

Impact of Indian Consumer's Predisposition towards foreign brands on their Conspicuous Consumption and Impulse Buying Behaviour: A Research Study.

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Abstract

In the current era of globalization when the entire world is witnessing the changes casted through the forces of globalization, Indian consumers are also experiencing those changes in their lifestyles due to the entry of foreign brands in Indian market place. As per the extant discourse, Indians are more likely to choose a foreign made product against a locally produced good and for that matter it is of paramount importance for international marketing managers, policymakers and scholars to understand how this behaviour of the consumer relates to other consumption centric behavioral traits in order to formulate stronger strategies and policies to capitalize their business. This paper examines the impact of predisposition towards foreign brands on conspicuous consumption and impulse buying which are two main indicators of a consumption-based economy. The study firstly conducts a detailed review of literature and proposes hypothesis than develops and validate appropriate scales to measure the underlying constructs using exploratory factor analysis and convergent and discriminant validity tests, thereafter through the use of advanced statistical technique "structural equation modeling" explores how predisposition towards foreign brands positively relates to conspicuous consumption and impulse buying utilizing survey data from 487 respondents residing in the city Delhi of India. The study concludes with managerial and consumer-oriented implications.

1. Introduction

One of the prominent changes brought by globalization in the Indian market place is entry of foreign brands which has resulted into shift of consumer preference from buying a locally produced good to foreign made brand. This predisposition of the consumer towards foreign brand also influences some of the important behavioral traits of the consumer like impulse buying and conspicuous consumption. Impulse buying behavior has always been a paradox in the marketing world for long. It is a behavior which literature states as the darker side of consumer behavior which is also considered a wrong practice to indulge in. Yet it accounts for a substantial volume of goods sold every year (Bellenger et al.,1978; Clover, 1950). Muruganantham and Bhakat (2013) have found that Indian consumers have dramatically changed in terms of their consumption behavior and impulse buying is emerging as a highly noticeable behavior. Further they pointed out that this change is due to the entry of foreign products in Indian market, growth in organized retail industry, increasing disposable income, favorable demographic segmentation and changing culture & lifestyle. Due to the entry of global brands shopping behavior of the consumers are changing which

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serves as an impetus to impulse buying behavior. The retail industry in India has emerged as one of the most dynamic and rapidly growing industries with several domestic and foreign players entering into the market. In this context, the role of impulse buying plays a significant role for international marketers and retailers.

In a book written by Thorsten Veblen “ The theory of leisure class ” (1899), Thorsten Veblen coined the phrase “Conspicuous Consumption” to designate the act of purchasing certain goods and services not in order to survive but to identify oneself to others as having superior wealth and social standing. Chaudhary and Majumdar (2006) studied that in developing Indian economy there are changing dynamics of socio – economic structure which is being fostered by entry of foreign brands in India which makes the consumption of luxurious imported goods to be guided by the symbolic properties (brand name) of the product than the functional property. Gupta (2009) cited that as per FICCI foreign brands like Louis Vuitton and Armani as the most prestigious accessory brands in India. The purchase of luxury fashion accessories fall under the umbrella of conspicuous consumption. The marketers of luxury fashion accessories should not overlook potential segments in developing world (Souiden et al., 2011). Therefore the present research will investigate the impact of the foreign brand preference on impulse buying and conspicuous consumption. The research will draw the managerial implications and suggestions for international marketing managers who are the primary stake holders of the findings and can possibly implement them to profit their respective business.

2. Conceptual Background

The detailed review of extant literature for the constructs of the study has helped in generating the following insight:

2.1. Predisposition towards foreign brands (PTFB)

Venkatesh and Swamy (1994) found that Indian consumers, even if they have not traveled abroad, are still being influenced by the consumerism (or consumer culture) driven by foreign cultural influence through media and products (foreign brands). Concurring the same Ger and Belk (1996) stated that with the coming of globalization and westernization, developing countries’ consumers follow the lifestyles and consumption patterns of more economically developed nations. Studies have shown that Indian consumers have a very high Predisposition towards foreign brands (PTFB) which is

the result of globalization (Batra et al., 2000; Kinra, 2006; Maxwell, 2001). Foreign brands are also bringing foreign cultural influence with them in the Indian market place. Many researchers like Gupta (2012) have also studied and operationalized PTFB as a proxy to globalization therefore it is inferred that globalization is an antecedent to PTFB.

