CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.0 Conclusion

The study confirms that the relationship between materialism, cosmopolitanism towards perceived global brand value and global brand attitudes is also found in the non-western countries, such as Malaysia. This model implies that to gauge global brand attitude, perceived global brand value is the key indicator, and the two psychographic antecedents are materialism and cosmopolitanism. The findings support the previous research which is conducted in the non-asian society (Cleveland et al., 2009; Kelley, 2010). Besides, the scale of materialism, cosmopolitanism, consumer ethnocentrism and religiosity which have been developed by the researchers based on western countries are also pertinent to eastern society.

The findings indicates that social status (e.g. affluent level) and ethnicity response differently to the psychographic metrics. Higher affluence consumer responses more favourably to the model vis-à-vis the lower affluence consumer group. Even though certain group of ethnic shows stronger evidence of ethnocentrism, however it seems that the ethnocentrism reflects in the way of life and cultural identity, and not barriers to accept global brands.

The conclusion can also be made that the attitudinal responses to the global diffusion on consumption choices is either hybridasation/ creolisation/ glocalisation (merge and bi-cultural characteristic), or homogenisation (sharing common culture of consumption). Divergence/separation (support

local, decline global) and lack of interest/marginalisation (removal from culturally induce consumption) is not evidence in the context of study.

5.1 Limitation of the Study

The selection of product categories in this study is limit to automotive, home and consumer electronics, FMCG, and sports equipment brands. However, the service category and other status consumption products are not included in this study. Hence, the findings is confine to the attitude towards the selected categories and brands, and more research needs to be delved into other category consumption (e.g. food, lifestyle) which might gives more insights in terms of the patterns of consumption choices.

Besides, the country of origin of the brands selected in this study is not exhaustive enough, and is limit to Japan (Toyota and Sony), United States (Nike), and Switzerland (Nestle). Nevertheless, the challenge to include more product category and brands will undoubtedly lengthen the questionnaire which will affect the quality of the data collected.

In addition, the study does not intend to infer the results to entire Malaysia, and is intend to interpret within the limit of 317 sample size. Larger sample sizes which cover wider geographical coverage and stratum (urban and non-urban) will be more representative to infer the results to entire Malaysia, as the nation consists of various ethnics, religions and cultures.

5.2 Suggestions for Future Research

Future research might consider studying the country of origin's effect on the brands, and examine how country image and product image will contribute to

the formation of perceived brand values and attitudes toward global brands. Besides, investigating more product category and brands selection will provide further understanding in this field of study.

Other research direction would be investigating the global consumption orientation (GCO), which used to inspect consumer preference for globalised, localised or hybridise alternatives within a selected range of consumption domain.

Besides, future research may consider collecting data via professional market research agency using online survey method, or face-to-face interview, mainly due to proper handling of quota control, collecting representative samples, and ensuring collection of quality data. In addition, online self-administering interviews will ease the answering process, hence shorten the time of interviews.

5.3 Implications

This model may used as one of the tools to gauge how a global brand might perform in a new market before bringing a potential product into a country. For international marketing managers, they may assess whether potential consumer may perceived positively or negatively towards the new brand by evaluating the target segment's materialism and cosmopolitanism values, subsequently further match product attributes with consumer values and attitudes.

The findings provide insights that global brands may position alongside with global-hybrid-local range. However, to decide to which extend a product

should be hybridised, further investigation is needed as the results may be varied according to the product category and cultural influences (e.g. for food category, hybridisation can be adapted, for example changing the flavours to suit local taste but maintain global positioning etc.).

Global branding frequently portraying a modern, cosmopolitanism and sophistication images (Friedman, 1990). Such positioning strategy may apply to all products and brands that link to materialism and cosmopolitanism (e.g. mobile phones, cars, computers/laptops, lifestyle products etc). The marketing communication messages may be evolved around enhancing self-images (e.g. being sophisticated, modern) and society status, as mediascape and global cultural has widespread human desire for status and material enhancement (Appadurai, 1990). In fact, local brands can be leveraged by adapting the global branding strategy, as a means to extend the brand's potential to a global arena.