



UNIVERSITI PUTRA MALAYSIA

***EFFECTS OF EXPOSURE TO GLOBAL MARKETING ACTIVITIES ON
CONSUMPTION BEHAVIOR AMONG UNIVERSITY STUDENTS
IN THE KLANG VALLEY, MALAYSIA***

MARYAM AKHOUNDI

FEM 2017 10



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By

MARYAM AKHOUNDI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

January 2017

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirements for the degree of Doctor of Philosophy

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January 2017

Chairperson : Syuhaily Binti Osman, PhD
Faculty : Human Ecology

Among factors that influence consumer behavior, the most purposive is the effect of exposure to global marketing activities. To take advantage of standardization, global companies perform marketing campaigns and strategies which are viewed as serious threats to local economy and culture. Therefore, the primary objective of this study was to ascertain the effect of exposure to global marketing activities on consumption behaviors (of global foods and drinks, personal care items, global clothing and accessories, household appliances, electronics, communications and luxury goods). Despite a huge study on this topic, lacking of mediating role of consumer individual values and absolute absence of moderating effect of domestic global brand attitude and consumer ethnocentric tendency simultaneously were found in literature. Hence, the theoretical framework of this study was established based on the model of dynamic influence of acculturation to global consumer culture and ethnic identification on consumption behavior, the theory of homogeneity and heterogeneity, dynamic, multi-level model of culture and theory of basic values. A survey of 479 respondents using self-administrated questionnaires was conducted across university students from three main ethnics in Malaysia. Using descriptive analysis, CFA, one-way ANOVA, Structural Equation Modeling analysis with bootstrap and multiple regression analysis, the study indicated following results based on a relatively good fit of the model to the data. Out of all consumption behaviors, exposure to global marketing activities significantly predicted global foods and drinks, global clothing and accessories, household appliances and communications consumption. A moderate level of exposure to global marketing activities was observed among respondents. Regarding consumption behavior, the highest level was identified in consumption of communications followed by personal care items, household appliances, global clothing and accessories, global foods and drinks, electronics, and the last and least, luxury goods. The study supported the possibility of both homogeneity and heterogeneity in consumption behavior by contribution of exposure to global marketing activities but depending on product category. Domestic global brand attitude and consumer ethnocentric tendency were recognized as moderators on the relationship between predictor variable and consumption behaviors of global foods and drinks and

household appliances. Furthermore, all higher levels of consumer individual values mediate the relationship between predictive variable and household appliances and communications consumption. While for consumption behaviors of global foods and drinks, and global clothing and accessories, no mediating effect was observed. The findings suggest that both mediating and moderating effects vary from behavior to behavior.

The main contribution of this study is to expand the knowledge of consumer behavior by incorporating the psychological constructs of consumer individual values, domestic global brand attitude and consumer ethnocentric tendency. The study provided some implications and recommendations on consumption behavior of the respondents for interested entities. The necessity for further study on consumption behavior was also emphasized.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**KESAN PENDEDAHAN KEPADA AKTIVITI PEMASARAN GLOBAL KE
ATAS TINGKAH LAKU PENGGUNAAN DALAM KALANGAN PELAJAR
UNIVERSITI DI LEMBAH KLANG, MALAYSIA**

Oleh

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Di antara faktor yang mempengaruhi, adalah bertujuan kearah membentuk tingkah laku pengguna, aktiviti pemasaran global. Dengan mengambil kira kelebihan standardisasi, syarikat global melaksanakan kempen pemasaran dan strategi yang dilihat sebagai ancaman yang serius kepada ekonomi dan budaya tempatan. Oleh sebab itu, objektif utama kajian ini adalah untuk menentukan kesan pendedahan aktiviti pemasaran global ke atas tingkah laku penggunaan (makanan dan minuman global, item penjagaan personal, pakaian dan aksesori global, peralatan rumah, elektronik, komunikasi dan barangan mewah). Walaupun terdapat kajian yang amat banyak tentang topik ini, kekurangan peranan perantaraan mengenai nilai individu pengguna dan ketiadaan mutlak tentang kesan penyederhanaan terhadap nilai jenama global domestik dan kecenderungan etnosentrik pengguna telah diperolehi secara serentak dalam literatur. Oleh itu, kerangka teoretikal kajian ini telah dibentuk berdasarkan model pengaruh dinamik akulturasi ke atas budaya pengguna global dan identifikasi etnik ke atas tingkah laku penggunaan, teori dinamik homogeniti dan heterogeneity, model budaya pelbagai peringkat dan teori nilai asas. Tinjauan terhadap 479 responden menggunakan soal selidik yang ditadbir sendiri telah dijalankan merentasi pelajar universiti daripada tiga etnik utama di Malaysia. Menggunakan analisis deskriptif, CFA, ANOVA sehalu, *Structural Equation Modeling* with bootstrap dan analisis regresi pelbagai, kajian ini menunjukkan bahawa secara relatif nya terdapat padanan yang baik antara model dengan data. Daripada semua tingkah laku tersebut, pendedahan pada aktiviti pemasaran global secara signifikan telah dijangkakan bagi makanan dan minuman global, pakaian dan aksesori global, peralatan rumah dan penggunaan komunikasi. Tahap pendedahan yang sederhana ke atas aktiviti pemasaran global telah dikesan dalam kalangan responden. Berkaitan tingkah laku penggunaan, tahap tertinggi telah dikenal pasti dalam penggunaan komunikasi, diikuti oleh item penjagaan personal, peralatan rumah, pakaian dan aksesori global, makanan dan minuman global, elektronik, dan yang terakhir serta yang paling kurang ialah barangan mewah. Kajian ini menyokong kemungkinan kedua-dua homogeniti dan heterogeniti dalam tingkah laku penggunaan melalui sumbangan bagi pendedahan kepada aktiviti pemasaran global tetapi bergantung kepada kategori produk. Sikap terhadap jenama global

