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Global For Whom, Local For Whom : An Empirical Study of Customer Perception Towards Branded Products

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Abstract

The popular marketing pronouncement "Think global, act local" - is a paradox in itself. Both thinking and behaviour are equally influenced by culture. What is global for some in one part of the world is local for others living in those places, countries or cultures. This implies that cultures, just like markets, global from outside and local from inside. So this is challenge for marketers wanting to take brands across diverse cultures. Marketers today fail to acknowledge the duality of consumer identity. One part of him seems to be long to the international community; the other half is rooted in tradition. Similarly consumers across might look international in appearance but they continue to be traditional at heart. Managing in a borderless world does not mean managing by 'average taste'. To a marketer looking at the world through the 'global lens' this might be difficult to explain for him as he wants to believe that all consumers, across the globe, are looking for the same set of benefits which, at best, is not true. Instead of globalisation, the future will see mutual coexistence of multiple cultures this would be proliferation of technology and media, which will make the ethnic exotic and folk funky. Despite all the globalisation, global culture is yet to take root. Why is this so? When a culture appears to travel, the more superficial aspects of culture- symbols and rituals- travel faster. They are the ones responsible for creating the perception that brands, such as Coca-Cola, Nike and McDonald's will create a global culture. It is the dominant role of culture that defines the strength of, unarguably, the biggest brand on the earth- Religion. Just like religion.

INTRODUCTION

A brand is also a set of meanings/beliefs that has no equal. It moves tirelessly from generation to generation and even from one geographic location to another. No wonder it commands the kind of consumer loyalty that commercial brands can only dream of. Just like religion, a brand is also a set of meanings and beliefs. These beliefs and meanings are operational in a particular cultural context, the context that the brand was born in. when the brand steps beyond this cultural context, it finds itself out of place as people outside the original context of the brand would fail to decode the meaning that the brand harbors. But the brand has to travel, for how else can it grow? This is a very peculiar situation because the same brand that was originally brought into, existence for a set of users now has to move to cater to its creator's need. This is the challenge that every brand, with global dreams, needs to gear up for. This is just a reminder that local markets are about people, global markets are about products. A brand wanting to go global needs to look as much as outside as inside. While looking outside it needs to understand the consumer's cultural context and need frame. Looking inside it needs to understand its essence. Is it closer to the product deliverable or is it upstream enough to steer clear of the product and hook on to a state of mind or heart? The more upstream the essence, the more likely the brand is to be successful in adapting its meaning across cultures. Thus, the global brand challenge is to evolve innovative market approaches and connect with people across multiple cultures in different ways, without compromising a brand identity. Thus today marketers have to translate the global insight (based on cultures), localize the global also interpret the global insight in the local context. A brand manager needs to understand the context and different objectives before adopting one of these approaches. Instead of debating the global or local nature of brands, consumers or marketers, the energy on the vast ocean of people who have diverse needs and who are looking for solutions that work. A smart business or brand leader needs to understand the specific solution that these groups are looking for, wrap it in the most benefiting human layer and market it effectively. "The only way to build a global brand is to build a local brand many times over". It is a series of coordinated changes across a broad front, ranging from reform of parts of the global economic system to strengthening governance at the local level. All this should and can be achieved in the context of open economies and open societies. Though interests diverge, we believe that there is increasing convergence of opinion throughout the world on the need for a fair and inclusive process of globalization. In this important sense the response to globalization can be said to begin at home. This reflects the simple but crucial fact that people live

locally within nations. Through strengthening local economic capabilities, cultural identity, and respecting the rights of indigenous and tribal peoples.

Going global with a brand is one of the key issues facing brand managers today. In Global Brand Strategy tackles this issue head-on, showing how both global and local brand management need to agree a common basis for their brand strategy and planning. So the managers have to create a unique framework -The local management of a global brand or the management of a local brand faced with foreign competition. The purpose is to clarify for brand managers what they must consider when managing their brands across diverse cultures and markets throughout the world. Each brand has its own particular assets and vulnerabilities, when it comes to extending across geographic and cultural borders. The brand environment; the brand expression; the brand domain; the brand reputation; the brand affinity; the brand recognition; local brand management; harmonizing a global brand; extending a global brand; and creating a new global brand. Going global with a brand is one of the key issues facing brand managers today. In many markets, reaching the customer at the right place at the right time differentiates success from failure. A brand strategy examines the internal and external factors that influence the global brands. Managers of global and local brands must understand those issues, which assess the potential for standardising their brands across diverse societies, the factors that necessitate specific brands adaptations, and the prospects for competitive advantages. Likewise, managers of local brands need to understand the particular strengths and weaknesses of the strategies of their brands competitors and use this knowledge to devise their competitive responses.

A global brand is one that is available in many nations and, though it may differ from country to country, the localized versions have a common goal and a similar identity. Long established brands have enhanced their dominant positions across the globe, threatening less marketing-savvy local brands, but also encountering stern opposition from local brands that find ways to fight back. Some of the global brands manage to become local institutions by filling a local role in the societies where they operate, while others dominate their category as global monoliths. Well-performing brands enjoy strong awareness among consumers and opinion leaders. These brands lead their industry or industries. Best brands achieve a high degree of consistency in visual, verbal, auditory, and tactile identity across geographies. They deliver a consistent customer experience worldwide, often supported by an integrated, global marketing effort. A brand is not a brand unless it competes along emotional dimensions. It must symbolize a promise that people believe it can deliver and one they desire to be part of. This allows brands to achieve the loyalty of consumers by tapping into human values and aspirations that cut across cultural

differences. A global brand must respect local needs, wants, and tastes. These brands adapt to the local marketplace while fulfilling a global mission. Global branding is tempting and offers numerous rewards, but the risks exist in equal number. Assuming the business strategy calls for going global, and the analysis provides support for the strategy; the company must perform self-examination and determine whether it has the culture, organization and values. Successful global brands achieve a high degree of consistency in visual, verbal, sonic and tactile identity across geographies. They deliver a consistent customer experience worldwide, often supported by an integrated global marketing effort. - Global branding .The risks of taking a brand global must be carefully weighed or the damage to the brand can be irrevocable. These risks include, but are not limited to: Erroneously assuming the brand communicates the same meaning market-to-market, resulting in message confusion. Over-standardizing or over-simplifying the brand and its management, resulting in a culture of discouraged innovation at the local level. Use of the wrong (or tried and true) communications channels, resulting in inappropriate spending and ineffective impact underestimating the investment in spending and time for a market to become aware of the brand, try it, and adopt it .

When it comes to individual purchase decision making, being "global" is fast becoming a brand attribute in and of it. The connotations of a brand existing in mutliple geographies and cultures carry with it a set of associations that regional brands cannot own. The same is true in reverse. Coca Cola's approach to owning global and regional brands is wise, because it enables them to reap the financial benefits from the varying levels of "regional loyalty" that exist in each the hearts and minds of every individual. In the future, growing brands will decide whether it's more valuable to retain a regional association, based on the strength of their existing brand equity within their current customer group. Companies must learn to Brand Globally and Prospect Locally, Those companies that work out what consumers want/need and find a way to deliver it or relate it rationally or emotionally to their brand/product are always the strongest. A strong brand maintains relevance, yet is distinct and differentiated from the competition and this Whether global or local, a brand will be successful if it delivers what the customer wants. Global brands are successful because (more increasingly) the concept of indiviuality is a homogenous trait - the brand operates at a personal level, but can also be exploited internationally. They have simply applied local thinking to an international audience.

