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SUSCEPTIBILITY TO GLOBAL CONSUMER CULTURE: SCALE DEVELOPMENT AND PURCHASE BEHAVIOUR OF SHANGHAI CONSUMERS

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SUSCEPTIBILITY TO GLOBAL CONSUMER CULTURE: SCALE DEVELOPMENT AND PURCHASE BEHAVIOUR OF SHANGHAI CONSUMERS

by

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ABSTRACT

Susceptibility to Global Consumer Culture:

Scale Development and Purchase Behaviour of Shanghai Consumers

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Master of Philosophy

Global Consumer Culture (GCC) is a term emerged in early 1990s. It refers to generally accepted beliefs and consumer tendencies toward globally shared consumption-related symbols such as brands, product categories, and consumption activities and events. Although researchers sought insights in this area in the last decade, they mainly focused on the specific topic of Brand Positioning method under the context of GCC. Little efforts were made to examine what global consumers actually do and think when making their buying decision, and what the common characteristics global consumers share in the world. The existence and increasing influence of global consumers whose social and cultural differences are overshadowed by their similarities in terms of psychological consumer tendencies was demonstrated by previous research. In addition, there was an initial study to develop an individual customer psychology-based scale of Susceptibility to Global Consumer Culture (SGCC) in order to capture globally shared consumption sentiments. The study demonstrated that SGCC would consist of three major dimensions of SGCC, namely conformity to social norms, desire for social prestige, and quality perception.

This thesis suggests that SGCC contain three additional dimensions in the perspective of consumer traits and brand consumption, including consumer innovativeness, consumer ethnocentrism, and Internet technology readiness. It is consisted of two studies. In Study 1, a more comprehensive multiple dimensional scale to measure SGCC is developed and validated. In Study 2, the developed scale is used to predict the consumers' purchase intentions toward global brand products. Theoretical contributions, managerial contributions, research limitations and future research recommendations are discussed as well.

DECLARATION

I declare that this is an original work based primarily on my own research, and I warrant that all citations of pervious research, published or unpublished, have been duly acknowledged.

HUO YUE

Date

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CHAPTER 1. INTRODUCTION

1.1 Rationale

Global Consumer Culture (GCC) is a conception emerged in early 1990s. It refers to generally accepted beliefs and consumer tendencies toward globally shared consumption-related symbols such as brands, product categories, and consumption activities and events (Terpstra and David, 1991). Although researchers sought insights in this area in the last decade, they mainly focused on the specific topic of Brand Positioning method under the context of GCC. Little efforts were made to examine what global consumers actually do and think when making their buying decision, and what the common characteristics global consumers share in the world.

The existence and increasing influence, of global consumers whose social and cultural differences are overshadowed by their similarities in terms of psychological consumer tendencies was demonstrated in Keillor et al.'s empirical paper in 2001. Besides, Oyewole (1998) concluds that managing markets based on what people actually do and think is more effective than using a surrogate predictor, such as income, and that this type of approach will reduce risk over time. Therefore, developing an individual customer psychology-based scale in order to capture globally shared consumption sentiments is much valued in this research domain. For this purpose, in year 2006, Zhou, Teng and Poon made an initial effort to develop an

individual customer psychology-based scale of SGCC (Susceptibility to Global Consumer Culture) in order to capture globally shared consumption sentiments.

1.2 The Proposed Study

Based on previous literature, this study suggests that SGCC contains three additional dimensions in the perspective of consumer traits including Consumer Innovativeness, Consumer Ethnocentrism, and Internet Technology Readiness. Due to the popularity of brand context in this research area and the easiness for reference to previous Global Consumer Culture research, I also conduct this study under a global brand consumption context.

There are two objectives in this research. The first one is to develop and validate a more comprehensive multiple dimensional scale to measure SGCC. Since China entered WTO in year 2001, a lot of companies launched their products in China. The second objective of this thesis is to provide managerial implications for global brands managers.

Our research design is Questionnaire Survey. In Study 1, an exploratory study in Lingnan University to confirm possible existing dimensions of SGCC is conducted; second, I did a pretest in Shenzhen, China to refine the questionnaire; third, the main data collection both in Shanghai and Hong Kong for measurement scale development. In Study 2, the measurement was further validated.

1.3 Major Findings

Thirty-seven items loaded on six dimensions were first put into our pretest questionnaire. The data analysis showed that except two of the six factors, all the proposed dimensions had good measurement model. The two were Consumer Internet Technology Readiness and Consumer Innovativeness. Then modifications concerning them were made to the questionnaire enlarging the items pool to 50. The result from next step in Shanghai and Hong Kong using student sample indicated that among the six proposed dimensions, two failed in measurement model check (reliability and validity of measurement scale check): Social Prestige and Consumer Innovativeness. Three of the remaining dimensions: Consumer Internet Technology Readiness, Conformity to Social Norms and Quality Perception were significant in predicting consumers' global brand buying decision. Consumer Ethnocentrism, though could form a unit and reliable construct, had little influence in consumers' global brand Purchase Intention. A same questionnaire was then used in Shanghai among a more general sample for further validation and prediction purpose. The measurement equations in CFA and structural equations showed exact the same results as in Study 1. Conformity to Social Norms was demonstrated the most significant predictor in young consumers' purchase intentions toward Global Brand products. Internet Technology Readiness was demonstrated the most significant predictor in senior consumers' purchase intentions toward Global Brand products.

1.4 Organization of the Thesis

This thesis is divided into 6 chapters. Chapter 1 introduces the rationale of this study and the research objectives. In Chapter 2, relative previous research is revisited, the significance of this study is elaborated, and the definitions of useful constructs are discussed. Chapter 3 describes the conceptual framework and hypotheses development. Chapter 4 introduces research methods that I went through in the whole research process thoroughly. The data analysis results of both Study 1 and Study 2 are introduced in Chapter 5. The theoretical and managerial implications, research limitations and recommendations for future research are summarized in Chapter 6.

CHAPTER 2. LITERATURE REVIEW

2.1 The Emergence of GCC

For the last two decades, scholars have debated over issues concerning the emergence of meaningful segments of consumers around the world who share similar needs and tastes (e.g. Boddewyn etal., 1986; Jain, 1989; Levitt, 1983; Wind, 1986). Some believed that a combination of western control of mass media and improved advertising, along with falling trade barriers and the spread of industrial capitalism will inevitably lead to developing world into emulative forms of consumption, which was labeled “cultural imperialism”. They argued that globalization will obliterate cultural differences or standardize consumer behaviour around the globe (e.g. Rassuli and Hollander, 1986; Schutte and Ciarlante, 1998; Tomlinson, 1991). While others rejected cultural imperialism, and contended that instead of increasing centralization and nationalism, the next century will be dominated by new forms of nationalism, localism, and cultural fundamentalism that will challenge both the economic and cultural hegemony of the West (Foster, 1991). However, recent studies from both sociology and marketing disciplines focused on the most effective means by which consumers in multiple markets can be understood and those markets organized for successful operations showed the existence of global consumer tendency that the consumers around the globe are becoming more

similar in terms of psychological consumer tendencies (e.g. Keillor et al., 2001; Tobin, 1992; Kuisel, 1993, Wagnleitner 1994).

The growth of global consumer segments parallels the emergence of global consumer culture (GCC) – generally accepted beliefs and consumer tendencies toward globally shared consumption-related symbols such as brands, product categories, and consumption activities and events (Terpstra and David, 1991). From this culture perspective, traditional consumer behaviour research usually adopted geographic confines or a national culture approach to show that consumers' cultural identity and values may affect the perception, judgment and choice of global consumption offering. Some researchers later raised the notion of "cultural reflexivity" (e.g. Askegaard, 2005) explained this issue in a more current and complicated manner that not only culture affects consumer perceptions and choices of global brands and products but also consumer psychology and choices may influence cultural identity as well. That is to say, culture affects and is affected by consumer's consumption practices. Askegaard discusses the changed role of the concept of culture in an age of cultural reflexivity. He argued that the essence of reflexive culture is that it produces and sustains new cultural identities through consumption of marketized and commoditized cultural forms: food, attire, art, music, dance, architectural environments, and so forth. Thus the situational and often ritualized performance of reflexive cultural identities becomes a critical mechanism of cultural (ethnic, historical, etc) boundary formation and maintenance. Hence it can be argued that in a globalizing consumer society, culture increasingly becomes

something that is resulting from and hence explained by consumption practices rather than the inverse. Cultural reflexivity is increasingly prevalent as a social phenomenon, and this has important consequences (such as global consumer culture) for the way in which consumer researchers must deal with processes of globalization.

Recent research indicates that corporations take advantage of the emergence of global consumer culture by altering their brand portfolios in favor of global brands (Quelch, 1999; 2003), or positioning brands as part of the globally shared consumption symbols in their marketing communications (Alden et al., 1999). In particular, Alden et al. (1999) labeled this new strategy as "global consumer culture positioning" (GCCP). It has been assumed that GCCP is targeted toward influencing brand value in an increasingly globalized market.

To date, although the homogeneity of world consumers' consumption or global consumer culture is of growing importance, both research and managerial practice focus on the benefit of brand-specific context (GCCP) only (Batra et al., 2000; Steenkamp et al., 2002). Keillor et al. (2001) showed that individuals in diverse markets manifest tendencies that suggest similar patterns of thinking (psychological similarities) in their roles as consumers. Besides, Oyewole (1998) concluded that managing markets based on what people actually do and think is more effective than using a surrogate predictor, such as income, and that this type of approach will reduce risk over time. Therefore, development of a consumer psychologically based measurement scale of SGCC is meaningful and useful for the research domain of global consumption.

2.2 Susceptibility to Global Consumer Culture

Zhou et al. (2006) made an initial effort to develop an individual customer psychologically based scale of SGCC (Susceptibility to Global Consumer Culture) in order to capture globally shared consumption sentiments. SGCC was defined as the consumer's tendency to acquisition and use of global brands. It was demonstrated having three dimensions.

The first dimension is conformity to social norms. It refers to the degree to which members of a society group will change their behaviour, views, and attitudes to fit the views of the society (Kelman, 1958). It reflects the relationship between the individual and the social group. In the marketing context, it usually manifests as the convergence of the concepts of "taste" and "lifestyle", that is, systems of practices through which individuals classify themselves by their classification of consumer goods perceived by social partners' as more or less desirable, acceptable, or valuable (Bourdieu, 1984).

The second dimension is social prestige. It carries an air of association with the upper class. Some authors have asserted that consumers may prefer global brands because of associations of higher prestige (Kapferer, 1997). Researchers agree that the products and brands chosen by consumers often serve non-utilitarian functions, such as symbolic acquisition and communication of social distinctions, particularly status (Douglas and Isherwood, 1979). Certain consumers are said to buy global brands to enhance their self-image as being cosmopolitan, sophisticated, and modern (Friedman, 1990).

The last dimension is quality perception. Brand name is a key indicator of quality (Rao and Monroe, 1989), and a global image can enhance the brand's perceived quality (Steenkamp et al., 2003). Global brands often advertise their worldwide availability and acceptance (Alden et al., 1999). Extent research has shown that if a brand is viewed as globally available, consumers may attribute higher quality to the brand because such quality is likely to be thought of as critical to global acceptance (e.g. Kapferer, 1997; Keller, 1998; Steenkamp, 2002).

All three dimensions in Zhou, Teng and Poon's paper were successfully validated. A final 12-item, three-dimensional scale was found to be reliable and meet the criterion of convergent and discriminant validity in both Chinese and Canadian cultures (Zhou, Teng and Poon, 2006).

This study is an extension of Zhou, Teng, and Poon's, suggesting that SGCC contain three additional dimensions in the perspective of consumer traits and brand consumption including Consumer Innovativeness, Consumer Ethnocentrism, and Internet Technology Readiness. The objective of this research is to develop and validate a more comprehensive multiple dimensional scale to measure SGCC and do a cross-cultural comparison between the global consumption patterns of Mainland Chinese and Hong Kong people.

2.3 Consumer Innovativeness

Global consumer innovativeness refers to the similarities and differences in consumer willingness to adopt new products across different countries of the world.

This definition is consistent with a long tradition in the literature and is similar in spirit to conceptual definitions that consider innovativeness as a generalized personality trait. Lee (1990) argued that markets around the world can essentially be placed into either an innovator or non-innovator category. Innovative markets will be those that are most likely to quickly adopt and diffuse a new, non-domestic product offering, whereas the non-innovative markets will be those where substantial time must be invested in the process of product acceptance and the product adoption/diffusion process implemented by downplaying the newness of the offering.

Researchers have developed various scales to capture this important construct (Roehrich, 2002). These scales differ from each other in a variety of ways, though they also bear a number of similarities. Based on previous literature, Tellis et al. (2005) employed an 8-item scale which is the most comprehensive one in 15 different countries for consumer innovativeness. They found that a four-item, negatively-valenced construct of Reluctance is a relatively good measure of consumer innovativeness across various countries. Although the results from this study is convincing, I will still develop items for measuring this construct based on the initial 8-item one in the exploratory study for it is still waiting to be published and a comprehensive pool is able to capture the notion more fully.

2.4 Consumer Ethnocentrism

Consumer ethnocentrism is the tendency of consumers to exhibit a predisposition toward product offerings and consumptive behaviours, originating from, or

associated with, their own culture and/or country (Netemeyer, Duravasula, and Lichtenstein, 1991; Shimp and Sharma, 1987). In functional terms, consumer ethnocentrism gives the individual a sense of identity, feelings of belongingness, and, most importantly for this study's purposes, an understanding of what purchase behaviour is acceptable or unacceptable to the ingroup.

Consumer ethnocentrism has a relatively long history and has been well developed. In year 1987, the concept of consumer ethnocentrism was first introduced and a corresponding measure, the CETSCALE, was formulated and validated by Shimp and Sharma. They utilized a sizable U.S. sample and obtained sufficient results in terms of its reliability and validity to support the psychometric properties of the CETSCALE. Netemeyer et al. (1991) extended this research by obtaining similar support using a four-nation (U.S., France, Germany, and Japan) sample. The CETSCALE is a measure of *tendency* rather than *attitude*, because the latter term suggests a greater degree of object specificity than the CETSCALE is intended to capture.

Because CETSCALE is already mature in academic area, in this proposed study, I will modify the items from CETSCALE to brand context and use them as the initial pool of items to measure consumer ethnocentrism.

2.5 Internet Technology Readiness

This dimension comes from the inspiration of Technology Readiness Index (TRI). The role of technology in customer-company interactions and the number of

technology-based products and services have been growing rapidly. Although these developments have benefited customers, there is also evidence of increasing customer frustration in dealing with technology-based systems (Parasuraman, 2000). Drawing on insights from the extant literature and extensive qualitative research on customer reactions to technology, Parasuraman first proposed the construct of technology readiness of people, discussed its conceptualization, described a program of research that was undertaken to operationalize the construct, developed and refined a multiple-item scale to measure it, and assess the scale's psychometric properties.