domestik dan kecenderungan etnosentrik pengguna telah dikesan sebagai moderator ke atas hubungan antara prediktor dan tingkah laku penggunaan bagi makanan dan minuman global dan peralatan rumah. Tambahan pula, semua tahap tertinggi nilai individu pengguna menjadi perantara hubungan antara angkubah jangkaan dan peralatan rumah dan penggunaan komunikasi, manakala bagi tingkah laku penggunaan bagi makanan dan minuman global, dan aksesori dan pakaian global, tidak terdapat kesan perantaraan yang telah diperolehi. Dapatan memperlihatkan bahawa kedua-dua kesan perantaraan dan moderasi berubah dari satu tingkah laku ke satu tingkah laku.

Sumbangan utama kajian ini ialah kajian ini memperluaskan pengetahuan tentang tingkah laku pengguna dengan menggabungkan konstruk psikologikal nilai individu pengguna, sikap jenama global domestik dan kecenderungan etnosentrik pengguna. Kajian ini memberikan beberapa implikasi dan cadangan mengenai tingkah laku penggunaan responden bagi entiti yang berminat. Keperluan untuk kajian selanjutnya mengenai tingkah laku penggunaan juga telah diberikan penekanan.

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I certify that a Thesis Examination Committee has met on 25 January 2017 to conduct the final examination of Maryam Akhoundi on her thesis entitled "Effects of Exposure to Global Marketing Activities on Consumption Behavior among University Students in the Klang Valley, Malaysia" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

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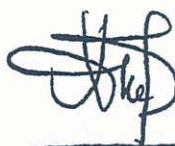
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LIST OF ABBRIAVATIONS

ACH	Achievement
AGCC	Acculturation to Global Consumer Culture
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of a Moment Structure
ANOVA	Analysis of Variance
ATM	Automated Teller Machine
AVE	Average Variance Extracted
BENC	Benevolence-caring
BEND	Benevolence-dependability
CB	Consumer Behavior
CET	Consumer Ethnocentric Tendency
CETSCALE	Consumer Ethnocentric Tendency Scale
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CI	Confidence Interval
CIVs	Consumer Individual Values
CM	Communications
CMIN	Minimum Discrepancy
CO	Conservation
COI	Conformity-interpersonal
COR	Conformity-rules
C.R.	Critical Ratio
CR	Construct Reliability
DF	Degree of Freedom
DGBA	Domestic Global Brand Attitude
DOI	Digital Object Identifier
EGMA	Exposure to Global Marketing Activities
EID	Ethnic Identification
EL	Electronics
ESS	European Social Survey
FAC	Face
GCA	Global Clothing and Accessories
GDP/PPP	Gross Domestic Production/ Purchasing Power Parity
GFD	Global Foods and Drinks
GFI	Goodness of Fit Index
GLOBE	Global Leadership and Organizational Behavior Effectiveness
HA	Household Appliances
HED	Hedonism
HUM	Humility
IFI	Incremental Fit Index
KOF	The German word "Konjunkturforschungsstelle", meaning Business Cycle Research Institute
LB	Lower Bound
LG	Luxury Goods
LUCT	Limkokwing University of Creative Technology
M	Mean
Max.	Maximum
MD	Mean difference

Min.	Minimum
MMU	Multimedia University
Mod	Moderate
NAFTA	North American Free Trade Agreement
NFI	Normed Fit Index
OP	Openness to change
PCI	Personal Care Items
POD	Power- dominance
POR	Power-resources
PVQ	Portrait Values Questionnaire
PVQ-RR	Portrait Values Questionnaire Revised and Refined
RAMSEA	Root Mean Square Error of Approximation
SD	Standard Deviation
SDA	Self-direction Action
SDT	Self-direction Thought
SE	Self-enhancement
SEM	Structural Equation Modeling
SEP	Security-personal
SES	Security-societal
SPSS	Statistical Package for the Social Sciences
ST	Self-transcendence
Std.	Standard
STI	Stimulation
SVS	Schwartz Value Survey
TLI	Tucker-Lewis index
TRA	Tradition
UiTM	Universiti Teknologi Mara
UM	Universiti Malaya
UNIC	Universalism-concern
UNIN	Universalism-nature
UNIT	Universalism-tolerance
UB	Upper Bound
UPM	Universiti Putra Malaysia
UTAR	Universiti Tunku Abdul Rahman
UTM	Universiti Teknologi Malaysia

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter, as an introductory part of the study, presents the overall background of the study, problem statement, research questions and objectives, scope and limitations of the study, significance of the study, the conceptual and operational definitions of relevant terms, and organization of the study.