We become faithful to a brand because it's consistently available, reliable, authentic or all three, There is a trend to "localization of brands". Global brands will further exist but they will have to face the problem that we don't live in one world but in many. A Global Brand is one that ascertains a uniform idea that drives and

defines a certain standard of life throughout the world. A Local Brand is one that contributes to a cognitive product-customer relationship on the strength of cognitive ideas related to the ethnic, social, & local needs of the customer. The global brand has to morph through a series of adaptations in order to survive. The local brands definitely have a place in their respective arenas because of the personalized service and perceived comfort they provide. Certain brands will do well but they will have to learn to co-exist with the local players to protect their brand image both global brands and local brands have a role to play. What is for certain however is that global companies will not command enduring success if they simply roll out local strategies, the question of whether local or global brands will ultimately prevail can be answered simply : yes!

A brand is merely the relationship that is created between a product and its consumer. The company manages, and is responsible for, the consumers' total product experience. For its efforts, if effective, the consumer responds with his or her patronage. This is a relationship that requires consistent company investment and care to remain responsive and profitable. While global brands have some obvious scale and breadth advantages, local brands have the benefit of proximity and geographical (and often product) focus. These two variables balance each other, sustaining both local and global brands together. Both local and global brands will continue to thrive and to fill their respective consumer needs. Brand managers must be strategic about how they manage the dynamics of the product - consumer relationship to best take advantage of whatever the particulars are of their circumstance. With this potential a brand can offer an important competitive advantage for a seller who has decided for a differentiation strategy. Even in markets with many similar products or services a brand can provide some sort of uniqueness to a certain product. Depending from the strength of a brand the branded product thus can be positioned towards a more monopolistic situation. With all these characteristics a brand is important in an organisations marketing mix. Although it is basically a certain feature of the category "product", it influences every component of the marketing mix: The product gets a higher value in the perception of the customers. This influences the pricing policy in the way that often a premium can be charged. The promotional strategy and mix will be different because it is more focused on the brand than on the individual product. For instance, the introduction of a new product under an well-established umbrella brand requires a very different promotion campaign than the introduction of a new brand or an unbranded product.

A global client needs a global auditor because companies are legally required to prepare consolidated financial statements including all subsidies around the world. This is much easier if you have all subsidies audited by the same firm. In

addition global clients have a high need for specialised consulting. They often prefer a consultant that is as global as they are to get more expertise and consistency.

1. Stagnation in the core business : The traditional auditing business does not show high growth rates. An individual firm's growth can mainly be achieved at the expense of competitors.

2. Growth in consulting services : On the contrary to the auditing business there is an enormous growth for consulting services. The accounting firms have traditionally done some consulting and now they developed these activities aggressively. This had two results.

3. A growing variety of services offered - these new products had to be communicated to existing and potential clients Accounting firms came into direct competition with the traditional consulting firms which had their own brands and reputation.

4. Need for qualified people : With the development of new products/ services all firms needed much more highly qualified people. Recruitment became an important issue.

Day by day, global branding is becoming a bigger challenge. Why? Because it's no longer possible to isolate a brand and its reputation. You might think you've created an excellent strategy for your brand in one local market, only to realize that the rest of the world has access to that same local communication. This exposure destroys any possibility of separating your local branding strategy from your global branding strategy. This unavoidable exposure of your local brand-building strategy in the international arena is part of the growing difficulties that attend global brand building. Related to this complication are the internal issues that arise. For example, how can corporations handle the local and global mix in their marketing departments? Is every local marketing department now obsolete? Can local marketing be taken over by a single department of centralized marketing functions?

'Think global and act local' stands for the development of a global business strategy, where management operates under the assumption that a powerful brand name with a standard product, package and advertising concept serve as a platform to conquer global markets. The starting point is a global strategy focusing on standard products, optimal global sourcing and the ability to react globally to competitors' moves. This approach discourages diversity and puts a lot of emphasis on uniform strategies. On the other side is 'Think local and act global'. This approach starts with the assumption that global expansion is best served by adaptation to local insights and initiatives in different markets around the world. Diversity is looked upon as a source of opportunity, whereas strategic cohesion plays a secondary role. Such a 'bottom-up' approach offers greater possibilities.

PROBLEMS TO LOCAL BRANDS

- How local brands can avoid being overrun by the bigger brands. They don't have even enough money, talent and resources to compete if a big brand takes it into their mind to rollout your market.
- Another problem with local brand is that, they don't have effective promotional strategy and marketing mix so this will create a big difference because these tools mainly focused on the brand than on the individual product. For instance, the introduction of a new product under a well-established brand requires a very different promotion campaign than the introduction of a new brand or an unbranded product.
- The traditional way of doing business does not show high growth rates in local markets. An individual firm's growth can mainly be achieved at the expense of competitors.
- Local brands are not offered diversity of services, and depends on an acute awareness of local trends; it's all about leveraging so it become difficult to retain the customer for long time makes specific branding impossible .
- With the development of new products/services all firms needed much more highly qualified people. Recruitment became an important issue especially in local markets.
- Quality management: Changing the rules of the game, the two points closely related to any brand is quality and consistency, these are two issues that customer value in a brand. They need to be monitored and controlled carefully.
- The decision for a brand has to be taken carefully because it can have a long term influence on the success of the product or whether in case of branded products or non-branded it will affect the whole company.

PROBLEMS TO GLOBAL BRANDS

- Any kind of delay in introducing new brand can lead to duplication and higher costs. "It's hard to take the hit to make the conversion from local to international branding, but it's also hard to support a lot of different brands," she said. "It takes longer to get into a market with your global brand than by buying a local one, but slowly in the in the end, you will establish your global brand faster."
- Global brand didn't create an excellent strategy for their brand in one local market; it helps them to realize that the rest of the world has access to that same local communication. This exposure destroys any possibility of separating your local branding strategy from your global branding strategy. This unavoidable exposure of your local brand-building strategy in the international

arena is part of the growing difficulties that attend global brand building.

- Slogan "Think globally acts locally" is frequently used to describe the managerial challenge faced by global marketers. It captures the need to think in global terms about a business or a market while, at the same time, doing some local tailoring to meet the particular requirements of the local customers.
- Assuming the brand communicates the same meaning market-to-market, resulting in message confusion
- Over-standardizing or over-simplifying the brand and its management, resulting in a culture of discouraged innovation at the local level
- Use of the wrong (or tried-and-true) communications channels, resulting in inappropriate spending and ineffective impact

OBJECTIVES OF THE STUDY

1. To study the concept of global and local branding.
2. To know the perception of people towards branding.
3. To find the factors which effect the global and local branding.
4. To determine the various strategies adopted by local brands while going global.
5. To study how culture local economies affects the global branding.
6. To provide an understanding of the factors which have led to the growth of localization and globalization.

