfaction.

#### **Price**

Price can be manipulated in term of cost and benefit

analysis. People who are habitual of eating chocolate can give importance to the price factor. Study focus on its importance by examining either the price of chocolate plays significant role for the increment in the likelihood or it has negative effect.

### **Marketing**

Marketing is another major tool that has been used in the study. Promotion and advertising strategy has been taken in the study. Because now day's companies used differ type of marketing mode to attract the consumer towards their product.

### **Quality**

Research is measuring the purchase behavior of the consumer by taking chocolate as the product. So quality can be taken as hygienic and in purity terms

### **Consumer Behavior**

Consumer purchase behavior likeness can be express in two dimensions which are culture and brand;

### **Culture**

It can be taken in the perspective of religion and standards that have been set by the people of the countries. Kinship has also been taken because in some countries families, friends and group has major influence in the consumer buying. Due to change in the culture in term of culture similarities may cause in the likelihood among consumer purchase behavior.

### **Brand**

It can be taken in the perspective of image, loyalty and perceived value. These factors can be measure because they have major influence in consumer purchase behavior specially impulse buying.

### **Delimitations**

There are many variables that affecting consumer purchasing behavior around the world, but researchers has to measure only few of them because of strong relationship between them. Researchers conducted the study around the world but this is away from scope that's

why research is conducted in few countries. Researchers try to take country from each continent like Pakistan and China from Asia, Germany from Europe, USA from America, Sudan from Africa, Australia from Australia and Saudi Arabia from Middle East because of the limited resources, access, financial constrained and time.

## **Literature Review**

### **Consumer Purchase Behavior**

Consumer behavior is defined as “people activities regarding the product after consuming or disposing the product”. It is said that to understand the consumer behavior we should take into account the actions, perceptions, feelings and thoughts of consumer about the product. If marketers have clear idea about the needs and desires of consumers then they can build effective strategies which effect on consumer behavior to purchase product that’s why marketers should have clear understanding and ideas about the needs and wants of consumer (**Cheng, 2006**).

Consumer purchase process depends upon the involvement of the buying. Means how much he/she can involve in the decision making to purchase the product. This involvement also may be passive or active. Consumer behavior heavily depends upon the motivational factors on the basis he can buy the product or leave it. The person who implicates in the purchase decisions may stick in two types of involvements. One is enduring involvement and the second one is situational involvement. There is other perception regarding the involvement is the emotional attachments. Generally consumer purchase decisions heavily depend upon the cognitive process involvement may in term of attributes, emotions, value of the product, perceived value of the product, perceived risk from the product (Gilles and Kapferer, February 1985). Consumer behavior is actually the intention of people about the decisions of household products by using their limited resources like time effort and money. It may be activities of people in which they choose, buy and dispose the products. Consumer behavior has been important from different aspects, like due to this economic health of nation increases, and companies may know the need and desires of customers and then they try to make strategies according to them. Consumer behavior has remained the important aspect of organizational success (Kwok, 2007).

In addition, there are three significant variables which are supposed to be measured that include attitudes, attitude certainty, and thoughts. These variables provide various kind of information about the message and its effectiveness (Rucker and Petty, 2006). When consumer take a decision first time to purchase any product then it’s

difficult to choose the right one, how they people attract for a special product (Dhar and Nowli, 2004) like chocolates of 2 different companies then how consumer will identify which one is special and he will fully enjoy with their taste, so companies need to design effective modes to attract the customers because they want to like different taste, how they loyal with their rest of their product.

### **Brand**

Due to vast globalizing brand are to be consider as most of the powerful and key drivers. Brand includes global brand and local brand. Global brands increase in the homogeneity in the behaviors of the people. Basically these are that type of brand which has very strong popularity in term of awareness, availability and most of the important the strong recognition from the market. Demand of the global brands increases day by day due to numerous factors like perceived value perceived image etc. According to the different researches it is difficult to measure the influences of the global brand in the purchase decisions of the consumer by unusual approaches like brand equity brand preferences. A global brand has many advantages in term of achieving economies of scale, and cost saving. Which means that companies that operate globally they save their cost by producing product on large scale? Brand can measure term of consumer perception perspective. Like what he really think about the brand what is feeling and what image come when he thinks about the brand. Brand especially global brand can be have different sort of perceptions in the different parts of the world markets (Ays and Altaras, 2008).

Brands may be image in the mind of consumer, created by companies and their agencies. But it may be consumer’s imagination and their ideas about the products/brand. Some people are more brands loyal and purchase branded products only. Brands have strong effect on consumer buying behavior worldwide (Bake, Sterenberg, and Taylor, December 2003).

Brand is a combination of sign, symbol, name, and term which differentiate one seller or a group of seller from competitors. Brand consists of various elements different attributes, logo, symbol and design which differentiate one product from another. These elements excites consumer toward purchase decisions. Brand start with a distinctive name which is authorized by its owner and consumers recognized it by its functional capabilities (Cheng, 2006).

Brand image is defined as the perception of brand in the mind of consumer. Brand image is actually the image of brand in the memory of consumers about the characteristics and features of brand. It can be created

through by the marketing activities which have strong influence on consumer's mind about the brand. Brand image consists of realities of products, attitude, and feelings which are attached to product (Cheng, 2006).

Perceived value is defined as "the overall perceived value of product in the consumers mind". It can be subjective feeling. It is intangibles thoughts, feelings about product which we cannot touch. Actually through product features and characteristics, consumers perceive value about the product. Perceived value of the brands actually plays important role in the buying decisions of consumers globally. Perceived value makes consumers more loyal and their intention to re-purchase product increases (Kwok, 2007).

Customer value is the essential root for all marketing activity. And high value is one crucial inspiration for customer benefaction. It's been also argued that customer value is a first subordinate goal and customer loyalty is a second subordinate goal, as it is a behavioral aim. Conferring to goal and action individuality theories, a goal is likely to standardize subordinate goals. Loyalty can be of significant value to both customers and the firm. Customers are agreeable to devote their loyalty in business that can supply value comparative to the offerings of competitors (Yang and Peterson, 2004).