Globalization is an inevitable phenomenon that is leading the entire world towards becoming one market, a global village. Globalization also refers to the process by which the world is made into a single place (Robertson and Lechner, 1985). Globalization leads to various types of global flows across the world. According to Appadurai (1990) there are five types of global flows – mediascapes (flows of image and communication), ethnoscapes (flows of tourists, migrants and foreign Students), ideoscapes (flows of political ideas and ideologies), technoscapes (flows of technology and know-how) and finanscapes (flows of capital and money). Considering the influence of these global flows, Craig et al. (2009) observe that in today’s world, cultural products and lifestyles from the developed world are dispersing across developing countries. This is the result of the connection through traditional media such as TV and films, as well as through new media such as the internet, electronic social networking, blogs, etc. This phenomenon is changing the cultural and patterns of a society as products, icons, lives and rituals of one culture are being adopted by another (Craig and Douglas, 2006). In support to this Eckhart and Mahi (2004) pointed out that apart from the Government and MNC’s who are considered the main players in the process of globalization, its consumers who are the most important active participants in the changes brought about by globalization and that is why consumers in emerging markets are more active than passive to these changes. They also negotiate the consumption process by adopting more of the global/ foreign brands unlike in past. Further, its pervasive influence on consumer behavior is affecting consumer tastes, preferences and purchase behavior (Douglas and Craig, 1997). Not only has the process of globalization aided immensely in the exchange of goods and services, information and knowledge through the reductions in international barriers, but it has also led the world into becoming a real single universal community comprising of people from different cultures, thus resulting in the shrinkage of the world and therefore for some products and services “the tastes and preferences of consumers in different nations has started meet on some global norm” (Holt et al., 2004). It is also said that globalization has

resulted in homogenization in buying behavior across the countries (Ger and Belk, 1996). The purchase of a foreign product has become easier than ever before because of the massive waves of deregulation and free trade all across the globe, which has created a new environment for the consumers all together. With the world becoming a single market, globalization has had a major contribution in enabling the organizations worldwide to step out of the restricted domestic markets and to set up their operations across the globe with confidence. This has largely led to a decline in the importance of the goods produced in domestic market and a greater emphasis is on what the consumers actually demand no matter the consumer is located in the very country in which the organization exists or entirely different part of the world. Moreover, with the rapid increase in global competition, companies that strictly adhere to and cater to the needs of the local markets are finding themselves at a disadvantage and gradually losing the competitive advantage that they so much strived to achieve.

Researchers have found many reasons for the shift from domestic/local brand to foreign/global brand. The extant literature provides some possible reasons for the same as discussed below –

Preconceived mindset of foreign brand's superiority

Steenkamp et al., (2003) found that consumers prefer foreign brand over domestic brand even if the quality and value of the foreign brand is not similar. To capitalize on this preconceived mindset of the consumers many global companies are using this to their advantage by the use of image enhancing effects in their communication strategy through various branding elements like brand names, logos etc. with which a consumer can recall and connect in their future purchases. This type of communication further helps the global companies to create more awareness and a consumer opinion of superior quality of the global brand over the local brands. Johansson and Ronkainen (2004) also mentioned that the global brands are perceived as providing higher value addition either on the basis of quality or on the basis that the consumers today are becoming more urbane and foreign brands make them feel upto date and contemporary and therefore tastes, preferences and consumption habits of the consumers around the world show the connection. This has led to increasing popularity of foreign brand and also a shift in consumer's tastes and preferences from domestic to foreign brand.