RESEARCH METHODOLOGY

Research Design

In order to have a meaningful answer to the research problem; a qualitative descriptive research methodology based on questionnaires has been employed. The methodology applied allows the free emergence of attributes and gain a deeper understanding about the customer or consumer. This research will be set up in a naturalist paradigm, which with the applied methodology is thought as being the most appropriate way to research this type of problem. The methodology applied allows the free emergence of attributes and gain a deeper understanding about the impact of the global and local branding, because the dimensions consumers use to evaluate each type of brand might differ. The factors that influence the image of a country are different from the factors that affect a region and city. In this sense, the work of branding a country is different from that of branding a region or city.

Sampling

The sampling method used for the above research problem is convenient sampling or judgmental sampling. The sampling area is limited to different regions of Punjab only. The whole sample has been divided into two distinct groups, first group includes those people who mostly prefer global brands, second group includes those people mostly prefer local brands, third form those people who never go for any brand that is they may prefer the price, design etc and the last one group contains those people who sometimes go for global or sometimes for local brand.

Sample Size and Sample Unit

Sample size is restricted to 150 customers of different regions and the sampling unit includes specifically four cities of Punjab which are Patiala, Sangrur, Mohali and Ludhiana.

Data Collection Method and Tools

The data has been collected from different locations of Punjab as given and for this the data collection tools will be questionnaire and in-depth interview method. This strategy of interviewing people in different locations will be effective, and it is possible to collect data from people with different ages, income, lifestyle, lifecycle and motivations.

REVIEW OF RELATED LITERATURE

According to the study of David A. Aaker and Erich Joachimsthaler, How can a company build its global brand? By strengthening the leadership that builds the brand, not by pursuing an elusive "global brand" itself. According to the article, Brand leadership, can follow one of four configurations depending on the makeup of the company. In this excerpt, they describe a global brand team drawn from middle management, an approach best suited to companies lacking branding expertise at the senior management level

According to Michael, even trivial ones, reduce the effectiveness of your brand, After all, it is quite obvious that, when a corporation is perceived as untruthful, its brands suffer. Brand trust is not something that can be created overnight. It is created over time, after people have been subjected to many exposures to the brand, so that they feel that they can anticipate what the brand will or will not do because they understand its ethos. If the consumer discovers suddenly that the brand's behavior doesn't conform to the image in his/her mind, the sense of trust in the brand probably goes down several notches. Brand trust also comes from the belief

that the owner of the brand will not do anything to harm it. If the brand owner behaves recklessly, s/he may not have a brand.

In his study Martin Lindstrom explains that day by day, global branding is becoming a bigger challenge. Why? Because it's no longer possible to isolate a brand and its reputation. You might think you've created an excellent strategy for your brand in one local market, only to realize that the rest of the world has access to that same local communication. This exposure destroys any possibility of separating your local branding strategy from your global branding strategy.

Ramesh J. Thomas is a principal executive officer at Equator Management Consulting, based in Bangalore, India. As a brand consultant, he has spent the last two decades advising on brand development and strategy worldwide. he would like to discuss at this time one that those of you fortunate enough to live in or visit this country might be familiar with, but nevertheless provides a recognizable backdrop to explain my reasoning Atomic brands are as fierce and powerful as the world's top brands, even though they may be unknown outside their immediate marketplace. What are atomic brands? Entrepreneurial efforts that have restricted themselves either to very limited geographical areas or very tightly defined consumer groups, but have built extremely strong franchises for themselves over time.

Meyvelli Tiffin Room (MTR) started off in 1924 as a small South Indian snack food restaurant, in the crowded uptown locality of Jayanager in Bangalore. After half a century of having built a strong franchise, MTR reeled under the ridiculous "Janata Pricing" imposed on all South Indian snacks in 1976. In the end MTR was forced to close down shop but not without its entire customer base having known why. MTR published its monthly Profit & Loss accounts in the leading newspapers in Karnataka. Immediately following the closure, the restaurant had a flood of customers coming in and taking their ready-to-cook idli, vada, and sambar mixes home. Therein was the birth of MTR masalas, an extremely successful diversification, which today co-exists with a rejuvenated restaurant. Are they successful? Well, considering that you still need to wait in a queue to eat at MTR on a Sunday morning,

McElroy rose to head P&G in 1948, and his memo became the basis on which most corporations, including P&G, have managed brands ever since. In it, McElroy posited that the company's brands would fight with each other for both resources and market share. Each "brand man's" objective would be to ensure that his brand became a winner even if that happened at the expense of the business's other brands. However, McElroy did not carry the argument to its logical end. The memo stopped short of articulating what companies should do with losing brands.

Seven-plus decades have gone by since McElroy wrote his famous memo, but brand killing has remained an unwritten chapter in the marketer's handbook and an underused tool in the marketer's arsenal. Companies spend vast sums of money and time launching new brands, leveraging existing ones, and acquiring rivals. They create line extensions and brand extensions, not to mention channel extensions and sub-brands, to cater to the growing number of niche segments in every market, and they fashion complex multibrand strategies to attract customers. Surprisingly, most businesses do not examine their brand portfolios from time to time to check if they might be selling too many brands, identify weak ones, and kill unprofitable ones. They tend to ignore loss-making brands rather than merge them with healthy brands, sell them off, or drop them. Consequently, most portfolios have become chockablock with loss-making and marginally profitable brands.

According to Douglas B. Holt, John A. Quelch, and Earl L. Taylor, What do consumers expect of global brands? Does it hurt to be an American brand? This Harvard Business Review excerpt co-written by HBS professor John A. Quelch identifies the three characteristics consumers look for to make purchase decisions. John A. Quelch is the Lincoln Filene Professor of Business Administration at Harvard Business School. More Working Knowledge from John A. Quelch John. In 2002, we carried out a two-stage research project in partnership with the market research company Research International/USA to find out how consumers in different countries value global brands. First, we conducted a qualitative study in forty-one countries to identify the key characteristics that people associate with global brands. Then we surveyed 1,800 people in twelve nations to measure the relative importance of those dimensions when consumers buy products. A detailed analysis revealed that consumers all over the world associate global brands with three characteristics and evaluate them on those dimensions while making purchase decisions. We found that one factor-American values-didn't matter much to consumers, although many companies have assumed it is critical. Quality Signal. Consumers watch the fierce battles that transnational companies wage over quality and are impressed by the victors. A focus-group participant in Russia told us: "The more people who buy [a] brand…the better quality it is."

"India is indeed a brand pregnant with potential. A Bose or a Hotmail were products of an Indian mind, albeit created and grown elsewhere. But we still need to put our money where our mouth is. India is definitely on the move. We have the potential and global perception has also started falling in place. But do we have it in us to capture this opportunity and make the world our oyster?

Consumers' Attitute Towards Branded & Non-Branded Products

Table 1

Correlation between Branded and Non-Branded Products

Factor	Branded	Non-branded	Total
The quality of products	71	48	134
The price of the products	42	67	90
The customer service	22	20	46
Location convenience	–20	–15	–35
Shop size	–65	–90	–155
Guaranteed Return	–50	–30	–80
Total	0	0	0

$$\text{Correlation factor } T^2/N = \frac{\text{Square of Grand Total}}{\text{Number of Total Element}}$$

$$= \frac{0}{12} = 0$$

Sum of square between classes of product (column)

$$SSC = \frac{O^2}{6} + \frac{O^2}{6} + \frac{0}{6} = 0$$

Where 6 is number of factors

Where degree of freedom (2-1) = 1

Sum of square between product factors (row)

$$SSR = \frac{(134)^2}{2} + \frac{(90)^2}{2} + \frac{(46)^2}{2} + \frac{(-35)^2}{2} + \frac{(-155)^2}{2} + \frac{(-80)^2}{2} + \frac{T^2}{n} = 29911$$

Degree of freedom (12 – 1) = 11

This correlation shows that there is the difference between the thinking of the people who are purchasing branded as well those who purchase non-branded products .people who purchase branded products for them quality is very important as compare to price , but on the other hand people who purchase non-branded clothes price is most important for them.