CHAPTER 3. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3.1 Conceptual Framework

I have introduced the three existing and three newly proposed dimensions in Chapter 2. The proposed dimensions are the predictors or indicators of SGCC. I believe everyone has a distinct score/value on each predictor (i.e. dimension). Therefore by measuring the six predictors, one can tell the extent of a consumer's susceptibility to global consumer culture, which could be an index of judging easily entered market for marketing managers. Because SGCC originally was proved to have three dimensions by Teng, Zhou, and Poon (2006), in this chapter, specific theoretical relationships between the three newly proposed dimensions and SGCC will be elaborated. I will provide a conceptual framework afterwards.

Consumer Innovativeness:

Consumer Innovativeness is a topic of growing and vital importance today for several reasons. In Lee's (1990) *Determinants of national innovativeness and internal marketing segmentation* published in *International Marketing Review*, consumers could be categorized into innovative and non-innovative groups. Generally speaking, consumers' willingness to adopt newly introduced products partially depends on their innovative nature. Similar opinions were showed in Tellis

et al.'s paper in 2005. Because products from other countries are usually deemed as not familiar/new ones, this kind of willingness can also be described as susceptibility to global consumer culture. Therefore, I propose Consumer Innovativeness as one dimension of SGCC.

In this context, firms need to understand how similar or different consumer behaviour is across markets. Second, firms are introducing new products with increasing frequency throughout the world. As such, they need to know how willing consumers are to adopt new products and how this willingness varies across world markets. Such knowledge may help them conserve scarce resources by targeting risky new products to countries whose consumers are the most innovative. Third, innovation has been a primary means for advancing consumer welfare by improving the benefits of products while also reducing their prices. The success of this process depends as much on firm's innovation as on consumer innovativeness. So consumer innovativeness may be an important factor that drives the economic progress of a country and its position in global competition (Tellis, Yin and Bell, 2005).

Consumer Ethnocentrism:

In the recent past, consumers' ethnocentric tendencies have received a great deal of attention by researchers (Herche 1992; Netemeyer, Durvasula, and Lichtenstein 1991; Shimp and Sharma 1987). Given the increased competition for consumer patronage, consumers' perception of the appropriateness of purchasing foreign products is becoming an important issue for marketers (Chakrabarty and Conrad, 1994). Ethnocentric consumers will view the purchase of foreign products as having

a negative impact on their own country's economy. So they will become more reluctant to buy products coming from foreign countries. In other words, ethnocentric consumers are less likely to accept global consumer culture, which makes consumer ethnocentrism a reasonable dimension of SGCC. Moreover, marketers should incorporate consumer ethnocentrism as a factor in their marketing strategies.

Internet Technology Readiness:

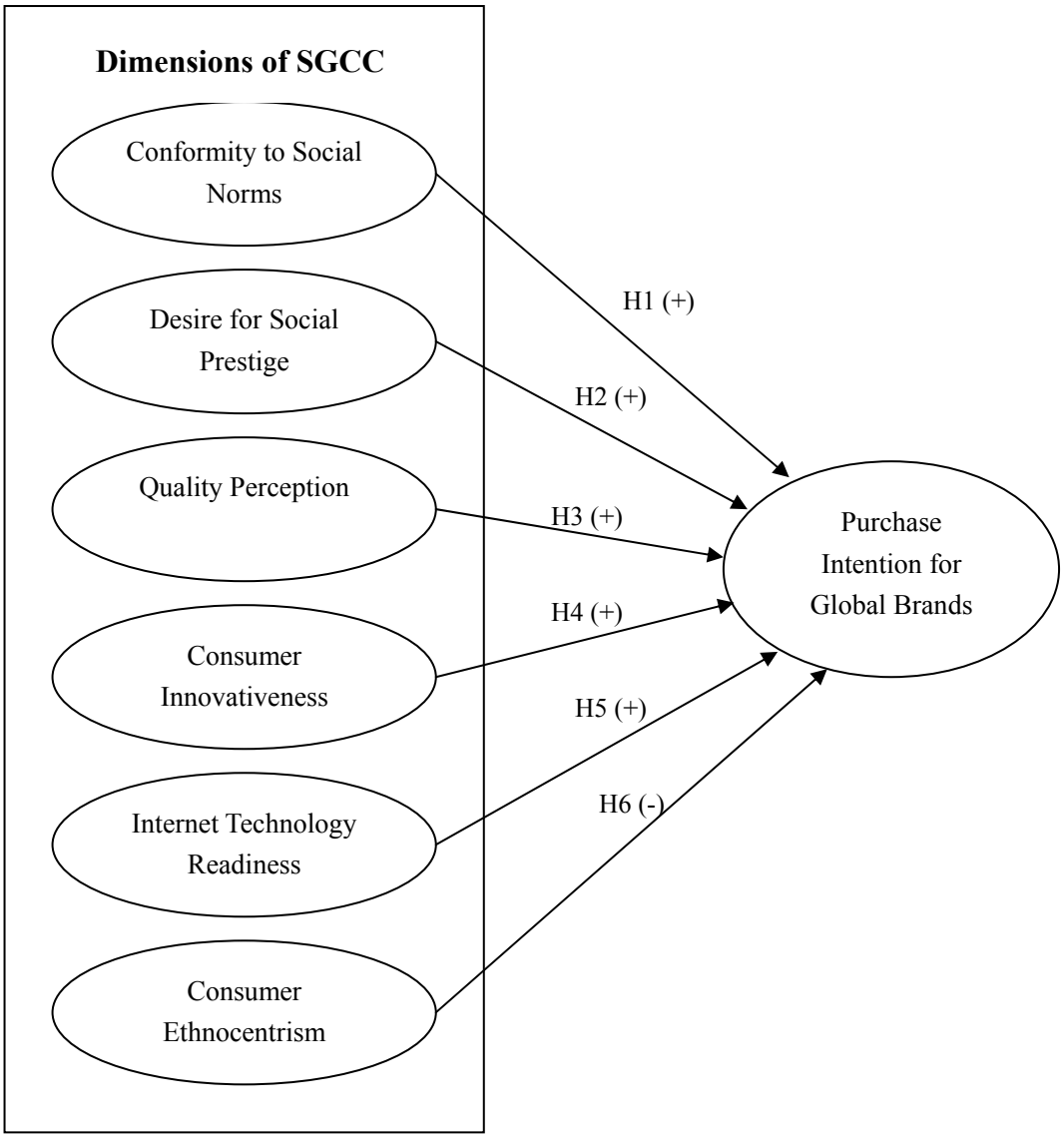
As discussed in last chapter, Internet Technology Readiness is an entirely new construct I developed in this research from Parasuraman's technology readiness (2000). In 2003, Heijden et.al reported an empirical study (*Understanding online purchase intentions: contributions from technology and trust perspectives*) in which the contribution of internet technology is investigated. They found technology directly influence people's attitude towards purchasing online.

Specifically, many foreign products depend on internet direct marketing and internet advertisement, and technology usage provides consumers a sense of global connection. Therefore, I postulate people who use internet more frequently are more likely to categorize themselves as global consumers and consumer's psychological readiness towards internet usage is a dimension of SGCC. Items for measurement will be found based on researcher's own knowledge and validated in indepth-interview and pre-test.

Because Susceptibility to Global Consumer Culture theoretically relates to consumers' Purchase Intention, by demonstrating some of, or all of the proposed

dimensions may the most optimistic, significantly influence Purchase Intention, I can tell the dimensions of Susceptibility of Global Consumer Culture. I postulate people with high conformity to social norms, high desire for social prestige, high quality perception towards global brands, high consumer innovativeness, high internet technology readiness, and low consumer ethnocentrism scores are more likely to purchase global brand products. Figure1 shows the conceptual framework for the scale development part.

Figure 1. Conceptual Framework of the Study



3.2 Hypotheses Development

Although previous research already found that Conformity to Social Norms, Desire for Social Prestige and Quality Perception are three dimensions of SGCC, marketing research' development require following groups of research to refine or consolidate the findings. I include the three dimensions in this thesis for this purpose.

As the growing segmentation of global consumers share the global consumer culture and obey what this culture calls for, I believe that consumers who have a high sense to conformity to social norms will accordingly have a high score in SGCC, and hence are more willing to buy global brand products.

H1: Conformity to social norms has a significant positive relationship with consumers' purchase intention toward global brand products.

Despite exceptions (Coca-Cola, for example) evidence indicates that global brands are typically more scarce and more expensive than local brands (Batra et al., 2000). It is well established that higher price and greater scarcity create greater aspirational, prestige appeal (e.g. Bearden and Etzel, 1982). Global brands may also connote cosmopolitanism (Thompson and Tambyah， 1999). Certain consumers are said to buy global brands to enhance their self-image as being cosmopolitan, sophisticated, and modern (Friedman, 1990). Thus I postulate that consumers with higher desire for social prestige will accordingly have a high score in SGCC.

H2: Desire for social prestige has a significant positive relationship with consumers' purchase intention toward global brand products.

Global brands often advertise their worldwide availability and acceptance (Alden et al., 1999). Extent research has shown that if a brand is viewed as globally available, consumers may attribute higher quality to the brand because such quality is likely to be thought of as critical to global acceptance (e.g. Kapferer, 1997; Steenkamp, 2002). In our research, it is also proposed that consumers with high quality perception of global brands will accordingly have a high score in SGCC.

H3: Quality perception has a significant positive relationship with consumers' purchase intention toward global brand products.

Because innovative markets are those that are most likely to quickly adopt and diffuse a new, non-domestic product offering, whereas the non-innovative markets are those where substantial time must be invested in the process of product acceptance and the product adoption/diffusion process implemented by downplaying the newness of the offering (Lee, 1990), consumers who are more innovative in products adoption are more likely to be high in SGCC score.

H4: Consumer innovativeness has a significant positive relationship with consumers' purchase intention toward global brand products.

Internet provides the consumers a quick and convenient means to know what the world fashion trend is, what the global consumers purchase in other places and what the famous global brands are, etc. Therefore, I postulate people who use internet skillfully and more frequently are more likely to categorize themselves as global consumers and consumer's psychological readiness towards internet usage is a dimension of SGCC.

H5: Internet technology readiness has a significant positive relationship with consumers' purchase intention toward global brand products.

Consumer Ethnocentrism is derived from the more general psychological concept to ethnocentrism. Basically, ethnocentric individuals tend to view their group as superior to others. As such, they view other groups from the perspective of their own, and reject those which are different while accepting those which are similar

(Netemeyer et al., 1991; Shimp and Sharma, 1987). Consumer Ethnocentrism gives individuals an understanding of what purchases are acceptable to the in-group, as well as feelings of identity and belonging. For consumers who are not ethnocentric, or polycentric consumers, products are evaluated on their merits exclusive of national origin, or possibly even viewed more positively because they are foreign (Shimp and Sharma, 1987; Vida and Dmitrovic, 2001). So I postulate that:

H6: Consumer ethnocentrism has a significant negative relationship with consumers' purchase intention toward global brand products.

CHAPTER 4. RESEARCH METHODOLOGY

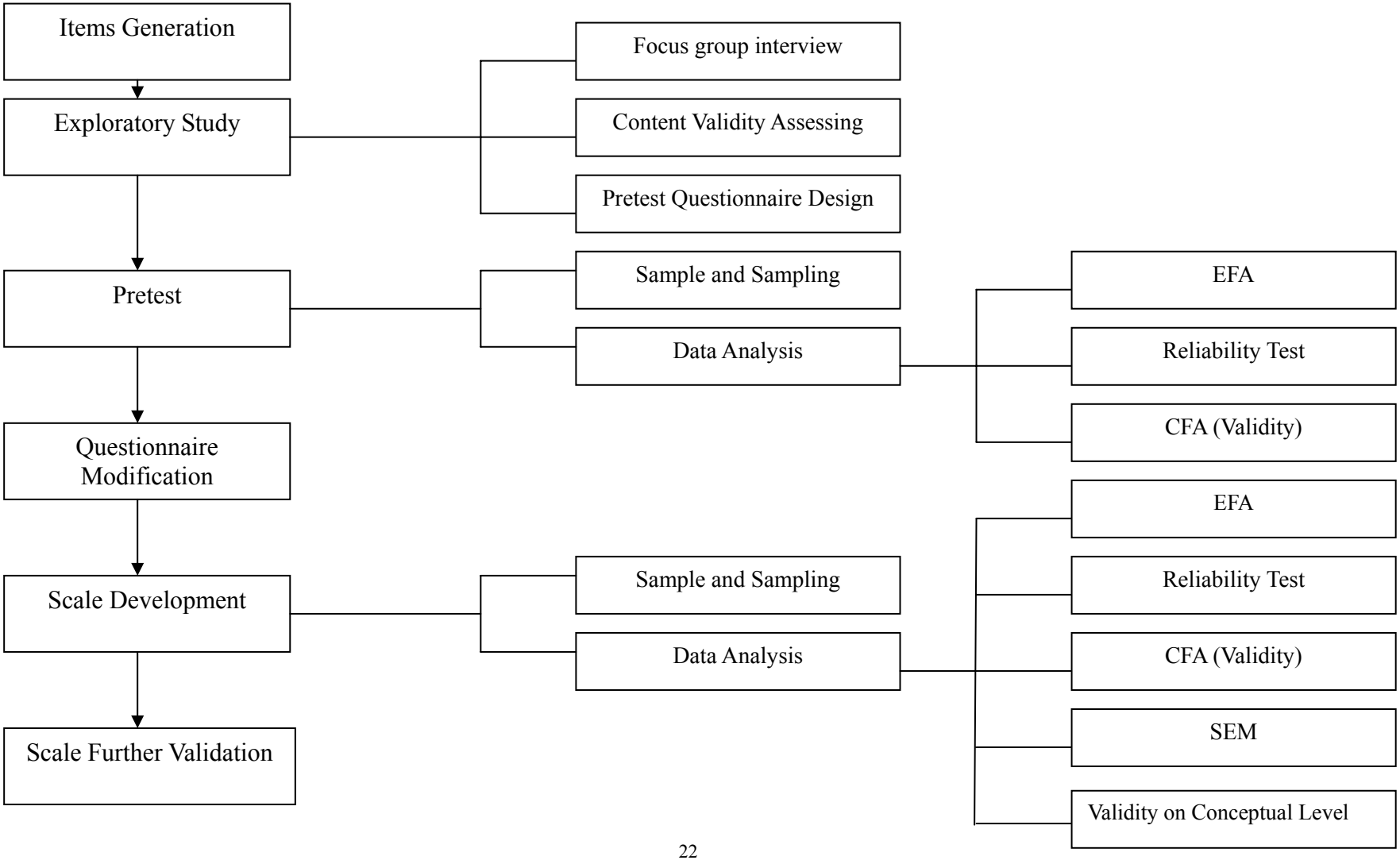
4.1 Research Design

This research composes of two parts. Study 1 deals with the measurement scale development of Susceptibility of Global Consumer Culture; Study 2 further validates the measurement scale.