1.2 Background of the Study

Consumers' behaviour and companies' behaviour are two concepts in parallel, but inseparable. There is a continual interaction between them. On one side, consumer behaviour determines marketing strategies. On other side, companies' behaviour and indeed their marketing activities such as advertisements, consumption of products and brands as effective means shape consumer's values and consumption behaviour (Cleveland, Erdoğan, Arikan, & Poyraz, 2011; McCracken, 1986; Taylor, Strutton, & Thompson, 2012). Clearly, consumer behaviour is companies' concern. Due to globalization, consumer behaviour in new market is going more critical for international and global companies who are seeking for appropriate global marketing strategies- standardization or customization - on products, pricing, distribution, communication and advertisement.

For adherents of standardization, adopting a standardized strategy to the marketing mix and particularly to advertising can benefit marketers for a couple of reasons (Mueller & Taylor, 2013). Among them, the most important is lower cost through economies of scale in production, marketing, research and development, brand building and company image as well as outsourcing and economies of scope. For a firm operating in multiple countries it must be difficult to develop, implement, and coordinate a unique advertising strategy for any single segment. Therefore, a general strategy is not only easier to adopt but also cost saving, despites of different language and executions. Besides, a uniform global brand will be used throughout the world. In addition, it permits marketers to exploit creative ideas when employing a single approach across globe. In simple word, "a global industry is characterized by the presence of customers with homogeneous needs" (Özsomer, 2012, p.73).

In contrast, those who maintain the globe leads consumers to a market that is more heterogeneous adhere to complete adaptation (De Mooij, 2003). In this sense, the higher costs of a customized strategy will be compensated by other advantages such as adjustability to specific cultural preferences and easy communication with consumer because of common culture and language. Ignoring culture influence, international/global companies may benefit efficiency of standardization, whereas due to lack of local sensitivity, it may lead to decline in profitability (Kim, Rhee & Lee, 2010). There is evidence that advertisements in foreign language failed in many cases. Moreover, localness benefits from compliance with legal restrictions varying in country-to-country.

Although, standardization of advertisement strategy is more possible than before (Mueller & Taylor, 2013); still cultural and ethnical environments must be taken into account. As Kotler (1986) predicted, standardization could be appropriate in some extent and under some conditions, because many of international products failed due to lack of adaptation. He argued that customer behaviour derive them to buy products with different features which entails adaptation. Thus, the best approach lies between them by semi-globalization or glocalization. Some researchers such as Ghemawat (2007) argue that firms can benefit each of them. They can enjoy competitive advantage of the economies of scale through standardization, or of local consumer satisfaction with local products through adaptation. In this case, the main concern is the creating of the optimal balance between standardization and adaptation of marketing strategies and finding the right approach towards globalization, regionalization, localization (Schmid & Kotulla, 2011) or glocalization.

Leidner (2010) who recognizes three conceptualizations of globalization: cultural imperialism, interconnected business, and interconnected societies; argues that all three forms of conceptualizations might be the product of business activities. In cultural imperialism process, one nation-state infuses its culture into lifestyle of the occupied nation where great organizations infuse their products embedded with dominant culture. In this perspective, globalization results in cultural imperialism, then leads to cultural homogenization as the use of the infused products increases. In this sense, globalization results in value change. The second one, interconnected business, is fostered by global supply chains largely connected through information and technology. In this case, the first conceptualization of globalization emerges in the second. Like the first one, globalization empowers the most powerful organizations to force their process on others. The third one, the interconnected societies, is synonymous with global village. It is double-faced. Optimistically, when seeking cheaper supplies, large organizations find them in the developing countries. But pessimistically, the activities of the developed may influence people's life in the less developed world and cause the end consumer suffer thanks to lax standards or use of dangerous quantity of chemicals. In this case, business and indeed marketing activities are supposed to apply four types of capitals proposed by Bourdieu (1986), namely, economic, social, cultural, and symbolic capitals to dominate other societies. As economies, cultures, individuals and societies are being interconnected; the traditional borders between nations blur (Cleveland et al., 2011).

Based on all above arguments, exposure to marketing activities of international or global companies has been viewed as one of the main drivers of cultural and behavioural change (Arnould, 2011; Craig & Douglas, 2006; Dogerlioglu-Demir & Tansuhaj, 2011; Gupta, 2011; McCracken, 1986; Mitry & Smith, 2009; Mueller & Tailor, 2013; Leidner, 2010) at least in some extent. To follow corporations' objectives, marketers use "a culture, with values including initiative, consummating exchanges, competing, making money, financial accountability, and a willingness to serve that are evident in their words and deeds" (Peñaloza & Gilly, 1999, p. 101). They transfer their own values into consumers through market transactions. No need to consume a product or brand to transfer its meaning, even sharing an electronic brand-or product-related message may change consumer inherent meanings as well as they actually consume those products. They express themselves through the symbolic value of the product or brand (Taylor, Strutton, & Thompson, 2012).