Chi-square Calculation for Buying Behavior of the People

Buying Behaviour / Buying Options	Branded			Non-Branded			Total		
	Ob	Exp	$(Q-E)^2/E$	Ob	Exp	$(Q-E)^2/E$	Ob	Exp	$(Q-E)^2/E$
Clothing	29	22.5	1.877	16	22.5	1.877	45	45	3.754
Accessories	24	23.5	0.010	23	23.5	0.010	47	47	0.020
Electronic goods	9	20	6.05	31	20	6.05	40	40	12.10
Skin care & cosmetic	26	22	0.727	18	22	0.727	44	44	1.454
Others	100	100	8.664	100	100	8.664	100	100	17.328

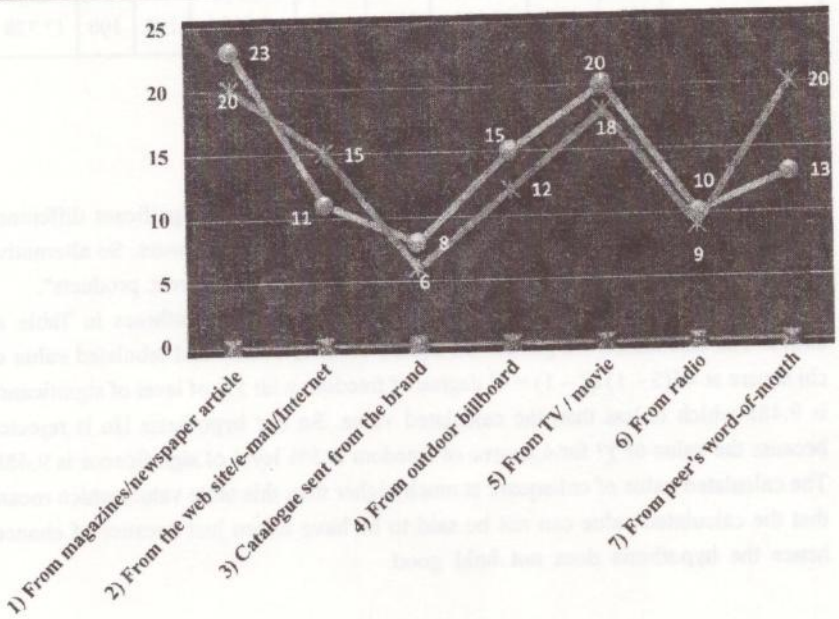
1. Observed value & Exp Expected value.
   (O – E) 2/E = Calculation of chi - square
   $\chi^2 = \Sigma (O-E)^2/E = 17.328$

Let us take the Null hypothesis (Ho) as there is no significant difference between the buying behavior of branded and non branded customers. So alternative hypothesis 1-It is 'there is difference in using pattern of different products".

Expected value is calculated and also shown in parentheses in Table as above. The calculation we get the chi square value is 17.328 and tabulated value of chi square at 4 [(5 – 1) (2 – 1) = 4] degree of freedom with 5% of level of significance is 9.488 which is less than the calculated value. So our hypothesis Ho is rejected because the value of χ^2 for 4 degree of freedom at 5% level of significance is 9.488. The calculated value of chi-square is much higher than this table value, which means that the calculated value can not be said to be have arisen just because of chance, hence the hypothesis does not hold good.

Comparison between Different Means from which People get Information about Branded and Non-branded Products

Important Factors	Branded	Non-Branded
From magazines/newspaper article	20	23
From the web site/e-mail/Internet	15	11
Catalogue sent from the brand	6	8
From outdoor billboard	12	15
From TV / movie	18	20
From radio	9	10
From peer's word-of-mouth	20	13



Chi-square Calculation Money spend by the People

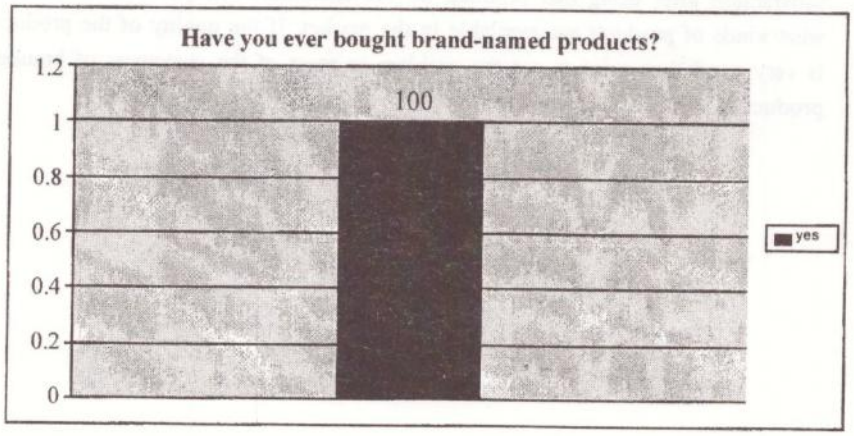
Customer / Money Spend	Branded			Non-Branded			Total		
	Ob	Exp	$(Q-E)^2/E$	Ob	Exp	$(Q-E)^2/E$	Ob	Exp	$(Q-E)^2/E$
Below 20%	17	20	0.45	23	20	0.45	40	40	0.9
20% to 49%	30	36	1	42	36	1	72	72	2
50% to 79%	38	31.5	1.341	25	31.5	1.341	63	63	2.75
80% or above	15	12.5	0.5	10	12.5	0.5	25	25	1
Total	100	100	3.291	100	100	3.291	100	100	6.651

1. Observed value & Exp Expected value. (O-E) 2/E = Calculation of chi-square $\chi^2 = \Sigma$ (O-E)2 /E = 6.651

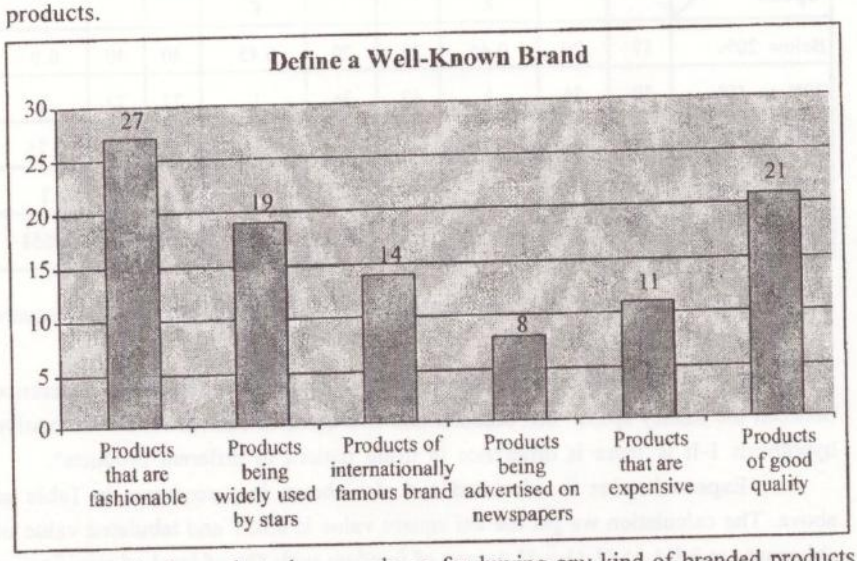
Let us take the Null hypothesis (Ho) as there is no significant difference between the money spend on branded and non branded customers. So alternative hypothesis 1-It is 'there is difference in using pattern of different products".