Fornell and Larcker (1981a) developed and applied a testing system based on the shared variance within the structural model, measurement model, and overall model. In this study, I followed the procedures suggested by Fornell and Larcker (1981b).

The procedures are provided in Figure2.

Figure 2. Research Design



4.2 Study 1: Measurement Scale Development

4.2.1 Items Generation

This study draws on past research on the growth of global consumer culture (Alden et al.,1999; Apppadurai, 1990; Walker, 1996), the impact of brand-specific foreign and global appeals on brand value (Batra et al., 2000; Steenkamp et al., 2002), and the literature on each proposed dimensions. Based on these relevant studies, multi-items scales were developed to capture the full meaning of the SGCC construct.

The items used in the measurement of SGCC, Consumer Innovativeness and Consumer Ethnocentrism were drawn to the maximum extent possible from those that have previously been used in measuring these constructs. The main sources of items used in the exploratory study for the three constructs are: (1) SGCC---Zhou, Teng and Poon, 2006; (2) Consumer Innovativeness---Tellis, Yin, and Bell, 2005; (3) Consumer Ethnocentrism---Shimp and Sharma, 1987. The items of Internet Technology Readiness such as *I usually refer to the internet for information* were developed in exploratory study.

4.2.2 Exploratory Study

This stage includes focus group interviews, content validity assessing, and pretest questionnaire design.

Focus Group Interview and Exploratory Questionnaire Survey

Focus group interview was used to confirm possible SGCC scale dimensions. Interviewees were Lingnan staff and students. They were asked to talk freely about what is a global brand, what kind of people tend to purchase global brands and global

purchasers' personality and psychological demand, etc. I found almost all of their answers fell into the six proposed dimensions.

Another method was used to confirm the possible SGCC dimensions, questionnaire survey. It contains six open-ended free talking questions the same as the ones in the focus group interview. 30 copies of the questionnaire designed for exploratory study were sent by email to the researcher's friends and friends' friends. There was a 100% response rate and their answers still confirmed the proposed dimensions. The questionnaire for the exploratory study is shown in Appendix A.

Items' Content Validity Assessing

It contains two stages (Bearden et al., 1989). First, five judges were given the definition of each dimension, a related explanation, and an example item. The judges were then asked to allocate the statements to one of the six dimensions or to a *not applicable* category. After eliminating items that do not receive the appropriate categorization by at least four of the five judges, the remaining items were passed to another four judges. The second panel of judges were given the definition for each dimension, and each judge will be asked to rate each statement as being clearly representative, somewhat representative, or not representative of the dimension. Items evaluated as clearly representative by three judges and as no worse than somewhat representative by a fourth judge will be retained.

Pre-test Questionnaire Design

Each item retained from previous stages were formatted into a seven-point (strongly agree to strongly disagree) Likert-type response scale. Seven common industries including IT, automobile, food, cosmetics, watch, clothes and service were

selected for measuring Consumers' Purchase Intention, which was used to test the concurrent validity of SGCC scale, and Consumers' Attitude toward Brand, which is an existing and validated scale and was used to test the discriminant validity of SGCC scale on the concept level. Demographic variables such age and gender were also collected. The pre-test questionnaire and its annotation are shown in Appendix B.

4.2.3 Pretest

Sampling Plan

The survey was conducted in Shenzhen, China, in December 2006. Samples were selected randomly in street, shopping mall and cafes. Among the 60 distributed copies, 49 were available. In general, there is some agreement that larger sample sizes are likely to result in more stable correlations among variables and will result in greater replicability of EFA outcomes (Roger and Tiffany, 2006). It is unrealistic to do EFA with less than 50 respondents, I asked another 8 Lingnan students and staffs to answer the questionnaires. Totally, a sample size of 57 was obtained.

Data Analysis

(1) Data Filtering

Data were first filtered before main analysis including removing outlier cases (Box plot analysis) and spurious responses (e.g. extreme consistent responses across the items).

(2) Exploratory Factor Analysis

Exploratory factor analysis is normally used early in measurement purification process to discover the items that disagree with the common core of items and to produce additional dimensions (Churchill, 1979). I did EFA using a PCA extraction

method and varimax rotation on the original 37 items. On rare occasions, a researcher may retain all the initial items submitted to EFA. Items deletion is a very common and expected part of the process (Roger and Tiffany, 2006).

Most researchers use some guideline for lower limit on items with factor loadings and cross-loadings to determine whether to retain or delete items, but the criteria for determining the magnitude of loadings and cross-loadings have been described as a matter of researcher preference (Tabachnick and Fidell, 2001). In this study, items with factor loadings less than 0.5 or contain absolute loadings higher than 0.5 on two or more factors were deleted form the items pool. Item communalities after rotation can be a useful guide for item deletion as well (Roger and Tiffany, 2006). All of the items in our scale showed communality greater than 0.40, which is the least requirement in most previous studies.

Among Consumers' desire for Social Prestige (SP) items, SP1, 2, 3 fell into one dimension. Others surprisingly loaded on the factor which Conformity to Social Norms items loaded. SP1, 2, 3 were kept for future research.

Conformity to Social Norms (CSN) scale showed unidimensionality. All 5 items were kept.

Consumer Ethnocentrism (ETH) formed one factor consisted of items ETH4, 5, 6, 7, 8. ETH1, 2, 3 has low loadings on every factor. So was deleted.

Quality Perception (QP) scale showed unidimensionality. All 4 items were kept.

Consumer Innovativeness (IN) scale showed unidimensionality. But item 2, 5, 6 showed low loadings on this factor or inconsistent big enough loadings (>0.5) on several other factors, they were deleted. Item 7 and 8 showed big loadings (>0.5) not only on this dimension but also on other dimensions. So they were deleted too.

Consumer Internet Technology Readiness (ITR) consisted of two dimensions:

ITR1, 3, 5 and ITR 2, 4. Item 6 has low loadings on both factor. So it is deleted. For ITR2 and 4, the Crobach's Alpha if Item deleted of the two items were negative. It violated reliability model assumptions. So items ITR1, 3, 5 were kept as the ITR dimension.

The final EFA results reported a KMO=0.675. Tabachnick and Fidell (2001) suggested that values of 0.60 and higher are required for good factor analysis, so the data were suitable for EFA. Six factors together can explain 70.829% of the differences among the respondents. They were:

Factor 1 (Consumers' conformity to social norms): CSN 1,2,3,4,5

Factor 2 (Consumer ethnocentrism): ETH 4,5,6,7,8

Factor 3 (Consumers' quality perception): QP1,2,3,4

Factor 4 (Consumers' desire for social prestige): SP 1,2,3

Factor 5 (Consumer internet technology readiness): ITR 1,3,5

Factor 6 (Consumer innovativeness): IN 1,3,4

In this stage, the initial 37 items were reduced to 23. The results of EFA are reported in Table1 and Table2.

Table 1: Total Variance Explained for Pre-test EFA

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*			*Rotation Sums of Squared Loadings*		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Conformity to social norms	5.638	24.514	24.514	5.638	24.514	24.514	3.314	14.411	14.411
Consumer ethnocentrism	3.290	14.304	38.817	3.290	14.304	38.817	3.139	13.649	28.060
Quality perception	2.661	11.571	50.388	2.661	11.571	50.388	3.136	13.634	41.694
Consumer desire for social prestige	1.779	7.736	58.125	1.779	7.736	58.125	2.467	10.726	52.421
Consumer internet technology readiness	1.474	6.409	64.534	1.474	6.409	64.534	2.133	9.272	61.693
Consumer innovativenss	1.448	6.295	70.829	1.448	6.295	70.829	2.101	9.136	70.829

Extraction Method: Principal Component Analysis.

Table 2: Rotated Component Matrix for Pre-test EFA

	Component					
	CSN	ETH	QP	SP	ITR	IN
consumers' conformity to social norms item2: Usage of global brands makes one feel a sense of belonging to his/her social group.	.777					
consumers' conformity to social norms item5: Usage of global brands makes one feel to be part of the social trend.	.776					
consumers' conformity to social norms item4: Usage of global brands makes one feel closer to modern lifestyle.	.735					
consumers' conformity to social norms item3: Usage of global brands makes good impression on others.	.723					
consumers' conformity to social norms item1: Usage of global brands makes one feel more confident in society.	.704					
consumer ethnocentrism item4: Purchasing foreign-made products is un-Chinese.		.861				
consumer ethnocentrism item8: Chinese should not buy foreign products, because this hurts Chinese business and causes unemployment.		.847				
consumer ethnocentrism item6: A real Chinese should always buy Chinese-made products.		.807				
consumer ethnocentrism item7: We should purchase products manufactured in China instead of letting other countries get rich off us.		.578				
consumer ethnocentrism item5: It is not right to purchase foreign products because it puts Chinese out of jobs.		.560				
consumers' qulity perception item2: Products of global brands are durable.			.836			
consumers' qulity perception item4: Global brands usually associate with latest technology.			.829			

consumers' qulity perception item1: Products of global brands have a very high quality image.	.805				
consumers' qulity perception item3: Products of global brands are high in safety.	.800				
consumers' desire for social prestige item2: One's usage of global brands represents one's lifestyle.		.838			
consumers' desire for social prestige item3: One's usage of global brands symbolizes one's social image.		.823			
consumers' desire for social prestige item1: One's usage of global brands signifies his/her fashion image.		.793			
consumer internet technology rediness item3: I don't think I can live without internet.			.856		
consumer internet technology rediness item1: I usually refer to internet when searching for information.			.666		
consumer internet technology rediness item5: Averagely, you spend how many hours on internet every week? (0 ___ (0, 3] ___ (3, 5] ___ (5, 16.5] ___ (16.5, 50] ___ >50 ___)			.646		
consumer innovativeness item4: I enjoy the novelty of owning new products.					.801
consumer innovativeness item3: I constantly find new ways of living to improve over my past ways.					.798
consumer innovativeness item1: I like being exposed to new ideas.					.669

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 6 iterations.

For Attitude towards Brand scale (3 items), I conducted EFA one by one for each industry. They all showed perfect unidimensionality.

(3) Reliability Test

Results of reliability test are summarized in the following table, and items violated/did not contribute to the internal consistency reliability were delete candidates.

Table 3: Reliability Test of Pretest Items

Dimension (items)	*Cronbach's Alpha*	*Delete Item(s)*
CSN (CSN1,2,3,4,5)	0.854	CSN1
ETH (ETH4,5,6,7,8)	0.795	ETH5,7
QP (QP1,2,3,4)	0.885	QP3
SP (SP1,2,3)	0.850	None
ITR (ITR1,3,5)	0.651	None
IN (IN1,3,4)	0.695	None

The results indicated that ITR and IN scales have relatively deficient reliability, i.e. their Crobach's Alphas were less than 0.7, which is the least requirement in most literature (Nunnally, 1978). So amendment/adding items to these dimensions were needed in future research.

In this stage, the 23 remained items were reduced to 19 items, CSN: 2, 3, 4, and 5; ETH: 4, 6, and 8; QP: 1, 2, and 4; SP: 1, 2, and 3; ITR: 1, 3, and 5; IN: 1, 3, and 4.

(4) Confirmatory Factor Analysis: measurement model check

CFA is ideal for the final verification of the unidimensionality of a scale (Gerbing and Anderson, 1988). It was conducted using Lisrel 8 together with SEM. SEM has

become a widely used tool in explaining theoretical models within the social and behavioural sciences (Martens, 2005; Martens and Hasse, 2006; Quintana and Maxwell, 1999; Weston and Gore, 2006). CFA is one of the most popular uses of SEM. CFA is most commonly used during the scale development process to help support the validity of a scale following an EFA (Roger and Tiffany, 2006). In the past, a number of published studies have used FA or PCA procedures as confirmatory approaches (Gerbing and Hamilton, 1996). With the increasing availability of computer software, however, most researchers use SEM as the preferred approach for CFA.

The statistical theory underlying SEM is asymptotic, which assumes that large sample sizes are necessary to provide stable parameter estimates (Bentler, 1995). Thus, some researchers have suggested that SEM analyses should not be performed on sample sizes smaller than 200, whereas others recommend minimum sample sizes between 100 and 200 participants (Kline, 2005). I have a sample size of only 57 in the pretest, so results of this part were only for reference. Actually, in most of scale development papers, the authors did not include this in pretest.

A. variables deletion

(1) There was no negative error variance in any function in the measurement model.

(2) Variables IN1($R^2 = 0.28$), IN3($R^2 = 0.30$), ITR1($R^2 = 0.32$), ITR5($R^2 = 0.45$) and CSN2($R^2 = 0.42$) were candidates for deletion from the measurement model($R^2 < 0.5$). Deleting these variables would improve the convergent validity of the corresponding scales (i.e., improving the proportion-of-variance-extracted index of the scale).

(3) In terms of overall model fit, the chi-square test is significantly different (Chi-Square = 201.06 P = 0.00030). Although Chi-square was reduced but p-value was still significant, which means the input matrix is significantly different from the proposed matrix. But the relatively high incremental fit indices (i.e. NFI, CFI, RFI and IFI) indicated the model maybe not so low.(NFI= 0.75, CFI= 0.90, RFI = 0.69, IFI= 0.90)

Then IN1 and IN3 were deleted for modification. But it was given up because there would be many negative error variances after deleting IN1 and IN3.

Then ITR1 was deleted and ITR5 was kept because its R^2 was 0.45, near 0.5. But ITR5's error variance turned to negative after deletion. It was a fatal mistake.

Then ITR5 was deleted and ITR1 was retained. This time, there was no negative error variance error, but ITR3's R^2 turned to be only 0.19. R^2 s of IN1 and IN3 were still low. CSN2 was still a candidate for deleting.

CSN2 was then deleted, but ITR1 and ITR5 were both kept.

(1) There was no negative error variance in any function in the measurement model.

(2) Variables IN1($R^2 = 0.29$), IN3($R^2 = 0.31$), ITR1($R^2 = 0.34$), and ITR5($R^2 = 0.42$) were candidate for deletion from the measurement model($R^2 < 0.5$). Deleting these variables would improve the convergent validity of the corresponding scales (i.e., improving the proportion-of-variance-extracted index of the scale).