Obviously, in such a global marketplace, consumers increasingly find themselves in a dilemma of choice between global and local brands. Therefore, the main challenge for marketers lies in understanding how consumers make their choice, why some of them prefer global brands to local brands (Özsomer, 2012) and in creating value for consumers the brand can transcend the inherent differences between cultures (De Mooij, 2013; Kim, Periyayya, & Li, 2013). It is important to mention that consumer attitude towards global or local brands in developing countries differ from developed countries. Consumers in developing countries prefer global brands or products while those in developed countries are proud of their local brands or products.

Rather than local or global attitude, consumer choice decisions also involve the level of consumer ethnocentric tendency among other elements. Due to significance of globalization in consumption behaviour, the role of consumer ethnocentric tendency in empirical studies has been more highlighted than ever. For international or global marketers it is important to know consumer reactions to globalization (Cleveland, 2006) or any relevant things such as global brands, products and advertisement, etc. Thus, consumer ethnocentric tendency has become an important area in consumer behaviour research (Wei, 2008). Local companies may use consumer ethnocentric tendency as an important strategic tool to compete with their global competitors (Bandara & Miloslava, 2012). As Akdogan, Ozgener, Kaplan and Coskun (2012) maintain consumer ethnocentric tendency seems to have substantial influence on multinational or global firm's investment decisions.

1.3 Problem Statement

The main concern of this study is the effect of exposure to marketing activities of global companies on consumption behaviour among university students, which leads to cultural and economic treats. As students are mostly young, big shopper and interested in global brands, and therefore a target market for the activities of global marketers, they are more vulnerable to global marketing activities. Hence, the research primarily focuses on studying consumer behaviour, and specifically consumption behaviour among this group of people in Malaysia.

The influence of global flows (Appadurai, 1990) results in spreading of cultural products, lifestyles, and rituals from the developed countries to developing countries, which causes changes in cultural structure, social patterns (Craig & Douglas, 2006) and consumer tastes and purchase behaviour (Douglas & Craig, 1997). Increase in consumer preference towards global products may cause decrease in consumer orientation towards local products and therefore in the demand for local products and local companies' sales. The decline in local companies' sale not only hurts local economy but it also increases unemployment in domestic country.

Based on the report of KOF Index of Globalization 2016 (globalization.kof.ethz.ch), Malaysia stands at the relatively high rank of globalization with general globalization index of 79.14 and economic globalization index of 81.46 (25 and 18, respectively). It indicates that Malaysia is generally and economically exposed to global factors including global marketing activities. According to Friedman (2005), unlike most

Muslim countries, Malaysia has ability for glocalization in which national culture is mixed or integrated with foreign ideas.

Even though the research on consumer behaviours of ethnics has grown in terms of volume and quality (Cleveland, 2006), scarce studies have incorporated ethnics into the subject of homo/heterogeneity of consumption behaviour. Most previous studies are based on nations; hence, the need for a cross-ethnic or -cultural study on the study model is being critical than ever. By increasing the level of trade at global level, the need for knowledge of global consumer behaviour is increasingly becoming essential to researchers and practitioners. For market segmentation, it is so crucial to companies to understand consumers' similarities and differences (Cleveland & Laroche, 2007; Manrai & Manrai, 2011) even on diverse ethnics or subcultures within a nation. In fact, ethnic cultures within the countries such as Malaysia can be more influential than differences between countries (Kamaruddin & Kamaruddin, 2009). According to Manrai and Manrai (2011), the heterogenizing effect of globalization is related to ethnic groups.

Despite of huge studies on this topic, no study has simultaneously dealt with consumer domestic global brand attitude and consumer ethnocentric tendency as moderators. In particular, a complete absence of how domestic global brand attitude moderates the main relationship was found in the literature. To assist the moderating role of consumer ethnocentric tendency and to compare with it, the research has sought for a complementary construct, namely domestic global brand attitude.

Meanwhile, with many various perspectives on mediating effect of consumer individual values on the fundamental proposition, a scarcity of empirical research was observed. As mentioned earlier, among the most critical impacts of globalization that may be economic and cultural threats, are the impacts of exposure to global marketing activities on consumer values and behaviour; and the predominance of few global companies on many locals.

To fill this gap, the study investigates how exposure to global marketing activities affects consumption behaviour by integrating the constructs of domestic global brand attitude and consumer ethnocentric tendency as moderators and consumer individual values as a mediator. The research also seeks to determine the homogeneity and heterogeneity in consumption behaviour of respondents by comparing three main ethnics. Based on above issues, the following questions are proposed.

1.4 Research Questions

1. What are the levels of all dimensions of consumption behaviour and exposure to global marketing activities among respondents?
2. Is there any significant difference in consumption behaviour between ethnic groups (Malay, Chinese and Indians)?