Expected value is calculated and also shown in parentheses in Table as above. The calculation we get the chi square value is 6.651 and tabulated value of chi square at 3 [(4-1) (2-1) = 3] degree of freedom with 5% of level of significance is 7.815 which is more than the calculated value. So our hypothesis Ho is selected because the value of χ^2 for 3 degree of freedom at 5% level of significance is 7.815.

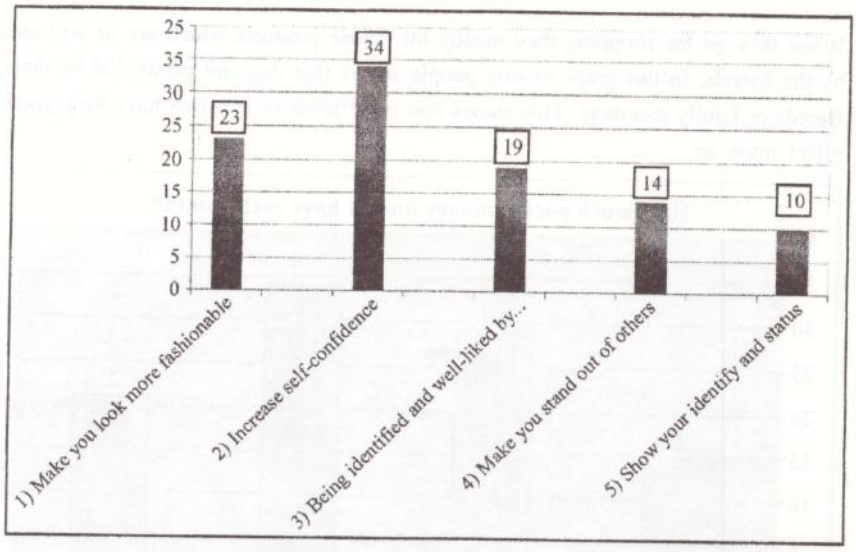
BRANDED PRODUCTS



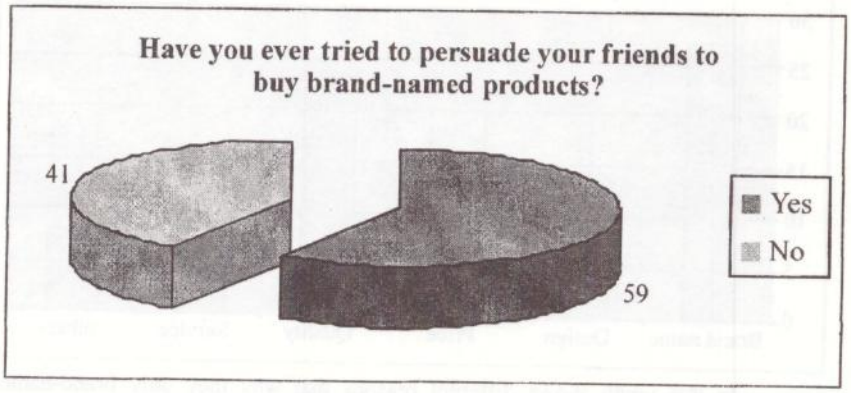
This graph shows that all respondents of branded questionnaire show very positive response towards the brand-named products. It shows that if they going to buy any kind products, they will prefer to buy only branded products, for this they have different reasons behind buying. All the customers always go for branded products.



This shows that when people go for buying any kind of branded products ,there are different causes occur before buying , there are different motives for buying any product, which motivated people and finally this motivation becomes purchase people always buy that branded product which gives them maximum satisfaction after using that product. So the customers always keen to find out what kinds of products are available in the market. If the quality of the products is very good then price is not the problem to most of the customers of branded products.

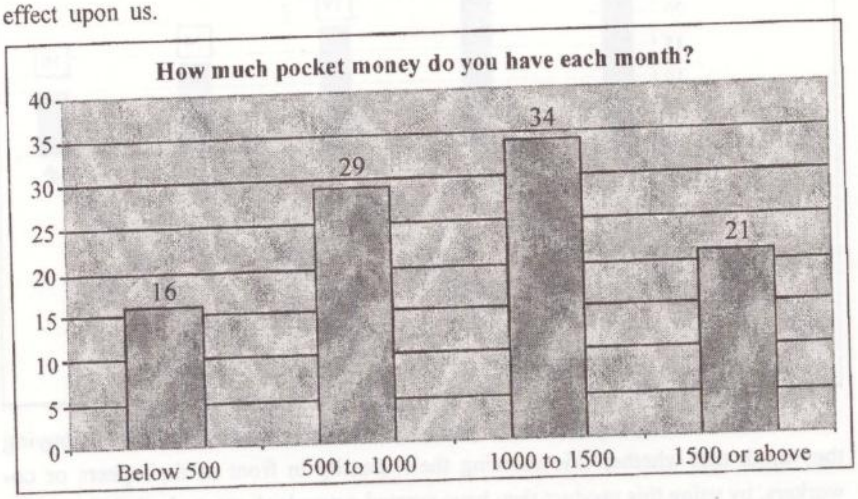


Whenever people want to purchase branded products before this buying they think that whether this showing their identity in front of their peers or co-workers, by using this product they have created a new look means look fashionable, because today's youth wants to look more energetic as well more trendy. So whenever they buy product, they buy only that product which make them more effective in front of others. Branded products may be helpful in increasing their self-confidence.

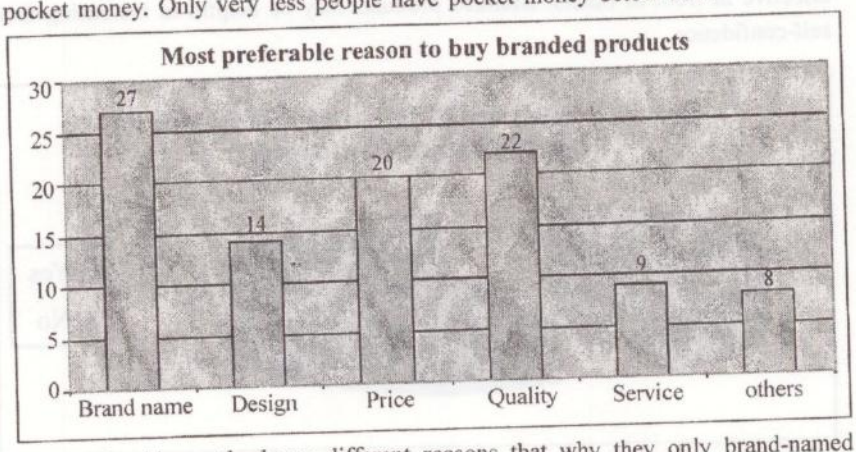


It is the habit of human nature that if we like something we will definitely tell about that thing to our near and dears, same thing will happen with youth they are generally influenced or persuaded by their friends or from the family members.

