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Globalization and culture a study of purchase behavior

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Abstract

The purpose of this research is to investigate that whether Globalization, culture and purchase behavior differ across the three demographic factors (age, income and gender). Further study empirically substantiate that the globalization is impacting on consumer culture and purchase behavior of the Pakistani consumer. The data comprised of 250 respondents who are urban, educated, middle-class belongs to the different organizations operating in Karachi. The data was collected through structured and self-administered questionnaire. To test first objective Independent sample t test was used. Results shows that consumers who are young, having high income, and female are more inclined towards globalization, having western life style and conspicuous consumption as compare to old, low income group and male respectively. To test second objective the simple linear regression analysis was used. F and T statistics are significant against .05 level of significance shows that Globalization is impacting on consumer culture and purchase behavior. This paper provides understanding about changing life style and their consumption pattern of consumers in Karachi which would enable organizations to make more sound strategies to cater consumers.

Key Words: Globalization, Culture, Purchase Behavior

1. Introduction

The process of globalization has been stimulated as the nations are moving towards boundary less in terms of trade policies. The advancement in information technology, floating of foreign brands through media, communication channels is further enhancing globalization. The basic element of globalization is flow of goods, People, technology and information across national boundaries. It has influenced economic, political and

social relation across countries. It leads to structural changes is the economy, alters consumers preferences, lifestyle and demand of citizens. The people of developing countries emulating their culture and consumption behavior of those people who are living in countries which are highly developed (Ger& Belk, 1996).

Pakistan like other developing countries is also facing the challenge of Globalization particularly with reference of cultural aspects. Pakistan has been ranked being the 2nd highest degree of Globalization (Nurul, 2004). Pakistan is also under influence of globalization which increasing the western life style among affluent and less affluent (middle class) who are well aware about media and communication channels. Now a day's people of developing countries are well aware about the culture and life style of developing countries. This happens due to vibrant social media, role of channels coming across countries on T.V, internet and social networking's. Further its impacting on the behavior of consumers is affecting consumer tastes, preferences and consumption behavior.

2. Previous Research

Globalization is operationally defined as predisposition towards foreign brand. It has been studied in extensive literature. Research shows that consumers consider more favorable about those products who originate from country about which the consumer has positive image (Meng, Nasco, & Clark, 2007). It has been observed that there exist a correlation between country of origin of product and its evaluation. The people of developing countries emulating their culture and consumption behavior of those people who are living in countries which are highly developed (Ger& Belk, 1996).

Research in India shows that middle class couples emulate their lifestyle due to westernization (Ruth & Commuri, 1998). A study shows that due to globalization Indian youth are more consuming foreign brands as compare to older generation (Mathur, Guiry, &Tikoo, 2008). It has studied that purchase behavior of Indian consumer are influenced by the foreign brands which they saw in T.V/Films which are highly westernized (Batra . 2000). Another research also indicate that expose of media to young Indian consumers enhance their desire to emulate their lifestyle on footprints of western life style (Durvasula&Lysonski, 2008). Research shows that foreign brand are symbol of prestige and diversity form others among Indian consumers (Batra, 2000). Foreign brand are better than Indian brands in terms of image, quality, technology and quality (Bandyopadhyay & Banarjee 2002) and (Kinra, 2006).

Culture has been studied in terms of acculturation. This is a process where people learn the values, believes and life style of another culture. This notion has been studied in extensive literature. It has defined as change that occurs when tow individuals from different culture came into continuous meeting and sharing with each other. This definition has been supported and the research shows that indirect exposure to media enforced the global culture which changed the indigenous culture (Steenkamp & jong,

2010).This cultural change due to inclination towards foreign brand has been studies in Indian market(Eckhardt & Mahi, 2004).

Acculturation studied in this thesis as the learning from western culture with respect to components of life style. A robust body of literature has been provided by the researchers who have provided the parameters to measure change or acculturation of population of concern. Different variables have been established to measure consumer acculturation. It includes Language preference, music preference, food preference (Xu, Shim, Lotz, & Almeida, 2004), (Quester & Chong, 2001),(Mathur et al., 2008)

In the literature of acculturation we find ten cultural components with respect to acculturation. These are, language spoken (mother tongue), preferred language, music Preferences, movies or TV programs preferences, food preferences at home and restaurant, attire preferences, reading preferences, writing preferences and behavior towards celebration of festivals. Few components of acculturation have been tested among Indian youth (Durvasula & Lysonski, 2008).