3. Does exposure to global marketing activities associate with and contribute to consumption behaviour?
4. Is there any moderation effect of domestic global brand attitude on the relationship between exposure to global marketing activities and consumption behaviour?
5. Can consumer ethnocentric tendency moderate the relationship between exposure to global marketing activities and consumption behaviour?
6. Is there any mediation impact of any dimensions of consumer individual values on the relationship between exposure to global marketing activities and consumption behaviour?

1.5 Research Objectives

The topic of the effect of exposure to global marketing activities on consumption behaviour is central to this dissertation. Hence, the general objective of the research is to ascertain the effect of exposure to global marketing activities on consumption behaviour to expand the knowledge of consumer behaviour.

The research also attempts to verify the contribution of exposure to global marketing activities to homo/heterogeneity of consumption behaviour (global foods and drinks, personal care items, global clothing and accessories, household appliances, electronics, communications and luxury goods consumption). Moreover, the study seeks to identify the mediating effects of consumer individual values and the moderating effects of domestic global brand attitude and consumer ethnocentric tendency on the fundamental relationship.

The specific objectives of the study were formulated as follows:

1. To determine the level of all dimensions of consumption behaviour and exposure to global marketing activities among students;
2. To compare the difference in consumption behaviour between ethnic groups (Malay, Chinese and Indian);
3. To investigate if exposure to global marketing activities significantly associates with and contributes to consumption behaviour;

4. To determine the moderating role of domestic global brand attitude on the relationship between exposure to global marketing activities and consumption behaviour;
5. To investigate the moderating effect of consumer ethnocentric tendency on the relationship between exposure to global marketing activities and consumption behaviour; and
6. To determine the mediating impact of consumer individual values on the relationship between exposure to global marketing activities and consumption behaviour.

1.6 Contributions of the Study

The contribution of this study particularly involves three perspectives containing theoretical, methodological and practical. Discussion about these perspectives is presented below.

1.6.1 Theoretical Contributions

This study primarily inspired by the model of the dynamic influence of acculturation to global consumer culture and ethnic identification on consumption behaviour, theoretically contributed to the knowledge pertaining to consumption behaviour by incorporating the psychological construct of consumer individual values as a mediator. Despite, the topic of consumption behaviour has been investigated from different approaches, there is scant empirical study emphasizing consumer individual values as a mediator on the relationship between exposure to global marketing activities (as one of the agent of global consumer culture) and consumption behaviour. This gap especially arises from not using Schwartz's basic values at individual level as a mediating variable.

Without doubt, in the emerging global market where consumer surrounded by various levels of culture, i.e. global, regional, national, ethnical and individual consumer cultures (Manrai & Manrai, 2011), no longer should nations be considered as a unit of study, unless subcultures and individuals are taken into account. Therefore, the study could fill the theoretical gap by presenting primary, theoretical justifications for the conceptualization of mediating effect of consumer individual values on fundamental relationship. This part of conceptual framework was integrated based on dynamic, multi-level model of culture (Erez & Gati, 2004) according to which individual cultural self-representation lies as the core of global consumer culture, national culture, organizational culture and group culture and in a reciprocal association with them through top-down and down-top processes. In this study, individual cultural self-representation was conceptualized as consumer individual values using the refined theory of Schwartz' basic values (Schwartz, Cieciuch, Vecchione, Davidov, Fischer, Beierlein, & Konty, 2012) to investigate if consumer individual values mediate the

fundamental relationship of the study as suggested by some authors (e.g. McCracken, 1986).

The study also contributed to the knowledge pertaining to consumption behaviour of different industries including global of foods and drinks, personal care items, global clothing and accessories, household appliances, electronics, communications and luxury goods by extending the model with domestic global brand attitude and consumer ethnocentric tendency. Most studies have largely investigated the moderating role of consumer ethnocentric tendency for example on purchase behaviour or product choice. However, there is lack of empirical research focusing on the moderating role of domestic global brand attitude in particular on the relationship between exposure to global marketing activities and above-mentioned consumption behaviour. The inclusion of construct of domestic global brand attitude as a moderator variable was to compare with moderating effect of consumer ethnocentric tendency as an influential wide-applied factor in literature; the former, as an aggressive solution and the latter as a defensive solution. Both domestic global brand attitude and consumer ethnocentric tendency initially supposed to moderate the previously mentioned relationship, answered two objectives of the research but in some extent.

Exposure to global marketing activities and consumption behaviour in relation with the dimensions of consumer individual values and domestic global brand attitude as well as consumer ethnocentric tendency by itself might be interested for researchers of consumer behaviour in domains of consumer science, business management and specifically marketing. In addition, previous research has greatly focused on cross-national or -regional research. Thus, this study intends to bridge the gap of cross-ethnic research by comparing three ethnics with different backgrounds. However, the study only do the preliminary attempts to investigate the mediating role of consumer individual values and the moderating effect of domestic global brand attitude in the relative relationship to provide a broader view of consumer behaviour.

