

A Study on Susceptibility to Global Consumer Cultural and Consumer Ethnocentrism to Global Brand Purchase Intention

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1. Introduction

Accelerating globalization of the market as the preferred global brand of consumer culture spread widely. How the global consumer culture that consumers accept actively is the most important factor on the success of the global corporate brand marketing strategy[1]. Origin of image is an important factor in consumers' purchasing attitudes of consumers, but several studies have found support for negative impact of consumer ethnocentrism on their evaluation of foreign products(Shimp and Sharma, 1987)[2]. China has been developed in the past decades, consumer awareness of global brands, as well as the change in value of a symbolic rather than functional needs of others and the pursuit of his personality and social status in comparison to the tendency which describes the global consumer culture because it is enhanced[3]. Now consumers in developing countries such as Chinese whether can be affected by consumer ethnocentrism on purchase foreign products needed to be analyzed. Therefore, This study explores how country image and brand image affect global brand purchase intention based on susceptibility to global consumer culture and Consumer Ethnocentrism among 20's young Chinese global consumers.

2. Literature review

2.1. The relationship between Susceptibility to Global Consumer Cultural and Purchase Intention

According to the research of Park and Jung (2009), three sub-soluble factors of Susceptibility to Global Consumer Cultural and the social perception of the global brand quality & reputation has positive influence on purchase has been found[4].

2.2. The relationship between Consumer Ethnocentrism and Purchase Intention

According to the research of Klein (Klein, et al., 1998), Literature indicates that consumer ethnocentrism is related to negative attitudes toward purchasing foreign products and negative general beliefs about the quality of foreign products[5].

2.3. The relationship between Country Image and Purchase Intention

When consumers are not familiar with the products of a country, the country image acts as a "halo" that directly affects consumers' beliefs about these products and indirectly affects the overall evaluation of them through these beliefs(Han, 1989)[6].

2.4. The relationship between Brand Image and Purchase Intention

According to the research of Barbar and Hahn (1990), a favorable brand image have a positive influence on product quality, value and the purchase intention of it[7].

2.5. The relationship between Country Image and Brand Image

According to the research of Tse and Gorn (1992), if the quality of country's product is cognized to the low level, although the brand power is low or high, the quality level is to be decreased[8]. In other words, the lower quality of products recognized by the country-level, it is influenced by country image regardless of the brand image.

3. Research Methodolog

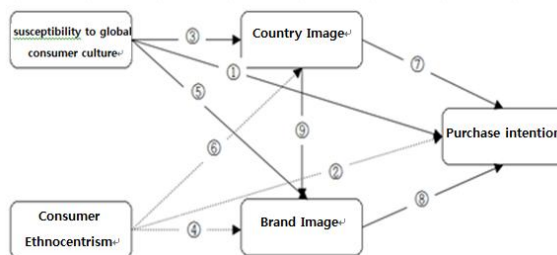


Figure 1. research model

The research model and research hypotheses were derived based on the results of more than the above-mentioned literature. The survey has been conducted among 450 people aging from 20's young Chinese global consumers online for two weeks. A collection of 423 answer sheets has been completed after excluding ineligible versions.

The data was analyzed by AMOS21.0 and SPSS21.0. The demographic characteristics of the sample and exploratory factor analysis factor analysis were performed by SPSS21.0, the confirmatory factor analysis was performed by AMOS21.0. Finally, the hypotheses and research model were tested by equation models.

4. Study Findings

To analyze the reliability of the measured variables, Crohn's Bach(Cronbach's α) for all the measured variables were more than 0.70, which mean there is high internal consistency. Confirmatory factor analysis was verified by AMOS21.0, the overall result appeared fit for the research model. Hypotheses were tested by structure equation. The results were good and the model fit was good. Overall, the model fit was good as shown.

The results of research hypotheses are as follows:

- ① Susceptibility to global consumer culture has positive influence on country image and brand image. (Hypothesis 3&5)
- ② Susceptibility to global consumer culture has no influence on purchase intention. (Hypothesis 1)
- ③ Consumer Ethnocentrism has negative influence on purchase intention. (Hypothesis 2)
- ④ Consumer Ethnocentrism has no influence on country image and brand image. (Hypothesis 4&6)
- ⑤ Country image and Brand image has positive influence on purchase intention. (Hypothesis 7&8)
- ⑥ Country image have a positive influence on brand image. (Hypothesis 9)

5. Conclusion

The main purpose of this study explores how country image and brand image affect global brand purchase intention based on susceptibility to global consumer culture and Consumer Ethnocentrism among 20's young Chinese global consumers. The findings of the research are as follows:

First, susceptibility to global consumer culture has positive influence on country image and brand image. but does not influence on effects on the willingness to buy. As a result, the company should make continuous efforts to make their brand into a global brand, while need to pass their brand image and superior quality to consumers through a variety of media. In order to improve the social status symbol of the brand image, need to expand the variety of positioning strategies and a variety of communication methods.

Second, Consumer Ethnocentrism has negative influence on purchase intention. Through the study shows that the group has strong ethnocentric tendencies of Chinese consumers have a tendency to repel the Korean product. Therefore, enterprises not only need understand the tendencies of Chinese consumers' purchase intention influenced by ethnocentric tendencies, but also need to seek marketing strategy which reflects all kinds of environmental factors. Consumer Ethnocentrism does not affect on country image and brand image. To build a positive image of Korea to Chinese consumers, should improve the national and corporate image of South Korea, which need the efforts from both government and business.

Tired, country image and brand image has positive impact on purchase intention. The country image is an affect variable on consumer attitude and purchase intention. In addition, country image has positive influence on brand image. As a result, national and brand image of South Korea that can be seen on the same line.

6. References

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