(3) In terms of overall model fit, the chi-square test was significantly different (Chi-Square = 161.12, P = 0.0073).

This result was improved a lot. The p-value was not significant if I used 0.001 as the criterion. The relatively high incremental fit indices (i.e. NFI, CFI, RFI and IFI) increased too, indicating the model was fine now. (NFI= 0.78, CFI= 0.93, RFI = 0.71, IFI= 0.93)

To sum up, the result was not good because the low IN1, IN3, ITR1 and IT5's R^2s would inevitably violate the convergent validity and discriminate validity of Consumer Innovativeness scale and Consumer Internet Technology Readiness scale. The results from EFA, reliability test and CFA indicated that these two scales had big problems. Further refinement to them by developing more items or more accurate items of these two dimensions was a must.

B. Convergent validity and discriminate validity

Convergent validity and discriminate validity of the measurement model are summarized in the following tables:

Table 4: Convergent Validity Table of Pretest Items

Construct	*Observed variables*	*Proportion-of-variance-extracted index*
Consumer innovativeness	IN1, IN3, IN4	0.477
Consumer ethnocentrism	ETH4, ETH6, ETH8	0.627
Consumer Internet Technology Readiness	ITR1, ITR3, ITR5	0.427
Consumers' desire for social prestige	SP1, SP2, SP3	0.663
Consumers' conformity to social norms	CSN3, CSN4, CSN5	0.667
Consumers' quality perception	QP1, QP2, QP4	0.727

Except Consumer Innovativeness and Consumer Internet Technology, all the other 4 dimensions have acceptable convergent validity (POVEI>0.5).

Table 5: Discriminant Validity Table of Pretest Items

Construct1 and its POVEI	*Construct2 and its POVEI*	*Covariance*	*Compare with POVEI1*	*Compare with POVEI2*	*Discriminant validity*
IN(0.477)	ETH(0.627)	0.04	0.047>0.04	0.627>0.04	good
IN(0.477)	ITR(0.427)	0.11	0.477>0.11	0.427>0.11	good
IN(0.477)	SP(0.663)	0.12	0.477>0.12	0.663>0.12	good
IN(0.477)	CSN(0.667)	0.09	0.477>0.09	0.667>0.09	good
IN(0.477)	QP(0.727)	0.06	0.477>0.06	0.727>0.06	good
ETH(0.627)	ITR(0.427)	-0.05	0.627>0.05	0.427>0.05	good
ETH(0.627)	SP(0.663)	0.06	0.627>0.06	0.663>0.06	good
ETH(0.627)	CSN(0.667)	0.18	0.627>0.18	0.667>0.18	good
ETH(0.627)	QP(0.727)	-0.18	0.627>0.18	0.667>0.18	good
ITR(0.427)	SP(0.663)	0.27	0.427>0.27	0.663>0.27	good
ITR(0.427)	CSN(0.667)	0.17	0.427>0.17	0.667>0.17	good
ITR(0.427)	QP(0.727)	0.28	0.427>0.28	0.727>0.28	good
SP(0.663)	CSN(0.667)	0.65	0.663>0.65	0.667>0.65	bad
SP(0.663)	QP(0.727)	0.90	0.663<0.90	0.727<0.90	bad
CSN(0.667)	QP(0.727)	0.89	0.667<0.89	0.727<0.89	bad

The three dimensions from original SGCC scale had bad discriminant validity, i.e. they may be closely related in measuring the same thing. No possible explanations could be provided within the author's knowledge in discussion part of the research. But I did give possible explanation towards bad discriminant validity between Conformity to Social Norms and Quality Perception which came up in later research stage in Chapter 5. From measurement model's point of view, ETH had no problem to form a dimension. But IN and ITR scales have big

problems in both reliability test and convergent validity test. The items in them should be carefully modified, and the items pool of them should be enlarged to ensure later data analysis's successful.

After this stage, 18 items remained.

(5) Structural Equation Modeling: structural model check

The output gave a warning that total sample size was smaller than the number of parameters. Parameter estimates are unreliable. As I mentioned before, SEM is sensitive to sample size, a sample size of 57 is too small to analyze. I leave structural model check to Study 1 stage.

4.2.4 Questionnaire Modification

Since Consumer Innovativeness and Consumer Internet Technology Readiness scales showed poor measurement reliability and convergent validity, besides, Conformity to Social Norms, Social Prestige and Quality Perception showed bad discriminant validity in pretest, modifications were made to the questionnaire. First, the items pool of Consumer Innovativeness was enlarged from 8 to 16 in order to form a more reliable and accurate dimension. Added items were developed based on talking with people and the researcher's own knowledge. Second, the items pool of Consumer Internet Technology Readiness was enlarged from 4 to 10 in order to form a more reliable and accurate dimension based on the same method. Third, ETH1 was deleted because it was understood unclearly or inconsistent by saying *usually* in wording as respondents' feedback. Last, another item was added to the construct of Purchase Intention. Because the survey would be conducted in Mainland China, a Chinese version of the questionnaire was developed first. Then 5 judges from

Mainland China were asked to assess if there was any misunderstanding or unclear of the wording. Some changes were made according to their suggestions. For measuring Purchase Intention, four industries were left because they were demonstrated more reliable: food, watch, clothes and service/entertainment. The final Chinese version Questionnaire is in Appendix C. Another English version and Questionnaire Annotation was translated from the Chinese one for reference by the research. It is in Appendix D.

4.2.5 Scale Development

Sampling Plan

Two sets of samples were used in this scale development process. One of the surveys was conducted in Shanghai, China in early 2007 with the help of Dr. Poon. The other was conducted in Hong Kong in the mean time with the help of local university students. University students were chosen to be respondents this time because homogenous sample was proved useful in theory construction by previous research and it is a long history for academic researchers using homogenous sample when testing theory. Calder et al. (1981) discussed the usefulness of student/homogenous samples in developing measures. The use of homogenous samples can increase a model's internal validity and decrease its external validity; whereas the use of heterogeneous samples can do reversely. In a measurement scale development research, internal validity is more important because the first enquiry is to ensure the scale is measuring what it is intended to measure.

Data Analysis

(1) Data Filtering and Sample Profile

Data were first filtered before main analysis including removing outlier cases (Box plot analysis) and spurious responses (e.g. extreme consistent responses across the items).

Table 6: Respondent Profile for Study 1

Sample Profile Variable		***Frequency***		***Percent***	
		Shanghai	HongKong	Shanghai	HongKong
Gender	male	65	75	38.5	44.4
	female	104	94	60.9	55.6
Age	<30	169	168	100	99.4
	>=30	0	1	0	0.6
Family monthly income	<1,000 (RMB)	25		14.8	
	<10,000 (HK$)		37		22.2
	1,000-4,999 (RMB)	104		61.5	
	10,000-49,999 (HK$)		121		72.5
	5,000-9,999 (RMB)	32		18.9	
	50,000-99,999 (HK$)		8		4.8
	10,000-30,000 (RMB)	8		4.8	
	100,000-150,000 (HK$)		1		0.6
	>30,000 (RMB)	0		0	
	>150,000 (HK$)		1		0.6

Among the 200 copies of questionnaires distributed in Hong Kong, 169 of them were useful. 99% of the Hong Kong sample age between 18 and 24; males and females are 42.3% to 57.7% in percentages; 54.5% of the sample has an average monthly family income between 10,000 HK$ and 29,999 HK$.

Among the 200 copies of questionnaire distributed in Shanghai, there were also 169 useful copies. All the respondents are between 18 and 23 years old; males and females are 38.7% to 61.3% in percentages; 14.8% of the sample has an average monthly family income less than 1000 RMB; 61.5% of the sample has an average monthly family income between 1000 RMB and 5000 RMB.

Totally, I got a sample size of 338 for SGCC measurement scale development.

(2) Measurement Scale Purification

A. Exploratory Factor Analysis and Reliability Test

When factor analysis is done before Coefficient Alpha calculation, there seems to be a tendency to produce many more dimensions than can be conceptually identified. This effect is partly due to the garbage items which do not have the common core but which do produce additional dimensions in the factor analysis. Because six constructs were hypothesized in this paper, I felt that removing the weaker items was appropriate in order to arrive at a short, manageable list of items (see Richins and Dawson, 1992). Items that had factors loading below 0.5 on all factors were removed.

In this process, the method of doing EFA and Reliability test by turns was used to produce the most desirable outcome in which satisfactory coefficient alphas and the dimensions agree with those conceptualized. Previous research has proved the propriety of the same scale purification method. Besides, it has been recommended by Gilbert A. Churchill, 1979, in *A Paradigm for Developing Better Measures of Marketing Constructs*, JMR. Please refer to Chapter 5 for the results.

The initial result of Exploratory Factor Analysis revealed that SP3, 4, 5, and 6 and CSN items formed one dimension. Referred to the wordings of the four SP items, they indeed depict the relationship between global brand usage and social status/opinion of others. So they were encoded into CSN6, 7, 8, and 9 in later data analysis. Another obvious result was that sixteen Consumer Innovativeness items highly dispersed loaded on four factors. It unfortunately indicated that the modification to this dimension almost improved little to the measurement model.

B. Confirmatory Factor Analysis

To further examine the validity performance of the remaining items, I performed a confirmatory factor analysis using LISREL 8 (Joreskog and Sorbom, 1999). This process included two stages: Items Deletion and Validity Test. Each item's including endogenous variables' and exogenous variables' R^2 (square of the standardized coefficient) was computed in measurement equations.

R^2 of each item in the CFA is the square of the standardized coefficient (or λ^2). It is the proportion of variance in the observed variable that can be explained by the latent variable. According to Fornell and Larcker (1981), the mean of the R^2 s of the observed variables of a construct (or a scale or a measure) is called the proportion-of-variance-extracted index, which indicated the averaged variance of the observed variables explained by the latent variable. The proportion-of-variance-extracted index of a construct should be at least 0.5 for the construct to have convergent validity (of a measure). This implies that each observed variable should also has the R^2 at least of 0.5.

Then CFA will be conducted again on remaining items for convergent validity and discriminant validity calculation. Discriminant validity describes the degree to which the operationalization is not similar to (diverges from) other operationalizations that it theoretically should not be similar to.

Campf and Fiske (1959) introduced the concept of discriminant validity within their discussion on evaluating test validity. They stressed the importance of using both discriminant and convergent validation techniques when assessing new tests. A successful evaluation of discriminant validity shows that a test of a concept is not

highly correlated with other tests designed to measure theoretically different concepts.

C. Structural Equation Modeling (Concurrent Validity Test)

Criterion validity consists of concurrent validity and predictive validity. For developing SGCC scale, I decided to include the scale for Purchase Intention into the questionnaire for concurrent validity test, because, according to previous theory, SGCC positively influences Purchase Intention to global brand. If the result shows the proposed dimensions which passed the measurement model check contribute significantly to consumers' decision of purchase intention, the measurement scale will be successful. The scale of Purchase Intention is an existing scale that has been well established in marketing research. Multi-sample analysis of Testing Equality of Structural Equations was done together with CFA using Lisrel 8.

D. Convergent and Discriminant Validity Tests on Conceptual Level

Measurement scale's convergent validity and discriminant validity are only parts of validity checking of scale development paper. An already existed scale measuring the same construct and another related construct, both of which must be validated by previous research, should be incorporated in this kind of paper in order to test the convergent and discriminant validity on conceptual level. In this paper under a brand specific context, Susceptibility to Global Consumer Culture describes how easily consumers associate with and use global brands. Attitude toward the Brand describes individual's internal evaluation of the global brand (Mitchell and Olson, 1981). I considered them related concepts and included Attitude toward the Brand and the

existing SGCC scale in the questionnaire for this purpose. The correlation between new and old SGCC measurement is 0.964. The correlation between new SGCC and Consumer Attitude measurement is 0.474.

The positive correlation between our SGCC and the existing SGCC is higher than positive relation between our SGCC and the Attitude toward the Brand scale. So this new scale has convergent validity (because it highly correlates with another attitude scale) and discriminant validity (because it has low correlation with a related but different concept-preference).

4.3 Study 2: Further Validation of the Measurement Scale

A key validity issue is the replication of the hypothesized factor structure using a new sample (Roger and Tiffany, 2006). In Study 2, I used the new sample set to further validate the established measurement scale of SGCC in Section 4.2.

4.3.1 Sample and Sampling

Representativeness in scale development research does not follow conventional wisdom, that is, it is not necessary to closely represent any clearly identified population as long as those who would score high and those who would score low are well represented (Gorsuch, 1997). I generated our sample to actual consumers in study 2. The survey was conducted in Shanghai, China, in early 2007 by the author. 200 copies of questionnaires were distributed. 183 of them were completed. 172 of them were kept after removing the outliers.

Table 7: Respondent Profile for Study 2

Sample Profile Variable		*Frequency*	*Percent*
Gender	Male	88	51.6
	Female	84	48.4
Age	<30	127	73.8
	>=30	45	26.2
Family monthly income (RMB)	<1,000	3	2.0
	1,000-4,999	74	48.7
	5,000-9,999	48	31.6
	10,000-30,000	23	15.1
	>30,000	4	2.6
Education level	primary school	2	1.3
	secondary school	13	8.2
	tertiary school	131	81.9
	postgraduate	14	8.8

80.9% of the sample have graduate degrees; the numbers of males and females are almost the same; 92.6% are under 35 years old; 82.2% have a monthly family income below 10,000. In other words, our sample is highly educated, middle to low family income young people in Mainland China. A possible reason for the high education degree but low family income may be that many of them are fresh graduates who are single.

4.3.2 Scale Further Validation

A well developed scale should always be built upon testing and retesting by long term subsequent validation studies and by using different populations. In order to test if the developed scale I got from the student sample could be generate to a more general sample, I decided to use actual consumers for further scale validation.

CHAPTER 5. RESULTS

5.1 Research Results of Study 1

This paper deals with the development of SGCC measurement scale and its validation. In Study 1, I proposed six dimensions based on previous global consumer culture related literature. A three-dimensional SGCC scale including Consumer Internet Technology Readiness, Conformity to Social Norms and Quality Perception was established after data analysis. Two of the other three dimensions: Desire for Social Prestige and Consumer Innovativeness failed because of poor measurement model check result. The third one, Consumer Ethnocentrism, though performed well in measurement model check but was testified not significantly influencing Purchase Intention, which was used as concurrent validity check for SGCC measurement scale. The dimension of Consumer Innovativeness was initially come from Gerard J. Tellis, Eden Yin, and Simon Bell's paper *Global Consumer Innovativeness: Cross-Country Differences and Demographic Commonalities*. Eight items developed in this paper ware used in our pretest. The measurement model check result was unsatisfactory. Then I carefully examined the items in this dimension and added more items which were from interview and our own knowledge into it, increasing the size of item pool up to 16. However, the final results were still unsatisfactory. The items proposed could not form a reliable and validated dimension.