Brand Loyalty plays an important role in the buying decisions of consumers. If consumers are more loyal to the existing brand they will prefer it rather than distinctive and superior features of the competitors. If consumers are more loyal to the existing brand they will avoid trying other brand's products. Through loyal customers, companies profit increases and such customers also convince other people to buy the product of this brand in this way possibility of re-purchase the branded products increases (Kwok, 2007).

It is a persistent purchase behavior of consumer toward the products. Number of people is associated with one brand and this association is considered as positive relation. Mostly consumers don't want to switch to another brand because they can't afford the risk. Such customers avoid uncertainty and remain loyal with their existing brand. This also related to the culture which avoids uncertainty (Jung and Keng, 2004).

Consumers prefer those products that are highly related to their culture. Consumer expect from the worldwide companies to respect their culture, values and norms etc. Consumer expects global brands to respect their culture and add features in products that belong to their culture. People of different culture like Japanese and Chinese people prefer to buy products that value their culture than others. Global companies now offering branded products, good quality products, and easy availability and at low price worldwide (Martin, 2006).

Consumers can be observed by the choice of brands. Consumers behave differently which depends upon the

attributes of brands. Consumer reacts differently when they have to choose between brand and private label. If price increases then consumer prefers another brand than private label. Mostly consumers like national brand than private label brands (Baltas, Doyle, and Dyson, 1997).

## **CULTURE**

Culture is very broad term it include the list of item, include values, norms, traditions etc. but our main focus is on the social relation, religion, laws. Everyone who comes has not all its own thinking he or she has some influences of other forces. It is cannot see things according to his own way but there is a culture that makes him able to see the world.

Culture is very complex in term of its influence in the consumer purchase behavior. Culture is heavily on some of its features. Which will help to create variation in it? The culture can be change and easily be created and change and it is heavily influence by the member of community. Many internation people thinks that consumer are same in term of their taste and preferences but the reality says something else when a firm or an organization wanted to invest in the international market and it is interested to capture the market he should be take care from the Culture of that particular country and its boundaries limits (Yakup, Mucahit, and Reyhan, 2011).

Different people belong to different culture. They may differ in term of tradition, religion, economic, way of life, ethnicity, race, customs and colors etc. it is something which people gain through social interaction. Similarly culture is any information which is not inborn but gain through social life. It is learned through education and socialization. Globalization has strong effect on culture and ultimately has effect on consumer buying behavior (Sotshangane, 2002).

Due to globalization emergence of consumer culture has been enhanced. Global consumer culture has enhanced the consumption of culture free products. Now days, trend to make to products according to the global consumer culture has been enhanced. Consumers prefer to buy products which related to their own culture (Sobol, Cleveland, and Laroche).

Culture has strong influence on consumer behavior. Culture has direct impact on consumer behavior and also made the behavior of manufacturer to make products according to the culture of people. Companies understand the culture of customers and also give respect to their culture. Customers give value to culture because it shows their religion; traditions and every individual want respect from others (Jung and Keng, 2004).

Culture has more influence on psyche of consumer behavior. If companies adapt the cultural values it will leads them marketing effectiveness. Cultural values are influenced on brand loyalty. Consumers prefer those brands which give importance to their culture (Chaharsoughi and Yasory, 2012).

Brand must operate in different nature of cultures. Some countries are more culture sensitive. These countries give more importance to their culture combined with strong values, such type of consumer purchase mostly local products. But those countries that are not enough sensitive to their culture values want branded products and they feel a part of global world. Culture has strong influence on consumer buying behavior. Culture has receiving growing attention at the national and international level. Behavioral attention has more influenced on culture (Bake, Sterenberg, and Taylor, December 2003).

## **SATISFACTION**

According to the different authors satisfaction can measure in two terms. One way is that when a consumer buys a product after buying he decides either he is satisfied or not means that the post purchase decision can be tool for satisfaction. While the other view is to calculate the satisfaction on the bases of cumulative decision after the experiences of using similar product many time. Satisfaction is purely related to the customer evaluation. Individual have satisfied with their particular purchase or not. Then it up to the company either they are satisfaction by collection the whole market feedback or an individual basis. We know that satisfaction is the most important driver that has very significant impact on the consumer purchase decisions. If the satisfaction increase it is obvious that it will help to increase the customer loyalty, increase goodness of the product in term of perceptions. Satisfaction is very important ingredients that play its role for increase in the sale of the any product. If talk about the satisfaction there are a lot many dimensions but we take it in term if availability and preferences (Subhash, Ronald, and Greg, 1999). To achieve customer satisfaction is important objective for marketing. Consumer's standard of satisfaction varies. Consumer's standards of satisfaction have effect on buying behavior (Gupta and Stewart, 1996).

Expectation of brand is expected as better analyst of consumer satisfaction. Customers are more satisfied with the brand. It has strong influence on customer post purchase and pre-purchase behavior. Those consumers who are brand conscious always want to purchase branded products. Availability of products, words of moth communication, availability of alternatives and taste have strong effect on consumers purchase and repurchase

buying behavior. If consumers gets products as they expected with the brand, their satisfaction will be increase and they ratio to repurchase the branded products will increase (Gupta and Stewart, 1996). Successful companies are now giving more concentration on taste and easy availability of products for the satisfaction of customers. Globally needs of consumers are seen and given more focus to satisfy the consumer's needs (Bake, Sterenberg, and Taylor, December 2003). Availability of products is necessary condition for purchasing goods. Customers buy products that are easily available. There is found a significant relationship between availability of products and consumers purchase decision. Consumer mostly prefers those brands which are easily available and get satisfied with them (Manafzadeh, et al., 2012).

