The Role of Need for Distinctiveness and Acculturation in Young, Urban Indian Consumers' Purchase Intention for Western Brands at Western Retail Formats: An Application of Theory of Planned Behavior

by

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Abstract

Facing stiff competition and saturation in the home markets, American and European firms are increasingly looking for opportunities in India, the second largest untapped retail market. Despite its great market potential, the unique cultural background and market structure in India make it critical for foreign firms to understand why young Indian consumers, an emerging segment, choose to buy (or not to buy) Western brands at Western retail formats. To this end, this study examines *need for distinctiveness* to capture Indian consumers' dual desire for affiliation and differentiation to assert status, and investigate its role in accelerating *acculturation* towards Western culture and forming their *value perception* towards Western brands and Western retail formats in India. Drawing from Theory of Planned Behavior, a conceptual model is proposed to examine the roles that young Indian consumers' value perceptions (beliefs) about Western brands and Western retail formats as well as their *subjective norms* and *perceived behavioral control* play in forming an intention to buy Western brands at Western retail formats. A mall-intercept survey with a sample of 407 young Indian consumers was conducted in four Indian cities to test the proposed model. This study contributes to theory development by examining acculturation occurring through *direct and/or indirect contact* facilitated by media, technology, education, and travel, and by further developing and testing need for distinctiveness in the context of status-seeking behavior and testing its validity in explaining consumer behavior in an Eastern market. Findings from this study provide insights into the psychographic characteristics of young Indian consumers that increase their purchase

intentions toward Western brands at Western retail formats and generate knowledge that can

inform strategic marketing planning of manufacturers and retailers targeting this emerging

market.

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CHAPTER 1. INTRODUCTION

Background

Globalization has been the harbinger of receding trade barriers between nations. Countries that were traditionally closed to the world are opening, emerging, and asserting their competitiveness. These emerging nations, especially China and India, are oozing with opportunities due to the profitable market size and growth prospects (Kearney, 2010). In response, a growing number of foreign retailers are entering and learning to operate in these geographically and culturally distant markets. Although globalization has delivered convergence of technology, media, and income, consumer behavior in these markets cannot be conceded homogenous due to the significant differences in national culture (Mooij & Hofstede, 2002). At a macroscopic level, some convergence exists in consumer demands of quality and value, but the taste of consumers from different cultures still remains heterogeneous (Ger & Belk, 1996; Mooij & Hofstede, 2002). In order to succeed, foreign retailers entering into emerging countries have to learn to adapt to the tastes and preferences of the local consumers.

Extensive research has been done to examine the attitudes and preferences of the consumer of the developed countries. However, very little academic attention has been paid to the consumer of the emerging countries such as India (Kumar, Lee, & Kim, 2009). Moreover, although several recent studies have examined consumer attitudes towards foreign brands in China, research about Indian consumers is scant with only a few exceptions (e.g., Batra &

Niehm, 2009; Kumar, Garg, & Rahman, 2010; Kumar et al., 2009). India is the second largest

untapped retail market after China, and it has been ranked within the top five countries in terms

of retail development (Kearney, 2010), warranting more research on consumers and the retail

industry in this country.

The Indian retail market was traditionally closed, and foreign brands and retailers were

kept out of the market due to the government's stringent investment regulations (Fernandes et al.,

2000; Mann & Byun, 2011a). As a result, only a limited number of Western brands (brands

originating from Western Countries such as the U.S., and examples include Levis and Nike)

were available in the Indian market, and the market was dominated by small independent owner-

operated stores, also referred to as mom and pop stores or unorganized retailers, mainly selling

local brands (Mann & Byun, 2011b). However, in 2006, the Indian government introduced a

relaxed version of foreign direct investment (FDI) policies, leading an increasing number of

Western brands to enter and expand in India. As a result, Western retail formats, which refer to

the retail formats that are common in Western countries such as department stores, shopping

malls, and (single-brand or multiple-brand) specialty stores, are becoming more available in

India (Ghosh, Tripathi, & Kumar, 2010). Therefore, Indian consumers are now being exposed to

an increasing number of Western brands and Western retail formats.