A notion of conspicuous consumption has been studied in variety of literature. This notion first introduced by Veblen. It has been described as behavior of status. Conspicuous consumption, public display of goods or a desire for uniqueness and social membership via the possession of status symbols are diachronic and cross-cultural phenomena that define and characterize consumer behavior. It has also studied it terms of status consumption as respect which gain due to power.

Conspicuous consumption refers to the competitive and extravagant behavior of consumption which aims to become a member of superior social class. Studies examining the symbolic role of luxury brands and status symbols and the importance of interpersonal relations and upward social mobility via consumption choices have been widely discussed in the marketing and consumer behavior literature.

3. Hypotheses
Considering the research questions of the study following hypothesis were developed:
H1: Young consumers have more predisposition towards foreign brands as compare to older consumers.
H2: Consumers having high income have more predispositions towards foreign brands as compared to low income.
H3: Female consumers have more predisposition towards foreign brands as compare to male consumers.
H4: Young consumers have more western life style as compare to older consumers.
H5: Consumers having high income have more western life style as compared to low income.
H6: Female consumers have more Western life style as compare to male consumers.
H7: Young consumers have more conspicuous consumption as compare to older consumers.

H8: Consumers having high income have more conspicuous consumption as compared to low income.

H9: Female consumers have more conspicuous consumption as compare to male consumers

H10: there is positive impact of predisposition towards foreign brands on western life style.

H11: there is positive impact of predisposition towards foreign brands inconspicuous consumption. .

H12: there is positive impact of Western life style on conspicuous consumption
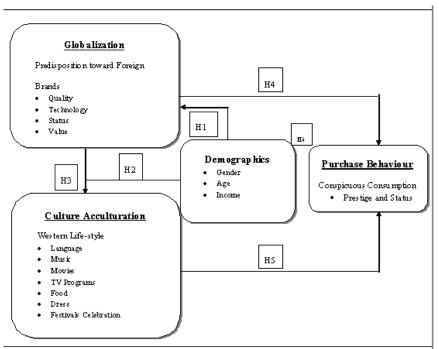
4. Research Method

4.1 Sample Size

In order to find out whether there was any effect ofglobalization on culture and purchase behavior, a sample size of 250 respondents was selected working in different organization in Karachi.

4.2. Model selection

The model has established to test the predisposition towards foreign brands as a vital force of Globalization. The impact of socio-demographic variables on the extent of predisposition towards foreign brands has been studied. Globalization affects the consumption patterns in less affluent countries. Consumers tend to evaluate products more favorably when they originate from countries that enjoy a positive image or perceptions.

5. The Results of Hypotheses Testing

Table: 4.2Group Statistics					
	Age	Number	Mean	Standard Deviation	Standard. Error of Mean
Predisposition towards foreign brand	18-30 (young)	148	4.0188	.33103	.02721
	above 40 (old)	102	3.1852	.23156	.02293

Table 4.3Ind. samples t-test										
		Test of Levene		t-test						
									95% C.I	
		F-value	significance	t-test	Degree of freedom	two-tailed significance	Difference of Mean	SE	L	U
Predisposition towards foreign brand	Assumed EV	.198	.657	21.987	248	.000	.83358	.03791	.75891	.90825
	not assumes EV			23.427	247.935	.000	.83358	.03558	.76350	.90367

The result of table 4.3 shows that the value for leven's test is .657 which is greater than .05, so the case i.e. equal variance assumed is considered. In this line the t value is 21.987 which are significant against .05; this shows that the means of predisposition towards foreign brand are different against young and old. In Table 4.2 the mean value for young is 4.0188 and for old is 3.1852, as the mean value for young is greater than old, this implies that young are more predispositions towards foreign brand as compare to old. Hypothesis (H2) To test H2hypothesis that consumers have high income would have more predisposition towards foreign brands as compare to low income consumers, Independent sample t test applied that means are equal against groups and the results are as under:

Table 4.4Group Statistics					
	income	Number	Mean	Standard Deviation	Standard. Error of Mean