Customer satisfaction is too much important for companies in this competitive world. Behavioral consequences have strong influence on customer satisfaction. If customers are more willing to stay with the existing brand then it means they are more satisfied. Customer's satisfaction can be seen through their intention to remain the existing brand as well as their engagement in the words of mouth. Customers will be loyal to the products if he is satisfied with the service quality and pricing strategy. Easy availability of the products can increase customer's intention to remain with the brand as well as customer's satisfaction level increase (Athanasopoulos, Gounaris, and Stathakopoulos, 2001).

## **MARKETING**

Philip Kotler defines that marketing is something which communicates and give value to the buyer and develop customer relationship that help the organization in term to take advantage in the long run. Factor that affect the marketing are technology globalization and customization. To use marketing as an effective tool different sort of strategies are to be use in the marketing. One of the most important strategies is marketing mix which is composing of product price place and promotion. In the promotion the company or an organization attract the consumer towards it product through sale promotion i.e. discount rates (Weckman and Nina, 2009).

Generally we think that marketing or marketer can peruse the consumer for the product and have greater influence on consumer purchase behavior. In other words the marketing is the essential tool for create the demand of the product. But one thing should be clear that marketer cannot take control on the buying behavior of the consumer. They may influence the consumer for the purchase of certain product or thing but they cannot take all control on the consumer decision of purchase. Culture is also helpul to determine the needs and wants of the

society (Yakup, Mücahit, and Reyhan, 2011).

Sales promotion is defined as adding extra value to the product to achieve the marketing objectives". Now days, marketer are giving more importance to sales promotion because it have strong impact on consumer purchase decision. Sales promotions are the activities of marketers to enhance the buying behavior of consumers. Sales promotions are actually the consumer's promotion which is offered by producer directly to the consumers. Companies should communicate the consumers what they are actually selling (Chaharsoughi and Yasory, 2012).

Various factors which effect on consumer buying behavior include price, promotion of products, placement of products and many others. Advertisement, which is the component of sales promotion is considered very significant factor which effect on consumer behavior for buying products globally (Ahmad, 2011).

Advertising is actually a tool of promotion by which awareness about product is created in the mind of consumers so that they can purchase product according to their desire. Advertising is one of those sources of communication which influence on consumers and persuade consumers to buy products. Normally people see in advertisement those items of brands to which they are loyal and want to purchase. Globally it is seen that pleasure, dominance, arousal and brand re call are those emotional responses of consumer which has direct impact on consumer buying behavior. If advertisement increases the emotional response of consumers then consumers buying behavior will increase (**Abideen and Saleem, 2011**).

Direct advertising toward consumer is beneficial for the consumer because in this way consumer know every feature of products. He may know its effects and side effects too. In the same way it is also beneficial for the profit and benefit of company, because consumer's intention to purchase the product increases when he gets information of product (Herzenstein, Misra, and Posavac, 2004). Companies use advertising as a source of promoting products. Advertising is a way of communicating feature about products to consumers. Advertisement actually creates positioning about products in the mind of consumers so that consumers come to know about all the information of products. Advertising actually tells about the meaning of the brand, what they are actually providing (Alden, Steenkamp, and Batra, 1999).

Advertising and sales promotion is actually a promotion tool. Now a day's advertising is defined as communication, social, economical and persuading process. It is used for the information, awareness and knowledge about the product. Advertisers need to understand that what type of advertisement they should made for the meeting the desires of customers. Main

objective of advertiser is to collect accurate data of consumers to find the emotional, mental and physical activities of people who purchase products to satisfy their needs. Consumer behavior analysis should be done for understanding the desires and needs of consumers. Advertising and price are found to be more effective for the consumer buying behavior globally (Ayanwale, Alimi, and Ayanbimipe, 2005).

Advertising is a promotional activity which lifts up awareness about the features and benefits of goods and encourages consumers to buy the products. Advertising provides understanding about features of product to different sex, education and age group people. Managers of advertising must understand the need of customers and make products according to their desire so that they can be satisfied. Adverting is a tool, which promote the image of product in customers mind. It is found that there is direct relationship between consumer behavior to purchase the product and advertising (Manafzadeh, et al., 2012).

Different companies use different techniques to promote his products, they use different scales of measurements to check out where they are exist, after that they will take decision and change the process to attract the customers' needs and wants, they developed effective videos advertisements, promotions, publicity to change the perception of the customer. If customer loyal with their competitors, then companies need to promote their product much more, after that customers automatically switch with that particular brand/product (Sun, Neslin, and Srinivasan, 2003) If a customer like dairy milk chocolate then how he/she switch MARS chocolate.

## **PRICE**

Consumer selection process of product have based upon on the information of price, attributes, design and brand. Most of the in the east part of the world will prefer to buy the western product because they think that they west supply quality product which always resembes to its price. Their is very bad impact on the consumer buying behaviour if price rises continously but there is no change in the product with regards to the quality. People are more focuses on the price because people who have low income always fallow the purchase of that product or item which falls accoring to their price range (Rajput, Kalhoro, and Wasif, 2012).

The important question is that, does the consumers are heavily relying on the price of the product? Is price play an important role in their decision making process? Traditional theory says that price have heavily impact if customer wanted to make preferences on the bases of cost and benefit analysis. Consumer some time also

change its mind from the product when he saw that the product price increase due to tax or extra duty normally this type of pricing is called pricing drip. But the indication from different researches shows that there is not any effect of that kind of price in the consumer mind (Ahmetoglu, Fried, Dawes, and Furnham, 2010).

Numerous factors effect on consumer buying behavior, just like price is one of those components which effect on consumer buying behavior globally. Price is considered strong component for the consumer buying behavior than other factors like sales of promotion and product placement (Ahmad, 2011). It is seen that whether product is selling through online or by a typical shops, prices has strong effect on consumer buying behavior. Pricing strategy has strong influence on consumer buying behavior. If consumers get information through advertisement or any other source he will surely look at the price first. So, it is clearly indicated in the previous researches that pricing has influence on purchase decisions of consumers like if consumers perceive price is reasonable according to the value of product then they will definitely buy the product (Ahmetoglu, Fried, Dawes, and Furnham, 2010).