Furthermore, due to the booming economy and rising disposable incomes in India, young

urban consumers are emerging as a potential market segment with a greater propensity of

experimenting with Western brands and Western retail formats (Mann & Byun, 2011a). For the

growth and profitably of Western retailers courting the Indian market, a deep understanding of

Indian consumers is vital due to changing cultural values and consumer preferences, especially

among young urban consumers (Bharadwaj, Swaroop, &Vittal, 2005). The previous literature

suggests the importance of perceived value in predicting satisfaction and patronage intentions among Indian consumers (Kumar, Garg, & Rahman, 2010). Therefore, to gauge young, urban Indian consumers' attitude towards purchasing Western brands at Western retail formats, it is important to understand their perceived value of Western brands and Western retail formats, which has been under-researched in the extant literature.

When two cultures come in close contact, cultural distinctions start to blur (Faber, O'Guinn & McCarty, 1987), which leads to subsequent changes in the original cultural patterns of either or both groups. This phenomenon of cultural shifts is referred to as *acculturation*. There has been extensive research about the construct of acculturation which occurs through direct contact between two cultures. However, with globalization and advances in technology, acculturation is increasingly occurring through second-hand contact via media, education, travel, and so on. Increased interaction between cultures due to globalization has evoked consumer acculturation (Cleveland &Laroche, 2006), thereby calling for a need to examine acculturation occurring through second-hand contact. Greater exposure to Western lifestyles through media, education, and overseas travel has also initiated Indian consumers' acculturation process, in which they are assimilating new norms and values different from those of the traditional Indian culture. Although Indian consumers, particularly young urban consumers, are increasingly embracing Western consumerism (Srivastava, 2008), these consumers are not merely imitating Western consumption patterns. For example, even with a growing desire to consume, Indian consumers are still holding on to a puritanical desire to economize (Maxwell, 2001). They may increasingly purchase Western brands and shop at Western retail formats due to favorable perceptions of quality. However, given their prudent nature, they may not always consider high quality Western brands as a good value for money (Kinra, 2006; Maxwell, 2001). Therefore,

Western brands and retailers may need to tailor their offerings to suit the changing values and preferences of Indian consumers, instead of methodically transplanting their home-market practices (Bijapurkar, 2008; Manveer & Byun 2011a). Consumers in developing countries tend to purchase Western brands to emulate the affluent lifestyle of Western countries (Batra, Ramaswamy, Alden, Steenkamp, &Ramachander, 2000). As such, Indian consumers who have an increasing exposure to Western culture are likely to get acculturated to Western lifestyle and buy Western brands and shop at Western retail formats to emulate Western lifestyles. However, no empirical studies have examined Indian consumers' acculturation process, particularly through second-hand contact to Western culture, and its role in shaping their perceived value and consumption behavior related to Western brands and Western retail formats, a gap addressed by this study.

In countries with an emerging economy, income disparities and status mobility are higher than they are in developed countries (Kumar et al., 2007). Thus, as compared to consumers in developed countries, Indian consumers, especially those with higher disposable incomes, may feel a greater need to assert their social status through the acquisition and use of materials that symbolize their status (Kumar et al., 2007). Western brands often serve as symbolic acquisitions that communicate status and prestige (Batra et al., 2000; Jin, Chansarkar, &Kondap, 2006; Kinra, 2006). Accordingly, Indian consumers tend to perceive Western brands favorably due to the attributes of status and prestige (Kinra, 2006). An individual's need to assert status may promote social belonging through social conformity with an ideal group of a certain status. However, affiliation with one reference group (i.e., an ideal social [status] group) may simultaneously imply a separation from other reference groups (e.g., a lower or less ideal social [status] group, general population, or the mainstream). Therefore, need to assert status may manifest itself in a

