The Youth’s Shift Towards International Brands

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Received: May 8, 2019   Accepted: June 26, 2019   Published: June 28, 2019
doi: 10.5296/ire.v7i2.14995   URL: https://doi.org/10.5296/ire.v7i2.14995

Abstract
The research paper aims to understand the dimensions of recent shift of youth buying behavior about several international brands that are launching into the market. Also, it aims to look for the association of emotional value, normative influence, purchase intention, perceived quality, and cost consciousness with brand awareness of international brands. A sample of 200 students from various departments of Punjab University, Lahore was selected. The results showed that there is significant relationship between all the variables. This was a quantitative, deductive and cross-sectional study. Convenience sampling technique was used to collect the data from 200 respondents from the University of the Punjab, Lahore. IBM-SPSS was used to analyse the data and regression was run to test hypotheses.
Theoretical and practical contributions along with limitations and future direction are also discussed of the study.

**Keywords:** Emotional value, Normative influence, Purchase intention, Perceived quality, Cost consciousness, Brand awareness

1. **Introduction**

The basic purpose of this research paper is to examine the dimensions of latest tendency in youth through which, they are becoming more familiar and aware about various international brands and hence their buying pattern is shifting towards them (Monroe & Grewal, 1991). Today’s youth is capable enough to evaluate that what they are getting in return of payment they made (Dodds & Monroe, 1985; Zeithaml, 1988). In Pakistani society, individuals try to purchase those items that either, relate with their own particular identity or the identity of those, they admire and attempt to follow (Shaheen, 2004). It also relates with buying those products that keep somebody associated with their attractive social status. Each younger wants to appear 'rich and cool' as described by Nasir Shaheen and for them, buying products that help them linking with the upper class, are essential. So particularly, the buying behaviors and brand perception of the students from Pakistani Universities are going to be analyzed. Today’s customer is familiar and ready to pay but brand awareness plays an important role while decision making process. (Macldenal & Sharp, 2000) and According to Stryfom et al. (1995) marketers create brand awareness by repetitive promotion and publicity among their target customers. So, marketing is not easy in a competitive market where the same product is being served at various outlets and prices because Retaining customer is much more beneficial than making new customers as it costs five times more than approaching the new ones (Reichheld & Sasser, 1990; Barsky, 1994). For the sake of understanding of the tough rivalry among international brands in the market, customer’s psychology and the effect of factors, like normative influence, emotional value, price consciousness, perceived quality and purchase involvement on individual’s buying behavior will be studies in depth.