Price is the amount of money which consumer pays against the product. Price is one of those marketing mix which has strong impact on consumer buying behavior and is used to achieve marketing objective. Price should be according to the distribution, design and marketing objectives. First of all companies should decide price and then select other marketing mix. It is found that there is direct relationship between consumer behavior and price (Manafzadeh, et al., 2012).

## **QUALITY**

Service quality and quality of product may be define as "the result of an assessment process where the buyer compares his prospects with the service he get with those actually he has received (Ueltsch and Krampf, 2001).

As far as quality of product is concern it is very important to keep in the mind that it can be measure with the satisfaction. In any business there are five base dimensions and quality is the one part of the these dimension for its success Quality is something that consumer relate to the hygienic standards of the product As their living standards will batter they will more concerns about the quality. Many consumers have strong motivation that is purely base on the quality factor because without it consumer who wanted to be living in worth life always prefers quality products and services. Researches prove that quality is an important thing for consumer satisfaction (Rajput, Kalhoro, and Wasif, 2012).

The perception of food quality is in the mind of consumer. It's very difficult to set the value of the product a lot of many factors affect to attract the brand and quality of the product. Required long term time for the competitors to change the perception of the consumer and provide him desired quality product. Basically the qualities have different dimensions like the product size, packaging color, weight, and the quantity according product price. Multinational companies have edge on national companies for their brand names, and they have ISO certificate and their campaign of marketing is impressive. They have skilled workers; they delivered same advertisement in different language because of diversified culture. Product should just not only be for the sake of taste it should also secure your health. That's why the set of value of product in the mind of customer is very difficult because it's cognitive approach. Researcher wanted to identified that how much effect on consumer behavior, for example ask questions from consumers about product quality, taste and he expect with product this session was held before, after that when consumer check the taste and the product quality he found lots of differences with taste as well as the quality of the product that was good in before their experiment (Brunsø, Fjord, and Grunert, 2002).

Quality, purity and cost are more important from the buyer and seller point of view in the analysis of export market information. Quality is considered the important element for maintaining long term relationship between buyers and sellers. Perceived quality is important for consumers buying behavior. If he perceives a product of good quality then it has positive impact on his buying behavior. To find the dimensions of quality is a difficult task because of diverging ideas of different people. Quality is important element which has strong impact on consumer buying behavior (Toften and Olsen, 2004).

Quality is actually the perception about the product by consumer. Different people have different concept about the term quality. Quality is actually the objective for fitness, characteristics and features of the product. Quality is the combination of hygiene, purity and processing technological characteristics of product. The purpose of quality is also to fulfill the need of consumers and it is taking growing importance (Becker, 2000).

When consumers choose product, first of all they see the quality of the product whether it matches with their expectations or not. So they rely on quality when they have to choose between two products. Quality is found more considerable by consumers than price. Consumers rely on extrinsic and intrinsic values of products when they want to see quality of the product. To see the quality of the product, consumers assess physical features like shape, color, specific product qualities and product label. These components provide as a quality cues for the



consumers and have strong impact on buying behavior of consumers (Gonçalves, 2008).

## **TECHNOLOGY**

Particularly if we talk about the change in the world market and the factor which can make a huge contribution in the progress of the globalization is technology. Internet is the most powerful tool of the technology. Because it eliminates the barriers in all term any person of any country sitting in any part of the world that have excess to the internet can make excess to the world market without bearing any excise duty on the use of it. We see now a days it is the internet which brings the revolutionary change in the world of computerization. there is a lot of opportunities with regards to the internet sales More effectively the internet become the vital source of information knowledge, learning's and getting more and excess to the world market. Purchasing of people through the internet is becoming the most popular tool of purchasing. In some develop countries internet is the most reliable source of purchasing. As we know that no one can attract towards the internet unless or until he or she can earn the benefit from it. It may be in term of cost, price, quality, deliverance etc. but most of the customer goes for cost and benefit and analysis. They make sure the product or services he or she is purchasing from the internet have more benefit then its cost. Benefit in term of price, knowledge etc. Customer has feelings while purchasing on the internet that they can get best of products as compared to other shopping modes (Keeney, 1999).

Internet shopping has its own benefits and limitation like in many product and services categories the online shopping graph is very high. The online shopping is growing day by day because people now days more attracted towards the internet like in the purchases of books, CD, or computer products. Marketing on the internet is directly proportion to the price sensitivity. Because increase in the one factor may cause increase in the other factor and it may also cause the intense competition (Shankar, Rangaswamy, and Pusateri, 1999).

Technology itself is a major element of global integration pattern. However technical change and change in information technology is spreading worldwide and is also considered and accept as important factors for economic growth and productivity. There are many forms of technology like electronic (computer), internet and telecommunication infrastructure etc. Adoption of any technology is useful the growth and productivity of company at the expense of other company. Due to the use of information technology, strategic alliance with multinational cooperation can be increase. Technology is

used to integrate the global economy, thus it has useful effect for globalization (James, 2001). Basically this article discuss about the importance of technology. The consumer wants to relax their life style for the passage of time and they want to purchase goods and services quickly because life is growing fast nobody have much time. So the technology have its own significant importance for the change in their life style and consumer attract for the particular field for example In an ATM machines we have lots of transactions in few second and transfer money from one location to another. In this articles we differentiate b/w American and Chinese environment how much people like self-service idea because its time saving. If we compare Chinese and American culture, Chinese people like self-service whereas American people like online shopping and order through internet because they are going towards more modernism (Elliott, Meng, and Hall, 2008). Literacy rate has also an effect town the use technology how much effective education level because the only marketing skills change the perception of any product, their change of buying behavior and to set the product value. People mostly adopt technology in which they are interested and to get benefits and to maximize profit if they wanted to establish their own business (Elliott, Meng, and Hall, 2008).