dual desire for differentiation and social belonging, which can be referred to as *need for distinctiveness*. India, a collectivist culture, has been known to value conformity and affiliation with a reference group (Rahman & Bhattacharyya, 2003), which may imply separation from other reference groups. Therefore, in order to fulfill their *need for distinctiveness* (i.e., need to conform to and affiliate with an ideal social [status] reference group (Western culture) and differentiate from the general population), Indian consumers may engage in symbolic consumption behavior that allows them to achieve these dual goals. Therefore, need for distinctiveness is expected to be an important antecedent to the perceived value of Western brands and retail formats, particularly social value, thereby calling for an examination. Furthermore, Indian consumers who seek distinctiveness from the general population may be more likely to acculturate to Western culture due to its distinctiveness from Indian culture and prosperous image, which also warrants further research.

Additionally, given that Indian culture has been known to value conformity (Rahman & Bhattacharyya, 2003), subjective norm, defined as an individual's motivation to abide by important other's expectations (Azjen, 1991), can also be a critical factor forming young Indian consumers' purchase intention towards Western brands at Western retail formats. Furthermore, growing but still limited availability of Western brands and Western retail formats and their perceived expensiveness (Kinra, 2006; Maxwell, 2001) may determine an Indian consumer's perceived behavioral control, an individual's perception of the ease with which a behavior of interest can be performed (Azjen, 1991), regarding purchasing Western brands at Western retail formats. Therefore, as described by Theory of Planned Behavior (TPB), subjective norm and perceived behavioral control were examined as antecedents of young Indian consumers' purchase intention towards Western brands at Western retail formats.

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Purpose Statement

This study proposes that the recent surge in exposure to Western lifestyles through media, education, and overseas travel among young, urban Indian consumers has triggered their acculturation to Western lifestyles, which leads to a shift in their consumption patterns through favorable value perceptions of Western brands and Western retail formats. The present study also proposes that young Indian consumers' need for distinctiveness may lead them to perceive high value of purchasing Western brands and shopping at Western retail stores to distinguish themselves from the general population (less ideal social group) as well as to affiliate themselves with the prosperous Western lifestyle (ideal social group). Additionally, due to the importance of group conformity and perceptions of higher price and limited availability of Western brands and Western retail formats in India, subjective norm and perceived behavioral control, as described by TPB, can predict young Indian consumers' purchase intentions towards Western brands at Western retail formats. Thus, the purpose of this study is three-fold:

1. To examine the influences of need for distinctiveness on perceived value of Western brands and Western retail formats and acculturation towards the Western culture among young, urban Indian consumers,

2. To examine the influence of acculturation towards the Western culture on perceived value of Western brands and Western retail formats among young, urban Indian consumers, and

3. To examine how perceived value, subjective norm, and perceived behavioral control explain purchase intentions towards Western brands at Western retail formats among young, urban Indian consumers.

Definition of Terms

Acculturation: Phenomenon involving cultural shifts in a cultural group of individuals due to continuous direct and/or indirect contact with another culture.

Need for distinctiveness: Dual drive of affiliation with an ideal social (or status) reference group and differentiation from a less ideal social (or status) reference group.

Perceived behavioral control: "People's perception of the ease or difficulty of performing the behavior of interest" (Azjen, 1991, p. 183).

Perceived value: Total utility "based on perceptions of what is received and what is given" (Zeithaml, 1988, p. 14).

Subjective norm: Likelihood that important referents or reference groups approve or disapprove a given behavior and a person's motivation to comply with their expectations (Azjen, 1991).

Western brands: Brands that are perceived to originate from Western countries, such as U.S., U.K., Germany, Spain, and so on.

Western retail formats: Organized retail formats or modern retail formats including department stores, hypermarkets, supermarkets, specialty stores, shopping malls, discount stores, cash and carry warehouse clubs, factory outlets, and convenience stores.