5.1.1 Exploratory Factor Analysis and Reliability Test

The initial result of Exploratory Factor Analysis revealed that SP3, 4, 5, and 6 and CSN items formed one dimension. Referred to the wordings of the four SP items, they indeed depict the relationship between global brand usage and social status/opinion of others. So they were encoded into CSN6, 7, 8, and 9 in later data analysis. Another obvious result was that sixteen Consumer Innovativeness items highly dispersed loaded on four factors. It unfortunately indicated that the modification to this dimension almost improved little to the measurement model.

Table 8: Total Variance Explained for Study 1 EFA

Component	*Initial Eigenvalues*			*Extraction Sums of Squared Loadings*			*Rotation Sums of Squared Loadings*		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Consumer ethnocentrism	6.300225	26.25094	26.25094	6.300225	26.25094	26.25094	3.845844	16.02435	16.02435
Conformity to Social Norms	4.080121	17.0005	43.25144	4.080121	17.0005	43.25144	3.745618	15.60674	31.63109
Quality perception	2.590021	10.79175	54.04319	2.590021	10.79175	54.04319	3.022402	12.59334	44.22443
Consumer internet technology readiness	1.745665	7.273603	61.3168	1.745665	7.273603	61.3168	2.968534	12.36889	56.59333
Consumer desire for social prestige	1.484359	6.184831	67.50163	1.484359	6.184831	67.50163	2.05135	8.547292	65.14062
Consumer innovativenss	1.049448	4.3727	71.87433	1.049448	4.3727	71.87433	1.61609	6.733709	71.87433

Extraction Method: Principal Component Analysis.

Table 9: Rotated Component Matrix of Study 1 EFA

	Component					
	ETH	CSN	QP	ITR	SP	IN
ETH_5: A real Chinese should always buy Chinese-made products.	.895					
ETH_4: It is not right to purchase foreign products because it puts my homeland people out of jobs.	.895					
ETH_3: Purchasing foreign-made products is unpatriotic.	.870					
ETH_7: We should not buy foreign products, because this hurts our country's business and causes unemployment.	.843					
ETH_6: We should purchase products manufactured in our own country instead of letting other countries get rich off us.	.817					
CSN_7: Global brands associate with the symbol of prestige.		.845				
CSN_8: One's usage of global brands tells something about his/her social class.		.842				
CSN_9: Global brands associate with wealth.		.690				
CSN_3: Usage of global brands makes good impression on others.		.678				
CSN_2: Usage of global brands makes one feel a sense of belonging to his/her social group.		.625				
CSN_1: Usage of global brands makes one feel more confident in society.		.568				

CSN_4: Usage of global brands makes one feel closer to modern lifestyle.	.505				
QP_3: Products of global brands are high in safety.		.905			
QP_2: Products of global brands are durable.		.896			
QP_1: Products of global brands have a very high quality image.		.892			
ITR_5: I search the information of products I want to buy through internet.			.829		
ITR_3: I don't think I can live without internet.			.804		
ITR_4: I get to know a number of new products and brands through internet.			.765		
ITR1: I usually refer to internet when searching for information.			.672		
ITR_11: Averagely, you spend how many hours on internet every week? (0 ___ (0, 3] ___ (3, 5] ___ (5, 16.5] ___ (16.5, 50] ___ >50 ___)			.648		
SP_2: One's usage of global brands represents one's lifestyle.				.839	
SP_1: One's usage of global brands signifies his/her fashion image.				.779	
IN_1: I like being exposed to new ideas.					.874
IN_3: I constantly find new ways of living to improve over my past ways.					.866

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 6 iterations.

The KMO value reported was 0.813, which means our data is suitable for Exploratory Factor Analysis. A reliability test tells the researcher if the items in a scale measure the construct in a useful way. Using reliability analysis, one can determine the extent to which the items in the questionnaire are related to each other, get an overall index of the repeatability or internal consistency of the scale as a whole, and identify problem items that should be excluded from the scale.

Reliability test results:

Table 10: Reliability Test of Study 1 Items

Dimension (items)	***Cronbach's Alpha***	***Delete Item(s) (Alpha if delete the item)***
CSN (CSN1, 2, 3, 4, 7, 8, 9)	0.890	None
ETH (ETH3,4,5,6,7)	0.919	None
ITR (ITR1, 3, 4, 5, 11)	0.802	None
QP (QP1, 2, 3, 4)	0.929	QP4(0.938)
SP (SP1, 2)	0.777	Alpha if deleted was negative
IN (IN1, 3, 4)	0.760	IN4(0.784)

The results indicated that all scales have sufficient reliability except Consumers' Desire for Social Prestige. (Crobach's Alphas are more than 0.7, which is the least requirement in most literature. E.g. Cronbach's Alpha: A Tool for Assessing Reliability of Scales, Reynaldo, J. and Santos, A, 1999)

There were two deleted candidates: QP4 and IN4. Deleting them will improve the corresponding scales' reliability. However, when I ran reliability test again after deleting IN4, the *Cronbach's Alpha if item deleted* turned to be negative, which violates reliability test assumptions. Because the pretest in Shenzhen indicated that IN and ITR dimensions were really poor in reliability, convergent validity and discriminant validity test, I have had added more items in the two dimensions. This time, the measurement scale of ITR dimension improved a lot and could form a

distinct and reliable dimension, but IN dimension still had big problems in measurement model. The same result was got in Social Prestige dimension when doing reliability test. Although Consumer Innovativeness and Social Prestige failed in reliability test, which means the items in the two scales have poor internal consistency and repeatability, they were carried on to next stage for validity checking. However, they were expected to perform poorly in validity test too. 24 items remained after the first 4 stages: ETH3,4,5,6,7; CSN1,2,3,4,7,8,9; QP1,2,3; ITR1,3,4,5,11; SP1,2; IN1,3.

Although Purchase Intention and Attitude toward Brand scales were already well developed by previous researchers, their reliabilities were tested in here too. All of them showed favorable reliabilities.

5.1.2 Confirmatory Factor Analysis

Items Deletion

Each item's including endogenous variables' and exogenous variables' R^2 (square of the standardized coefficient) was computed in measurement equations and was reported in Table10:

Table 11: Initial CFA Measurement Equation Summaries of Study 1 Items

Item Abbreviation and Name	R^2
Consumer Innovativeness	
IN1: I like being exposed to new ideas.	0.29
IN3: I constantly find new ways of living to improve over my past ways.	Negative error variance

Consumer Ethnocentrism	
ETH3: Purchasing foreign-made products is unpatriotic.	0.73[a]
ETH4: It is not right to purchase foreign products because it puts my homeland people out of jobs.	0.78[a]
ETH5: A real Chinese should always buy Chinese-made products.	0.79[a]
ETH6: We should purchase products manufactured in our own country instead of letting other countries get rich off us.	0.56 [a]
ETH7: We should not buy foreign products, because this hurts our country's business and causes unemployment.	0.62 [a]
Internet Technology Readiness	
ITR1: I usually refer to internet when searching for information.	0.35
ITR3: I don't think I can live without internet.	0.52 [a]
ITR4: I get to know a number of new products and brands through internet.	0.52 [a]
ITR5: I search the information of products I want to buy through internet.	0.70 [a]
ITR11: Averagely, you spend how many hours on internet every week?	0.30
Social Prestige	
SP1: One's usage of global brands signifies his/her fashion image.	0.45
SP2: One's usage of global brands represents one's lifestyle.	0.31
Conformity to Social Norms	
CSN1: Usage of global brands makes one feel more confident in society.	0.56 [a]
CSN2: Usage of global brands makes one feel a sense of belonging to his/her social group.	0.65 [a]
CSN3: Usage of global brands makes good impression on others.	0.65 [a]
CSN4: Usage of global brands makes one feel closer to modern lifestyle.	0.57 [a]
CSN7: Global brands associate with the symbol of prestige.	0.43
CSN8: One's usage of global brands tells something about his/her social class.	0.46
CSN9: Global brands associate with wealth.	0.42

Quality Perception	
QP1: Products of global brands have a very high quality image.	0.91 [a]
QP2: Products of global brands are durable.	0.81 [a]
QP3: Products of global brands are high in safety.	0.83 [a]
Purchase Intention of Global Brands foods	
INT_FD1: I would like to buy/repurchase this kind of global brand.	0.37
INT_FD2: I would like to recommend these brands to my relatives and friends.	0.42
Attitude toward Global Brands foods	
ATT_FD1: Overall, I think these brands are good.	0.25
ATT_FD2: I think these brands are attractive to me.	0.39
ATT_FD3: I think these brands are desirable.	0.47
Purchase Intention of Global Brands watches	
INT_WCH1: I would like to buy/repurchase this kind of global brand.	0.39
INT_WCH2: I would like to recommend these brands to my relatives and friends.	0.47
Attitude toward Global Brands watches	
ATT_WCH1: Overall, I think these brands are good.	0.29
ATT_WCH2: I think these brands are attractive to me.	0.27
ATT_WCH3: I think these brands are desirable.	0.42
Purchase Intention of Global Brands clothes	
INT_CL1: I would like to buy/repurchase this kind of global brand.	0.59 [a]
INT_CL2: I would like to recommend these brands to my relatives and friends.	0.65 [a]
Attitude toward Global Brands clothes	
ATT_CL1: Overall, I think these brands are good.	0.55 [a]

ATT_CL2: I think these brands are attractive to me.	0.58 [a]
ATT_CL3: I think these brands are desirable.	0.62 [a]
Purchase Intention of Global Brands services	
INT_SE1: I would like to buy/repurchase this kind of global brand.	0.47
INT_SE2: I would like to recommend these brands to my relatives and friends.	0.42
Attitude toward Global Brands services	
ATT_SE1: Overall, I think these brands are good.	0.38
ATT_SE2: I think these brands are attractive to me.	0.50
ATT_SE3: I think these brands are desirable.	0.57 [a]

[a] >0.5

The R^2 s of INT_FD1,2, ATT_FD1,2,3, INT_WCH1,2, ATT_WCH1,2,3, INT_SE1,2 are all less than 0.5，so constructs Purchase Intention of Food, Watch and Service, and Attitude toward Brand of Food and Watch will not have good convergent validity. This means they are not good measurement of Purchase Intention and Attitude towards Brand. Because items from the same industry should be used to measure the endogenous variable for concurrent validity and discriminant validity test in later stage, I use only Purchase Intention and Attitude towards Brand from clothes industry to do data analysis.

Delete candidates of items measuring exogenous variables are：IN1, IN3, ITR1, ITR11, SP1,2, and CSN7,8,9. Consumer Innovativeness and Social Prestige dimensions disappeared in this stage. The items in IN did not measure what they were intended to measure, and they did not converged in measurement. The result was as I expected before. The measurement development of Consumer Innovativeness failed in measurement model test.

SP 4, 5, 6 were found to fall into CSN dimension when doing EFA and they were encoded into CSN 7, 8, 9 since that time. But the CFA result indicated that items from SP could not exactly join the same dimension of CFA and must be deleted. They do not measure what the CSN items measure exactly. I then came up with the question *if the EFA test had classified SP items by mistake*. Another CFA test was conduct to found *how the original SP items converge together in measuring a concept*, in other word, *whether they are measuring what they are supposed to measure*. The results are:

Table 12: Measurement Equation Summaries of Study 1 Problematic Items_1

Item Abbreviation and Name	R^2
SP1: One's usage of global brands signifies his/her fashion image.	0.19
SP2: One's usage of global brands represents one's lifestyle.	0.20
CSN7: Global brands associate with the symbol of prestige.	0.61 [a]
CSN8: One's usage of global brands tells something about his/her social class.	0.75 [a]
CSN9: Global brands associate with wealth.	0.46

[a] >0.5

The above table indicated that first two items, even including the last item, must be deleted to achieve a valid measurement of a construct. Because no matter use SP1 and 2 to measure a dimension or use them together with other original SP items to measure a dimension, I can not get satisfactory results in convergent validity test, so SP1 and 2 were deleted from our model finally. The second issue arose our attention from the above table was that CSN7 (originally SP4), CSN8 (originally SP5) and CSN9 (originally SP6) have relatively fair R^2 values, so I assumed they might measure the same thing. Another CFA test was conducted and the results are:

Table 13: Measurement Equation Summaries of Study 1 Problematic Items_2

Item Abbreviation and Name	R^2
SP4: Global brands associate with the symbol of prestige.	0.58 [a]
SP5: One's usage of global brands tells something about his/her social class.	0.87 [a]
SP6: Global brands associate with wealth.	0.39

[a] >0.5

Two R^2 values are more than 0.5 criteria. SP4 and 5 are converged in measuring the same concept. Referring to their wordings again, I suspected they actually can be recognized as describing consumers' desire for social prestige and can form one distinct dimension. So they were retained for another CFA test. But this time the Lisrel reported a fatal error of negative degree of freedom which violated the assumption of CFA test. The idea that the proposed scale can measure Consumers' desire for Social Prestige was then given up.

The remained items were ITR3, 4, and 5; CSN1, 2, 3, and 4; ETH3, 4, 5, 6, and 7; QP1, 2, and 3. Four of the six proposed dimensions survived the measurement model check until now**: Consumer Internet Readiness, Consumer Ethnocentrism, Quality Perception, and Conformity to Social Norms.**

Validity Test

I ran CFA again on items left for convergent validity and discriminant validity calculation.

Table 14: Final CFA Measurement Equation Summaries of Study 1

Item Abbreviation and Name	R^2

Consumer Ethnocentrism	
ETH3: Purchasing foreign-made products is unpatriotic.	0.73 [a]
ETH4: It is not right to purchase foreign products because it puts my homeland people out of jobs.	0.78 [a]
ETH5: A real Chinese should always buy Chinese-made products.	0.79 [a]
ETH6: We should purchase products manufactured in our own country instead of letting other countries get rich off us.	0.56 [a]
ETH7: We should not buy foreign products, because this hurts our country's business and causes unemployment.	0.62 [a]
Internet Technology Readiness	
ITR3: I don't think I can live without internet.	0.45
ITR4: I get to know a number of new products and brands through internet.	0.53 [a]
ITR5: I search the information of products I want to buy through internet.	0.78 [a]
Conformity to Social Norms	
CSN1: Usage of global brands makes one feel more confident in society.	0.55 [a]
CSN2: Usage of global brands makes one feel a sense of belonging to his/her social group.	0.70 [a]
CSN3: Usage of global brands makes good impression on others.	0.66 [a]
CSN4: Usage of global brands makes one feel closer to modern lifestyle.	0.62 [a]
Quality Perception	
QP1: Products of global brands have a very high quality image.	0.90 [a]
QP2: Products of global brands are durable.	0.81 [a]
QP3: Products of global brands are high in safety.	0.84 [a]
Purchase Intention of Global Brands clothes	
INT_CL1: I would like to buy/repurchase this kind of global brand.	0.73 [a]
INT_CL2: I would like to recommend these brands to my relatives and friends.	0.62 [a]
Attitude toward Global Brands clothes	
ATT_CL1: Overall, I think these brands are good.	0.72 [a]

ATT_CL2: I think these brands are attractive to me.	0.74 [a]
ATT_CL3: I think these brands are desirable.	0.65 [a]

[a] >0.5

Although R^2 value of ITR3 is less than 0.5, it is retained because it is close to 0.5 as well as its presence does not threaten the convergent validity of all the items in ITR dimension. I then calculated the convergent validity and discriminant validity of the four constructs. Results are summarized in the following table.