When they go for shopping they mostly buy those products which are or will use by the friends. In this graph mostly people shows that they are persuaded by their friends or family members. This shows that our friends or relatives have very good effect upon us.

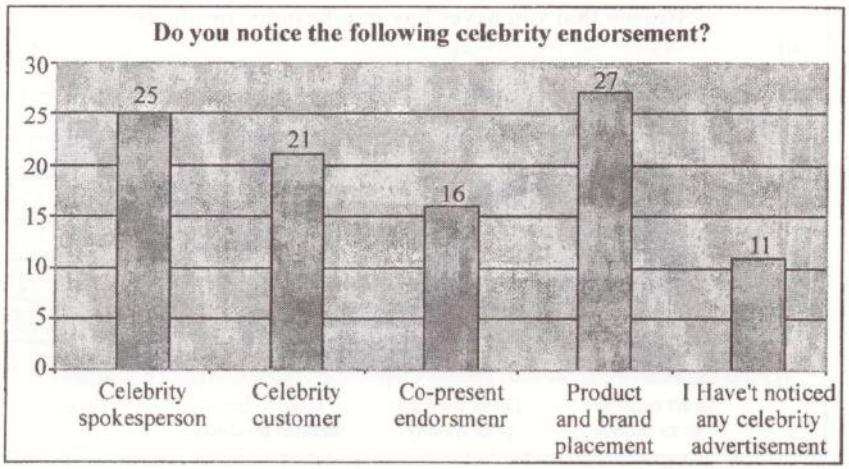


In this different people shows different level of pocket money that is being spend on the buying the branded products, mostly youth have 1500 as their monthly pocket money. Only very less people have pocket money below 500.

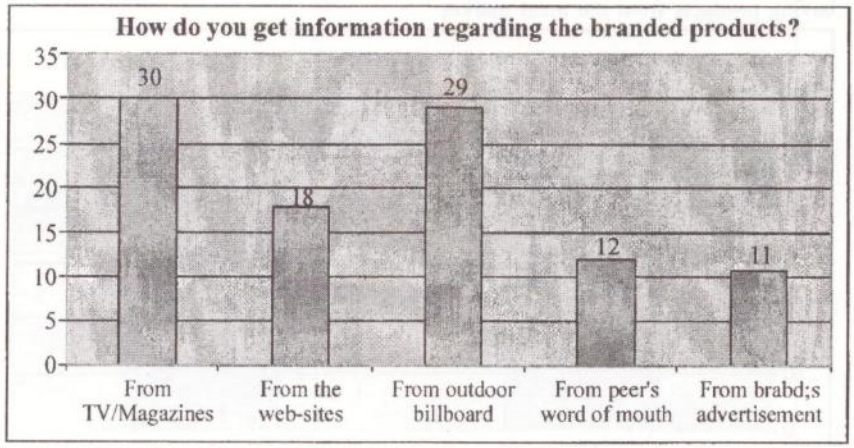


In this youth shows different reasons that why they only brand-named products, mostly buy because they like the brand name of the product , having good brand named products will increase their confidence in front of their peers, some other says quality as well price of the product is very important for any brand product because if the quality or the price of the product is not up to the mark ,

then it will creates problems for the company's because customers can switch over to some other brand.

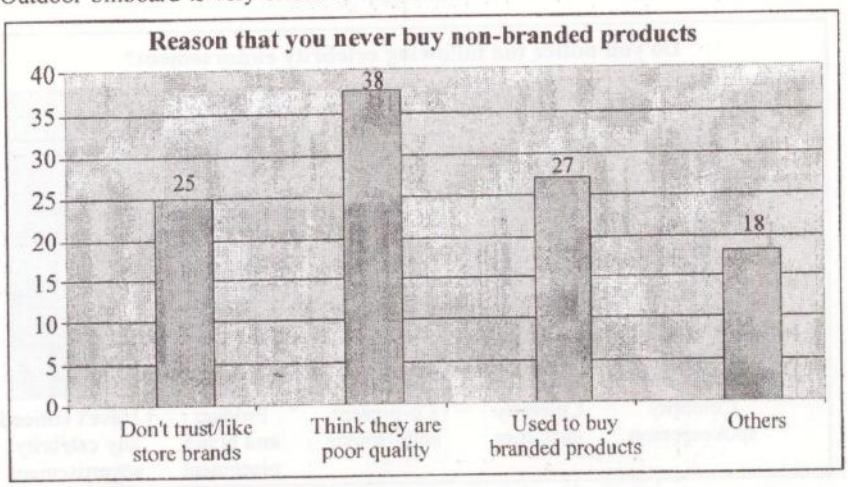


Indian youth always attract towards the celebrity endorsement, they are generally influenced by the trend which are used by these celebrities, youth mostly buy those products which are used or advertised by them , this is the reason why all companies taking celebrity as their brand promoter. This will help them to attract the people to buy their products.

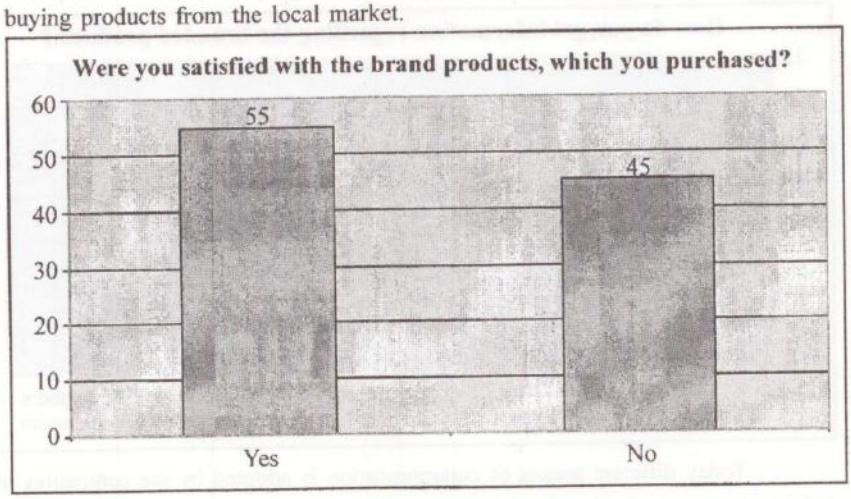


Today different means of communication is adopted by the companies in order to communicate directly with the people; because no company wants that they loose their customer. Most effective means of getting information is the TV media;

youth always get influenced by the advertisement which is shown in the TV's. Outdoor billboard is very effective media after TV