Economies of Scale

Another important reason for the popularity of foreign brands is because of their low cost or the cost at par with the local brand and superior quality which results in its more sales and hence these brands yield economies of scale and scope. These economies can be in terms of marketing, distribution, research & development and manufacturing because as per the observation of Schuiling and Kapferer (2004) local brands no matter how strong they are tend to be removed from the multinational brand portfolio reason being the sales volume of these local brands is low as compared to other global brands and this low sales volume does not allow economies of scale and on the other hand economies of scale further help the foreign brand to achieve their objective of low cost and higher profits. For example at the end of the 1990s, P&G considered eliminating the leading detergent "Dash" in Italy and Belgium despite the brand's national institution and extreme profitability in both countries.

Brand's Presence in Multiple Countries

Another factor that Steenkamp et al., (2003) mention is that the modern consumers tend to become conscious to buy foreign brands if they are led to believe that the brand is global in reach i.e. it is marketed in multiple countries. This is achieved by international marketers by marketing their image of globalness in the communication through visual advertisements etc.

2.2 Conspicuous Consumption

The Theory of Veblen presents conspicuousness as a purposive conduct in which status considerations predominate. His opinion regarding individuals' efforts "to excel in pecuniary standing" indicates his positioning of conspicuous consumption as consumers' deliberate conscious activity to achieve the objective of status enhancement (Veblen, 1899). Conspicuous consumption is a behavior in which an individual displays wealth through a high degree of luxury expenditures on consumption and services. Lately researchers like Chaudhuri and Majumdar (2010) have found that CC behaviour is fundamentally governed by the following set of premises and principles:

- It is a motivational process, and is reflected in the trait of the individual consumer's personality.
- It is a universal phenomenon and is nota compensatory activity but a vehicle for enhancing

self-concept including self-esteem.

- Material objects signify access to resources that exist in a global societal system.
- Objects are valued for their symbolic communicative property rather than their intrinsic functional utility.

Further, Chaudhary and Majumdar (2006) also studied that in transition Indian society there are changing dynamics of socio - economic structure which is being fostered by globalization which also led to entry of foreign brands in India. This makes the consumption of luxurious imported goods to be guided by the symbolic properties (brand name) of the product than the functional property. Gupta (2009), Page 2 quoted the research conducted by the foreign investors chamber of commerce and Industry (FICCI) and found that foreign brands like Louis Vuitton and Armani as the most prestigious accessory brands in India. Further, Souiden et al., (2011) suggested that the purchase of luxury fashion accessories fall under the umbrella of conspicuous consumption therefore the marketers of luxury fashion accessories should not overlook potential segments in developing world.

2.3 Impulse Buying

The core meaning of impulse is 'akrasia' or 'weakness of will'. Goldenson (1984) described impulse as a strong, sometimes irresistible, urge—a sudden inclination to act without deliberation. Today marketers and retailers have several reasons to understand impulse buying behaviour of the consumer and there are many opportunities to cash in on impulse buying (Kalla and Arora, 2011). This is true in the present day marketing context because there are several reasons which provide impetus to impulse buying, these are growing aspiration levels, a willingness to spend, and visible eagerness to use consumption as an expression is becoming a way of life. This is further fueled by the availability of products and newer retail formats like supermarkets and hypermarkets.

Researchers have found many factors which influence impulse buying these are consumer's predisposition towards foreign brands, overall shopping experience, shopper's individual traits, product related, demographic and socio - cultural. According to Muruganantham and Bhakat (2013) Indian consumers have diametrically changed in terms of their consumption behaviour due to globalization and presence of foreign brands, increasing disposable income, favorable demographic segmentation

and changing culture & lifestyle as a result of which they have become impulse buyers and consequently there is a growth in organized retail industry in India. In supporting to the same Gupta (2011) also found that predisposition towards foreign brands impacts on Indian's purchase behaviour like impulse buying.

3. Theoretical Foundation and Research Hypothesis

On the bases of the reviewed literature the ensuing section discusses the hypothesis formulated and tested in the present study.

