Tuijin Jishu/Journal of Propulsion Technology
ISSN: 1001-4055
Vol. 45 No. 1 (2024)

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# Brand Attitude towards Global Products: A Study among the Youngsters of Kerala

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***Abstract***

Brand attitude is the basis of customers' activities, and it is a good or unfavourable personal evaluation, emotional sensation, and behaviour propensity that an individual preserves. It refers to a consumer's overall opinion of a branded product. The study aimed to present the attitude of the youngsters towards global brands from perspectives on entertainment, furnishings, clothing, food, lifestyle, and global products. The study attempted to describe the attitude of the youngsters towards global brands; hence, it is descriptive research. The research was conducted with a sample of 150 respondents, based on random sampling among the youngsters of Kerala. The primary data were collected utilising a structured questionnaire, and using the questionnaire instrument 5 Likert's scale, the data were using various tools like percentage analysis, mean, standard deviations, ranking, and regression analysis. The study indicated that the income level of the youngsters played a vital role in determining their brand attitude towards global brands. Based on the income level of the youngsters, the brand attitude towards global brands may vary according to the entertainment clothing, food, lifestyle, and global and furnishing brands measures. The role of gender played a vital role in determining the brand attitude of the youngsters in clothing, food, lifestyle, and global brands.

***Keywords:*** *Brand, Global Brands, Kerala, Youngsters*

**Introduction:**

Branding has taken on a greater significance in the past decade as companies begin to see their brands as assets - as valuable and as tangible as their factories and patents. So brands have become more than marketing slogans and icons today, they are now closely monitored by the CEO and CFO, and assessed by industry analysts and pundits. Global brands benefit if consumers see them as part of their local communities with local accountability. Consumers respond very positively to outreach initiatives into the local community. They are more likely to favor companies with such programmes than they are to reject companies who transgress on higher threshold issues. However, these activities need to be relevant though and, if possible, reinforce the basic brand positioning. In today's world consumers don't just want products and brands but demand global brands. Branding has taken on a greater significance in the past decade as companies begin to see their brands as assets - as valuable and as tangible as their factories and patents. So brands have become more than marketing slogans and icons today, they are now closely monitored by the CEO and CFO, and assessed by industry analysts and pundits. Yet many business-to-business marketers and service providers do not practice, or even appreciate, the value of branding in their businesses. The truth is every business, even a commodity supplier, is building a brand through their actions and their presence even if that brand is not being intentionally created and nurtured. They acquire a "position" in the minds of customers and prospects, a position or identity based on exposure and experience with the provider in the context of a competitive marketplace.

Brand attitude is the basis of customers' activities, and it is a good or unfavorable personal evaluation, emotional sensation, and behavior propensity that an individual preserves. It refers to a consumer's overall opinion of a branded product. There are two main parts to brand attitude.

❖ The intensity of a customer's positive or negative feelings, based on their interactions with a specific brand.

❖ The accuracy of the product's belief in the positive or negative sensation.

Marketing brand attitude entails creating a stronger perception among your target audience. This doesn't necessarily apply to what you sell but to a sentiment, way of life, or individuality that appeals to buyers. Visual design is an integral part of how people feel about a brand. Most of the time, customers will have between 5 and 10 interactions with your brand before they buy something or use your services. So, your brand must have a unique visual brand identity that customers can recognize. Visual identity strategies have these four components such as Brand Logo, Colors and patterns, Letterforms and Photography Working with a designer to establish these early on will offer your company a leg up on the competition by making you easily distinctive to customers. One could build customer loyalty from day one if you establish a strong brand attitude that resonates with your target audience. Brand attitude is an important idea for both customers and organizations. Businesses can benefit from developing a positive brand image toward customers in various ways.

❖ **To enhance sales:** Higher customer attraction to the brand results in increased sales.
❖ **Growth:** It promotes the brand's long-term growth.
❖ **To take competitive advantages:** It is simple to gain an advantage by emphasizing the brand among the competitor brands.
❖ **Market expansion opportunities:** A growing suite of products and enthusiastic consumers create a winning formula for success.

Creating a positive brand image can have short- and long-term benefits. A corporation must find unsatisfied customer expectations in the target market and strategies to meet them through the branded product to establish a positive brand attitude.

**Need for the Brand Attitude in Mind**

Large and small companies can build a brand attitude to encourage positive sentiment by connecting individuals with a brand. It's an effective and inexpensive marketing strategy. When developing a positive brand attitude regarding its products, a brand should consider various factors.

❖ **Customer Expectations:** Remember to identify customer expectations from the brand while creating a brand attitude. To do this, the company needs to conduct market research to discover customer expectations for the product and present gaps between customer expectations and products.

❖ **Uniqueness:** Customers are incentivized to choose the product above other alternatives because of brand distinctiveness. If the product meets an unmet demand of the target market, uniqueness can be easily attained. Customers can better distinguish the product from competing offerings and develop brand loyalty. So keep it in mind.

❖ **Adding Value:** Brands that consistently go above and beyond for their customers are seen as more valuable. The product has the potential to offer further advantages that will help bring in and keep existing clients. Adding more value to a product can give a company a leg up in the marketplace.