CHAPTER 2. REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

The present chapter reviews the relevant literature for the major constructs addressed in the study, describes the theoretical background supporting the study, and proposes a model and hypotheses for this study. The chapter will first start with a review of literature on Indian retail industry and Indian consumers relevant to this study. Next, major theoretical constructs of this study, including perceived value, acculturation, and need for distinctiveness, will be discussed, followed by a discussion of TPB and its application in this study. Throughout the literature review, the hypotheses will be presented along with the literature supporting them.

Indian Retail Industry

India is a nation of shopkeepers (Halepete & Iyer, 2008). With approximately 15 million outlets, it has the highest density of retail outlets in the world (Halepete & Iyer, 2008). The Indian retail industry consists of small, independent owner-operated stores (also referred to as mom-and-pop stores or unorganized retailers) and Western retail format stores (also referred to as modern retail format stores or organized retailers) (Manveer & Byun, 2011a). Retailers in the organized sectors in India are characterized by large size, differentiated product assortment, wider geographical spread, and greater revenues; whereas retailers in the unorganized sectors are characterized by small size, undifferentiated products, and smaller revenues (Sternquist & Gupta, 2007). There are around 12 million retail outlets in the unorganized sectors in India, and

approximately 95% of Indian retail sales are accounted for by unorganized retailers (Goswami & Mishra, 2008). However, the number of Western retail formats in India is rapidly growing, and revenues from the organized sectors are estimated to grow at a compound annual growth rate of 40% from $20 billion in 2007 to $107 billion by 2013 (Ghosh, Tripathi, & Kumar, 2010).

The rapid growth in the organized retail sectors has been initiated by the emergence of a strong consumer market resulting from the recent social and economic changes in India. With an average gross domestic product (GDP) growth rate of 4.8% between 1997 and 2009, Indian economy is in a booming phase (UNICEF, 2010). India is expected to be the world's third largest economy after the U.S. and China by 2050 (Dadush & Stancil, 2009). The Indian retail industry was ranked within the top five countries from 2005 to 2010 in the Global Retail Development Index (GRDI), when market size, growth prospects, and consumer affluence and readiness were considered (Kearney, 2010). Indian retail industry is estimated to grow at a rate of 13% per year, from $322 billion in 2006-2007 to $590 billion in 2011-2012 (Department of Commerce [DOC], 2009). The apparel retail industry is forecasted to grow at a rate of 7.8% per year, reaching a value of $39.4 billion by 2013, an increase of 76.7% since 2006 (Datamonitor, 2009).

In addition to the growing economy, trade liberalization has brought a significant growth in the organized retail sectors in India (Mann & Byun, 2011a). In 2006, relaxations in FDI policies were introduced in the retail sectors, allowing foreign retailers to have up to 51% ownership in retail trade of single brand retailing and up to 100% ownership for wholesale trade of cash and carry retail (DOC, 2006). The trade liberalization has led to an inflow of foreign retailers into the Indian market which has further raised the competitiveness of the organized retail sectors (Mann & Byun, 2011b). Foreign and domestic retailers in the organized sectors are now competing on large size, broad assortment, and pleasant store environment (Ghosh et al.,

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2010). The department store and hypermarket store formats are dominated by domestic retailers, who specialize in fusion styles (mixing Western and Indian styles) and traditional merchandise. Foreign retailers, on the other hand, mainly operate in shopping malls or specialty stores and cater to young urban consumers by introducing innovativeness of Western styles (Mann& Byun, 2011b).