Trend of using computer is increasing now a day. Now every consumer use computer. Physical stores are now transforming into virtual stores. Through using website, now every consumer can purchase products according to his demand. Online purchasing trend is seen as easy to use, time saving, useful and also enjoyable for consumers. Internet and web are now used as a best source of online shopping. People feel more comfortable with online shopping. Online shopping has positive relationship with the satisfaction of consumer purchase behavior globally (Koufaris, 2002).

Electronic commerce sources like internet and websites helped the companies to retain consumers and increases the sales. Web based purchase is considered more significant and effective because consumers seems more satisfied with web based purchase. Consumers have less time, limited resources and their information regarding products is very low so they want online purchasing. Through online purchasing customers have fantastic access regarding products and services and can also get knowledge of any product online. There is difference between behavior, experience of new customers and repeat customers. Repeat customers are considered as loyal customers. Web based companies must provide very feature of product for customer comfortable and make shopping more enjoyable for customers (Koufaris, 2002).

Consumers can buy products through online shopping as well as can make comparisons of different products in

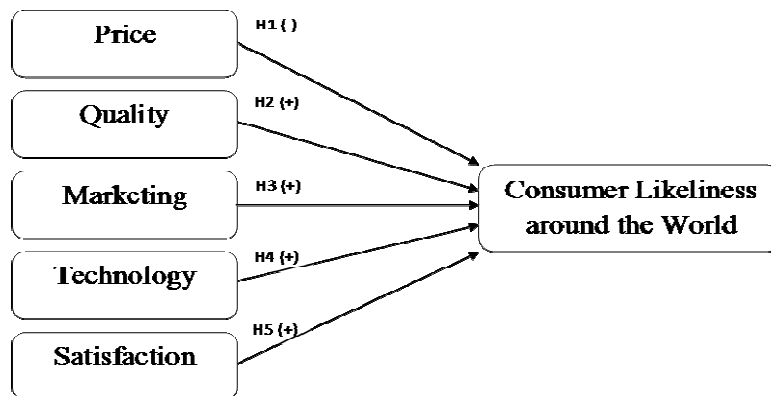


Figure 1 Theoretical Framework

Table 1. Pilot Testing Reliability

	Cronbach's Alpha	N
Price	.659	4
Satisfaction	.671	4
Technology	.759	4
Marketing	.838	4
Quality	.807	4
Consumer Behavior	.784	8

Table 2. Reliability

	Cronbach's Alpha	N
Price	.659	4
Satisfaction	.671	4
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making choice. It is an easiest way of shopping where customer place order and do payment according to the procedure. Customers who engage in online shopping are concerned with product quality and quality of web site. These expectations have effect on consumers buying behavior as well as decision behavior. If customers are highly satisfied with website and products quality then their intention to purchase online will increase. It is seen that product quality and website quality has strong influence on purchase decisions of customers (Na and Ping, 2002).

Here we want to analyze the main problem why consumer attract in foreign products, basically consumer compare products globally, now environment has been changed specially for young generations. At least all peoples connected with internet and they have lots of knowledge about any product in the world, main resources like Google, ask engine, Google chrome etc.

For example if we want to buy a chocolate then we will see before purchasing where its manufactured, country, if it's made by foreign country customers perception automatically will be positive , they know foreign products quality, taste is excellent, in that situation price doesn't matter.

### Theoretical Framework

#### Hypothesis

**H1: Price has Negative Effect on the Consumer Purchase Likelihood.**

It is the main and the obvious factor of the purchase likelihood because studies has revealed that the price and purchase behavior have very strong relationship. If

**Table 3.** Group statistics

		Gender	Profession	Country To Belong	Age
N	Valid	350	350	350	350
	Missing	0	0	0	0
Skewness		.747	1.205	.000	1.282
Std. Error of Skewness		.130	.130	.130	.130
Kurtosis		-1.450	.473	-1.251	2.121
Std. Error of Kurtosis		.260	.260	.260	.260
Minimum		1	1	1	1
Maximum		2	3	7	6

**Table 4.** Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	236	67.4	67.4	67.4
	Female	114	32.6	32.6	100.0
	Total	350	100.0	100.0	

**Table 5.** Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	233	66.6	66.6	66.6
	Professional	102	29.1	29.1	95.7
	House Wives	15	4.3	4.3	100.0
	Total	350	100.0	100.0	

**Table 6.** Country to belong

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	50	14.3	14.3	14.3
	China	50	14.3	14.3	28.6
	Germany	50	14.3	14.3	42.9
	Pakistan	50	14.3	14.3	57.1
	Saudi Arabia	50	14.3	14.3	71.4
	USA	50	14.3	14.3	85.7
	Sudan	50	14.3	14.3	100.0
	Total	350	100.0	100.0	

the consumer income supports it will buy the product either it is costly or not and vice versa. This philosophy can be applied in all around the globe.

**H2: Satisfaction has Positive and Significant Effect on the Consumer Purchase Behavior.**

It is obvious that every person in the world wanted to get

Table 7. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	52	14.9	14.9	14.9
	21 - 25	174	49.7	49.7	64.6
	26 - 30	83	23.7	23.7	88.3
	31 - 35	22	6.3	6.3	94.6
	36 - 40	10	2.9	2.9	97.4
	Above 41	9	2.6	2.6	100.0
Total		350	100.0	100.0	

Table 8. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
A	350	2.25	5.00	3.6000	.50107	-.124	.945
B	350	2.25	5.00	3.6900	.49890	-.242	1.577
C	350	1.00	5.00	3.1621	.69327	-.605	.235
D	350	1.00	5.00	3.2736	.91938	-.714	.069
E	350	1.25	5.00	3.5771	.72520	-.472	.496
F	350	1.63	5.00	3.7257	.53490	-.102	1.233

Table 9. Correlation

		A	B	C	D	E	F
A	Pearson Correlation	1					
B	Pearson Correlation	.302**	1				
C	Pearson Correlation	.168**	.167**	1			
D	Pearson Correlation	.165**	.297**	.219**	1		
E	Pearson Correlation	.054	.165**	.161**	.325**	1	
F	Pearson Correlation	-.028	.252**	.305**	.324**	.415**	1

Table 10. Model summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.540 <sup>a</sup>	.291	.281	.45352	1.621

the desired level of satisfaction. As companies provide the more excellence in the product the satisfaction increases, this may be cause of the increase in the acceptance level of the product around the globe.