❖ **Product Marketing:** Creating a positive brand attitude requires identifying the market group where the product will be most beneficial. Conduct valid market research to determine the most effective target market. Choose the best marketing approach for the product. This helps the business develop a positive brand attitude and impression.

**Review of Literature**

**Lakshman Kumar A (2021)** mainly concentrated on consumer perception on brand image, how does customer attract towards the brand, impact of brand image on firms profitability and competition with other company brands. The study reveals that the company has to develop the techniques of online branding and online sales and marketing for the more effective brand building and increases sales performance via online selling. **Cheah, I., Shimul, A. S., & Ming Man, M. H. (2020)** investigates the young consumer's attitudes toward local versus foreign brands of fashion products. The findings showed that young (non)status consumption revealed no significant difference in product quality and brand image evaluation for Australian and Italian branded products, however, luxury fashion products branded in Korea and China are not favored. The findings from this study hold important implications and guidelines for luxury brands and fashion houses that wish to enter an international market to better understand the consumer behavior. **Thomas, T., Singh, N., & Ambady, K. G. (2020)** analysis the effect that ethnocentrism and attitude towards foreign brands have on consumer's purchase of automobiles. To measure the same, a survey consisting of a self-administered questionnaire with a sample size of 108 was conducted. The findings show that ethnocentrism influences attitude which in turn influences purchase decision. The implications of the study suggest that domestic marketers should imply patriotic advertising in their marketing initiatives and also recommend them to highlight the 'Made in India' tag. The study also suggests foreign marketers operating in the Indian market to focus less on the country-of-origin and focus more on the technicalities of the product because attitude towards foreign brands is a major contributor towards the purchase decision. **Grębosz-Krawczyk, M. (2019)** evaluated the attitudes of young consumers from France and from Poland (representing Western and Eastern Europe accordingly) towards the international brands perceived as nostalgic, taking into account the division on generational and transgenerational brands. The study concerns 6 international nostalgic brands of generational and transgenerational character. The research was conducted using focused group interviews. The research results confirm that young consumers in France and in Poland have positive nostalgic attitudes towards brands known from childhood. The analysis of the research results proved also the consumers' attitudes internationalization. The nationality of respondents does not affect their attitudes.

**Gentina, E., Shrum, L. J., & Lowrey, T. M. (2016)** investigated the social mechanisms underlying teenage attitudes toward luxury fashion brands in a cross-cultural context. It shows that both need for uniqueness and susceptibility to influence relate positively to attitudes toward luxury brands, and that fashion innovativeness mediates these relations. This research also shows that culture moderates these relations. Specifically, the mediated relations between need for uniqueness and luxury brand attitudes are stronger for American adolescents than for French adolescents. In contrast, the mediated relations between susceptibility to influence and luxury brand attitudes are stronger for French adolescents than for American adolescents. The results have implications for strategies luxury retailers develop for appealing to adolescents in different cultures. **Singh, N. (2016)** investigate youth in MAWANA city to examine if any factor dominates in their buying behaviour for apparel. In addition, consumer attributes (i.e., apparel involvement, brand consciousness, reference group, social class, and other factors) and personal characteristics were investigated separately and in relation to the purchase behaviour of youth. The relationship between consumers' decision-making styles and their choice between branded and nonbranded clothing is investigated with consumers of Mawana city only. **Yazici, B. (2016)** examine Generation Ys' attitudes, i.e. their beliefs, feelings and purchase intentions towards luxury products and the meanings of the word "luxury" to young people, reasons for buying luxury products, and, on a small scale, young adults' luxury brand awareness and brand loyalty. In addition, this study aims at not only examining Generation Y customers' luxury purchasing behaviour but also helping organizations understand such customers' needs and wants. It is widely acknowledged that understanding consumer behavior is the key to be successful in business and this youth-led change in luxury consumption behavior should not be underestimated to be able to attract the attention of the future powerhouse of the global economy.

**Wu, C. S. (2015)** investigated the correlation among consumers' attitude towards brand image, athletes' endorsement, and purchase intention as well as their influences, and investigated the influences of consumers' attitude towards brand image and athletes' endorsement on purchase intention. Therefore, athletes' endorsement has an intervening effect on path affected by brand image. Based on the above, enterprises build specific brand image, and the brand image as perceived and associated by consumers has positive influence on their purchase intention. Consequently, designing unique brand image, creating product properties with a high sense of value, improving product value, using professional endorsement, and improving consumers' brand identity certainly can help improve enterprises' sustainable operation and competitiveness. **Guo, X. (2013)** explored the psychological mechanisms underlying their attitudes toward global brands from developed versus developing countries. The author proposes that global orientation, including global consumption orientation and global identity, are key factors accounting for the attitude variance. The results of show that consumers' global orientation positively influences their attitudes toward global brands of developed-country origin. In addition, ethnocentrism negatively influences their attitudes toward these brands, but this effect diminishes for consumers with high global identity, these findings by ruling out the alternative explanation that imports, not global brands, drive such results. It indicates that Indian consumers yield a similar pattern to Chinese consumers with regard to the global orientation effect, but the study reveals a relatively weak influence of ethnocentrism. **Nijssen, E. J., Douglas, S. P., Bressers, P., & Nobel, A. (1999)** examines the impact of consumer ethnocentrism, animosity, interest in foreign travel and perceived availability of domestic products. Both consumer ethnocentrism and feelings of animosity result in reluctance to purchase German products. Product evaluation is, however, mediated by perceived availability of domestic alternatives and travel to other countries.