1.6.2 Methodological Contributions

This study methodologically contributed to the relative literature by establishing a valid and reliable framework to reflect mediating effect of consumer individual values for some consumption behaviours by conducting a series of tests such as confirmatory factor analysis (CFA), multiple-group analysis. Performing CFA in SEM, the model achieved the initial convergent validity and construct reliability. Then, through multiple-group analysis, the model was proved in terms of generalizability across variant groups (low- high consumer ethnocentric tendency; positive-negative domestic global brand attitude), but just on some consumption behaviours.

Another contribution of the study to the knowledge is the inclusion of domestic global brand attitude in the model, which was generally scarce in literature. It should be noted that this construct could take advantages of globalness and localness attributed to global brand and local band. The factor, as a novelty of the study, needs for further research.

1.6.3 Practical Contributions

The interference of consumer individual values, consumer ethnocentric tendency and domestic global brand attitude in relation to consumption behaviour enhances the insights and knowledge about consumption behaviour among consumer experts, marketers and consumers themselves.

This study gives insights into similarities and differences in consumption behaviour in terms of product categories, which enables managers and marketers of related market in making appropriate decisions on segmentation strategy. Simple said it contributes to companies' segmentation strategies and therefore standardization or customization of their activities such as advertisement, communication and production.

As the consumption behaviour conceptualized in this model covers a variety of product categories, the integration of psychological dimensions of consumer individual values provide robust knowledge for consumer affair specialists and marketers. Having knowledge about the effects of exposure to global marketing activities on consumer individual values may provide better support for emerging issues of the consumers. It can be deemed as a shift for consumer individual values from moderating role to mediating role. Hence, this research contributed to consumers' society and education by highlighting the mediating role of consumer individual values on the main proposition. It would be an awareness for local marketers and consumer specialists to take preventive actions in this regard, and for consumer themselves to be sensitive about market. Enhancement of consumer awareness makes them less risky and more predictable.

Moreover, integration of domestic global brand attitude and consumer ethnocentric tendency ascertains local managers and marketers whether these tools can be utilized in favour of local-made products and on which kind of products. It also helps them in branding and advertising. Therefore, it contributes to economy development.

Overall, the findings of this study are expected to be useful as a relevant subject for students of consumer science, business management, economics and psychology. It can serve as universal information for managers and for the public and as a motivation for further study.

1.7 Scope and Limitations of the Study

The scope of this study was 600 local university students comprising three ethnic groups: Malays, Chinese and Indians, drawn from six public and private universities in Klang Valley area. These universities are University of Malaya (UM), Universiti Putra Malaysia (UPM), University of Technology of Malaysia (UTM), Limkokwing University of Creative Technology (LUCT), Multimedia University (MMU) and Monash University. Respondents were filtered in terms of subjectivity, ethnicity and nationality to ascertain that they fit the objectives of the study. Data collection for this study was fulfilled within the one-month period (mid-April through mid-June 2014).

This study was assumed to cover just one cohort, namely local students and on just three main ethnic groups for the purpose of the study in just one area, Klang Valley. Although, Klang Valley represents a huge population of the subject and choosing a cohort from a subject-populous area, as a study subject sounds, fit for comparing between groups or ethnics, it does not warrant the generalization of the research result to other cohorts, areas, ethnics, and consumers in Malaysia as a whole. Furthermore, it is only limited to dimension of exposure to global marketing activities among several other agents affecting consumption behaviour of global consumer. In addition to regional influences, some covert factors including respondents' perception of concepts purposed in the questionnaire affects the responses of participants in this study. For instance, when designing the research questionnaire, it was impossible to illustrate consumers' attitudes towards domestic global brand in compared with foreign global brand by giving an example of a domestic global brand. Furthermore, due to time limitation, the research failed to consider dimensions of mediating variables separately, and to do a qualitative analysis for a deeper interpretation about the results.

1.8 Definitions of Terms

1.8.1 Consumption Behaviour

Conceptual Definition: Consumer behaviour involves continuous processes of selection, security, purchase, consumption and disposition of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Hawkins, Mothersbaugh, & Roger, 2010). Here, consumption behaviour refers to consumption pattern of consumer in consuming products and services like wearing clothes, going restaurants, and using electronic applications.

Operational Definition: In this study, the seven separate product categories representing consumption behaviour are global foods and drinks, personal care items, global clothing and accessories, household appliances, electronics, communications, and luxury goods.

1.8.2 Homo/Heterogeneity of Consumption Behaviour

Conceptual Definition: Homogeneity of consumption behaviour refers to a reduction in the differences of consumer's consumption pattern or an increasing similarity of consumer product selection or preferences within a given population (thefreedictionary.com). In contrast, heterogeneity refers to the quality of being diverse or heterogeneous. Heterogeneity of consumption behaviour refers to a reduction in the similarities of consumer's consumption pattern or an increasing difference of consumer product selection or preferences within a given population. In simple word, homogeneity and heterogeneity of consumption behaviour respectively pertain to similarity (convergence) and dissimilarity (divergence) in consumer consumption behaviour.

Operational Definition: The homo/heterogeneity of consumption behaviour is respectively inferred through "no significant differences/significant differences in the

responses of respondents' personal product experiences", as they describe their own consumption behaviour and preferences.