In addition, all the brands have their particular social status or on the kind of identity allied with them. For instance, in the case of Nike, it has its particular societal position that it is for athletes and elite class. So also, Apple's products speak for itself with real evidence. Youth is more inspired by Western culture today and that is being promoted and followed in Pakistan day by day. Hence, students of Pakistan’s Universities are switching in the favor of international brands. This can also be attributed as their desire to be prominent and attractive among their social circle. That is the basic purpose for which Pakistani’s willingly spend millions and billions on their events like celebrations and parties. This aspect of showing off wealth is prominent in society and hence, this is tempting for international businesses that are trying to capture Pakistani market. Brands such as McDonald’s, Ford, Pepsi, Nokia, Sony, Total, GAP, Estee Lauder and many more have managed to go global by passing through various steps. None of them have been global from the introductory stage of their life cycle. This whole process takes a lot of time and effort. Proper marketing surveys are conducted to analyze the potential markets. Most of the international brands tend to focus on the youth. Young people have access to internet and know all the brands and are willing to buy all sorts of luxurious brands in an attempt to look ‘cool’ among their age fellows. This is why
marketers tend to make advertisements that completely focus and attract young people. This is one of the tricks of trade and can be commonly seen in advertisements of mobile phones, cigarettes, cars, etc. In this era where competition in the market is too hard, it is very tough for the organizations to even survive however, to be among the most demanded brands in such a cut throat competition, is the most challenging task. And the organizations, who are capable enough to be at the top and retain their positions in such competitions, are the most successful ones. Earlier the competitions of brands were only restricted to local rivals but now the conditions are changed. Fast communication channels and social media are playing a great role in promoting international brands and western culture all around the globe. The youth today, is much more aware and influenced by media than our ancestors and forefathers because they are the heaviest users and spend a great deal of time on social sites. So they are well aware about all the international brands that are trying to capture the market and because of their emotional value and perceived quality; youth is more willing to pay for them. Due to globalization, several international brands are entering into the markets. Talking specifically about Pakistan, It has a growing economy having majority of its population consisting on its youth. Literacy rate, GDP, per capita income is increasing in Pakistan and hence the buying power of people. So, focusing on youngsters is really beneficial for brands. Asia is a market with the highest growth rate and has excellent growth prospects. Talking specifically about Pakistan, it’s a developing country having increasing literacy rate and per capita income. According to recent statistics, the per capita income of Pakistan is $ 672.1. More than 63 percent of the entire population of the country is below the age of 25 which means the youth is emerging. Also the consumer spending has increased drastically in the last few years. Because of the increasing trend of internet usage, social sites and online shopping, youngsters are more aware of the fashion trends and the several brands that have launched into the market. This is why countries like Pakistan are an attractive market for foreign apparel retailers. There are few simple guidelines that every organization should follow, who expects to go into the global market. To recognize the target market is the first stage. In Pakistan’s circumstances, students of university who are connected with financial class A or B are considered to be the most advantageous because of their education and hence, more responsive to the brands. Following stage for the organization is to realize the importance of the name of the brand so it must be tried that there must not be attached, any controversial connotation with the name of brand that is going to launch into the region. No confusion must be there in the name of brand. According to Herbig and Milewicz (1993); Turley and Moore (1995) name of the band helps customers to recognize the service providers and also forecast results of their service, hence, purchase decision will be effected due to brand awareness and increase in brand association (Janiszewski & Van Osselaer, 2000). Furthermore, the brand shouldn’t try to replicate any other brand that has already developed its position in the market. This causes an adverse impression on customers’ mind and hence, their purchase intentions decline. Most importantly, the brand needs to conduct an extensive market survey on order to determine and understand the local market and its details. Similarly, all other local and previously existing rivals in the market should be assessed. The fundamental research question is that, do University students in Pakistan have greater brands awareness and truly eager to spend on international brands or not. Also the factors that affect brand awareness
such as normative influence, cost consciousness, purchase intention and emotional value will be analyzed in detail. The research paper will seek to answer this question through literature reviews, developing a model and testifying it empirically. The reason why researchers choose the sample from Punjab University is that it’s one of the biggest public sector University of Pakistan. It’s Asia’s largest University. There are more than thirty thousand students studying who belong to different provinces and various backgrounds. Pakistan currently has the largest population of young people, according to the National Human Development Report released by the UNDP in 2018.