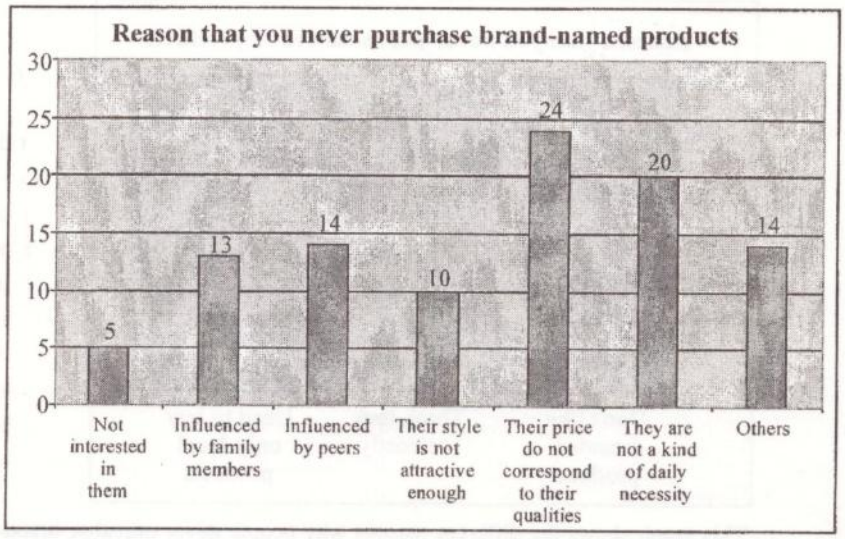
Mostly respondents of the branded questions say that the quality of the local products is not good this is the major reason that they never purchase products from local markets, some of them says that they are use to buy only branded clothes so never purchase non-branded clothes. Twenty five people say they don't like non-branded clothes. Some of them some other reasons for not buying products from the local market.



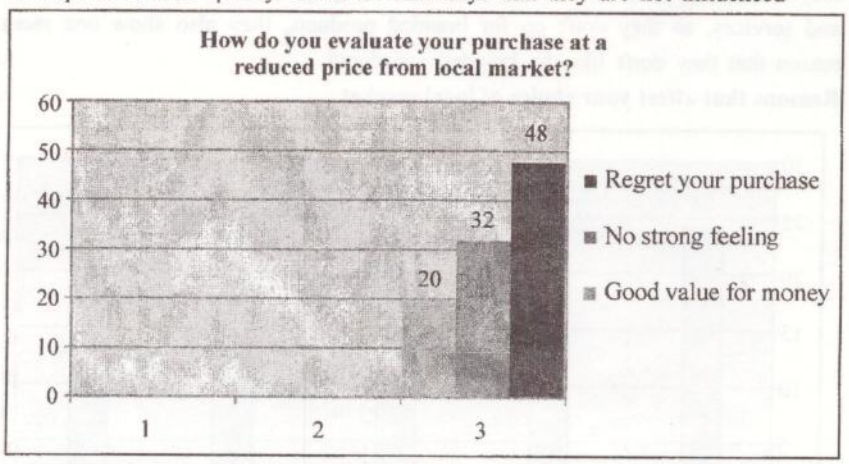
This graph shows that mostly people says that they are satisfied with the branded products they are buying , on the other hand many of them says that they

are still not satisfied with products they are purchasing , their may be different reasons behind this statement .

NON-BRANDED

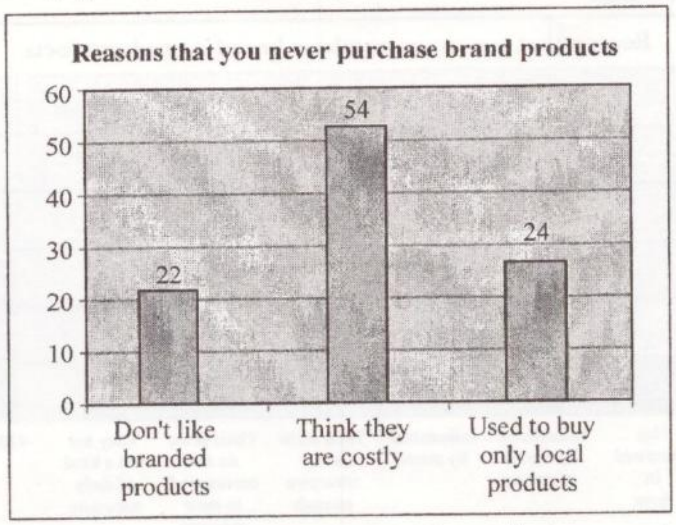


The respondents of the non-branded questions says that most important reason for not buying any branded product is the price of the products do not correspond to their quality. Some of them says that they are not influenced



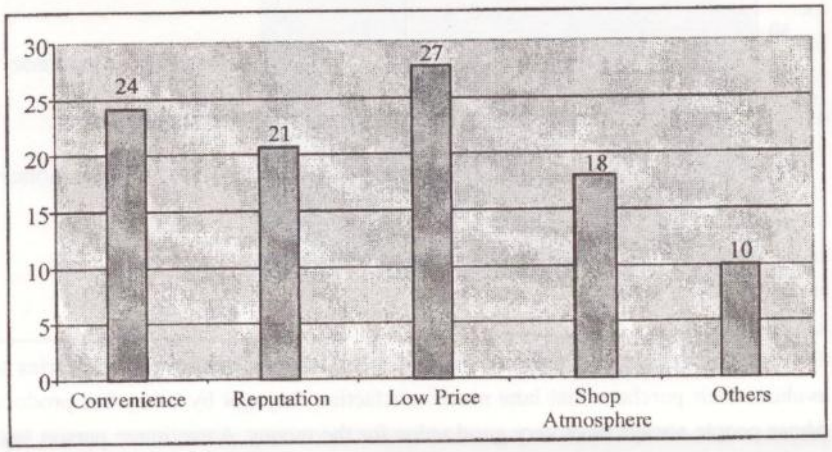
The people who purchase product from local market, they always tries to evaluate their purchase that how much satisfaction they got by using that product. Those people always have very good value for the money. A maximum person says

that they always have good feelings for their purchase. Some of them say that they don't have any kind of strong feelings for the purchase. That they never bother about the buying. Only few of them says that they regret their purchase



This graph shows the different reasons why people never purcahse brand-named products. Majority of the people says that they are very costly and also the price of these products is not up to the mark , some of the respondents say that they are used to buy only local brands and they are satisfied with the products and services, so they don't go for branded products, they also show one more reason that they don't like the branded productd

Reasons that affect your choice of local market



Most of repondents say that they buy products from the local markets because thay are of low price, then 24 people say they find when convenience when they buy products from the local market, for the non-branded products' reputation of shop matters a lot if they are satisfied with the products and services by the shop, they may visit that place again and again and on the other hand if they are not satisfied with the product then they will switch to some other product.

INTERPRETATION OF CONSUMERS ATTITUITE

As we all know that in today's scenario different new brands are launched in the market. On the other hand, different brands will vanish from markets. Today's market is no longer sellers' market it is buyers' market. So the main purpose of any company is how to retain or satisfy their customers with their existing products and services. Now market is no longer at local level it will become very vast from local level to global level. So the companies want to sell their products to different areas of the world, for doing business at global level companies adopting different strategies to satisfy the customers, for this they are doing different surveys regarding the choice of the customers because the customers have huge number of choices, both the local as well as global have to face the competition.