Predisposition towards foreign brand	Rs 20000-40000	160	3.5653	.48919	.03867
	41000-100000	64	3.8334	.37704	.04713

Table 4.5 Ind. samples t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Predisposition towards foreign brand	Equal variances assumed	0.18	0.672	3.929	222	0	0.26736	0.06806		0.13324	0.40148
	Equal variances not assumed			4.385	149.541	0	0.26736	0.06097		0.14689	0.38783

The result of table 4.5 shows that the value for leven's test is .672 which is greater than .05, so the case i.e. equal variance assumed is considered. In this line the t value is 3.929 which is significant against .05, this shows that the means of predisposition towards foreign brand are different against low income group and high income group. Table 4.4 shows that the mean value for higher income group is 3.8333 and for low income group is 3.5660, as the mean value for higher income group is greater that lower income group, this accept hypothesis and implies that consumer having high income are more predisposition towards foreign brand as compare to lower income.

Table 4.6 Group Statistics

Predisposition towards foreign brand	Gender	Number	Mean	Standard Deviation	Standard. Error of Mean
	Female	111	3.7207	0.22467	0.021
	Male	139	3.6451	0.64593	0.055

Table 4.7Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Predisposition towards foreign brand	Equal variances assumed	249.34	0	1.178	248	0.24	0.07564	0.06422	-0.05086	0.20213
	Equal variances not assumed			1.287	177.858	0.2	0.07564	0.05879	-0.04038	0.19165

The result of table 4.7 shows that the value for leven's test is .000 which is less than .05, so the case i.e. equal variance not assumed is considered. In this line the t value is 1.178 which is significant against .05, this shows that the means of predisposition towards foreign brand are different against female and male.Table 4.6 shows that the mean value for female is 3.7025 and for male is 3.6451 , as the mean value for female is greater than male, this implies that female are more predisposition towards foreign brand as compare to male.

Table 4.8Group Statistics

	Age	Number	Mean	Standard Deviation	Standard. Error of Mean
Western life style	18-30 (young)	148	3.1396	.38054	.03128
	above 40 (old)	102	1.6373	.14909	.01476

Table 4.9Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Western life style	Equal variances assumed	155.106	.000	37.900	248	.000	1.50238	.03964	1.42431	1.58046
	Equal variances not assumed			43.436	204.975	.000	1.50238	.03459	1.43419	1.57058

The result of table 4.9 shows that the value for levene's test is .000 which is less than .05, so the case i.e. equal variance not assumed is considered. In this line the t value is 43.436 which is significant against .05, this shows that the means of western life style are different against young and old. Table 4.8 shows that the mean value for young is 3.1396 and for old is 1.6373, as the mean value for young is greater than old, this implies that young having more western life style as compare to old.

Table 4.10Group Statistics

	Income	Number	Mean	Standard Deviation	Standard. Error of

					Mean
Western life style	Rs 20000-40000	160	2.3021	.77280	.06110
	41000-100000	64	2.7444	.76609	.09576

Table 4.11 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Western life style	Equal variances assumed	0.119	0.731	3.88	222	0	0.44236	0.114		0.21766	0.66706
	Equal variances not assumed			3.894	117.041	0	0.44236	0.1136		0.2174	0.66732

The result of table 4.11 shows that the value for leven's test is 0.731 which is greater than .05, so the case i.e. equal variance assumed is considered. In this line the t value is 3.880 which is significant against .05, this shows that the means of western life style are different against lower income group and upper income group. Table 4.10 shows that themean value for high income group is 2.7444 and for lower income group is 2.3021 as the mean value for high income group is greater thanlower income group, this implies that high income group are having more western life style as compare to low income group.

Table 4.12 Group Statistics

	Gender	Number	Mean	Standard Deviation	Standard. Error of Mean
Western life style	Male	139	2.3205	.59747	.05068
	Female	111	2.7848	.94034	.08925

Table 4.13 Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Western Life style	Equal variances assumed	153.294	.000	-4.745	248	.000	-.46424	.09784	-.65695	-.27153
	Equal variances not assumed			-4.523	177.639	.000	-.46424	.10264	-.66678	-.26170

The result of table 4.13 shows that the value for levene's test is .000 which is less than .05, so the case i.e. equal variance not assumed is considered. In this line the t value is -4.523 which is significant against .05, this shows that the means of western life style are different against female and male. Table 4.12 shows that the mean value for female is 2.7848 and for male is 2.3025, as the mean value for female is greater than male, this implies that female are more western life style as compare to male.