1.1 Literature Review

The basic idea behind the literature review is to study and investigate all relevant researches that have been conducted in this scope. International brands became common all over the world in the late 90’s but the trend came to Pakistan less than a decade ago. Sadiya Zaheer (2012) studies that generation Y and Z are relatively different than their ancestors because they are less contented with their circumstances and are always eager to try new things. They like modernism in all aspects and never refrain from spending huge amounts on such activities that can make them feel confident. In modern era people desire for luxuries and comfort and brands are utilizing this opportunity to satisfy customers. As studies by Rajput, N and Kesharwani (2012) that following brands and using branded items are not always to achieve prominence and superiority but higher quality, expectations’ fulfilment, ease and comfort of branded items are the real factors that motivate consumers to spend huge amount. They further studied that buying behaviors of males and females are almost same rather males spend more than females and this tendency of shopping in males is rising with the passage of time. So using branded items develop an impression of individuals on others (Russel, Bahn, & Mayer, 1982) and help shaping and constructing a personality for themselves as well (Escalas & Bettman, 2003). Due to these facts, brand conscious behavior is increasing day by day but not only seen in few countries but this trend is emerging all around the globe. Sidra Agha (2012) also found that this sort of behavior has a lot of negative aspects as well i.e. it can weaken one’s decision making power, enhance rebelliousness, cause rise in worries at an early age, provoke sense of social hesitation and a lot more. But the point to ponder is that these negative social aspects are not being given proper attention. Lyall Salkinder (2011) carried out that African youngsters are also showing brand conscious behaviors. He also included that the most successful brands are those who fulfil customer’s need and know how to add value to their products through brand perception, better customer service and brand experience. Developing countries like India and Pakistan etc. are not lagging behind others in such emerging trends. Khare, A. (2010) found out the involvement and importance of fashion apparels in Indian youth and also concluded that in this sort of buying behavior, gender does not make any difference. If further researches are investigated in Indian perspective as India is a neighbor country of Pakistan then Verma, A.P. and Tiwari, K (2011) conducted a study to find out the importance of segmentation and increasing behavior of brand consciousness among Indian youth. They also suggested medium to high potential customers that can be targeted by national and international brands accordingly. Customers select different brands at different times for themselves and others as every brand has its own identity and value. (Elliott, 1994; Elliott & Wattanasuwan, 1998; Ligas & Cotte,
And for this purpose, they need to have complete information about brands and their products (Nelson & McLeod, 2005) that is known as brand consciousness and considered important in this aspect. Nasir Shaheen (2004) proposed to conduct a study to understand recently evolving trend of Pakistani youth in the direction of international brands. Increasing internet usage, literacy rate and economic growth of Pakistan have contributed abundantly in the development of buying patterns of the consumers. Most of the young students of university want to purchase international branded items because the products speak for it-self. Youngsters today want to have such branded items that may represent their social prominence and their personality impressively. Individuals also start developing congruency between self-image and brand association (Chaplin & John, 2005; Muniz & O’Guinn, 2001). But Yin, and Susan (2014) observed the preferences of individuals towards local and international brands and it was found that 58% of students who prefer international brands over locals are those who have buying power to afford foreign brands. It was also noted that media plays a great role in selection of any local or foreign brand through persuading advertisement campaigns. Different age groups have their different priorities as studied by Anshul Khandelwal (2012) that, youngsters are crazy about brands. They do not bother about the price tags but are only concerned with their trendy and unique personality and for this purpose they can pay any amount. Today’s youth always try to approach brands when it comes to their dressing and personality but they have nothing to do with brand loyalty and faithfulness. Whatever they like, they just get that irrespective of brand name. Whatever a consumer demands for is actually based upon his real personality and social repute or whom he wants to become like. Customers always desire to get such branded items that speak for themselves; any product that can associate them with their ideal social status, able to capture other person’s eye and all this occurs within a glance. “A brand is a voice and a product is a souvenir” - Lisa Gansky. As Fernandez, P. (2009) found that the brand help individuals to design and shape their desired personality. Peers also have an influence on a person’s dressing sense and selection. But these brands have their own image and repute in which celebrity endorsement plays a great role that eventually effect consumers. So the researcher suggested that in order to retain customers and develop brand loyalty, brands should focus on customers’ emotional attachment, brand image and preference through proper advertisements. So an individual’s mental, emotional and physical state plays a role during the purchase of goods and services. As asserted by Mittal, P. and Aggarwal, S. (2012) that in order to achieve win-win situation, brands need to focus on consumer perception towards brands by focusing on their emotions. Their study also suggests those psychographic and demographic factors and other relations which can help derive a customer’s emotions in favor of a brand. The results of hypothesis testing and correlation analysis showed that, the factors which affect the purchasing patterns of youth concerning international brands are brand consciousness, normative influence, perceived quality, purchase intention and emotional value. Brand awareness is increasing significantly and youth wants to have those products that can make them look superior in their social circle. Additionally, all text books that are studied by the university students are almost written by foreign writers, so Pakistani youth knows more about international brands as compared to non-famous local brands. Similarly they are well aware about how they attempted to apply several practices and techniques in order to survive
and lead in their fields. This process also involves creating emotional attachment with the brand in their minds. Higher the attachment greater the emotional value that consequently leads greater buying intentions from the brand. A detailed research on purchase intention conducted in the geographical region of Thailand concluded that consumers are not willing to buy unique products because they fear social rejection. They stick to purchases that are socially accepted and liked by their social circle, i.e. their family and fellows. This characteristic is more evident while observing purchase behavior of consumer while they are shopping for luxury items. People are more willing to buy products that their social circle approves of. This was supported in another study that said that other people’s evaluations are taken seriously by prospect customers. Positive evaluations act as positive reinforcement and negative evaluation discourage consumers from making any purchases by that brand. Others response after using the product serves as a base for the future preferences of many consumers. Therefore brand awareness and social influence are associated. This was also supported in another study that said that associating yourself with the social situation is a must in the current times. Therefore the brands you purchase should reflect what class you belong to which signifies that consumers band preferences and choices are affected by their peers. Brand awareness is the capability of a customer to recall and recognize that the brand deals with a certain category of products and this sort of awareness is positioned in their minds by the brand itself. It is a broad term and a lot of research is being done on the topic because it has a broad scope and is affected by many variables. Brand awareness and brand consciousness are usually used interchangeably. Brand awareness is usually thought to have short term implications, but that’s not true. It is a gradual process and takes a long while to be established or damaged. For the development of brand awareness, it is necessary for the brand to have an image that it depicts. Customers are going to evaluate and perceive brands according to how they portray themselves through various mean e.g. advertisements. Before setting prices for products, the most essential thing is to see how the brands perceive the brand and how much are they willing to pay for it. The company neither wants to set up a price so high that it’s unaffordable for its target customers neither so low that their brand image falls off. While entering a new market, brands should focus on increasing their brand awareness by introducing at a low price. When the customers have finally used the product, the brand should focus on brand image and take the prices high. Also, in this era of intense competition, consumers perceive high price as high quality therefore the price shouldn’t be below the markets average. The consumers are cost conscious and this attribute affects their brand awareness too. According to Monroe, cost consciousness and brand awareness are negatively related. Consumers who care more for lower price tend to ignore all international brands because they are generally expensive. Another research was conducted to understand the connection between quality and price. There is a general concept in the customers mind that higher price for a product means that it has better quality and this is mainly why customers are willing to spend more on international brands as compared to local brands because they assume that their quality will be better.