Table 15: Convergent Validity Table of Study 1

Construct	*Observed variables*	*Proportion-of-variance-extracted index*
Consumer ethnocentrism	ETH3, 4, 5, 6, 7	0.696 [a]
Consumer Internet Technology Readiness	ITR3, 4, 5	0.587 [a]
Consumers' conformity to social norms	CSN1, 2, 3, 4	0.633 [a]
Consumers' quality perception	QP1, 2, 3	0.850 [a]

[a] >0.5

All the 4 dimensions have acceptable convergent validity (POVEI>0.5).

Table 16: Discriminant Validity Table of Study 1

Construct1 and its POVEI	Construct2 and its POVEI	Covariance	Compare with POVEI1	Compare with POVEI2	Discriminant validity
ETH(0.696)	ITR(0.587)	-0.19	0.696>0.19	0.696>0.19	good
ETH(0.696)	CSN(0.633)	0.20	0.696>0.20	0.633>0.20	good
ETH(0.696)	QP(0.850)	0.00	0.696>0.00	0.850>0.00	good
ITR(0.587)	CSN(0.633)	0.34	0.587>0.34	0.633>0.34	good
ITR(0.587)	QP(0.850)	0.32	0.587>0.32	0.850>0.32	good
CSN(0.633)	QP(0.850)	0.95	0.633<0.95	0.850<0.95	bad

Except CSN and QP, all pairs of constructs have good discriminant validity. Items measured CSN and QP may measure the same thing. Possible explanations concerning this will be provided in Chapter 5.

5.1.3 Structural Equation Modeling (Concurrent Validity Test)

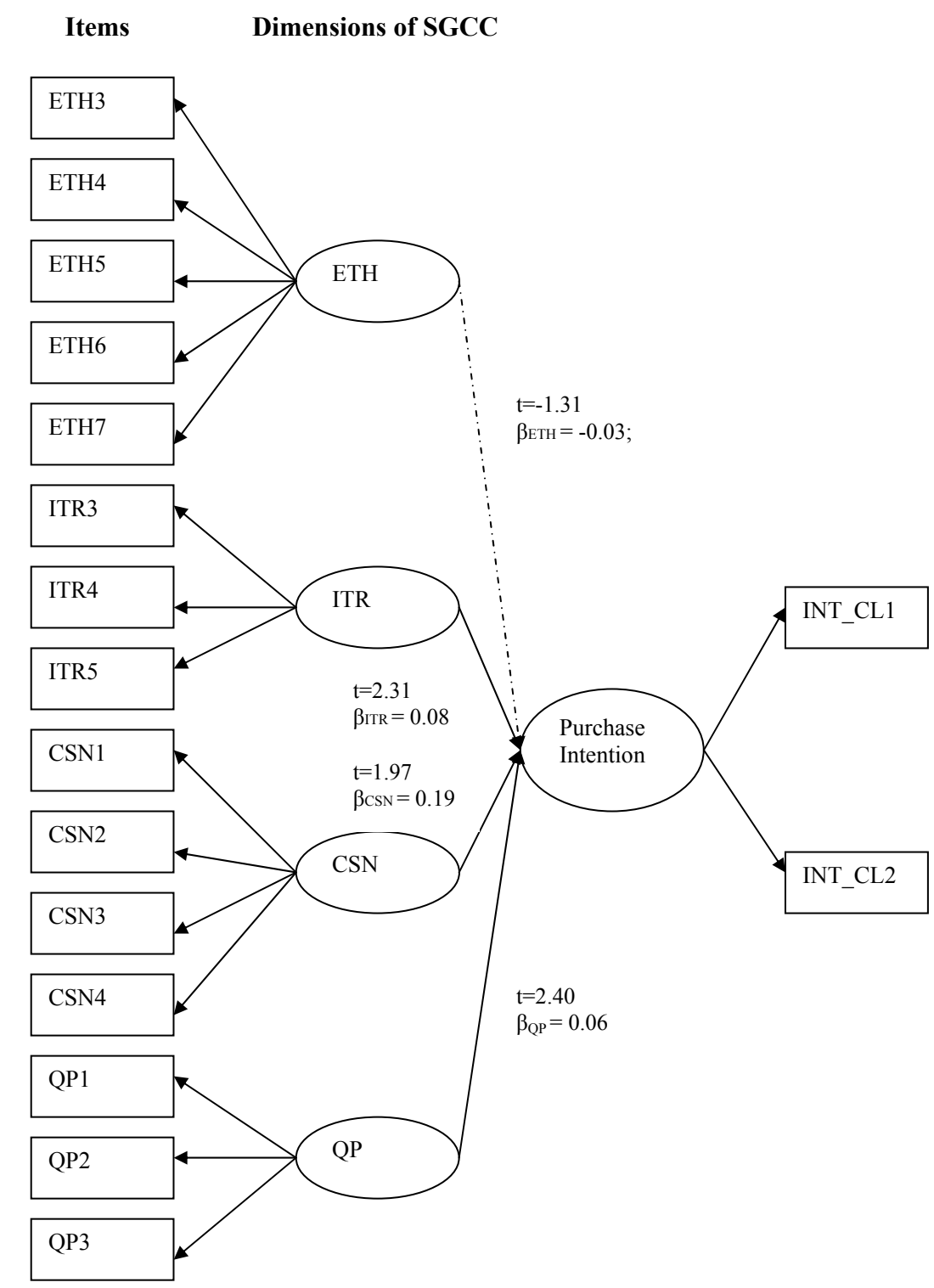
Criterion validity consists of concurrent validity and predictive validity. For developing SGCC scale, I decided to include the scale for Purchase Intention into the questionnaire for concurrent validity test, because, according to previous theory, SGCC positively influences Purchase Intention to global brand. If the result shows the proposed dimensions which passed the measurement model check contribute significantly to consumers' decision of purchase intention, the measurement scale will be successful. The scale of Purchase Intention is an existing scale that has been well established in marketing research. Multi-sample analysis of Testing Equality of Structural Equations was done together with CFA using Lisrel 8. I ran data on Shanghai and Hong Kong data respectively, no significant difference were found between Hong Kong sample and Shanghai sample.

Table 17: LISREL Results on Each Sample Group of Study 1

	Shanghai Sample	*Hong Kong Sample*
X^2	124.47	165.53
df	131	131
p-value	0.00007	0.00001
X^2/df	0.95	1.26
RMSEA	0.074	0.076
NFI	0.86	0.85
CFI	0.93	0.88
RFI	0.87	0.90

IFI	0.87	0.91

Figure 3: Path Graph of SEM on all Scale Development Samples



The factor beta coefficients of each latent variable are as follows: β_{ETH} = -0.03; β_{ITR} = 0.08; β_{CSN} = 0.19; β_{QP} = 0.06. In terms of overall model fit, the chi-square test is significant (Chi-Square = 670.66, P = 0.00). All model fit indices indicate that our data fit the proposed model well. (NFI= 0.89, CFI= 0.95, RFI = 0.88, IFI= 0.95) Values for the standardized root mean square residual (SRMR) less than 0.10 are generally indicative of acceptable model fit (Roger and Tiffany, 2006). Our SRMR value equals to 0.026, which is customarily considered acceptable.

From the above structural path graph, I got that three of the four lines from exogenous variables to the endogenous were significant. Although Consumer Ethnocentrism can form a unit dimension that has perfect measurement model, it has almost no impact on consumers' intention to buy global brand.

5.1.5 Convergent and Discriminant Validity Tests on Conceptual Level

The correlation between new and old SGCC measurement is 0.964. The correlation between new SGCC and Consumer Attitude measurement is 0.474.

The positive correlation between our SGCC and the existing SGCC is higher than positive correlation between our SGCC and the Attitude toward the Brand scale. So this new scale has convergent validity (because it highly correlates with another attitude scale) and discriminant validity (because it has low correlation with a related but different concept-preference).

5.1.6 Conclusion of Results of Study 1

Our results showed that Consumer Ethnocentrism could not form an indicator of

SGCC. It is probably because global brands are automatically perceived as high-quality and available world wide and distracts consumers' attention from global brands' country of origin. Another intriguing issue is the bad discriminant validity between CSN and QP, which had been strengthened in Chairman's Report on thesis examination. A possible explanation of this is Power Distance, one of Hofstede's cultural dimensions. In Hofstede's cultural dimensions, Power Distance refers to the degree to which the less powerful members of society expect there to be differences in the levels of power. A high score suggests that there is an expectation that some individuals wield larger amounts of power than others. A low score reflects the view that all people should have equal rights. In the opinion of most Chinese people, pursuing for high social status represents Chinese society's social norms. This makes more overlap between desire for Social Prestige and Conformity to Social Norms in Chinese culture. On the contrary, Canadian culture is low in power distance. Canadians are less attracted by high social status compared with Chinese which leads to less overlap between the two constructs. Therefore, it is not surprising that the Social Prestige highly correlates with Conformity to Social Norms in this study.

The findings of scale development part are summarized in the following table:

Table 18: Findings of Hypotheses Results in Scale Development Part

Hypotheses	**Support or Not Support**
H1: Conformity to Social Norms has a significant positive relationship with consumers' Purchase Intention toward global brand products.	Support
H2: Desire for Social Prestige has a significant positive	Not Support (poor

relationship with consumers' Purchase Intention toward global brand products.	measurement model)
H3: Quality Perception has a significant positive relationship with consumers' Purchase Intention toward global brand products.	Support
H4: Consumer Innovativeness has a significant positive relationship with consumers' Purchase Intention toward global brand products.	Not Support (poor measurement model)
H5: Internet Technology Readiness has a significant positive relationship with consumers' Purchase Intention toward global brand products.	Support
H6: Consumer Ethnocentrism has a significant negative relationship with consumers' Purchase Intention toward global brand products.	Not Support (not significant in structural model)

5.2 Research Results of Study 2

5.2.1 Scale Further Validation

In order to test if the developed scale I got from the student sample can be generated to a more general sample, I decided to use actual consumers this time. The satisfactory result further validated our findings in Study 1. The measurement model and structural model tests showed exact same results as those in the Study 1.

Table 19: LISREL Results on Shanghai Sample of Study 2

	Shanghai general consumers
X^2	285.73
df	189
p-value	0.00001
X^2/df	1.5118
RMSEA	0.056
NFI	0.90
CFI	0.95
RFI	0.87
IFI	0.95

The t-values of the three lines between Conformity to Social Norms and Purchase Intention, Internet Technology Readiness and Purchase Intention, and Quality Perception and Purchase Intention are all significant. In terms of model fit, the Chi-squire value equals to 285.73, p=0.00. All model fit goodness indices (NFI= 0.90, CFI= 0.95, RFI = 0.87, IFI= 0.95) indicated it is a good structural model.

5.2.2 Comparison of Purchase Behaviours toward Global Brands Products Based on Demographic Variables

Since I collected people's demographic variables in the questionnaire, it is available for doing additional comparison analysis to see if interesting findings exist. Generally, t-test is used to find if two groups are significantly different in respect of a

measurable demographic variable. In this part, I conducted t-test on age, gender, income and education respectively. The output indicated that in terms of Purchase Intention, all the demographic variables were not significant indicators (p-value is more than 0.05) that can divide the respondents into groups:

Table 20: T-Test Results on Each Demographic Variable

	Age	*Gender*	*Income*	*Education*
Sum of Squares	373.39	388.47	380.55	340.232
F	2.016	1.220	2.841	0.961
Sig.	0.066	0.271	0.085	0.430

5.2.3 Conclusion of Results of Study 2

In Study 2, I further validated the measurement scale and conducted a Global Brand products purchase behaviours comparison using various demographic variables. I found an exactly same measurement model result as in Study 1 and samples could not be significantly differentiated by their demographic portfolios.

CHAPTER 6. DISCUSSIONS

6.1 Theoretical and Managerial Implications

Theoretically, this paper is a second study in the field of Susceptibility of Global Consumer Culture scale development research. Any kind of measurement scale in behavioural research went through lots of scholars' hard work until it is solidly established. For example, during the past 26 years, the three marketing journals (*Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research*) alone have published 76 studies that focused on measuring Attitude toward the Brand and Purchase Intention; an overwhelming majority (55) of them were conducted under the attitude toward the advertisement context. In addition to Conformity to Social Norms and Quality Perception, this paper successfully validated a new SGCC dimension of Consumer Internet Technology Readiness. Besides, it provides a predictive validity study for Zhou et al's (2006) paper. An ideal measurement scale development study should have a follow-up study after a fixed period of time testing if the measurement can be generated to other samples. At least two of their original dimensions successfully passed the predictive validity. It's difficult to reach a conclusion on Social Prestige dimension's validation because many even slight reasons could lead to the results I got such as sampling.

This paper also has some managerial implications according to the three dimensions significantly influence consumers' purchase intention toward global brands. First, global brands should do more on-line marketing generally and establish good relationships with well-known website media. For example, KFC has launched a free coupon download system on their website in China many years ago. This

method does not only sustain a relatively high patronage rate, but also increases the visit rate of their website. Second, concerning internet technology applications and social norms, marketers should maintain good relationships with powerful web portals in order to acquire good public reputations. Third, marketers should keep clear of online troublesome information as far as possible because a good number of consumers or potential consumers are paying close attention to their products. Forth, global brands should think much of establishing social norms in their product line domain. An example of this is that Coca-cola has successfully established the notion that Coca-cola is the most widely consumed cola. For many years, this notion grew firmly in consumers' minds which helped a lot in its sales. To achieve this goal, global brands may consider using social opinion leaders in their advertisement. Last and the simplest to understand, global brands must ensure their products have good quality image. Last, the development of an SGCC scale provides practitioners with a tool to find out the markets which are more prone to accept global brands over all.