3.1 Consumer's conspicuous consumption and their predisposition towards foreign brands

Conspicuous consumption which generally refers to the consumption of luxury items is seen as a global trend which is particularly observed in emerging economies like China, India and Brazil (Souiden et al., 2011). In these developing countries individuals ostentatiously display their goods in order to project their social status (Chaudhuri and Majumdar, 2006). Conspicuous consumption focuses on the visual display of products for example a consumer wears Calvin Klein underwear because they see the foreign brand as symbolizing luxury (O' Cass and McEwen 2004). This trend of visual display is seen more in the developing countries, according to Durvasula and Lysonski (2008), people living in economies like India and China are catching up fast to conspicuous consumption. In India people associate buying expensive foreign made goods to show -off or conspicuous consumption.

Developing countries contemporary middle class craves for the western products, culture and lifestyle and for attaining the same they struggle for possessions and values. India is at the threshold in terms of the luxury model, the emerging middle class is aspiring for quality of life, according to a research conducted by foreign investor's chamber of commerce and industry (FICCI) it was found that Louis Vuitton was the most prestigious accessory brand while Armani was the favorite in apparel category (Gupta, 2009). Piron (1989) also showed in the research findings that there is an effect of the country of origin of a product on consumers purchasing intentions to buy goods conspicuously. Chaudhari and Majumdar (2010) , also posited that due to obscuring trade barriers consumption patterns are largely guided by the non functional symbolic properties of the brand. Based on the

literature review the following hypothesis is postulated-

H1: PTFB impacts significantly on CC.

3.2 Impulse buying and Predisposition towards foreign brands

Impulse buying is defined as "an unplanned purchase" that is characterized by relatively rapid decision-making and a subjective bias in favor of immediate possession. Impulsive consumer buying behavior is a widely recognized phenomenon in the United States and it accounts for up to 80% of all purchases in certain product categories. Kacen and Lee (2002) postulated that there is a need to investigate the influence for impulse buying behaviour in nonwestern societies because little is known about impulse buying in nonwestern societies which suggested that this would be an important investigation as shopping is a major leisure activity in many east Asian countries.

Consumers of developing Asian countries are obsessed with western culture and foreign brands. The markets of these countries are inundated with the brands of foreign origin. Brands like Coca Cola, Madonna, Discos etc. are as popular in the cosmopolitan cities of these countries as they are in Perth, Peoria and Paris. It might be sad for the domestic/local producers but true that the consumer market is more inclined to buy a foreign brand than a traditional and local good. Given such a change in the marketing environment of developing countries due to entry of foreign brands and consumer's predisposition towards them it will be worthwhile to observe how impulse buying behaviour which is widely recognized by its pervasiveness in western developed countries operates in transitional Asian economy.

The extant literature suggests that globalization is rapidly influencing consumer culture in India with people showing increasing "predisposition towards foreign brands" (PTFB) and such cultural influences are also likely to impact Indian consumers' purchase behavior like impulse buying (Gupta, 2011). The above discourse helps in postulating the following hypothesis:

H2: PTFB impacts significantly on IB.

4. Research Objectives

The main aim behind this study is to assess how consumer's predisposition towards foreign brands (PTFB) effects on the buyer behavioural traits which are impulse buying (IB) and conspicuous consumption (CC). The research

aims at garnering lessons for the international marketing managers to formulate stronger strategies in the view of consumer's behavioural traits which they display while making a purchase or at the time of choosing a product or service. In doing so the present study aims to achieve the following objectives:

RO1. To develop a more thorough understanding of consumer behavior (related to their PTFB, IB and CC) in the rapidly changing market environment due to globalization.

RO2. To understand consumer's predisposition towards foreign brands (PTFB), Impulse buying (IB), and Conspicuous consumption (CC) in context to the Indian consumers.

RO3. To assess the impact of PTFB on IB and CC.