**Objectives**

The study aimed to analysis the brands attitude of the youngsters on global brands on perspectives on entertainment, furnishings, clothing, food, lifestyle and global products.

**Research Methodology**

The attempted to describe the attitude of the youngsters on global brands, hence the study is descriptive research. The research was conducted with a sample of 150 respondents, based on random sampling among the youngsters of Kerala, the primary data were collected utilizing a structured questionnaire and using the questionnaire instruments 5 Likert's scale, the data were using various tools like percentage analysis, mean, standard deviations, ranking and regression analysis.

**Data Analysis and interpretation**

**Table No: 1Respondents Profile**

| | | No of Respondents | Percentage |
|---|---|---|---|
| Gender | Male | 130 | 86.7 |
| | Female | 20 | 13.3 |
| | Total | 150 | 100 |
| Income | Less than 15000 | 23 | 15.3 |
| | 15001-20000 | 17 | 11.3 |
| | 20001-25000 | 36 | 24 |
| | 25001-30000 | 17 | 11.3 |
| | Above 30000 | 57 | 38 |
| | Total | 150 | 100 |
| Location | Urban | 61 | 40.7 |
| | Semi-Urban | 43 | 28.7 |
| | Rural | 46 | 30.7 |
| | Total | 150 | 100 |

The table presents the personal profile of the study. Among the gender, 86.7% of the respondents were male and 13.3% of the respondents were female. Among the income level of the respondents, 15.3% of the respondents were having less than 15000 as their monthly income level and 11.3% of the respondents income level was 15001-20000. Around 11.3% of the respondents income level was 20001-25000 and 24% of the respondents income level was 25001-30000. 11.3% of the respondents income level was above 30000. It is noticed that 40.7% of the respondents were response from urban area and 28.7% of the respondents were response from semi-urban. 30.7% of the respondents were response from rural area.

**Table No: 2Respondents' opinion on Entertainment related Brands**

| Sl. No | Factors | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total | Mean | Std. Deviation | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Popular in many countries around the world more than traditional entertainment that is popular in my own country. | N | 33 | 27 | 25 | 16 | 49 | 150 | 3.14 | 1.572 | 3 |
| | | % | 22 | 18 | 16.7 | 10.7 | 32.7 | 100 | | | |
| 2 | Popular in my own country as well as entertainment that I think is popular in many countries around the world. | N | 40 | 31 | 36 | 18 | 25 | 150 | 2.71 | 1.411 | 2 |
| | | % | 26.7 | 20.7 | 24 | 12 | 16.7 | 100 | | | |
| 3 | Popular in my own country more than entertainment that I think is popular in many countries around the world. | N | 28 | 26 | 29 | 18 | 49 | 150 | 3.23 | 1.52 | 4 |
| | | % | 18.7 | 17.3 | 19.3 | 12 | 32.7 | 100 | | | |
| 4 | Don't enjoy most entertainment, whether it's traditionally popular in my own country or popular in many countries around the world. | N | 39 | 32 | 38 | 18 | 23 | 150 | 2.69 | 1.38 | 1 |
| | | % | 26 | 21.3 | 25.3 | 12 | 15.3 | 100 | | | |

The table presents the respondents' opinion about entertainment related brands. It is noticed that 22% of the respondents were strongly agreed and 18% of the respondents were agreed that they thought popular in many countries around the world more than traditional entertainment that was popular in their own country. Around 16.7% of the respondents were neutral opinion on they thought popular in many countries around the world more than traditional entertainment that was popular in their own country. 10.7% of the respondents were disagreed and 32.7% of the respondents were strongly disagreed that they thought popular in many countries around the world more than traditional entertainment that was popular in their own country. It is noticed that 26.7% of the respondents were strongly agreed and 20.7% of the respondents were agreed that popular in their own country as well as entertainment that they thought popular in many countries around the world. Around 24% of the respondents were neutral about popular in their own country as well as entertainment that they thought popular in many countries around the world. 12% of the respondents were disagreed and 16.7% of the respondents were strongly disagreed that popular in their own country as well as entertainment that they thought popular in many countries around the world. It is noticed that 18.7% of the respondents were strongly agreed and 17.3% of the respondents were agreed that popular in their own country more than entertainment that they thought popular in many countries around the world. Around 19.3% of the respondents were neutral opinion on popular in their own country more than entertainment that they thought popular in many countries around the world. 12% of the respondents were disagreed and 32.7% of the respondents were strongly disagreed that popular in their own country more than entertainment that they thought popular in many countries around the world. It is noticed that 26% of the respondents were strongly agreed and 21.3% of the respondents were agreed that did not enjoy most entertainment, whether it's traditionally popular in their own country or popular in many countries around the world. Around 25.3% of the respondents were having neutral opinion on did not enjoy most entertainment, whether it's traditionally popular in their own country or popular in many countries around the world.12% of the respondents were disagreed and 15.3% of the respondents were strongly disagreed that did not enjoy most entertainment, whether it's traditionally popular in their own country or popular in many countries around the world.