**H3: Technology has Positive and Significant Effect on the Consumer Purchase Likelihood.**

As technology increase the customer around the world

shows more and more same behavior around the world. Their buying habits became same because of the same mode of buying influence them to make same type of purchase rather than different. They shared same knowledge about the product and services. Similarly in the case of chocolate consumption of the people who purchase the chocolate on the internet, same type of brands and flavors may be preferred by them.

Table 11. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.102	5	5.820	28.298	.000 <sup>a</sup>
	Residual	70.754	344	.206		
	Total	99.856	349			

Table 12. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	2.025	.245		8.263	.000		
A	-.168	.051	-.157	-3.264	.001	.890	1.123
B	.178	.053	.166	3.349	.001	.837	1.195
C	.170	.036	.220	4.654	.000	.921	1.086
D	.088	.029	.151	2.992	.003	.812	1.232
E	.230	.036	.312	6.446	.000	.881	1.135

Table 13. Factor Analysis

Descriptive	N	Cronbach's Alpha	KMO
Price	4	.74	.741
Satisfaction	4	.69	.668
Technology	4	.711	.737
Marketing	4	.850	.794
Quality	4	.777	.756
Consumer Behavior	8	.813	.772

#### H4: Marketing Has Positive and Significant Effect on the Consumer Purchase Behavior.

Marketing techniques is the main factor that because the consumers purchase behavior likeliness. They marketing strategies have very strong relation with the consumer likeliness which means it helps to accelerate the graph of consumer likeliness at peak level.

#### H5: Quality Has Positive and Significant Effect on the Consumer Purchase Behavior.

Quality has its influence on the purchase and buying behavior. As the quality increases consumer will prefer

the product. People around the world have now becoming same sort of perception regarding the quality which means quality has increase the likelihood in their purchase behavior.

## RESEARCH METHODOLOGY

### Research Design

### Instrument Development

In this study researchers adapt an instrument from different resources and also self-developed it. Outcome consistency of an instrument is measured through

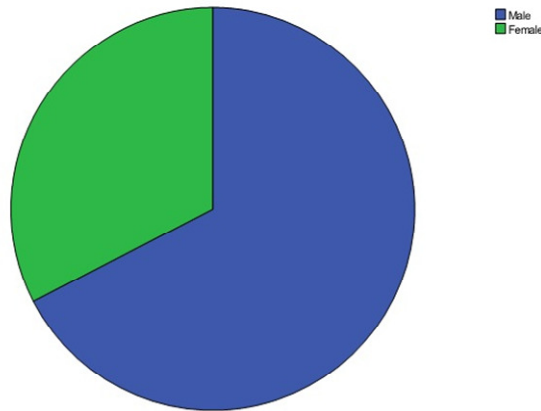


Figure 2. Gender

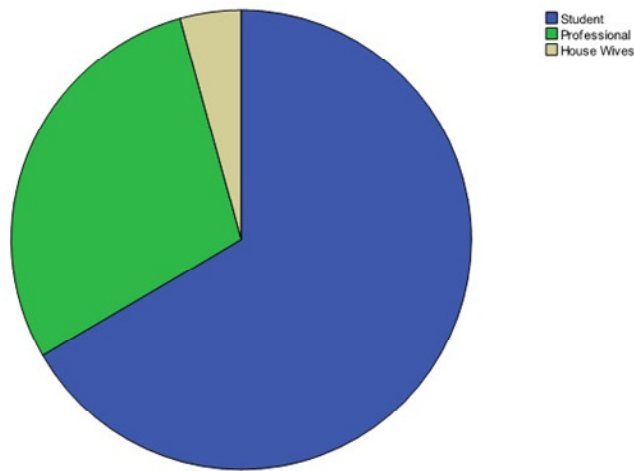


Figure 3. Profession

reliability test. In which first 10 respondents from each country is taken to measure the inter consistency between the items of an instrument. 28 variable questions included in an instrument excluded demographic factors. Researchers used Likert Scale rating from 1-5 to measure the responses. Table 1 shows Cronbach's Alpha value of all variables which is greater than .6 means instrument is reliable for the study.

### Population

The study is based upon the likeness among the consumer in other words researcher wanted to measure the likeliness of the consumer purchase behavior which can be measured through professionals, housewives and students.

### Sample Strategy

In this study non probability convenient based sampling has been used. As researchers have limited resources in terms of time and financials they select the countries on their convenient basis.

### Sample Size

Researcher used the hire method according to which they multiplied the total number of items with the following three numbers 5, 10, 15. In this study 28 items are to be multiplied with 15 which are 420 but they take 350 respondents to equalize the number of respondents from each country.