Table 4.14Group Statistics					
	Age	Number	Mean	Standard Deviation	Standard. Error of Mean
Conspicuous Consumption	18-30 (young)	148	3.8057	.36749	.03021
	above 40 (old)	102	2.2623	.08884	.00880

Table 4.15Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Conspicuous Consumption	Equal variances assumed	332.196	.000	41.565	248	.000	1.54349	.03713	1.47035	1.61663
	Equal variances not assumed			49.058	171.197	.000	1.54349	.03146	1.48138	1.60559

The result of table 4.15 shows that the value for leven's test is .000 which is less than .05, so the case i.e. equal variance not assumed is considered. In this line the t value is 49.058 which is significant against .05, this shows that the means of conspicuous consumption are different against young and old. Table 4.14 shows that the mean value for young is 3.8057 and for old is 2.2623, as the mean value for young is greater than old, this implies that young are more conspicuous consumption as compare to old.

Table 4.16Group Statistics						
	income	Number	Mean	Standard Deviation	Standard. Error of Mean
Conspicuous Consumption	Rs 20000-40000	160	2.8711	.79846	.06312
	41000-100000	64	3.4438	.62041	.07755

Table 4.17Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Conspicuous Consumption	Equal variances assumed	1.635	.202	5.147	222	.000	.57266	.11126	.35340	.79191
	Equal variances not assumed			5.727	148.335	.000	.57266	.09999	.37506	.77025

The result of table 4.17 shows that the value for leven's test is .202 which is greater than .05, so the case i.e. equal variance assumed is considered. In this line the t value is 5.147 which issignificant against .05, this shows that the means of conspicuous consumption are different against lower income and high income group. Table 4.16 shows that the

mean value for high income group is 3.4438 and for lower income group is 2.8711, as the mean value for high income group is greater than lower income group , this implies that consumers having high income are more conspicuous consumption as compare to lower income group.

Table 4.18Group Statistics

	Gender	Number	Mean	Standard Deviation	Standard. Error of Mean
Conspicuous Consumption	Female	111	3.2095	0.75041	0.07123
	Male	139	3.1493	0.86116	0.07304

Table 4.19Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Conspicuous Consumption	Equal variances assumed	9.353	0.002	0.581	248	0.562	0.06018	0.1036	-0.14387	0.26423
	Equal variances not assumed			0.59	246.082	0.556	0.06018	0.102	-0.14077	0.26112

The result of table 4.19 shows that the value for leven's test is .002 which is less than .05, so the case i.e. equal variance not assumed is considered. In this line the t value is .59 which is significant against .05, this shows that the means of conspicuous consumption are different against female and male. Table 4.18 shows that the mean value for female is 3.2095 and for male is 3.1493, as the mean value for female is greater than male, this implies that female are more conspicuous consumption as compare to male.

Table 4.20Descriptive Statistics			
	Mean	Std. Deviation	N
Western lifestyle	2.5267	.80117	250
Pre disposition towards foreign brand	3.6787	.50493	250

Table 4.21Correlations				
		Western life style	Predisposition towards foreign brand
Pearson Correlation	Western life style	1.000	.730
	Predisposition towards foreign brand	.730	1.000
Sig. (1-tailed)	Western life style	.	.000
	Predisposition towards foreign brand	.000	.
N	Western life style	250	250
	Predisposition towards foreign brand	250	250

Table 4.22Model Summary									
				Std. Error of the Estimate	Change Statistics				
Model	R	R Square	Adjusted R Square		R Square Change	F Change	df1	df2	Sig. F Change
1	.730a	.532	.530	.54899	.532	282.310	1	248	.000

Table 4.23 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	85.085	1	85.085	282.310	.000a
	Residual	74.744	248	.301		
	Total	159.828	249			

Table 4.24Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.732	.256		-6.771	.000
	Predisposition towards foreign brand	1.158	.069	.730	16.802	.000

Table 4.23 shows that F value is 282.30 which is significant against .05 which shows that the model is fit. The value of R square is .523 shows that 52 percent predictor i.e. predisposition towards foreign brand has explained the dependent variable i.e. western life style. The value of t statistics for predisposition towards foreign brand is 16.802 which is significant against .05 level of significance. Further table 4.21 shows the value of correlation between predisposition towards foreign brand and western life style which is .730, it implies that there is positive correlation. Thus hypothesis has accepted that predisposition towards foreign brand has positive impact on western life style thus more the predisposition towards foreign brand, more the western life style.