Indian Consumers

The purchase behavior of the Indian consumer is explained by several demographic factors including gender, income, age, and geographic location. First, consumption patterns for clothing in India significantly differ by gender. Fernandes et al. (2000) found that Indian consumers' readiness to buy ready-to-wear clothing, willingness to shop in a modern (Western) retail format, and willingness to pay for added value were highest for sportswear, followed by men's wear, and were lowest for women's wear. Indian men tend to wear Western style clothing in their everyday lives, thus men's clothing sectors have experienced higher proliferation of brands and have been the strongest category in department stores (Batra & Niehm, 2009). Indian women, especially the mid-aged group (> age 40), tend to prefer traditional outfits such as *sari* or *salwar-kameez* (Batra & Niehm, 2009), limiting their demand for Western apparel. Approximately 75% of the Indian women's apparel market caters mainly to ethnic wear (Batra & Niehm, 2009). However, the Western clothing market for women still holds potential due to increasing demand for Western styles from college students and women executives in urban areas (Mann & Byun, 2011a). Along with the number of working women rising, women's changing social roles and increased income are further escalating the demand for Western clothing (Batra & Niehm, 2009).

Second, when considering income, Indian consumers can be categorized into four

segments: rich, middle class, aspiring, and deprived (National Council of Applied Economic

Research [NCAER], 2005). The aspiring with annual income from $2031.60 to $4514.66 and

deprived (less than $2031.60 in annual income) segments constitute 33.9% and 51.55% of Indian

households, respectively, thereby forming the base of the income pyramid (NCAER, 2005). The

rich consumer segment with annual income greater than $22,573.30, on the other hand, only

represents 1.7 % of Indian households, but it holds a great market potential for haute-couture

apparel and luxury goods (Biswas, 2006). The middle class consumer segment representing

12.8% of Indian households is projected to increase tenfold by 2025, indicating that the middle

class is the main driver of growth (Bureau of South and Central Asian Affairs [BSCAA], 2009).

The disposable income of the middle class ranges between $4,514.66 and $22,573.30 per year

and is projected to increase (BSCAA, 2009). In addition to growing income, the consumption

patterns of the middle class segment are changing with increased exposure to the Western

lifestyle through media and overseas travel for work, education, and leisure (Venkatesh, 1994).

Studies have shown that Indian middle-class consumers are value-driven (Bhardwaj et al., 2005;

Srivastava, 2008), and they are increasingly considering brand names and store attributes such as

merchandise assortment, store ambience, and exclusivity in making their purchase decisions

(Sinha & Banerjee, 2004).

Third, age is a good indicator of Indian consumers' consumption patterns. More than

50% of the Indian population is less than 25 years old, making India the world's youngest nation

(BSCAA, 2009). The youthful population is experiencing an optimistic job market and a rise in

purchasing power (Biswas, 2006). This consumer segment also has a greater tendency to visit

Western retail stores. For example, according to a survey with Indian consumers by Ghosh,

Tripathi, and Kumar (2010), among the respondents who visited organized retail outlets, 40% were less than 24 years old, 27% were aged between 25 to 34 years, 18% were aged between 35 to 44 years, and 15% were 45 years old and above.

Finally, even though a significant portion of the Indian population lives in rural areas, there is a considerable urban movement such that the urban population is projected to increase by 30% by 2012 (Biswas, 2006), creating significant differences in consumption patterns between rural and urban areas. For instance, consumers in big cities and metropolises, such as Delhi and Bombay, have greater exposure to Western lifestyles and exhibit greater inclination towards consumerism. This is further reflected in the differential growth of the retail sectors between urban and rural areas. Larger cities, especially, Delhi, Mumbai, Bangalore, Hyderabad, Chennai, and Kolkatta, have grown at a tremendous rate and are facing saturation due to the substantial retail growth (Indian Brand Equity Foundation [IBEF], 2006). Smaller cities, such as Pune, Ahmedabad, Chandigarh, Ludhiana, Kochi, Jaipur, and Lucknow, are also growing rapidly with thriving retail activities and increasing presence of Western brands and Western retail formats (IBEF, 2006). However, the retail potential of rural areas still remains largely untapped, even though more than 70% of Indian population resides in rural areas (IBEF, 2006). Therefore, considering that young, urban consumers have a greater exposure and propensity towards Western brands and Western retail formats, this consumer segment is the focus of this study.