5. Research Methodology

Consumer surveys were conducted to collect primary responses for the present work. Using convenience sampling method, consumers in the age group of 18-60 years were approached in the city Delhi & NCR and collected a sample of 487 responses in the time span of Oct - 2014 to April 2015. The research instrument for PTFB has been developed and validated in the earlier study of the author (see Verma and Gupta, 2015), the same research instrument is adapted in the current study. The PTFB scale used in the study is a five factor and twenty - one items scale. Further, for impulse buying the Rook and Fisher (1995) scale has dominantly been used to operationalize the construct therefore the present study adapts the same. The scale of conspicuous consumption is adapted from Choudhary et al., (2011). As Rubio et al., (2003) suggested that instead of a number of measures given for any particular construct, a researcher must create their own measure for a particular study and when a measure is developed psychometric testing is needed as an essential prerequisite, hence the present study conducts the exploratory factor analysis for the adapted scales of IB and CC using SPSS version 19. Conducting the same is also important for the already developed scales because most of these instruments were developed in western cultural setting and the practice of using an instrument developed in one country to measure the same value in another cultural environment, under the assumption that it carries the same meaning, is questionable (Hofstede, 2001). Further reliability and construct validity using convergent and discriminant validity tests confirm their validity.

The responses to all the statements were obtained on a seven-point likert scale from the respondents. In addition to the statements related to PTFB, CC and IB and the questionnaire sought information related to respondents' background and demographics. For the purpose of testing the hypothesis advanced statistical technique of "structural equation modeling" was conducted using AMOS version 19.

6. Exploratory Factor analysis

The factor analysis conducted on the scales of CC and IB was to examine the possibility of dimensionality which might exist when performed with the current sample of population how ever, as desired both the scales were

unidimensional i.e., only one factor was extracted. The final results of the EFA of both the constructs, Conspicuous Consumption (CC) and Impulse buying explained 81.19% and 80.85 % of variance respectively in the indicator scores. Table I and Table II presents the initial and final results of the EFA for CC and IB constructs. It can be observed that some of the items of CC and IB constructs showed low communality (<0.50) and factor loading (< approx. 0.40). The highlighted rows of the tables below indicate those and the particular item were eliminated from further analysis. The Cronbach's alpha obtained from the resulting items of each constructs was well above being acceptable at 0.80 and 0.78, there was no item with an item-to-total correlation that fell below 0.5.

Table: I Initial and Final EFA results for Conspicuous Consumption

Initial EFA Results of CC			
Item	Description	Communality	Factor Loading
CC1	I get people's attention when I buy a high priced brand.	0.287	0.435
CC2	I buy some products because I want to show others that I am wealthy.	0.324	0.470
CC3	I wish to be a member of a high-class club.	0.852	0.923
CC4	Given a chance, I would hang a costly painting in drawing my room.	0.316	0.462
CC5	I would buy an uncommon/different type of a product.	0.247	0.497
CC6	Others appreciate my eyes for beauty and taste.	0.327	0.472
CC7	By choosing a product having an exotic look and design, I show my friends that I am different.	0.944	0.971
CC8	I choose products or brands to create my own style.	0.870	0.933
CC9	I always buy high graded products.	0.863	0.929
CC10	I often try to find a more interesting version of the commonly sold/ordinary products.	0.848	0.921
CC11	I show to others that I am sophisticated.	0.286	0.435
	Number of Cases:		487
	Eigenvalue:		6.163
	Percentage of Variance Extracted:		56.032
	KMO		0.931
	BARTLETT'S TEST	Chi-square (df=55) = 4671.218, p=0.000	
Final EFA Results of CC			
CC3	I wish to be a member of a high-class club.	0.888	0.943
CC7	By choosing a product having an exotic look and design, I show my friends that I am different.	0.978	0.989
CC8	I choose products or brands to create my own style.	0.906	0.952
CC9	I always buy high graded products.	0.896	0.947
CC10	I often try to find a more interesting version of the commonly sold/ordinary products.	0.891	0.944
	Number of Cases:		487
	Eigenvalue:		4.560
	Percentage of Variance Extracted:		81.193
	Cronbach's Alpha:		0.806
	KMO		0.883
	BARTLETT'S TEST	Chi-square(df=10) = 3884.529, p=0.000	