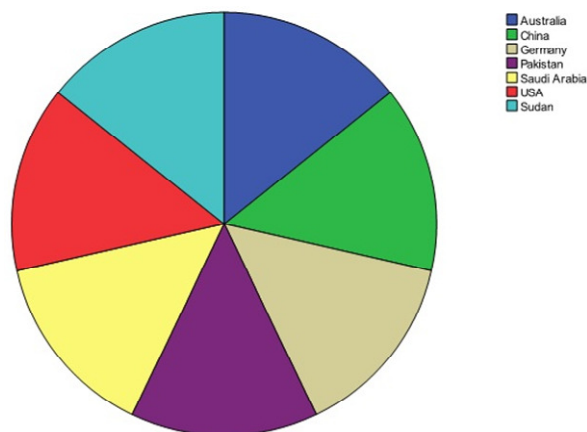


Figure 4. Country To Belong

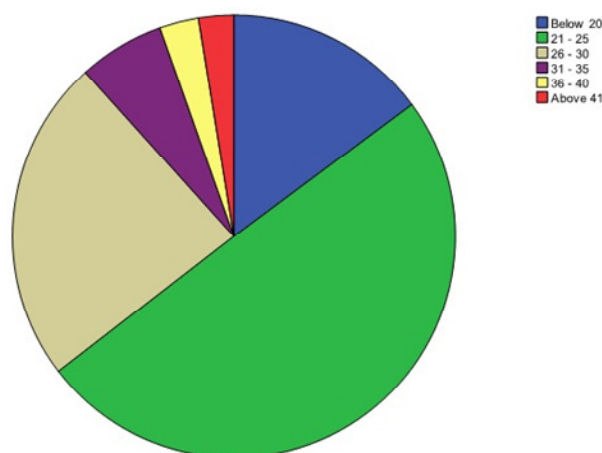


Figure 5. Age

### Type of Study

This study is analytical because researchers aim to measure the effectiveness of key drivers of globalization on the likeliness of consumer. So it's simply measures the cause and effect relationship because as the key driver of globalization increase it will have significant impact on the consumer likeliness. Any increase and decrease in the drivers of globalization caused the increased and decreases in the likeliness.

### Interference Level

The interference level would be low, because in this paper the secondary data is used. Data has been taken from the already publish data.

### Unit of Analysis

The studies describe those factors which help to increase likeliness of purchase behavior among different countries. The study is based upon the analysis of seven countries which are taken from each continent. These seven countries are Australia, Pakistan, china, USA, Saudi Arabia, Germany, and Sudan. The main focus of the study is to interpret which global driver has the most effect on these countries in term likeliness in purchase behavior. As the study shows the seven countries analysis because researchers want to measures the likelihood around the world and these countries represent the global world which has been taken from each continent.

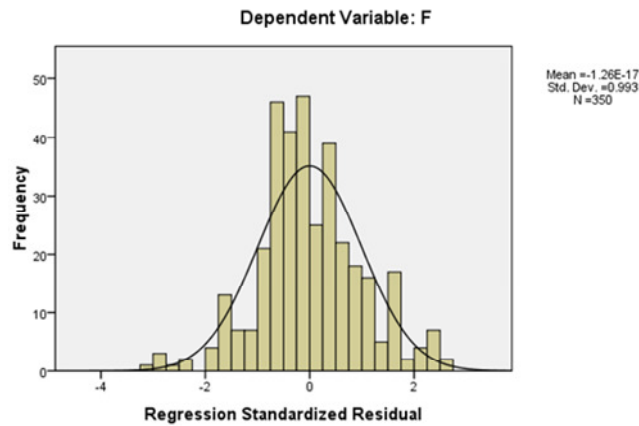


Figure 6. Histogram

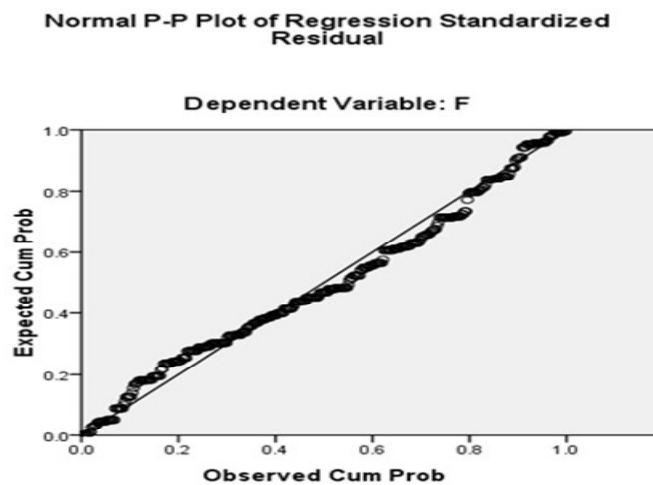


Figure 7. P-P Plot

### Data Collection Mode

Data is collected with help of questionnaires. In this research 5 Likert Scale method is used.

### DATA ANALYSIS MODE

Researcher used SPSS software for data analysis.

### Data Analysis and Findings

#### Data Analysis

Table 4 shows the group statistics of gender most of the respondents are male. From 350 respondents' 236 are

male while 114 are female and Table 5 shows the three categories of profession from which most of the respondents are students in data collection while least respondents are house wives which are 15 from 350 respondents. 102 belong to the work class. Table 6, to fulfill the objectivity of research, researchers has collected the data from 7 countries with equal proportion. 50 respondents are included from each country. Table 7 shows most of respondents are lies between 21-25 years of age while the least respondents are from above 41 categories. Table 8 shows the descriptive statistics of independent variables and dependent variable. Rang of the data comes between 1 and 5 so; it means that data entry is correct because data lies within the rage. The mean values of the variables shows that most of the respondents are agree because all mean values are above 3. The skewness shows normality of data and it