1.2 Proposed Hypotheses

H1: Normative Influence directly effects brand awareness of international brands.

H2: Emotional Value has an influence on the brand awareness of international brands.
H3: Perceived quality of international brands helps increase its brand awareness.
H4: Purchase involvement is positively related with brand awareness of international brand.
H5: Cost consciousness directly effects brand awareness of international brand.

1.3 Theoretical Framework

2. Methodology & Results

2.1 Methodology

The questionnaire was developed by using the results and findings of a previous study Balakrishnan and Davey (2017). Amongst the two types of research strategies used, namely quantitative and qualitative, this study is using quantitative form of research. Structured questionnaire was used to collect the data and then will use the responses to run statistical tests in Statistical Package for the Social Sciences (SPSS) software to quantitatively determine the results of our findings. In the light of primary data collection, researchers design a structured questionnaire, which is the tool for data collection, and then conducted a data collection process which will perform the primary data collection. The responses of each question is measured by means of Likert Scale on a scale of 1 to 5 in the following order: Strongly Agree (SA) = 1, Agree (A) = 2, Neutral (N) = 3, Disagree (D) = 4 and Strongly Disagree (SD) = 5. Researcher used convenience sampling to gather the data, in which students of university were preferred (undergraduates and above). Researcher used item response theory to select the sample size; Due to non-accessibility of the confirmation about correct number of understudies in Punjab University contemplating in different departments. There are diverse researches about who have proposed distinctive example sizes for unknown populace. As indicated by Jackson (2003) N: q manage to evaluate the example estimate in SE. N is the quantity of parameters and q is statistical estimates. A perfect size proportion is 20:1. Kline (2011) has mentioned a most typical and medium type test estimate in a SEM. As general rule by Hair et al, (2012) least proportion is 5:1 for every factor, except most worthy
proportion is 10:1. Most researchers even proposed a minimum of 20:1 ratio for each variable. It also depends upon model complexity. Our sample size was initially decided to be minimum 200. The population of our sample is Punjab university students from Lahore, Pakistan studying in different undergraduate and graduate programs. Among the two types of researches i.e. longitudinal and cross sectional, our time horizon for this research is based on cross sectional methodology, a method in which the primary data collection is done only once. This is because researcher was getting questionnaires filled only once and researcher wasn’t doing a trend analysis. Since researcher is looking at the impact of independent variable on the dependent variable at the solitary level, therefore the unit of analysis is the individual. Among the three types of studies namely exploratory, descriptive and causal, researcher opted for causal type of study. This is because, our variables are already well recognized which meant that exploratory study is out of question. Our motive of research is to find the effect of our independent variable on the dependent variable, therefore causal type of study suits our research. As a trial, researcher has run our questionnaire into pre-testing. 30 respondents were asked to carefully read and fill the questionnaire and the consequent responses from the questionnaire are put to testing on SPSS. After the questionnaire meets the minimum benchmarks on the statistical tool, it is put to practical application. First of all the raw data that was collected from doctors was read by researcher and all the invalid or incomplete questionnaires were discarded then the data was uploaded in IBM SPSS to run the regression tests. After getting the data from the respondents, researcher converted the data in quantitate terms and then put it through testing using SPSS in order to determine the results of our study. Quantitative research, by adopting regression analysis and statistical tools was carried out for the sake of measurement of the intensity of connection between independent and dependent variables. This quantitative type of research paper is going to be carried out on systematic and logical grounds. Numeric values and statistical measurements will help in finding the studies significance. The information was gathered from various university students in the form of questionnaires regarding the change in youth buying behavior about international brands and how has it evolved over the years. Related information is extracted and incorporated in literature review from the articles. Questionnaires were developed and distributed among university students in order to get their perception about the research area. Further informational sources were books, journals, research articles and papers that were examined for research purposes. Statistical software i.e. Statistical Package for Social Sciences (SPSS) was used in order to analyze data. The data from the filled questionnaires was decoded and entered into SPSS where regression and correlation models were applied.