Table: III Initial and Final EFA results for Impulse Buying

Initial FEA Results of IB			
	Variables	Communality	Factor Loading
IB1	I buy things spontaneously.	0.947	0.973
IB2	'Just do it' describe the way I buy things.	0.340	0.483
IB3	I often buy things without thinking.	0.852	0.923
IB4	'I see it, I buy it' describes me.	0.857	0.926
IB5	I buy things first and think about it later.	0.866	0.931
IB6	Sometimes I feel like buying things on the spur of the moment.	0.284	0.333
IB7	I buy things according to how I feel at the moment.	0.253	0.403
IB8	I carefully plan most of purchases.	0.357	0.397
IB9	Sometimes I am reckless about what I buy.	0.874	0.935
	Number of Cases:		487
	Eigenvalue:		5.631
	Percentage of Variance Extracted:		62.570
	KMO		0.930
	BARTLETT'S TEST	Chi-square(df=36) =4273.341, p=0.000	
Final FEA Results of IB			
IB1	I buy things spontaneously.	0.972	0.986
IB3	I often buy things without thinking.	0.881	0.939
IB4	'I see it, I buy it' describes me.	0.890	0.943
IB5	I buy things first and think about it later.	0.899	0.948
IB9	Sometimes I am reckless about what I buy.	0.901	0.949
	Number of Cases:		487
	Eigenvalue:		4.543
	Percentage of Variance Extracted:		80.853
	Cronbach's Alpha:		0.783
	KMO		0.897
	BARTLETT'S TEST	Chi-square(df=10) =3740.935, p=0.000	

7. Construct Validity and Reliability

7.1 Reliability

Reliability is a measure of stability and consistency of a measurement instrument. It measures the extent to which a measurement instrument yields the same results on repeated trails. It is observed through the previous section that the Cronbach's alpha value of each construct is greater than 0.6, which confirms that all the latent variables are reliable. Similarly, it is observed through Table: III that the Composite Reliability of each constructs is greater than 0.6, which again supports that the constructs are internally reliable.

7.2 Convergent Validity

In order to confirm that all the items of a construct are indeed related to the construct, convergent validity for each construct was analyzed. The analysis results show that the average variance extracted (AVE) is greater than 0.50 for each construct, which indicates that the

items of the same construct are correlated. Further, it is observed that the items of the same construct have higher factor loading on the underlying construct. That safely concludes the convergent validity of the constructs. The results for convergent validity are summarized in Table III.

7.3 Discriminant Validity

Discriminant validity tests whether concepts or measurements that are supposed to be unrelated are, in fact, unrelated. Campbell and Fiske (1959) introduced the concept of discriminant validity within their discussion on evaluating test validity. They stressed the importance of using both discriminant and convergent validation techniques when assessing new tests. A successful evaluation of discriminant validity shows that a test of a concept is not highly correlated with other tests designed to measure theoretically different concepts i.e., Conspicuous consumption and Impulse buying. The results in Table: III summaries the square root of AVE for each construct (the diagonal element), Maximum shared

variance (MSV), Average shared variance (ASV) and the correlation between the construct score. It can be observed that the square root of AVE, for each construct, is higher than the correlation of the construct with other items, and

AVE for each construct is higher than the MSV and ASV (MSV < AVE, ASV < AVE). Thus, it can be concluded that each construct obeys discriminant validity.

Table:III Convergent and Discriminant Validity

Construct	CR	AVE	MSV	ASV	IB	CC
Conspicuous Consumption	0.805	0.636	0.064	0.02	0.946	0.118
Impulse Buying	0.717	0.619	0.023	0.01	0.118	0.942

Note: CR = composite reliability, AVE = Average variance extracted, MSV = Minimum shared variance, ASV = Average shared variance, IB = Impulse buying, CC = Conspicuous consumption.