Local brands are very strong at the local level but they are not existing at global level, on the other hand global brands also have to face competition from the strong local competitors. Going global appears highly attractive. It represents a perception of excellence but comes with a set of challenges that many do not anticipate or adequately plan for. It is daunting to achieve a competitively relevant presence in all strategic markets with an identical set of core values. Companies must harness the coherence and scale of a global brand, as well as the closeness of a local brand if they wish to succeed. The criteria for this study states that a global brand must achieve more than a third of its sales outside of its home country and have a visible external market presence. A global brand is one that is available in many nations and, though it may differ from country to country, the localized versions have a common goal and a similar identity.

The brand's positioning, advertising strategy, personality, look and feel are, in most respects, the same but allow for regional customization. What remains consistent from market-to-market are the values communicated and delivered by the brand.

More and more stress is put on satisfying the existing customers with the different brand and it also become difficult for the managers to manage the brands at the local as well as global level among these sectors. Through this research project I have tried to collect as much information as I can on the brands and

problems faced by the managers among local and global branding. The Challenge of Going Global and Staying Local," that is noted during 2007. To balance these sorts of challenges, marketer's start out by trying to identify the heart and soul of every one of different brands, and then express that in words, images and music.... also allow a fair amount of executional flexibility there because consumer preferences and habits differ, market to market by considering how the current positioning of a product in a particular market might shape the company's future offerings.

We have covered different colleges and institutes for the views of the youth and covered both male and female youth among these different institutes. Most of the respondents i.e. of branded products say that brand-named products are important to them as well as they always go for the good quality of products rather than price. They are generally influenced by the celebrities who are either using that product or show that products in the advertisement. Most of the people says that they spend huge amount of money only on buying the branded products.

As per my study or what I observed, the managers among also have to face lots of problems while doing business at the global level because they are not aware of the different cultures , different geographical condition of the different areas . For this they have to create strong strategies which have them to communicate easily with their customers. very well aware of the things that what is right and what is wrong. The respondents agree that quality is very important for the life of any brand. So it is evident from the results that the managers today always keen ton satisfied their customers. I found in my study that there are lots of problems faced by the local competitors; they don't have the effective strategies, enough finance, and good quality. This is major reason that why Indian brands are failed at the global because the price of the products are very high as compared to their quality. The next problem is that there are aware of the present market conditions so this will push them back. But still global have to fight a lot with local brands to c reate the business at the local or the global level as well.

FINDINGS & SUGGESTIONS

- Local industries make a significant contribution to development from a cultural perspective. As they will reinforce beliefs, customs and values. Local industries are doing contribute substantially to the economic development as well as the second largest sector of rural employment, after agriculture in developing industries. So the govt should provide some benefits to the local industries so that they can compete with the global brands.
- In order to sustain a global brand's long-term position, there must be consistent and widespread brand equity measurement. This will not only help brand

development by highlighting and demonstrating best practice but it will also provide the brand management team with a means of monitoring global consistency.

- Whether global or local, a brand will be successful if it delivers what the customer wants. Global brands are successful because (more increasingly) they have simply applied local thinking to an international audience. As long as the customer is the focus of a company's strategy, geography is proving to be an irrelevant factor
- The future is bright for local, regional and international brands, as long as they align corporate strategy with brand strategy, and that it is underpinned with good quality products, service and value for money. It means that if you do things in a proper manner or with integrity, then customers will respect you and reward you with their custom.
- A product or service is nothing if it can't deliver. We become faithful to a brand because it's consistently available, reliable, authentic or all three. A Local Brand is one that contributes to a cognitive product-customer relationship on the strength of cognitive ideas related to the ethnic, social, & local needs of the customer. For either to survive, it is critical that each whether a clear need-based valuable relation with the consumer. From this vantage point, the local brand has little to do.
- The promotional strategy and mix will be different for different new brands because it is more focused on the brand than on the individual product. For instance the introduction of a new product under a well established brand requires a very different promotion campaign than the introduction of a new brand or an unbranded product.
- A brand always gives the consumer more confidence in his choice this is even more important for services. Their quality and other features are more difficult to asses. Because of their intangibility and complexity it is harder for the customer to distinguish between the offers from the wide range of service companies operating in the marketplace. so it is the duty of the company that it should provide only good quality products to their customers.
- Local marketers have to create an excellent strategy for the brands in one local market, only to realize that the rest of the world has access to that same local communication. This exposure destroys any possibility of separating your local branding strategy from your global branding strategy.
- The purpose of global brand management is to conceive of and control a brand's global direction, and this is done by defining and communicating the

brand's core values. The execution of this communication lies in devising and consistently applying a specific style, tone, and image.

CONCLUSIONS

Globalization has proven historically to be one of the primary avenues for successfully growing a business. Unfortunately, the complexities of globalization are challenging even for some of the largest, most successful multi-national manufacturers and retailers. Working with the leading manufacturers and retailers around the world, ACNielsen is in a unique position to see both the global and local challenges our clients face as they expand or acquire brands-or in the case of retailers, new stores-beyond their home borders. Certainly over the last few years, one of the major approaches to globalization has been to acquire local brands or infrastructure in order to gain a presence within new markets. We have seen this particularly on the retailer side of the equation, as local chains have been bought in record number. Another approach to globalization, however, has been to leverage existing assets, such as technology, brands and experience, in new markets. This approach takes the essence of what makes you successful in one part of the world and extends it into another, in order to profitably grow your business outside your home area. We are seeing this to be particularly true in the developing markets of China, India and Eastern Europe, as new factories and stores are being built to bring Western brands to these developing markets. On the surface, it may seem like a simple recipe for success, but the manufacturers and retailers who have done it best know that the implementation is far from easy. Those that are most successful know that there is no "global" consumer waiting for a "global" product. Successful globalization begins with the recognition that a global strategy is really only a collection of local strategies built around a common core. It is a strategy based on managing local diversity, while leveraging global strengths.

Ready, Set, Go...Global, So you are going "global." You are entering a number of new markets. You have done your research and talked to your local consumers. You think you understand their lifestyles and tastes and know how to tailor your brands to meet their needs. You have assessed the competition and have local teams on the ground. The hard work is done...or is it? This is really just the beginning. When the implementation begins, it is truly time to think global. Begin your implementation plan by leveraging your global assets. Take the best, which in some cases may be the simplest or most adaptable, of your technology. Extend your successful brand franchises where possible, share your other local experiences with the implementation team, and learn from your past mistakes. And since you manage

what you can measure, set global standards for measurement. Create global quality standards around producing your products. Share best-demonstrated practices from other parts of the world and train local production and sales people on implementing them. Develop global performance indicators to track local performance, and global finance tools to track your business in each country. If you put the global standards in place when you enter a market, it becomes significantly more efficient then going back and redoing what has already been created locally. Even if you are farther along the globalization curve and are already in 50 markets, it is still not too late. Begin with a proof of concept in a few markets. Share the working model with your local organizations, get their input, and then develop a roadmap for going forward country by country. At the heart of all your efforts should be a global core surrounded by the necessary local adaptations. Globalization is a journey. It begins with a strategy based on managing local diversity while leveraging global strengths. Although many find it insurmountable, when global standards are part of the plan, it is less difficult. And the end result is a stronger, more cohesive organization that is better able to continue to expand and grow... market by market.

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