2.2 Results

2.2.1 Demographics

Our study received more responses from females. 110 out of the total 200 responses belonged to females, which constitute the 55.0% of the sample. 90 of the remaining respondents were male and they formed the 45.0% of the total sample as shown in Table 1.
Table 1. Frequency distribution of gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>90</td>
<td>45.0</td>
<td>45.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Female</td>
<td>110</td>
<td>55.0</td>
<td>55.0</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

As it can be seen in Table 2 that in terms of education, 90 individuals (45.0%) were undergraduates, who were in pursuit of their graduation. 45 people (22.5%) had completed their graduation and 65 people (32.5%) had completed their masters.

Table 2. Frequency distribution of educational background

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
<th>Cumulative percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>90</td>
<td>45.0</td>
<td>45.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Graduate</td>
<td>45</td>
<td>22.5</td>
<td>22.5</td>
<td>67.5</td>
</tr>
<tr>
<td>Masters</td>
<td>65</td>
<td>32.5</td>
<td>32.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Table 3 shows that among the age statistics, people aged 18-21 had the lion’s share in filling out the responses. 85 out of the 200 respondents (42.50%) belonged from that age bracket. A significant amount of respondents i.e. 40 belonged to age group 22-25 to precise 20.0 %, and 75 respondents (37.5%) were older than 26 years.

Table 3. Frequency distribution of age

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>85</td>
<td>42.50</td>
<td>42.50</td>
</tr>
<tr>
<td>22-25</td>
<td>40</td>
<td>20.0</td>
<td>62.50</td>
</tr>
<tr>
<td>26-29</td>
<td>75</td>
<td>37.5</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
<td>100</td>
</tr>
</tbody>
</table>

Population for this research area is comprised of entire Pakistani youth, i.e. people among the ages of 18 to 29, who are getting education from several departments of the University of the Punjab. Almost 200 questionnaires were floated among students from various departments of Punjab University like Hailey College of Commerce, Institute of Administrative Sciences, Institute of Business Administration, etc. The response rate was 100% i.e. 200 questionnaires were filled in and received.

2.2.2 Reliability Analysis

<table>
<thead>
<tr>
<th>Name of Variables</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normative Influence</td>
<td>.964</td>
<td>6</td>
</tr>
</tbody>
</table>

http://ire.macrothink.org
The Reliability statistics table provides the Cronbach’s Alpha value as (.933) which is a positive sign for our research. The result of this research are adequate in light of the fact that it is more than (.70) which is considered to be the benchmark reliability index. Accordingly researcher can state that internal consistency reliability of the things gives great help to investigate writing.

2.2.3 Normality Analysis

Next, researcher analyzed our data to see if our data is normal or not. On the basis of normality, researcher will decide whether researcher will apply parametric or non-parametric tests as the data analysis goes on.

2.2.4 Correlation

Now the researchers apply the correlation test to see which variables associated with the dependent variable of this study.