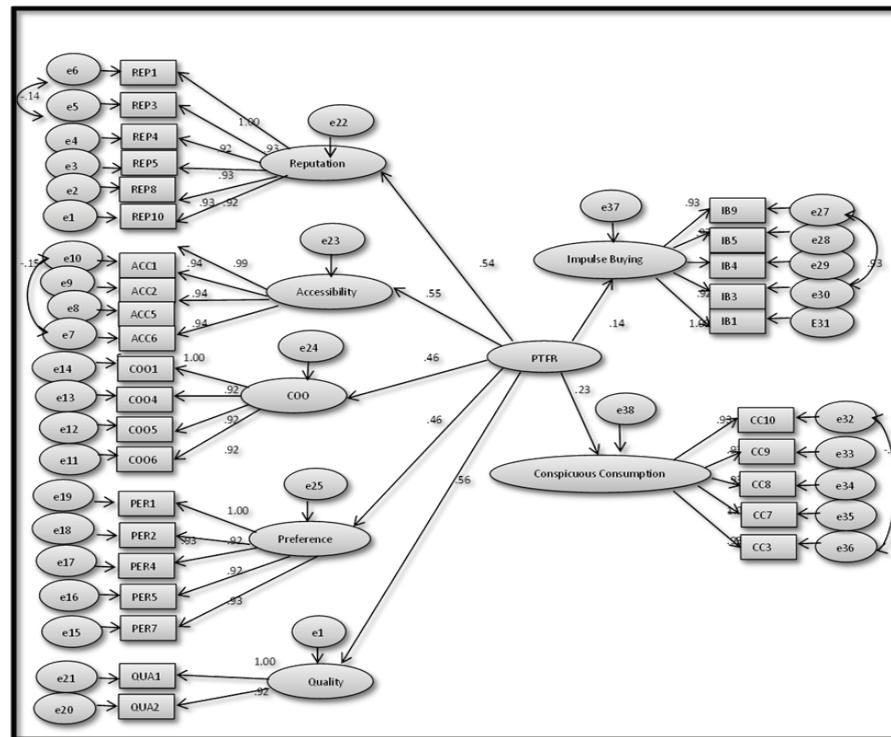
8. Data Analysis and Results

8.1 SEM Analysis

Final causal model for measuring the relationship among different measurement models is summarized in Figure 1. In this model, it can be observed that all the latent variables are modeled as reflective. This model is based upon adapted five factor PTFB (Predisposition towards foreign brands) construct (Verma and Gupta, 2015) and

the CC and IB constructs developed in the present study. PTFB is a multidimensional construct with five factors viz. reputation, accessibility, COO, preference and quality. The SEM results indicate that all of the parameter estimates are significant at five percent level, and all the model fit indices are above/below the acceptance level, (CFI=0.997, GFI=0.900, RMR=0.069, RMSEA=0.012). Thus it is concluded that the proposed model, as specified in Figure 1, fits the data well.

Figure: I Hypothesized Structural Model



Note: Overall fit statistics: CFI=0.997, GFI=0.900, RMR=0.069, RMSEA=0.012

8.2 Hypothesis Testing Base Model

The estimate of the path coefficients for the hypothesized model is summarized in Table: IV. The path coefficients testing the relationship between latent constructs show that there is a significant and positive association between the latent constructs.

H1: PTFB impacts significantly on Conspicuous consumption (CC).

The SEM analysis results indicate that there is a positive association between PTFB and CC. Further, this

relationship is statistically significant (coefficient = 0.417, $p < 0.05$). Thus it can be concluded that PTFB impacts significantly on conspicuous consumption.

H2: PTFB impacts significantly on Impulse Buying

The SEM analysis results further indicate that there is a positive association between PTFB and IB. This relationship is statistically significant (coefficient = 0.264, $p < 0.05$). Thus it can be concluded that PTFB impacts significantly on impulse buying also.