Based on Mean and SD values, the respondents' opinion about entertainment factors related brands rated as, don't enjoy most entertainment, whether it's traditionally popular in their own country or popular in many countries around the world. (M: 2.69; SD: 1.38) rated first, popular in their own country as well as entertainment that they think is popular in many countries around the world. (M: 2.71; SD: 1.411) rated second, popular in many countries around the world more than traditional entertainment that is popular in their own country. (M: 3.14; SD: 1.572) rated third and popular in their own country more than entertainment that they think is popular in many countries around the world. (M: 3.23; SD:1.52) rated fourth.

**Table No: 3 Respondents' opinion on Furnishings related Brands**

| Sl. No | Factors | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total | Mean | Std. Deviation | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Prefer to have home furnishings that considered traditional in my own country. | N | 20 | 26 | 47 | 21 | 36 | 150 | 3.18 | 1.336 | 4 |
| | | % | 13.3 | 17.3 | 31.3 | 14 | 24 | 100 | | | |
| 2 | Prefer mixing home furnishings that are traditional in my own country with furnishings | N | 56 | 17 | 38 | 19 | 20 | 150 | 2.53 | 1.436 | 1 |
| | | % | 37.3 | 11.3 | 25.3 | 12.7 | 13.3 | 100 | | | |
| 3 | Prefer to have home furnishings that are traditional in my country rather than furnishings | N | 40 | 29 | 40 | 25 | 16 | 150 | 2.65 | 1.321 | 2 |
| | | % | 26.7 | 19.3 | 26.7 | 16.7 | 10.7 | 100 | | | |
| 4 | Don't really like my own country's traditional home furnishings or furnishings | N | 24 | 39 | 32 | 19 | 36 | 150 | 3.03 | 1.414 | 3 |
| | | % | 16 | 26 | 21.3 | 12.7 | 24 | 100 | | | |

The table presents the respondents' opinion about furnishing related brands. It is noticed that 13.3% of the respondents were strongly agreed and 17.3% of the respondents were agreed to prefer to have home furnishings that considered traditional in their own country. Around 31.3% of the respondents were having neutral opinion on prefer to have home furnishings that considered traditional in their own county. 14% of the respondents were disagreed and 24% of the respondents were strongly disagreed to prefer to have home furnishings that considered traditional in their own country. It is noticed that 37.3% of the respondents were strongly agreed and 11.3% of the respondents were agreed to prefer mixing home furnishings that are traditional in their own country with furnishings. Around 25.3% of the respondents were neutral opinion on prefer mixing home furnishings that are traditional in their own country with furnishings. 12.7% of the respondents were disagreed and 13.3% of the respondents were strongly disagreed to prefer mixing home furnishings that are traditional in their own country with furnishings. It is noticed that 26.7% of the respondents were strongly agreed and 19.3% of the respondents were agreed to prefer to have home furnishings that are traditional in my country rather than furnishings. Around 21.3% of the respondents were having neutral opinion on prefer to have home furnishings that are traditional in my country rather than furnishings. 16.7% of the respondents were disagreed and 24% of the respondents were strongly disagreed to prefer to have home furnishings that are traditional in my country rather than furnishings. It is noticed that 16% of the respondents were strongly agreed and 26% of the respondents were agreed that did not really like their own country's traditional home furnishings or furnishings. Around 21.3% of the respondents were having neutral opinion on did not really like their own country's traditional home furnishings or furnishings. 12.7% of the respondents were disagreed and 24% of the respondents were strongly disagreed that did not really like their own country's traditional home furnishings or furnishings.

Based on Mean and SD values, the respondents' opinion about furnishings factors related brands rated as, prefer mixing home furnishings that are traditional in their own country with furnishings (M: 2.53; SD: 1.436) rated first, prefer to have home furnishings that are traditional in their country rather than furnishings (M: 2.65; SD: 1.321) rated second, don't really like their own country's traditional home furnishings or furnishings (M: 3.03; SD: 1.414) rated third and prefer to have home furnishings that considered traditional in their own country. (M: 3.18; SD: 1.336) rated fourth.

**Table No: 4 Respondents' opinion on Clothing related Brands**

| Sl. No | Factors | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total | Mean | Std. Deviation | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | I like to wear clothing that I think is popular in many countries around the world more than clothing | N | 22 | 29 | 35 | 18 | 46 | 150 | 3.25 | 1.442 | 4 |
| | | % | 14.7 | 19.3 | 23.3 | 12 | 30.7 | 100 | | | |
| 2 | I like to alternate or mix choices so that I wear clothing that is traditionally popular in my own country as well as clothing | N | 38 | 60 | 26 | 7 | 19 | 150 | 2.39 | 1.269 | 2 |
| | | % | 25.3 | 40 | 17.3 | 4.7 | 12.7 | 100 | | | |
| 3 | I like to wear clothing that is traditionally popular in my own country more than clothing | N | 30 | 70 | 26 | 9 | 15 | 150 | 2.39 | 1.17 | 1 |
| | | % | 20 | 46.7 | 17.3 | 6 | 10 | 100 | | | |
| 4 | I don't care whether you're talking about the traditional clothing in my own country or clothing, I am not interested in clothing. | N | 22 | 65 | 51 | 10 | 2 | 150 | 2.37 | 0.862 | 3 |
| | | % | 14.7 | 43.3 | 34 | 6.7 | 1.3 | 100 | | | |

