

7th International Economics & Business Management Conference, 5th & 6th October 2015

Consumer Attitude and Uniqueness towards International Products

Nor Hazlin Nor Asshidin^a*, Nurazariah Abidin^a, Hafizzah Bashira Borhan^b

^aDepartment Management & Human Resources, University Tenaga Nasional, Pahang Malaysia

^bSchool of Business and Law, PTPL College, Pulau Pinang Malaysia

Abstract

Product quality is rapidly becoming an important competitive issue. In addition, several surveys have voiced consumers' dissatisfaction with the existing levels of quality and service of the products they buy. In a recent study of the business units of major International companies, managers ranked "producing to high quality standards" as their chief current concern. This paper is to examine the relationship of individual characteristics (i.e., consumer's need for uniqueness and attitudes toward international products.) Samples for this study were 320 consumers at Suria KLCC (Suria Kuala Lumpur City Centre) was chosen randomly and analyzed using SPSS. This study finds that Malaysian consumers' need for uniqueness positively influences attitudes toward international products.

© 2016 Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-reviewed under responsibility of Universiti Tenaga Nasional

Keywords: need for uniqueness, attitudes toward international product

1. Introduction

National economics of the world has been transited by globalization to the growing global market represented by the global community. Markets are no longer identified by national division; in fact they are being treated as a single entity with numerous opportunities for marketers to explore. In conjunction with this process, globalization has enable people to enjoy multinational products made available with better production technologies and through foreign investments (Khare and Handa, 2011). As a result, target customers in markets worldwide are exposed to and are selecting from a wider range of foreign products than ever before (Kamaruddin et al., 2002). Due to this rising

* Corresponding author. Tel.: 09-4552020; fax: 09-4552000.

E-mail address: hazlin@uniten.edu.my

consumption all over the world, global marketers intensify their efforts to capture markets that are emerging to satisfy increasing transitional of consumers' desire and needs. Consumers choose products and brands to receive emotional benefits (e.g display of status, wealth and prestige) as well as utilitarian benefits (e.g, quality and low price). Using international brands to exhibit one's social standing is more prominent in developing countries where higher income

disparities and status mobility exist. The brands qualified as global in the media are those that have the same name, as well as a visual expression and identity as similar as possible across the world (the following brands are good examples: Coca-Cola, Dior, Samsung , Apple, Twix, L'Oreal, McDonalds). However, the strategy of total globalization of the international brand is not a one to be followed by every business model, and globalization may be selective to better serve consumers.

This research builds on the work of Kumar et al., (2009) which examined the effects of few antecedents on purchase intention toward a U.S retail brand versus a local brand. Kumar (2009) found that individual characteristics (i.e., consumer's need for uniqueness and attitudes toward international products). Like Kumar et al., (2009) this research examines the effects of those antecedents in Malaysian context. The research departs from Kumar et al., (2009) by using popular food and beverages brand to measure the effects of individual characteristics and brand-specific variables. It intends to investigate the relationship between consumer attitude and uniqueness towards international products.

2. Literature Review

Consumers acquire and display material possessions for the purpose of feeling differentiated from other people and, thus, are targeted with a variety of marketing stimuli that attempt to enhance self-perceptions of uniqueness. Because the pursuit of differentness (or counter conformity motivation) varies across individuals to influence consumer responses, we develop and validate a trait measure of consumers' need for uniqueness. Consumers' need for uniqueness is defined as an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity. According Perner L, (2010) Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object-within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.

2.1 Need for uniqueness

Each individual is unique (Ghazali et al., 2008) and individuals may wish to see themselves as different from others (Kumar et al., 2009). The separation identity or a need for uniqueness (NFU) desire by consumers is understood to be a universal consumer characteristic (Tian et al., 2001). In order to alleviate identity threat, individuals tend to engage on self-distinguishing behaviors, and need for uniqueness refers to the trait of pursuing differences relative to others. A study by reported that, Chinese middle-class group use luxury brands to establish their uniqueness because luxury products are scarce possessions in China. Only a tiny fraction of consumers in China can afford to spend several thousand of RMB on a bag or a pair of shoes. The exclusivity in ownership of luxury brands suggests products scarcity and uniqueness. Besides, situations where individuals see themselves as highly similar to others in their social environment have threaten their self-perception of uniqueness thus creating the need to see one self as being different from others.

Consequently, the need for uniqueness among consumers; defined as the trait of pursuing differentness relative to others is realized through the acquisition, utilization, and disposition of consumer goods in order to enhance one's self-image and social image (Tian et al., 2001). Consumer's need for uniqueness is pointed out in three behavioral dimensions:

(1) Creative choice counter-conformity;

Creative choice counter-conformity demonstrates how consumer seeks social differentness from most others but makes selections which are expected to be considered as good choices by others (Tian et al., 2001).

(2) Unpopular choice counter-conformity

Download English Version:

<https://daneshyari.com/en/article/979891>

Download Persian Version:

<https://daneshyari.com/article/979891>

[Daneshyari.com](https://daneshyari.com)