1.8.3 Exposure to Global Marketing Activities

Conceptual Definition: Exposure to global marketing activities refers to "consumer's familiarity" (Carpenter, Moore, Doherty, & Alexander, 2012, p.413) with marketing activities of companies operating at global level. These activities aim at exposing consumer to global products, brands, logos, icons, advertisements, distribution systems and media in order to create, retain and enhance consumer involvement.

Operational Definition: In this research, exposure to global marketing activities is reflected by respondents' experience of exposure to marketing activities in their daily life. In other words, the extent to which respondents are exposed to marketing activities including global products, brands, logos, icons, advertisements, distribution systems and media through television, newspaper, billboards, signs and shopping.

1.8.4 Domestic Global Brand Attitude

Conceptual Definition: According to American Marketing Association's definition, a brand is a name, design or symbol identifying one's goods or service as distinct from those of others. Global brands refers to brands "which are found in many countries around the world, under the same name for the same product, and typically operate under the same (or similar) positioning strategy. While, a local brand refers to a brand distributed and owned domestically, a global brand means a brand distributed worldwide and owned by nonlocal or global companies (Winit, Gregory, Cleveland, & Verlegh, 2014). Thus, a domestic global brand refers to a local brand of a country, which is found in many countries throughout the world. An attitude means consumer evaluation of a particular object (goods) or abstract (services) as good or bad, desirable or undesirable. It can assess consumer behaviour. Attitude is expressed in positive or negative scale (Schwartz, 2012). Then, domestic global brand attitude simply means consumer attitude, whether positive or negative, towards a domestic brand exported many countries around the world under the same name.

Operational Definition: In this study, domestic global brand attitude is operationalized by respondents' attitudes toward global brand of their own country in compared with other countries in terms of social responsibility, attractiveness and relativeness to needs.

1.8.5 Consumer Ethnocentric Tendency

Conceptual Definition: Consumer ethnocentric tendency is ethnocentrism related to marketplace (Cleveland, Laroche, & Hallab, 2013). It refers to the extent to which a consumer tends to buy, use or consume local-made rather than nonlocal-made products/services (Shimp & Sharma, 1987).

Operational Definition: Consumer ethnocentric tendency is expressed by respondents' opinion, preference and reasoning for local-made products to foreign- or global-made products.

1.8.6 Consumer Individual Values

Conceptual Definition: Personal or individual values are trans-situational goals, varying in importance, and serves as guiding principles in an individual's life (Schwartz et al., 2012). Consumer individual values refer to cultural factors that an individual has in common with any group which belong to and is also distinctive or unique to that individual (Luna & Gupta, 2001).

Operational Definition: In this study, consumer individual values are operationalized by four major higher-order dimensions: 1) Openness to change (self-direction-thought, self-direction-action, stimulation, hedonism); 2) Self-enhancement (achievement, power-dominance, power-resources); 3) Conservation (face, security-personal, security-social, tradition, conformity-rules, conformity-interpersonal, humility); and 4) Self-transcendence (universalism-nature, universalism-concern, universalism-tolerance, benevolence-caring, benevolence-dependability).

1.8.6.1 Openness to Change

Conceptual Definition: Openness to change pertains to having independent thoughts, opinions and actions, choosing, creating, exploring, and the desire of novelty, new experiences, challenge, excitement and pleasure in life (Schwartz et al., 2012).

Operational Definition: Here, openness to change comprises four dimensions of self-direction-thought, self-direction-action, stimulation and hedonism conceptually and operationally defined below.

i. Self-direction-thought refers to autonomy of thought or freedom to cultivate own ideas and abilities (Schwartz et al., 2012). Self-direction-thought is reflected by the extent of independence in developing and forming own views and opinions, and figuring things out.

ii. Self-direction-action is defined as freedom to determine one's own actions (Schwartz et al., 2012). Self-direction-action is reflected by the degree of independence in making decision, choosing jobs and things, and planning activities.

iii. Stimulation pertains to three potential subtypes of excitement, novelty, and challenge (Schwartz et al., 2012). In the present study, stimulation is characterized as the degree of desire to have change, excitement or new experiences.

iv. *Hedonism* refers to pleasure, enjoying life and sensuous gratification for oneself (Schwartz et al., 2012). Hedonism values motivate people to avoid the stress of competition. Hedonism is expressed by the degree of desire to have pleasure, fun or good time.

1.8.6.2 Self-Enhancement

Conceptual Definition: Self-enhancement is the desire to succeed through demonstrating competence based on social standards, and the need to have power through controlling over people, social resources and materials (Schwartz et al., 2012).

Operational Definition: In this case, self-enhancement is expressed through three dimensions of achievement, power-dominance and power-resources.

i. *Achievement* pertains to personal success by demonstrating competence based on social norms (Schwartz et al., 2012). According to Schwartz et al. (2012), this value relates to ambition to achieve own objectives and motivates people to compete and seek admiration for their success. Achievement is represented by the extent to which an individual desires to have ambitious or successful life (Schwartz et al., 2012).

ii. *Power-dominance* is power through exercising control over people (Schwartz et al., 2012). The conceptual definition of power-dominance values is operationalized by the extent to which an individual like to order others and impose one's will on them.

iii. *Power-resources* are defined as power through control of material and social resources. They emphasize obtaining wealth and material goods (Schwartz et al., 2012). Power-dominance is expressed by the degree to which one like to have power through money or expensive things or be wealthy.