The table presents the respondents' opinion about the clothing related brands. It is noticed that 14.7% of the respondents were strongly agree and 19.3% of the respondents were agreed that they like to wear clothing that they think was popular in many countries around the world more than clothing. Around 23.3% of the respondents were having neutral opinion on they like to wear clothing that they think was popular in many countries around the world more than clothing. 12% of the respondents were disagreed and 30.7% of the respondents were strongly disagreed that they like to wear clothing that they think was popular in many countries around the world more than clothing. It is noticed that 25.3% of the respondents were strongly agreed and 40% of the respondents were agreed that they like to alternate or mix choices so that they wearied clothing that wad traditionally popular in their own country as well as clothing. Around 17.3% of the respondents were neutral opinion on they like to alternate or mix choices so that they wearied clothing that wad traditionally popular in their own country as well as clothing. 4.7% of the respondents were disagreed and 12.7% of the respondents were strongly disagreed that they like to alternate or mix choices so that they wearied clothing that wad traditionally popular in their own country as well as clothing. It is noticed that 20% of the respondents were strongly agreed and 46.7% of the respondents were agreed that they like to wear clothing that was traditionally popular in their own country more than clothing. Around 17.3% of the respondents were having neutral opinion on they like to wear clothing that was traditionally popular in their own country more than clothing. 6% of the respondents were disagreed and 10% of the respondents were strongly disagreed that they like to wear clothing that was traditionally popular in their own country more than clothing. It is noticed that 14.7% of the respondents were strongly agreed and 43.3% of the respondents were agreed that they don't care whether they were talking about the traditional clothing in their own country or clothing, they were not interested in clothing. Around 34% of the respondents were having neutral opinion on they don't care whether they were talking about the traditional clothing in their own country or clothing, they were not interested in clothing. 6.7% of the respondents were disagreed and 1.3% of the respondents were strongly disagreed that they don't care whether they were talking about the traditional clothing in their own country or clothing, they were not interested in clothing.

Based on Mean and SD values, the respondents' opinion about clothing factors related brands rated as, they like to wear clothing that is traditionally popular in their own country more than clothing (M: 2.39; SD: 1.17) rated first, they like to alternate or mix choices so that they wear clothing that is traditionally popular in their own country as well as clothing (M: 2.39; SD: 1.269) rated second, they don't care whether you're talking about the traditional clothing in their own country or clothing, they am not interested in clothing. (M: 2.37; SD: 0.862) rated third and they like to wear clothing that they think is popular in many countries around the world more than clothing (M: 3.25; SD: 1.442) rated fourth.

**Table No: 5 Respondents' opinion on Food related Brands**

| Sl. No | Factors | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total | Mean | Std. Deviation | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Enjoy foods that I think are popular in many countries around the world more than my own country's traditional foods. | N | 44 | 41 | 45 | 5 | 15 | 150 | 2.37 | 1.224 | 2 |
| | | % | 29.3 | 27.3 | 30 | 3.3 | 10 | 100 | | | |
| 2 | Enjoy my own country's traditional foods as well as foods that I think are popular in many countries around the world. | N | 47 | 49 | 28 | 20 | 6 | 150 | 2.26 | 1.155 | 1 |
| | | % | 31.3 | 32.7 | 18.7 | 13.3 | 4 | 100 | | | |
| 3 | Enjoy my own country's traditional foods more than foods that I think are popular in many countries around the world. | N | 29 | 47 | 26 | 20 | 28 | 150 | 2.81 | 1.394 | 3 |
| | | % | 19.3 | 31.3 | 17.3 | 13.3 | 18.7 | 100 | | | |
| 4 | Don't really enjoy my own country's traditional foods, nor do I enjoy foods that I think are popular in many countries around the world. | N | 31 | 29 | 38 | 14 | 38 | 150 | 2.99 | 1.463 | 4 |
| | | % | 20.7 | 19.3 | 25.3 | 9.3 | 25.3 | 100 | | | |