Table: IV Relationship of PTFB between CC and IB

			Unstandardized Estimate	S.E.	Standardized Estimate	C.R.	P
Conspicuous Consumption	<---	PTFB	0.417	0.106	0.231	3.942	0.032
Impulse Buying	<---	PTFB	0.264	0.108	0.149	2.447	0.014

Note: PTFB = Predisposition towards foreign brands, Significance Level at $P < 0.05$

9. Discussion and Managerial Implications

The last two decades have witnessed the presence of a number of foreign brands in Indian market in almost every product and service category. As a result of this there is a gradual shift in consumer preference from a locally produced brand to a brand which has "imported" or foreign attached to it. Rising disposable incomes, advance technology and the forces of globalization has brought a complete change in the consumer's lifestyle. While many researchers have recognized that Indian consumers are predisposed to buy a foreign brand, there has been a little investigation about its connection with other behavioural traits of consumers like conspicuous consumption and impulse buying. These two consumer behaviors have always fascinated marketing managers so that its correct understanding with relation to their potential consumer segment can help to generate profit for their business. The present study establishes a positive link between PTFB, conspicuous consumption & impulse buying. Given the support of research studies in the past that Indians are more inclined to buy a foreign brand (Kinra; 2006, Batra et al., 2000; Bandyopadhyay 2001) and its positive association established through the present research, it suggests especially to international marketing managers for devising the marketing strategy keeping in consideration that Indian consumers buy the products at impulse after knowing that it's a foreign brand, also foreign products are bought to satisfy their desire to feel superior and affluent which is what is called

conspicuous consumption. This means that international marketers can take advantage of consumer's conspicuous consumption and tendency to buy products/services impulsively. They should also reconfigure their marketing proposition in order to meet the needs of new Indian consumers.

In an economic era where the media and business press is making awareness of consumer's high propensity of consuming impulsively and conspicuously, the marketers who recognize these trends are potentially more appropriately seen in the positive light (Podoshen and Andrzejewski, 2012). Given the findings of this research that PTFB relates positively with conspicuous consumption of the consumers along with the findings of other researchers who have found that in developing countries foreign brands are seen as a status building and personality enhancing good whose consumption is perceived as conspicuous/luxury by the consumers. This behaviour is more prominent in the younger population as against the older generation (Zhou and Wong, 2008; Park et al., 2008) therefore it is advisable to the international marketing managers to stress and focus on the marketing of their products and services by paying more attention to the needs and desires of younger generation as that is their potential customer segment.

Various researchers have made a call for research on impulse buying behaviour of the consumers of developing countries. As opined by Lee and Kacen (2002)

Impulse buying generates over \$4 billion in annual sales volume in America. With the progress of e-commerce and television shopping channels, consumers have easy access to impulse purchasing opportunities, but little is known about this sudden, compelling, complex purchasing behavior in non-Western cultures. Through the present research an attempt has been made to bridge this gap. Amongst the various known motivators of impulse purchase behaviour the present research has recognized the positive impact of inclination towards foreign brands on impulse purchase and therefore for the international marketers in order to capitalize on this particular behaviour of the consumer it is suggested that they stress upon the globalness or internationalization of the brand in their marketing and promotional campaigns because that works as a trigger to consumer's impulse purchase behaviour.

10. Limitations and Future Scope of Study

The study is not devoid of limitations and therefore the findings should be viewed in light of these. Firstly, the

gathered data was from respondents residing in the city Delhi and NCR so there is a possibility that attitudes of the consumers regarding PTFB and other related constructs of this study may differ based on geographic region. Future researchers are suggested to examine these differences including population of other cities as well and between different consumer segments based on their demographic profile. Other shortcoming of the study is that there was only one method of inquiry to draw the conclusions. Future studies could use experimental and qualitative methods as well to substantiate the findings. In addition, further understanding of the main variable i.e., PTFB which have been studied in this research in conjunction with some of its known antecedents would also be beneficial for a more complete understanding of how the related phenomena impacts to the consumer behaviors. The researcher hopes that the study acts as a foundation for future examinations of PTFB and the related constructs.

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