1.8.6.3 Conservation

Conceptual Definition: Schwartz et al. (2012) defined conservation as avoidance of upsetting or annoying other people and violating social norms. It refers to willing safety and security for one's public image, immediate environment and society, while recognizing own insignificance. Conservation also means the inclination to behave in such a way as to favour security and the stability of society and social relationships. It is compliance with rules, laws, formal obligations, social norms and acceptance of cultural, family or religious traditions (Schwartz et al., 2012).

Operational Definition: In this study, conservation was expressed through five dimensions of face, security-personal, security-societal, tradition, conformity-rules, conformity-interpersonal and humility (Schwartz et al., 2012).

i. Face refers to security and power through maintaining one's public image and avoiding humiliation (Schwartz et al., 2012). Face is represented by protecting public image and avoiding being humiliated or ashamed.

i. Security-personal pertains to safety in one's immediate environment (Schwartz et al., 2012). Security-personal is expressed by avoiding disease and danger of any and protecting own health, safe and secure.

ii. Security-societal is defined as safety and stability in the wider society rather than personal safety (Schwartz et al., 2012). Security-societal is reflected as wishing security and stability for country and citizens against any kind of threat.

iii. Tradition refers to respect, commitment and acceptance of the customs and ideas of one's traditional culture or religion. It corresponds to maintain and preserve cultural, family, or religious traditions (Schwartz et al., 2012). In this study, tradition was characterized as maintaining family or traditional values, customs or culture and religion.

iv. Conformity-rules refer to compliance with rules, laws, and formal obligations. Unlike tradition values, conformity-rules values are not related to family or religious involvement (Schwartz et al., 2012). Here, following rules, laws or regulations express conformity-rules.

v. Conformity-interpersonal relates to interpersonal avoidance of upsetting or harming other people (Schwartz et al., 2012). Conformity-interpersonal is reflected by avoiding upsetting or annoying other people or making them angry.

vi. Humility is defined as recognizing one's insignificance in the larger scheme of things. Humility stresses on avoiding self-promotion, being humble and modest, being satisfied with one's portion, and thinking of not deserving more than others do. Nevertheless, it is not compliance with formal rules (Schwartz et al., 2012).

1.8.6.4 Self-Transcendence

Conceptual Definition: Self-transcendence is the will to preserve the welfare of all people, nature and those with whom one is in personal contact (Mueller & Remaud, 2011). In a broad definition, it is to care for other people and nature (Zhou, Thøgersen, Ruan, & Huang, 2013).

Operational Definition: Self-transcendence comprises five dimensions of universalism-nature, universalism-concern, universalism-tolerance, benevolence-caring and benevolence-dependability (Schwartz et al., 2012).

i. Universalism-nature refers to preservation of the natural environment (Schwartz et al., 2012). Universalism-nature is expressed by caring or protecting nature from pollution and participating in nature-favouring activities.

ii. Universalism-concern refers to commitment to equality, justice, protection and welfare for all people or groups like immigrants (Schwartz et al., 2012). Universalism-concern is reflected by the degree to which a person wants equal opportunity for all people or protecting weak and vulnerable people.

iii. Universalism-tolerance refers to acceptance and understanding of those with lifestyles and beliefs different from one's own (Schwartz et al., 2012). Here, universalism-tolerance is characterized as the extent to which a person tolerates, listens, or accepts different people or groups.

iv. Benevolence-caring refers to devotion and commitment to the welfare of in-group members. It focuses on family and friends rather than on the well-being of others in a wider society (Schwartz et al., 2012). Benevolence-caring is reflected by helping or taking care of close people.

v. Benevolence-dependability refers to being a reliable and trustworthy member of the in-group (Schwartz et al., 2012). It is expressed by being a dependable or trustworthy friend or a reliable and confident member for family.

1.9 Organization of the Study

Based on traditional method of research design, this thesis is divided into five chapters briefly described as follows. Chapter 1–Introduction–representing an introduction to the research encompasses background of the study, the statement of problem, research questions and objectives, contributions, scope and limitations of the study, conceptual and operational definitions of relevant terms, and organizations of the study. Chapter 2–Literature Review–discusses the theoretical grounds of the study to develop the research conceptual framework. The chapter objective is to explain the variables of study, their relationship, and the effects of mediating and moderating variables in the context of the research. Chapter 3–Research Methodology–explains the methodology applied for the study, including the research design, measurement of constructs, validity and reliability of the instruments, sampling procedure, data collection procedure and analysis techniques applied in this research. Chapter 4–Results and Discussion–discusses the findings and empirical results derived from data interpretation of previous chapter. Chapter 5–Summary, Conclusion, Implications and Recommendations– ends the research by presenting a summary, conclusions, implications of the study and recommendations for future studies.

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