The table presents the respondents' opinion on food related brands. It is noticed that 29.3% of the respondents were strongly agreed and 27.3% of the respondents were agreed enjoying foods that they think are popular in many countries around the world more than their own country's traditional foods. Around 30% of the respondents were having neutral opinion on enjoying foods that they think are popular in many countries around the world more than their own country's traditional foods. 3.3% of the respondents were disagreed and 10% of the respondents were strongly disagreed enjoying foods that they think are popular in many countries around the world more than their own country's traditional foods. It is noticed that 31.3% of the respondents were strongly agreed and 32.7% of the respondents were agreed to enjoy their own country's traditional foods as well as foods that they think were popular in many countries around the world. Around 18.7% of the respondents were having neutral opinion to enjoy their own country's traditional foods as well as foods that they think were popular in many countries around the world. 13.3% of the respondents were disagreed and 4% of the respondents were strongly disagreed to enjoy their own country's traditional foods as well as foods that they think were popular in many countries around the world. It is noticed that 19.3% of the respondents were strongly agreed and 31.3% of the respondents were agreed to enjoy their own country's traditional foods more than foods that they think were popular in many countries around the world. Around 17.3% of the respondents were having neutral opinion to enjoy their own country's traditional foods more than foods that they think were popular in many countries around the world. 13.3% of the respondents were disagreed and 18.7% of the respondents were strongly disagreed to enjoy their own country's traditional foods more than foods that they think were popular in many countries around the world. It is noticed that 20.7% of the respondents were strongly agreed and 19.3% of the respondents were agreed about did not really enjoy their own country's traditional foods, nor do they enjoy foods that they think were popular in many countries around the world. Around 25.3% of the respondents were having neutral opinion regarding did not really enjoy their own country's traditional foods, nor do they enjoy foods that they think were popular in many countries around the world. 9.3% of the respondents were disagreed and 25.3% of the respondents were strongly disagreed regarding did not really enjoy their own country's traditional foods, nor do they enjoy foods that they think were popular in many countries around the world.

Based on Mean and SD values, the respondents' opinion about food related brands rated as, enjoy their own country's traditional foods as well as foods that they think are popular in many countries around the world. (M: 2.26; SD: 1.155) rated first, enjoy foods that they think are popular in many countries around the world more than their own country's traditional foods. (M: 2.37; SD: 1.224) rated second, enjoy their own country's traditional foods more than foods that they think are popular in many countries around the world. (M: 2.81; SD: 1.394) rated third and don't really enjoy their own country's traditional foods, nor do they enjoy foods that they think are popular in many countries around the world. (M: 2.99; SD: 1.463) rated fourth.

**Table No: 6 Respondents' opinion on Lifestyle related Brands**

| Sl. No | Factors | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total | Mean | Std. Deviation | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Prefer to have a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in my own country. | N | 48 | 30 | 54 | 7 | 11 | 150 | 2.35 | 1.188 | 1 |
| | | % | 32 | 20 | 36 | 4.7 | 7.3 | 100 | | | |
| 2 | Prefer to blend the traditional lifestyle in my own country with a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world. | N | 33 | 34 | 52 | 22 | 9 | 150 | 2.6 | 1.159 | 3 |
| | | % | 22 | 22.7 | 34.7 | 14.7 | 6 | 100 | | | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | I prefer to have a lifestyle that is traditional in my own country rather than one that I think is similar to the lifestyle of consumers in many countries around the world. | N | 33 | 38 | 35 | 26 | 18 | 150 | 2.72 | 1.311 | 4 |
| | | % | 22 | 25.3 | 23.3 | 17.3 | 12 | 100 | | | |
| 4 | To be honest, I don't find the traditional lifestyle in my own country or the consumer lifestyle that is similar in many countries around the world very interesting. | N | 52 | 28 | 36 | 10 | 24 | 150 | 2.51 | 1.432 | 2 |
| | | % | 34.7 | 18.7 | 24 | 6.7 | 16 | 100 | | | |

The table presents the respondents' opinion about lifestyle related brands. It is noticed that 32% of the respondents were strongly agreed and 20% of the respondents were agreed in  prefer to have a lifestyle that they think were similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in their own country. Around 36% of the respondents were having neutral opinion in prefer to have a lifestyle that they think were similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in their own country. 4.7% of the respondents were disagreed and 7.3% of the respondents were strongly disagreed in prefer to have a lifestyle that they think were similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in their own country. It is noticed that 22% of the respondents were strongly agreed and 22.7% of the respondents were agreed in prefer to blend the traditional lifestyle in their own country with a lifestyle that they think were similar to the lifestyle of consumers in many countries around the world. Around 34.7% of the respondents were having neutral opinion in prefer to blend the traditional lifestyle in their own country with a lifestyle that they think were similar to the lifestyle of consumers in many countries around the world.14.7% of the respondents were disagreed and 6% of the respondents were strongly disagreed in prefer to blend the traditional lifestyle in their own country with a lifestyle that they think were similar to the lifestyle of consumers in many countries around the world. It is noticed that 22% of the respondents were strongly agreed and 25.3% of the respondents were agreed in prefer to have a lifestyle that was traditional in my own country rather than one that they think were similar to the lifestyle of consumers in many countries around the world. Around 23.3% of the respondents were having neutral opinion in prefer to have a lifestyle that was traditional in my own country rather than one that they think were similar to the lifestyle of consumers in many countries around the world. 17.3% of the respondents were disagreed and 12% of the respondents were strongly disagreed in prefer to have a lifestyle that was traditional in my own country rather than one that they think were similar to the lifestyle of consumers in many countries around the world. It is noticed that 34.7% of the respondents were strongly agreed and 18.7% of the respondents were agreed to be honest that they don't find the traditional lifestyle in their own country or the consumer lifestyle that was similar in many countries around the world very interesting. Around 24% of the respondents were having neutral opinion to be honest that they don't find the traditional lifestyle in their own country or the consumer lifestyle that was similar in many countries around the world very interesting. 6.7% of the respondents were disagreed and 16% of the respondents were strongly disagreed to be honest that they don't find the traditional lifestyle in their own country or the consumer lifestyle that was similar in many countries around the world very interesting.