6.2 Limitations and Future Research

Although measurement scale development procedures are carefully followed, there are still some limitations in this research. First, sampling problems seriously exist in this study, which probably had led to the failure of the validation of the original dimension of SGCC: Social Prestige. Sampling Plan in this study was hasty and not comprehensive. The quality of the completed questionnaires could not be fully trusted with the defective sampling method (work was held in trust for others without adequate supervisions, etc). Second, the pool of items used to construct the six dimensions was relatively small. (Consumer Innovativeness: 16, Consumer Ethnocentrism: 7, Consumer Internet Technology Readiness: 10,

Consumer Desire for Social Prestige: 6, Conformity to Social Norms: 5, Quality Perception: 4) Churchill (1979) suggested that scale development begin with a large pool of items to ensure that the best indicators are included. However, having considered that our scale is a multi-dimensional scale instead of a unidimensional one, I decided to use items testified reliable and valid by previous research except Consumer Innovativeness and Consumer Internet Technology Readiness dimensions to ensure that our questionnaire not too long. Interested researchers may refine this measurement model by incorporate more items or test these dimensions one by one in separate papers. This method will leave researchers more space and time to examine the proposed model thoroughly. Third, theoretically, ethnocentralism variable may play a moderating role between SGCC and Purchase Intention. As opposed to antecedent, interested researcher may test this hypothesis in the future. Finally, in this study, I only used Chinese people in data collection. A good measurement scale is a universal one which can be generated to all populations. However, I can not achieve this in one thesis in a short period time of one year. Follow-up researchers are encouraged to test our measurement model in other cultures.

Appendix A: Exploratory Study Questionnaire

1 What characteristics do you think a Global Brand should have? Or, please give me a definition of Global Brand.

2 Illustrate several Global Brands that you can blurt out.

3 What are the usual reasons for you to buy a Global Brand?

4 What are the usual reasons for you not to buy a Global Brand?

5 Do you think a product's country of origin will influence your decision in whether to buy a Global Brand? For example, do you think SONY mp3 produced in Japan is better than SONY mp3 produced in Malaysia? Or, do you think they are the same because they are all SONY products?

6 What characteristics do you think people tend to buy Global Brands should have?

Appendix B: Pretest Questionnaire

Hello,

I'm an M.Phil candidate of International Business and Marketing Department in Lingnan University. I'm now conducting a questionnaire survey for my final dissertation. Please carefully read the instructions followed and kindly help me complete this questionnaire.

Instruction: The purpose of this study is to understand your attitudes toward buying global brand. The data collected from this study will be treated in professional manner and will be used for ***academic purpose*** only. Please keep in mind that there is no right or wrong answer. Your true ***feeling and opinions*** about global consumption and your actual life style are what we are interested in.

First of all, let me give you a brief introduction of Global Brand.
(1) A Global Brand has **global name recognition**;
(2) Its products are **available in most of the world**;
(3) It is usually has **good reputation** around the world. Such brands as IBM, BMW, SONY, LV, Coca Cola, etc...

Please feel free to ask if you have any questions. Now, let's start.

PART A

How much do you agree with the following statements? (Please circle the one best express your opinion. 1=strongly disagree, 2=moderately disagree, 3=a little disagree, 4=neither agree nor disagree, 5=a little agree, 6=moderately agree, 7=strongly agree)

1. I like being exposed to new ideas.	1	2	3	4	5	6	7
2. I hate any change in my routines and habits.*	1	2	3	4	5	6	7
3. I constantly find new ways of living to improve over my past ways.	1	2	3	4	5	6	7
4. I enjoy the novelty of owning new products.	1	2	3	4	5	6	7
5. Purchasing new products takes too much time and efforts.*	1	2	3	4	5	6	7
6. I relish the gamble involved in buying new products.	1	2	3	4	5	6	7
7. Others often ask me for advice about new products.	1	2	3	4	5	6	7
8. I'm eager to buy new products as soon as they come out.	1	2	3	4	5	6	7
9. Chinese people should buy Chinese-made products usually.	1	2	3	4	5	6	7
10. Only those products that are unavailable in China should be imported.	1	2	3	4	5	6	7
11. Buy Chinese-made products. Keep China working.	1	2	3	4	5	6	7
12. Purchasing foreign-made products is un-Chinese.	1	2	3	4	5	6	7
13. It is not right to purchase foreign products because it puts Chinese out of jobs.	1	2	3	4	5	6	7
14. A real Chinese should always buy Chinese-made products.	1	2	3	4	5	6	7
15.We should purchase products manufactured in China instead of letting other countries get rich off us.	1	2	3	4	5	6	7
16.Chinese should not buy foreign products, because this hurts Chinese business and causes unemployment.	1	2	3	4	5	6	7
17. I usually refer to internet when searching for information.	1	2	3	4	5	6	7
18. Other people came to me for advice on internet use.	1	2	3	4	5	6	7

19. I don't think I can live without internet.	1	2	3	4	5	6	7
20. I get to know a number of new products and brands through internet.	1	2	3	4	5	6	7
21. One's usage of global brands signifies his/her fashion image.	1	2	3	4	5	6	7
22. One's usage of global brands represents one's lifestyle.	1	2	3	4	5	6	7
23. One's usage of global brands symbolizes one's social image.	1	2	3	4	5	6	7
24. Global brands associate with the symbol of prestige.	1	2	3	4	5	6	7
25. One's usage of global brands tells something about his/her social class.	1	2	3	4	5	6	7
26. Global brands associate with wealth.	1	2	3	4	5	6	7
27. Usage of global brands makes one feel more confident in society.	1	2	3	4	5	6	7
28. Usage of global brands makes one feel a sense of belonging to his/her social group.	1	2	3	4	5	6	7
29. Usage of global brands makes good impression on others.	1	2	3	4	5	6	7
30. Usage of global brands makes one feel closer to modern lifestyle.	1	2	3	4	5	6	7
31. Usage of global brands makes one feel to be part of the social trend.	1	2	3	4	5	6	7
32. Products of global brands have a very high quality image.	1	2	3	4	5	6	7
33. Products of global brands are durable.	1	2	3	4	5	6	7
34. Products of global brands are high in safety.	1	2	3	4	5	6	7
35. Global brands usually associate with latest technology.	1	2	3	4	5	6	7

PART B

Please tick at the blanks best describe your ownership of certain global brands, your intention to buy or repurchase these brands and your attitude towards these brands.

1. Think about following IT/computer industry global brands such as IBM, APPLE, Microsoft, DELL, SONY, HP, Intel, CISCO, Fujitsu, etc. Answer the questions below:

   How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

2. Think about following car industry global brands such as FORD, TOYOTA, HONDA, BMW, BENZ, PORSCHE, VOLVO, CITROEN, etc. Answer the questions below:

   How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

3. Think about following food industry global brands such as COCA-Cola, McDonald's, STARUCKS, Haagen-Dazs, Ferrero Rocher, Pringles, LEE KUM KEE, etc. Answer the questions below:

   How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

4. Think about following cosmetics global brands such as SK-II, Christian Dior, MAYBELLINE, SHISEIDO, BIOTHERM, Esteel Lauder, ANNA SUI, LOUIS VUITTON, etc. Answer the questions below:

How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

5. Think about following watch global brands such as OMEGA, SWATCH, CASIO, CITIZEN, Rolex, Cartier, TUDOR, etc. Answer the questions below:

How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

6. Think about following dress industry global brands such as LEVI's, POLO, NIKE, ADIDAS, CONVERSE, REEBOK, BOSS, etc. Answer the questions below:

How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

7. Think about following entertainment/service industry global brands such as Disney, DHL, HSBC, FedEx, UPS, etc. Answer the questions below:

How much do you agree with the following statements? (Please tick/circle the one best express your opinion. 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. Overall, I think these brands are good.	1	2	3	4	5
3. I think these brands are attractive to me.	1	2	3	4	5
4. I think these brands are desirable.	1	2	3	4	5

PART C

Please tick √ at the proper blank.

1. Averagely, you spend how many hours on internet every week?

   0 ___ (0, 3] ___ (3, 5] ___ (5, 16.5] ___ (16.5, 50] ___ >50 ___

2. How many times have you purchased through internet?

   0 ___ 1 ___ 2 ___ 3 ___ >3 ___

3. Your gender is: male ___ female ___

4. Your age is: ___

5. Your annual family income is:

   < ￥10,000 ___

   ￥10,000-￥29,999 ___

   ￥30,000-￥49,999 ___

   ￥50,000-￥69,999 ___

   ￥70,000-￥89,999 ___

   ￥90,000-￥109,999 ___

   ￥110,000-￥149,999 ___

   >￥150, 000 ___

6. Your highest education is:

   Primary school ___

   Middle school ___

   High school ___

   Graduate ___

   Master ___

   Doctor ___

7. Your occupation is: _____

Annotation:

Part A

1. Items *added a* * is averse-coding.
2. Questions from **1 to 8** measure **consumer innovativeness**. (suppose positively related to SGCC)
3. Questions from **9 to 16** measure **consumer ethnocentrism**. (suppose negatively related to SGCC)
4. Questions from **17 to 20** measure **consumer internet technology readiness**. (suppose positively related to SGCC)
5. Questions from **21 to 26** measure **consumers' desire for social prestige**. (suppose positively related to SGCC)
6. Questions from **27 to 31** measure **consumers' conformity to social norms**. (suppose positively related to SGCC)
7. Questions from **32 to 35** measure **consumers' quality perception**. (suppose positively related to SGCC)

Part B

a. measures Consumers' Ownership of certain global brands (criterion validity).
b. Question 1 measures Intention to Buy (concurrent validity).
   Question 2 to 4 measure Attitude toward Brand (discriminant validity).

Part C

Question 1 and 2 measure **consumer internet technology readiness.**

Others are demographic variables.

Appendix C: Final Questionnaire: Chinese Version

您好,

我是香港岭南大学市场及国际企业学系的硕士研究生霍玥。 现在我正在为毕业论文进行问卷调查，恳请得到您的支持配合。 请仔细阅读下面的说明，完成这份问卷。

说明： 这项研究的目的是了解消费者对于购买国际品牌的态度。所收集的数据将由研究人员本着专业的态度整理分析，并且仅用于学术目的。在填写问卷的过程中请牢记答案并没有对错的分别，我们真正感兴趣的是您的真实感受、观点和消费习惯。

我们先简单了解一下国际品牌的定义。一个国际品牌通常具备以下三种特征：

1. 品牌名字在世界范围内被消费者广泛认知；
2. 其产品在全世界的大部分地区都有销售；
3. 品牌名字在世界范围内享有广泛赞誉。

例如一下一些品牌：IBM、BMW（宝马）、SONY（索尼）、LV（路易*威登）、Coca Cola（可口可乐）等。

您在回答问卷的过程中若有任何疑问，请随时提问。

第一部分

您觉得以下的各项说法在多大程度上描述了您本人或您的看法? 请圈上最符合的数字或在最符合的数字上画√。（其中 1=非常不同意, 2=不同意, 3=有一点不同意, 4=不确定, 5=有一点同意, 6=同意, 7=非常同意）

	非常不同意	不同意	有一点不同意	不确定	有一点同意	同意	非常同意
1. 我喜欢接受新事物。	1	2	3	4	5	6	7
2. 我愿意自己的生活有规则、有惯例。	1	2	3	4	5	6	7
3. 我常常在现有的生活方式中添加新鲜的元素来不断的改善它。	1	2	3	4	5	6	7
4. 我享受新产品所带来的新奇感。	1	2	3	4	5	6	7
5. 购买新产品要花费太多的时间和精力。	1	2	3	4	5	6	7
6. 我享受购买新产品所带来的赌博感。	1	2	3	4	5	6	7
7. 周围人在购买新产品时通常来询问我的意见。	1	2	3	4	5	6	7
8. 新产品一问世，我就迫不及待的想尝试。	1	2	3	4	5	6	7
9. 不断创新的品牌更吸引我。	1	2	3	4	5	6	7
10. 我对新产品资讯很感兴趣。	1	2	3	4	5	6	7
11. 我不愿意放弃已经习惯的品牌去尝试新品牌。	1	2	3	4	5	6	7
12. 我希望我喜爱的品牌能不断的推陈出新。	1	2	3	4	5	6	7
13. 我赞同新品上市价格偏高。	1	2	3	4	5	6	7
14. 我愿意为新产品支付相对较高的价格。	1	2	3	4	5	6	7
15. 我是比较跟潮流的人。	1	2	3	4	5	6	7
16. 我愿意参与尝试新产品的市场调研活动，并提出自己的意见。	1	2	3	4	5	6	7
17. 只有那些中国不能自行生产的产品才应该被进口。	1	2	3	4	5	6	7
18. 要买国货，支持民族产业。	1	2	3	4	5	6	7
19. 购买国外生产的产品是非中国人的作为。	1	2	3	4	5	6	7
20. 购买国外生产的产品是不对的，因为这样做将导致中国工人的就业压力甚至是失业。	1	2	3	4	5	6	7
21. 一个真正的中国人总是购买中国生产的产品。	1	2	3	4	5	6	7
22. .我们应该购买中国自行生产的产品而不是让外国厂商赚取中国消费者的利润。	1	2	3	4	5	6	7
23. 中国人不应该购买国外生产的产品因为这样做会伤害到中国企业的利益。	1	2	3	4	5	6	7
24. 在寻求信息的时候我通常都会想到使用互联网。	1	2	3	4	5	6	7
25. 周围的人上网时碰到问题通常找我帮忙。	1	2	3	4	5	6	7
26. 我已经离不开互联网了。	1	2	3	4	5	6	7
27. 我通过互联网认识了一些品牌或产品。	1	2	3	4	5	6	7
28. 我用网络查找我想了解的产品信息。	1	2	3	4	5	6	7
29. 我认为品牌的互联网宣传效应大于传统媒体。	1	2	3	4	5	6	7