lies in between -2 and 2 which means data is normal because all values are between range. Researchers have not considered kurtosis because data normality has been proved through skewness. Table 9 shows correlation matrix, the strength of IV's and DV's are lying in weak and moderate relation. Price shows the weak relation with consumer behavior. The relationship between price and consumer behavior is negative which shows both variables have negative effect on each other. However quality shows moderate relationship with dependent variable. Quality and dependent variable has positive relationship between them. Satisfaction, Marketing and technology also have weak to moderate and positive relationship with consumer behavior. Table 10 Model Summary, R shows the percentage change in dependent variable while R Square shows the percentage change in dependent variable due to independent variables. 29.1% change in DV is due to IV's. Adjusted R Square shows the whole population which should be less than R Square. The value of Durbin-Watson is 1.621 which shows there is no auto correlation. Durbin-Watson value must be lie between 1.5 to 2.5. ANOVA, Table 11 shows the model fitness and significance value must be less than .05. The above table shows significance is .000 which is less than .05. In the Table 12 Coeffients, Unstandardized Coefficients are considered for beta coefficients because researchers have used single LikertScale method in data collection. The range of Likert scale lies between 1 to 5. t values of all variables is above 2.00 and also variables are significant. In the column of Collinearity Statistics the value of tolerance is greater than .25 for all variables and VIF values is also less than 4.00 which means there is no Multi Colinearity. Figure 5 shows that data is negatively skewed because most of the bars are on left side of zero. P-P plot Figure 6 shows dots lies on and very close to the regression line which means there is hetroscedasticity in data.

## FINDINGS

## DISCUSSION AND CONCLUSION

### Discussion

Price satisfaction technology marketing and quality are independent variables while consumer behavior likeliness is dependent variable in this paper. Except price all variable have positive relationship with dependent variable. Price has least relationship with the consumer likeliness. Moreover this relationship is negative, as price increases likeliness behavior among consumer does not decreases specially branded product. So it is clear in the study the price is directly proportional to the consumer purchase behavior likeliness because it has no effect to

the branded product. Those People who are loyal to the branded product cannot shift to other even the increase and decrease in the price (Indrayani, siringoringo, and saptariani, 2008) because if the price of chocolate increase it will have no effect to switch to another branded chocolate. All four remaining variables have positive relationship with depend variable which is consumer purchase behavior likeliness. Among these four variables quality has the highest effect on likeness behavior of consumer. While satisfaction, technology, marketing have high effect on the likeliness of consumer. These variables are directly proportional to the dependent variable which shows its positive relation with dependent variable. Particularly if we talk about the quality it has been discussed in the previous studied that quality is an important ingredient in the maintaining the relationship with the buyer and seller (Toften and Olsen, 2004). Which means quality increase in the product caused increase in the likeliness in the world. As one increase other may also increase. Similar if the customer is satisfied with the chocolate he will buy the chocolate that means he prefer the chocolate. If chocolate is hygienic and pure, customer will prefer the product? The study shows buying of chocolate through internet increases due advancement in technology. Furthermore marketing effort also makes a change in the behavior of chocolate buyer. Similarly with case of satisfaction it has also positive impact on the likeliness around the word which means the people around the world have same level of satisfaction they buy that product which satisfied them. It is also discussed in the literature of this paper (Athanasopoulos, Gounaris, & Stathakopoulos, 2001). In the case of marketing and technology they have also an positive effect and significant effect because increase in the one factor also cause increase in the other factors people around the world adopt more and more technology which have impact on the consumer behavior in term of adaptation of technology more and more adaptation of technology means more buying of similar product through online.

### CONCLUSION

This result in the paper clearly shows that the likeliness exists in the consumer purchase behavior among the consumer. Satisfaction technology marketing and quality is the major influencer that has positive impact on the likeliness. This study reveals that if these factor increases the likeliness on purchasing also increases. It is evident from the study that if there drivers were increased likeliness will increased. Hence it is prove in the research these drivers have similar impact in behaviors around the world. The result shows people measure level of satisfaction, quality, technology, marketing at the same

level around the world due to which likeliness of product increases. In the case of price it has negative effect because customer who is loyal to the brand will always buy that particular product even its price increase or decrease.

## **CONTRIBUTION, LIMITATIONS, IMPLICATIONS AND FUTURE DIRECTIONS**

### **Contribution**

Researchers tried to explore the global factors which have strong impact on consumer purchasing behavior. Through literature review researchers found that not too much study has been conducted at global level to understand how the consumer behaviors are same around the world. Research could be contributed at international level to study the consumer behavior globally and provide a platform for the scholars to move further to study the global customers. Researchers also take Pakistan in this study to show that every single consumer is an asset of organizations and that is to satisfy them by fulfilling their requirements at their level. So, organizations can achieve their goals efficiently and effectively by satisfying the consumer behavior.

### **Limitations**

Researchers face many limitations during study. One of them is a time constraint of one semester due to which it is not possible to conduct survey in many countries to take more authentic result regarding consumer purchasing behavior around the world. Because of this they take seven countries in the research and one country from each continent which makes their study, ore trustworthy. Researchers have limited resources to access the market of different countries to study the consumer behavior directly and also not too much researches has been conducted to measure the relationship of factors which affect the consumer behavior globally. Information about consumer behavior has general so it is difficult to modify that information according to this study. Online survey is also another limitation for researchers because field survey not possible. Due to the limitation of time researchers mainly focus on the main variables which have strong impact on consumer behavior and restricted to cover all the variables in the study.

### **Managerial and Academic Implications**

This study is conducted for identifying the consumer

behavior and ways to diagnosis the factors which are causing consumer likeliness. Managers can get help from our study, when he she takes a decision to sell its product and service in the market. When any company lunch a new product then they should be know how it would be looked, quality, packing and price. So organization can take guideless from our study to improve its selling performance and to a capture the world market.

This paper has enhanced the importance and significance of the consumer behavior like hood. Study provide platform for the students to study at that level which helps the organization and to next generation to get knowledge for their purposes. Our study is to enhance the people's interest to this way.

### **Future Directions**

As this research is based upon globalization we have limited our research to 7 countries which is not enough to cover the whole global market. There could be some biasness in the study therefore for future researchers it is suggested that they might take a more diversified approach to avoid any gap regarding this issue. Due to some limitations sample size is not appropriate and enough for this study because this study is covering a huge global segment, future researchers should increase their sample size to a satisfactory level. Variables regarding this study are not enough and there is still potential in this study to add more variables to refine the study.

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