Table 4.25Descriptive Statistics			
	Mean	Std. Deviation	N
Conspicuous consumption	3.1760	.81281	250
Predisposition towards foreign brand	3.6787	.50493	250

Table 4.26Correlations

		Cons consumption	Predisforeignbrand
Pearson Correlation	Conspicuous consumption	1.000	.876
	Predisposition towards foreign brand	.876	1.000
Sig. (1-tailed)	Conspicuous consumption	.	.000
	Predisposition towards foreign brand	.000	.
N	Conspicuous consumption	250	250
	Predisposition towards foreign brand	250	250

Table 4.27Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.876a	.768	.767	.39231	.768	820.850	1	248	.000

Table 4.28 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	126.336	1	126.336	820.850	.000a
	Residual	38.170	248	.154		
	Total	164.506	249			

Table 4.29 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	-2.014	.183		-11.013	.000
	Predisposition towards foreign brand	1.411	.049	.876	28.650	.000

Table 4.28 shows that F value is 820.850 which is significant against .05, shows that the model is fit. The value of R square is .786 shows that 78 percent predictor i.e. predisposition towards foreign brand has explained the dependent variable i.e. conspicuous consumption. The value of t statistics for predisposition towards foreign brand is 26.650 which is significant against .05 level of significance. Further table 4.26 shows the value of correlation between predisposition towards foreign brand and conspicuous consumption which is .830, it implies that there is positive correlation. Thus hypothesis has accepted that predisposition towards foreign brand has positive impact on conspicuous consumption thus more the predisposition towards foreign brand, more the conspicuous consumption.

Table 4.30Descriptive Statistics			
	Mean	Std. Deviation	N
Conspicuous consumption	3.1760	.81281	250
Western life style	2.5267	.80117	250

Table 4.31Correlations			
		Con consumption	lifestyle
Pearson Correlation	Conspicuous consumption	1.000	.888
	Western life style	.888	1.000
Sig. (1-tailed)	Conspicuous consumption	.	.000
	Western life style	.000	.
N	Conspicuous consumption	250	250
	Western life style	250	250

Table 4.32 Model Summary					
Model	R	R	Adjusted	Std.	Change Statistics

		Square R	R Square	Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.888a	.789	.788	.37448	.789	925.054	1	248	.000

Table 4.33 ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.727	1	129.727	925.054	.000a
	Residual	34.779	248	.140		
	Total	164.506	249			

Table 4.34 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.900	.079		11.460	.000
	Lifestyle	.901	.030	.888	30.415	.000

Table 4.33 shows that F value is 925.054 which is significant against .05, shows that the model is fit. The value of R square is .789 shows that 78 percent predictor i.e. western life style has explained the dependent variable i.e. conspicuous consumption. The value of t statistics for western life style is 30.415 which is significant against .05 level of significance. Further table 4.31 shows the value of correlation between western life style and conspicuous consumption which is .888, it implies that there is positive correlation. Thus hypothesis has accepted that western life style has positive impact on conspicuous consumption thus more the western life style, more the conspicuous consumption among consumers.

6. Summary and Concluding Remarks
After completion of survey of two hundred and fifty respondents from different organizations including University, Banks and private firms through a developed instrument (questionnaire). For first research question Independent Sample t test was applied. The results were found that the predisposition towards foreign brand, consumer acculturation and conspicuous consumption differ across three demographic (age, gender and income) segments. Results shows that young (18-30 years) are more predisposition

towards foreign brand, having western life style and more conspicuous consumption than old (above 40 years).

In gender demographic it was found that females are more predisposition towards foreign brand, having western life style and conspicuous consumption than male. In an Income demographic it was found that high income group are more inclined towards foreign brand, having western life style and more conspicuous consumption as compare to low income group. To find the answer of second research question three hypotheses were developed.

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