	非常不同意	不同意	有一点不同意	不确定	有一点同意	同意	非常同意
30．我对产品的印象容易受到网上相关评论的影响。	1	2	3	4	5	6	7
31．我信任知名网站的报道。	1	2	3	4	5	6	7
32．我相信网上直销会越来越热。	1	2	3	4	5	6	7
33．我常常参与网上的论坛讨论。	1	2	3	4	5	6	7
34．一个人对国际品牌产品的使用塑造了他/她的个人时尚风格。	1	2	3	4	5	6	7
35．一个人对国际品牌产品的使用代表了他/她的生活方式。	1	2	3	4	5	6	7
36．一个人对国际品牌产品的使用影响了别人对他/她的评价。	1	2	3	4	5	6	7
37．使用国际品牌和个人的社会威望是有关系的。	1	2	3	4	5	6	7
38．从一个人使用的国际品牌产品的可以看出他/她的社会阶层。	1	2	3	4	5	6	7
39．使用国际品牌和个人财富是有关系的。	1	2	3	4	5	6	7
40．使用国际品牌可以使人在社会生活中更有自信。	1	2	3	4	5	6	7
41．使用国际品牌可以让人有更好的社会归属感。	1	2	3	4	5	6	7
42．一个使用国际品牌的人可以让其他人对他/她产生更好的印象。	1	2	3	4	5	6	7
43．使用国际品牌会让人有更接近现代生活方式的感觉。	1	2	3	4	5	6	7
44．使用国际品牌的人会感觉自己是社会潮流中的一分子。	1	2	3	4	5	6	7
45．国际品牌的产品是高品质的。	1	2	3	4	5	6	7
46．国际品牌的产品是耐用的。	1	2	3	4	5	6	7
47．国际品牌的产品有高的使用安全系数。	1	2	3	4	5	6	7
48．国际品牌的产品通常使用的是该领域先进的科技成果。	1	2	3	4	5	6	7

第二部分

请在您认为正确描述了您对某种类型的国际品牌产品的购买/再次购买欲望及态度的空白方框内打√。

1. 请回想**食品产业**的国际品牌，例如 COCA-Cola(可口可乐)、McDonald's(麦当劳)、STARBUCKS(星巴克)、Haagen-Dazs(哈根*达斯)、Ferrero Rocher(费列罗)、Pringles(品客)、LEE KUM KEE(李锦记)等，回答下列 a、b 两个问题：

您在多大程度上同意以下的说法？请圈上最符合的数字或在最符合的数字上画√。（1=非常不同意, 2=不同意, 3=不确定, 4=同意, 5=非常同意）

1. 我想要购买或者再次购买这些品牌的产品。	1	2	3	4	5
2. 我会向亲戚朋友推荐这类品牌的产品。	1	2	3	4	5
3. 总的来说来说我信任这些品牌的产品。	1	2	3	4	5
4. 这些品牌的产品很吸引我。	1	2	3	4	5
5. 我相信这些品牌的产品物有所值。	1	2	3	4	5

2. 请回想**钟表类产品**的国际品牌，例如 OMEGA(欧米加)、SWATCH、CASIO(卡西欧)、CITIZEN(西铁城)、Rolex(劳力士)、Cartier(卡地亚)、TUDOR 等，回答下列 a、b 两个问题：

1=非常不同意, 2=不同意, 3=不确定, 4=同意, 5=非常同意

1. 我想要购买或者再次购买这些品牌的产品。	1	2	3	4	5
2. 我会向亲戚朋友推荐这类品牌的产品。	1	2	3	4	5
3. 总的来说来说我信任这些品牌的产品。	1	2	3	4	5
4. 这些品牌的产品很吸引我。	1	2	3	4	5
5. 我相信这些品牌的产品物有所值。	1	2	3	4	5

3. 请回想**服装鞋帽类产品**的国际品牌，例如 LEVI's(李维斯)、NIKE(耐克)、ADIDAS（阿迪达斯）、CONVERSE（匡威）、REEBOK（锐步）等，回答下列 a、b 两个问题：

1=非常不同意, 2=不同意, 3=不确定, 4=同意, 5=非常同意

1. 我想要购买或者再次购买这些品牌的产品。	1	2	3	4	5
2. 我会向亲戚朋友推荐这类品牌的产品。	1	2	3	4	5
3. 总的来说来说我信任这些品牌的产品。	1	2	3	4	5
4. 这些品牌的产品很吸引我。	1	2	3	4	5
5. 我相信这些品牌的产品物有所值。	1	2	3	4	5

4. 请回想**娱乐业/服务业产品**的国际品牌，例如 Disneyland（迪士尼）、DHL、HSBC（汇丰银行）、FedEx、UPS 等，回答下列 a、b 两个问题：

1=非常不同意, 2=不同意, 3=不确定, 4=同意, 5=非常同意

1. 我想要购买或者再次购买这些品牌的产品。	1	2	3	4	5
2. 我会向亲戚朋友推荐这类品牌的产品。	1	2	3	4	5
3. 总的来说来说我信任这些品牌的产品。	1	2	3	4	5
4. 这些品牌的产品很吸引我。	1	2	3	4	5
5. 我相信这些品牌的产品物有所值。	1	2	3	4	5

第三部分

最后，请提供一些个人信息**仅供学术研究之用**。请在合适的空格内画√。

1. 您平均每个星期的上网时间是多少个小时？
   0 ___ (0, 3] ___ (3, 5] ___ (5, 20] ___ (20, 30] ___ >30 ___

2. 您曾经在网上购物多少次？
   0 ___ 1 ___ 2 ___ 3 ___ >3 ___

3. 您的性别是： 男 ___ 女 ___

4. 您的年龄是：___

5. 您的家庭月收入是：
   < ￥1000 ___
   ￥1000-￥2999 ___
   ￥3000-￥4999 ___
   ￥5000-￥9999 ___
   ￥10000-￥14999 ___
   ￥15000-￥19999 ___
   ￥20000-￥29999 ___
   >￥30000 ___

6. 您的最高学历是：
   小学 ___
   初中 ___
   高中 ___
   大学 ___
   硕士 ___
   博士 ___

7. 您的职业是：_____

-----衷心感谢您的配合-----

Appendix D: Final Questionnaire: English Version

Hello,

I'm an M.Phil candidate of International Business and Marketing Department in Lingnan University. I'm now conducting a questionnaire survey for my final dissertation. Please carefully read the instructions followed and kindly help me complete this questionnaire.

Instruction: The purpose of this study is to understand your attitudes toward buying global brand. The data collected from this study will be treated in professional manner and will be used for ***academic purpose*** only. Please keep in mind that there is no right or wrong answer. Your true ***feeling and opinions*** about global consumption and your actual life style are what we are interested in.

First of all, let me give you a brief introduction of Global Brand.
(1) A Global Brand has **global name recognition**;
(2) Its products are **available in most of the world**;
(3) It is usually has **good reputation** around the world. Such brands as IBM, BMW, SONY, LV, Coca Cola, etc...

Please feel free to ask if you have any questions. Now, let's start.

PART A

How much do you agree with the following statements? (Please circle the one best express your opinion. 1=strongly disagree, 2=moderately disagree, 3=a little disagree, 4=neither agree nor disagree, 5=a little agree, 6=moderately agree, 7=strongly agree)

	Strongly disagree	Moderately disagree	A little disagree	Neither agree nor disagree	A little agree	Moderately agree	Strongly agree
1. I like being exposed to new ideas.	1	2	3	4	5	6	7
2. I hate any change in my routines and habits.	1	2	3	4	5	6	7
3. I constantly find new ways of living to improve over my past ways.	1	2	3	4	5	6	7
4. I enjoy the novelty of owning new products.	1	2	3	4	5	6	7
5. Purchasing new products takes too much time and efforts.	1	2	3	4	5	6	7
6. I relish the gamble involved in buying new products.	1	2	3	4	5	6	7
7. Others often ask me for advice about new products.	1	2	3	4	5	6	7
8. I'm eager to buy new products as soon as they come out.	1	2	3	4	5	6	7
9. Innovative brands are more attractive to me.	1	2	3	4	5	6	7
10. I'm interested in new products information.	1	2	3	4	5	6	7
11. I'd rather choose the brands I'm used to instead of new brands.	1	2	3	4	5	6	7
12. I hope the brands which I like introduce new products constantly.	1	2	3	4	5	6	7
13. I agree with pricing new products relatively higher.	1	2	3	4	5	6	7
14. I'd like pay relatively high price for new products.	1	2	3	4	5	6	7
15. I pursue latest fashion trend.	1	2	3	4	5	6	7
16. I'd like to take part in new products' market research, as well as give my opinion.	1	2	3	4	5	6	7
17. Only those products that are unavailable in my country should be imported.	1	2	3	4	5	6	7
18. Buy products made in my country. Keep my country working.	1	2	3	4	5	6	7
19. Purchasing foreign-made products is unpatriotic.	1	2	3	4	5	6	7
20. It is not right to purchase foreign products because it puts my homeland people out of jobs.	1	2	3	4	5	6	7
21. A real Chinese should always buy Chinese-made products.	1	2	3	4	5	6	7
22. We should purchase products manufactured in our own country instead of letting other countries get rich off us.	1	2	3	4	5	6	7
23. We should not buy foreign products, because this hurts our country's business and causes unemployment.	1	2	3	4	5	6	7
24. I usually refer to internet when searching for information.	1	2	3	4	5	6	7

	Strongly disagree	Moderately disagree	A little disagree	Neither agree nor disagree	A little agree	Moderately agree	Strongly agree
25. Other people came to me for advice on internet use.	1	2	3	4	5	6	7
26. I don't think I can live without internet.	1	2	3	4	5	6	7
27. I get to know a number of new products and brands through internet.	1	2	3	4	5	6	7
28. I search the information of products I want to buy through internet.	1	2	3	4	5	6	7
29. I think internet is better at publicizing brands than other traditional media.	1	2	3	4	5	6	7
30. My impressions to products are easily influenced by BBS discussions.	1	2	3	4	5	6	7
31. I trust famous websites' reports.	1	2	3	4	5	6	7
32. I believe internet direct marketing will be more and more hot.	1	2	3	4	5	6	7
33. I often take part in BBS discussion.	1	2	3	4	5	6	7
34. One's usage of global brands signifies his/her fashion image.	1	2	3	4	5	6	7
35. One's usage of global brands represents one's lifestyle.	1	2	3	4	5	6	7
36. One's usage of global brands symbolizes one's social image.	1	2	3	4	5	6	7
37. Global brands associate with the symbol of prestige.	1	2	3	4	5	6	7
38. One's usage of global brands tells something about his/her social class.	1	2	3	4	5	6	7
39. Global brands associate with wealth.	1	2	3	4	5	6	7
40. Usage of global brands makes one feel more confident in society.	1	2	3	4	5	6	7
41. Usage of global brands makes one feel a sense of belonging to his/her social group.	1	2	3	4	5	6	7
42. Usage of global brands makes good impression on others.	1	2	3	4	5	6	7
43. Usage of global brands makes one feel closer to modern lifestyle.	1	2	3	4	5	6	7
44. Usage of global brands makes one feel to be part of the social trend.	1	2	3	4	5	6	7
45. Products of global brands have a very high quality image.	1	2	3	4	5	6	7
46. Products of global brands are durable.	1	2	3	4	5	6	7
47. Products of global brands are high in safety.	1	2	3	4	5	6	7
48. Global brands usually associate with latest technology.	1	2	3	4	5	6	7

PART B

Please tick/circle the one best describe your ownership of certain global brands, your intention to buy or repurchase these brands and your attitude towards these brands.

1. Think about following food industry global brands such as COCA-Cola, McDonald's, STARUCKS, Haagen-Dazs, Ferrero Rocher, Pringles, LEE KUM KEE, etc. Answer the questions below:

   How much do you agree with the following statements? (Please tick/circle the one best express your opinion. **1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree**)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. I would like to recommend these brands to my friends.	1	2	3	4	5
3. Overall, I think these brands are good.	1	2	3	4	5
4. I think these brands are attractive to me.	1	2	3	4	5
5. I think these brands are desirable.	1	2	3	4	5

2. Think about following watch global brands such as OMEGA, SWATCH, CASIO, CITIZEN, Rolex, Cartier, TUDOR, etc. Answer the questions below:

   How much do you agree with the following statements? (Please tick/circle the one best express your opinion. **1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree**)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. I would like to recommend these brands to my friends.	1	2	3	4	5
3. Overall, I think these brands are good.	1	2	3	4	5
4. I think these brands are attractive to me.	1	2	3	4	5
5. I think these brands are desirable.	1	2	3	4	5

3. Think about following dress industry global brands such as LEVI's, POLO, NIKE, ADIDAS, CONVERSE, REEBOK, BOSS, etc. Answer the questions below:

   How much do you agree with the following statements? (Please tick/circle the one best express your opinion. **1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree**)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. I would like to recommend these brands to my friends.	1	2	3	4	5
3. Overall, I think these brands are good.	1	2	3	4	5
4. I think these brands are attractive to me.	1	2	3	4	5
5. I think these brands are desirable.	1	2	3	4	5

4. Think about following entertainment/service industry global brands such as Disney, DHL, HSBC, FedEx, UPS, etc. Answer the questions below:

How much do you agree with the following statements? (Please tick/circle the one best express your opinion. **1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree**)

1. I would like to buy/repurchase this kind of global brand.	1	2	3	4	5
2. I would like to recommend these brands to my friends.	1	2	3	4	5
3. Overall, I think these brands are good.	1	2	3	4	5
4. I think these brands are attractive to me.	1	2	3	4	5
5. I think these brands are desirable.	1	2	3	4	5

PART C

At last, please provide some personal information just for research purpose. (Please tick/circle the proper blank)

1. Averagely, you spend how many hours on internet every week?
   0 ___ (0, 3] ___ (3, 5] ___ (5, 16.5] ___ (16.5, 50] ___ >50 ___

2. How many times have you purchased through internet?
   0 ___ 1 ___ 2 ___ 3 ___ >3 ___

3. Your gender is: male ___ female ___

4. Your age is: ___

5. Your annual family income is:
   < $10,000___
   $10,000-$29,999 ___
   $30,000-$49,999 ___
   $50,000-$69,999 ___
   $70,000-$89,999 ___
   $90,000-$109,999 ___
   $110,000-$149,999 ___
   >$150, 000 ___

6. Your highest education is:
   Primary school ___
   Middle school ___
   High school ___
   Graduate ___
   Master ___
   Doctor ___

7. Your occupation is: _____

----- Thank you for your kind help. -----

Annotation:

Part A

2. Items 2, 5, 11 are averse-coding.
3. Questions from **1 to 16** measure **consumer innovativeness**. (suppose positively related to SGCC)
4. Questions from **17 to 23** measure **consumer ethnocentrism**. (suppose negatively related to SGCC)
5. Questions from **24 to 33** measure **consumer internet technology readiness**. (suppose positively related to SGCC)
6. Questions from **34 to 39** measure **consumers' desire for social prestige**. (suppose positively related to SGCC)
7. Questions from **40 to 44** measure **consumers' conformity to social norms**. (suppose positively related to SGCC)
8. Questions from **45 to 48** measure **consumers' quality perception**. (suppose positively related to SGCC)

Part B

Question 1 and 2 measures intention to buy (concurrent validity).
Question 3 to 5 measure attitude toward brand (discriminant validity).

Part C

Question 1 and 2 measure **consumer internet technology readiness.**
Others are demographic variables.

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