<table>
<thead>
<tr>
<th></th>
<th>Normative Influence</th>
<th>Price Conscious</th>
<th>Purchase Involvement</th>
<th>Emotional Value</th>
<th>Perceived Quality</th>
<th>Purchase Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normative Influence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price Conscious</td>
<td>.388**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Involvement</td>
<td>.379**</td>
<td>.459**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emotional Value</td>
<td>.741**</td>
<td>.429**</td>
<td>.317**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>.700**</td>
<td>.457**</td>
<td>.298**</td>
<td>.658**</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: ** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Normative Influence and Price Consciousness have a statistically significant correlated at (p < .05). The direction of the relationship between these variables is positive (i.e., Normative Influence and Price Consciousness are positively correlated), meaning that these variables tend to increase together. Normative Influence and purchase involvement are significantly correlated with each other at (p < .01). Normative Influence and Emotional value are also significantly correlated at (p < .05). Normative Influence and Perceived Quality attitude is
also significantly correlated at (p < .01). The relationship between purchase involvement and price conscious is significant at (p < .01). Emotional Value is significantly correlated with price conscious and purchase involvement at (p < .01). Purchase intention is dependent variable. The relationship of Purchase intention with normative influence is significantly correlated at (p < .05). Purchase intention and price consciousness are significantly correlated at (p < .05). The relationship of Purchase intention with purchase involvement is significantly correlated at (p < .05). Purchase intention and emotional value are significantly correlated at (p < .05). The relationship of Purchase intention with perceived quality is significantly correlated at (p < .05).

2.2.5 Regression

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.356&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.127</td>
<td>.101</td>
<td>1.13704</td>
<td>2.332</td>
</tr>
</tbody>
</table>

This table shows that the value of R= .356<sup>a</sup> which is coefficient of relationship between normative influence, perceived quality, emotional value and cost consciousness

3. Conclusion and Discussions

The interpretation of all the various techniques that were applied on the data conclude that the study is significant hence normative influence, purchase intention, emotional value, cost consciousness, perceived quality and influence the brand awareness of international brands among young people. A previous study by Nasir Shaheen also proved that all these variables are positively linked. This information is actually favorable for international brands who want to enter Asian markets. The research was specifically focused on the purchase behavior of students of Lahore. And the results clearly showed that today’s youth is more interested in buying and adopting international brands due to many factors, mainly because of its image among fellows and the various attributes linked to it.

4. Limitations and Future Directions

This investigation isn't exempted from a couple of restrictions. Initial, couple of parts of youth’s state of mind is not analyzed. As all parts of youths purchase attitude couldn't be explored, a future research ought to be led to analyze every one of the parts of youth buying mentality and subjective procedure of international brands it is proposed that future research should consider a more extensive view. As a result of lacking capital and confinement of time, the examination was done on a restricted casing of youth. Many more factors are there that influence youth purchase intention. So there is a chance to think about different factors too. Keeping in view the span of the populace the sample size can be an inquiry for any investigation. The investigation is led in the center point of educational activities i.e. Lahore which may influence generalizability of results. While other cities especially remote areas are not included in the research. Further researches can incorporate the members of a few private and public colleges to achieve more precise discoveries and recommendations. Future analysts with a specific end goal to expand the more summed up results can gather information from more colleges and schools arranged in various urban areas and towns the nation over and contrast the outcomes with get more significant suggestions. The outcomes so accomplished will have more legitimate findings. Another impediment of our exploration is the questionnaire strategy i.e. filling of the survey. This technique here is unfit to give the
genuine reaction the same number of respondents just top off the questionnaire without knowing the significance of the examination and understanding the significance of the inquiry. Subsequently other techniques have ability to take care of this issue if not totally might be to some degree. Sample size can be increased in future studies. There are some other variables which can also be studied in future researches. In future studies, research can be conducted in various other private and public sector universities of Pakistan.

5. Implications
This study has discovered the factors that influence youth to buy international brands. This study will add value in the knowledge of mangers and other researchers. It will help in understanding youth purchasing designs, and their inclinations. This examination will similarly assist managers with lessening the indisputable and intangible cost related with the investigation done to perceive youth behavior, tendencies and so on. It will empower advertiser and expert to better grasp youth and at most fundamental and primal level. This examination will likewise cover the pragmatic holes. Investigation will be helpful for administrators and analysts. This examination will contribute through and through in existing writing and will enhance the generalizability of past examinations, coordinated on different settings and setting.

References


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