Based on Mean and SD values, the respondents' opinion about lifestyle related brands rated as,  prefer to have a lifestyle that they think is similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in their own country. (M: 2.35; SD: 1.188) rated first, to be honest, they don't find the traditional lifestyle in their own country or the consumer lifestyle that is similar in many countries around the world very interesting. (M: 2.51; SD: 1.432) rated second, prefer to blend the traditional lifestyle in their own country with a lifestyle that they think is similar to the lifestyle of consumers in many countries around the world. (M: 2.6; SD: 1.159) rated third and they prefer to have a lifestyle that is traditional in their own country rather than one that they think is similar to the lifestyle of consumers in many countries around the world. (M: 2.72; SD: 1.311) rated fourth.

**Table No: 7 Respondents' opinion on Global related Brands**

| Sl. No | Factors | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total | Mean | Std. Deviation | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Prefer to buy brands that rather than local brands that are sold only in my country. | N | 48 | 34 | 41 | 5 | 22 | 150 | 2.46 | 1.359 | 2 |
| | | % | 32 | 22.7 | 27.3 | 3.3 | 14.7 | 100 | | | |
| 2 | Prefer to buy both local brands that are sold only in my country and brands | N | 33 | 38 | 35 | 26 | 18 | 150 | 2.72 | 1.311 | 3 |
| | | % | 22 | 25.3 | 23.3 | 17.3 | 12 | 100 | | | |
| 3 | Prefer to buy local brands that are sold only in my country rather than brands | N | 52 | 28 | 36 | 10 | 24 | 150 | 2.51 | 1.432 | 4 |
| | | % | 34.7 | 18.7 | 24 | 6.7 | 16 | 100 | | | |
| 4 | Couldn't care less about the countries associated with any brand; brand names mean nothing to me. | N | 30 | 70 | 26 | 9 | 15 | 150 | 2.39 | 1.17 | 1 |
| | | % | 20 | 46.7 | 17.3 | 6 | 10 | 100 | | | |

The table presents the respondents' opinion on global related brands. It is noticed that 32% of the respondents were strongly agreed and 22.7% of the respondents were agreed in prefer to buy brands that rather than local brands that were sold only in their country. Around 27.3% of the respondents were having neutral opinion in prefer to buy brands that rather than local brands that were sold only in their country. 3.3% of the respondents were disagreed and 14.7% of the respondents were strongly disagreed in prefer to buy brands that rather than local brands that were sold only in their country. It is noticed that 22% of the respondents were strongly agreed and 25.3% of the respondents were agreed in preferring to buy both local brands that were sold only in their country and brands. Around 23.3% of the respondents were having neutral opinion in preferring to buy both local brands that were sold only in their country and brands. 17.3% of the respondents were disagreed and 12% of the respondents were strongly disagreed in preferring to buy both local brands that were sold only in their country and brands. It is noticed that 34.7% of the respondents were strongly agreed and 18.7% of the respondents were agreed in preferring to buy local brands that were sold only in their country rather than brands. Around 24% of the respondents were having neutral opinion in preferring to buy local brands that were sold only in their country rather than brands. 6.7% of the respondents were disagreed and 16% of the respondents were strongly disagreed in preferring to buy local brands that were sold only in their country rather than brands. It is noticed that 20% of the respondents were strongly agreed and 46.7% of the respondents were agreed in couldn't care less about the countries associated with any brand; brand names mean nothing to them. Around 17.3% of the respondents were having neutral opinion in couldn't care less about the countries associated with any brand; brand names mean nothing to them. 6% of the respondents were disagreed and 10% of the respondents were strongly disagreed in couldn't care less about the countries associated with any brand; brand names mean nothing to them.

Based on Mean and SD values, the respondents' opinion about global factors related brands rated as, couldn't care less about the countries associated with any brand; brand names mean nothing to me. (M: 2.39; SD: 1.17) rated first, prefer to buy brands that rather than local brands that are sold only in their country. (M: 2.46; SD: 1.359) rated second, prefer to buy both local brands that are sold only in their country and brands (M: 2.72; SD:

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1.311) rated third and prefer to buy local brands that are sold only in their country rather than brands (M: 2.51; SD: 1.432) rated fourth.

**Table No: 8regression Analysis Of The Relationship On The Brand Attitude Towards Various Parameters Among The Youngsters**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | Relationship |
| **Entertainment** | | | | | | | | | | |
| Gender | 0.156 | 0.024 | -0.003 | 0.342 | 0.024 | 0.900 | 4 | 145 | 0.465 | Negative |
| Income | 0.313 | 0.098 | 0.073 | 1.314 | 0.098 | 3.933 | 4 | 145 | 0.005 | Positive |
| Location | 0.213 | 0.045 | 0.019 | 0.833 | 0.045 | 1.718 | 4 | 145 | 0.149 | Negative |
| **Furnishings** | | | | | | | | | | |
| Gender | .185a | 0.034 | 0.007 | 0.34 | 0.034 | 1.281 | 4 | 145 | 0.28 | Negative |
| Income | .283a | 0.08 | 0.055 | 1.327 | 0.08 | 3.151 | 4 | 145 | 0.003 | Positive |
| Location | .108a | 0.012 | -0.016 | 0.848 | 0.012 | 0.425 | 4 | 145 | 0.791 | Negative |
| **Clothing** | | | | | | | | | | |
| Gender | .122a | 0.015 | -0.012 | 0.343 | 0.015 | 0.547 | 4 | 145 | 0.002 | Positive |
| Income | .266a | 0.071 | 0.045 | 1.333 | 0.071 | 2.77 | 4 | 145 | 0.03 | Positive |
| Location | .220a | 0.048 | 0.022 | 0.832 | 0.048 | 1.846 | 4 | 145 | 0.123 | Negative |
| **Food** | | | | | | | | | | |
| Gender | .146a | 0.021 | -0.006 | 0.342 | 0.021 | 0.784 | 4 | 145 | 0.005 | Positive |
| Income | .306a | 0.094 | 0.069 | 1.316 | 0.094 | 3.755 | 4 | 145 | 0.005 | Positive |
| Location | .103a | 0.011 | -0.017 | 0.848 | 0.011 | 0.388 | 4 | 145 | 0.817 | Negative |
| **Lifestyle** | | | | | | | | | | |
| Gender | .217a | 0.047 | 0.021 | 0.337 | 0.047 | 1.795 | 4 | 145 | 0.003 | Positive |

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ISSN: 1001-4055
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| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Income | .293 a | 0.086 | 0.061 | 1.322 | 0.086 | 3.399 | 4 | 14 5 | 0.001 | Positive |
| Locatio n | .149 a | 0.022 | -0.005 | 0.843 | 0.022 | 0.828 | 4 | 14 5 | 0.509 | Negative |
| **Global Brands** | | | | | | | | | | |
| Gender | .173 a | 0.03 | 0.01 | 0.339 | 0.03 | 1.502 | 3 | 14 6 | 0.001 | Positive |
| Income | .295 a | 0.087 | 0.068 | 1.398 | 0.087 | 4.63 | 3 | 14 6 | 0.004 | Positive |
| Locatio n | .260 a | 0.068 | 0.049 | 1.331 | 0.068 | 3.537 | 3 | 14 6 | 0.016 | Negative |

The table presents the regression analysis of the relationship on the brand attitude towards various parameters among the youngsters. It inferred that income level of youngsters was having statistically difference on the entertainment and furnishing brands attitude. It inferred that gender and income level of youngsters was having statistically difference on the clothing, food, lifestyle and global brands attitude.

**Findings and discussion**

The entertainment related brands attitude found that most of the youngsters were don't enjoy most entertainment, whether it's traditionally popular in their own country. They are influenced in the entertaining themselves in the brands on popular in their own country as well as entertainment. It is explained that most of the youngsters were preferred much on their traditional related brands on their entertainment. The furnishings related brands attitude found that furthermost youngsters were preferring mixing home furnishings that are traditional in their own country with furnishings, prefer to have home furnishings that are traditional in their country rather than furnishings. It is also noticed that youngsters were don't really like their own country's traditional home furnishings. The clothing related brands attitude noticed that most of the youngsters were like to wear clothing that is traditionally popular in their own country more than clothing and they like to alternate or mix choices so that they wear clothing that is traditionally popular in their own country as well as clothing

The food related brands attitude highlighted that they enjoyed their own country's traditional foods as well as foods and enjoyed foods that they think are popular in many countries around the world more than their own country's traditional foods. It is noticed that they don't really enjoyed their own country's traditional foods, nor do they enjoy foods that they think are popular in many countries around the world. The lifestyle related brands attitude noticed that they thought was very similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in their own country. they don't find the traditional lifestyle in their own country or the consumer lifestyle that is similar in many countries around the world very interesting. The global related brands attitude found that most of the youngsters couldn't care less about the countries associated with any brand; brand names mean nothing to them and they preferred to buy brands that rather than local brands that are sold only in their country.

The study indicated the income level of the youngsters playing vital role in determining their brand attitude on the global brands. Based on the income level of the youngsters, the brand attitude on the global brands may vary according to the entertainment clothing, food, lifestyle and global and furnishing brands measures. Oncourse role of the gender was playing the vital role in determining the brand attitude of the youngsters on clothing, food, lifestyle and global brands attitude.

## Conclusion

Marketing brand attitude entails creating a stronger perception among your target audience. This doesn't necessarily apply to what you sell but to a sentiment, way of life, or individuality that appeals to buyers. Creating a positive brand attitude requires identifying the market group where the product will be most beneficial. The present study highlighted that the youngsters are influenced in the entertaining themselves in the brands on popular in their country as well as entertainment. It is explained that most of the youngsters were preferred much on their traditional related brands on their entertainment. It is noticed that they don't really enjoyed their own country's traditional foods, nor do they enjoy foods that they think are popular in many countries around the world. The lifestyle related brands attitude noticed that they thought was very similar to the lifestyle of consumers in many countries around the world rather than the traditional lifestyle in their own country. they don't find the traditional lifestyle in their own country or the consumer lifestyle that is similar in many countries around the world very interesting. The global related brands attitude found that most of the youngsters couldn't care less about the countries associated with any brand; brand names mean nothing to them and they preferred to buy brands that rather than local brands that are sold only in their country.

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