Perceived Value

Consumer choices are driven by consumption value reflected in the total utility of a product/service (Sheth, Newman, & Gross, 1991; Sweeney & Soutar, 2001). The assessment of the total utility of a product is "based on perceptions of what is received and what is given"

(Zeithaml, 1988, p.14). Perceived value can be explained by equity theory which suggests that parties involved in an exchange feel that they have been treated equitably if they are satisfied, considering the ratio of outcome and inputs as fair (Adams, 1965; Oliver & Desarbo, 1988; Yang & Peterson, 2004). Although the conceptualization of perceived value as 'give and receive' is a simplistic and effective way of defining value, the uni-dimensionality of this definition limits it from discerning the complexities of perceived value (Lin, Sher, & Shih, 2005). Value can be considered as a salient tradeoff between costs and benefits, and what constitutes these costs and benefits may vary across consumers and situations. For example, consumers may consider quality, low price, and/or convenience as received components, while considering money, time, and/or effort as given components (Zeithaml, 1988).

In order to overcome this limitation, researchers have proposed multi-dimensionality of perceived value. According to the theory of consumption values proposed by Sheth et al. (1991), consumer choices are based on multiple values including functional value, social value, emotional value, epistemic value, and conditional value. Theory of consumption values suggests that social value is derived from association with one or more groups, while emotional value is related to the arousal of feelings and affective states. Functional value is related to the physical performance of a product, and epistemic value originates from arousal of curiosity and novelty. Conditional value refers to the perceived value of a product under a specific situation or set of circumstances. For example, perceived value of an aspirin may be higher when a consumer has a migraine. The theory also postulates that these dimensions of values are independent and additive; and at any given time, it is possible that all five values or only some are salient in consumer decision making. For instance, while all five values may influence a first-time home

buyer, only social and emotional values may be salient when choosing between two different brands of cigarettes (Sheth et al., 1991).

Even though theory of consumption values provides a good foundation to examine multiple dimensions of perceived value, several researchers disagree with the assumption that all the value dimensions proposed by theory of consumption values are independent (Sweeney & Soutar, 2001). For example, it is often argued that emotional and functional values– also referred to as hedonic or affective and utilitarian or cognitive values, respectively – may be interrelated. Following the assumption that value dimensions can be interrelated and applying some of the dimensions developed in theory of consumption values, Sweeney and Soutar (2001) proposed measures of four dimensions of perceived value: emotional value, social value, functional value (price/value for money), and functional value (performance/quality). Sweeney and Soutar (2001) created a 19-item measurement (PERVAL) which can be applied to consumer durable goods brands. They conducted focus group interviews to develop an initial pool of values that consumers associated with brands. The initial pool of values were evaluated with respect to the dimensions outlined by the theory of consumption values, and it was found that epistemic value was not reflected in any of the items. Conditional value was also eliminated because it is a situation-specific dimension while PERVAL is a general value measure. The dimensions (emotional, social, and functional) encompassing the construct of perceived value proposed Sweeney and Soutar (2001) are discussed below in greater detail.

Functional value

Functional (utilitarian) value can be conceptualized as customer return on investment (CROI) in terms of the economic utility of the product (i.e. perception of affordable quality)

(Mathwick, Malhotra, & Rigdon, 2001). Sweeney and Soutar (2001) also define functional value as "the utility derived from the perceived quality and expected performance of the product" due to the reduction of its perceived short-term and longer-term costs" (p. 211). Therefore, price and quality are considered as the primary determinants of functional value. Price is a direct indicator of the amount of sacrifice needed to obtain a product (Dodds, Monroe, & Grewal, 1991; Zeithaml, 1988) and thus is considered as a key component of functional value. Consumers usually have a set of prices that fall in acceptable short term or long term costs such that if the price of a product is unacceptable, that product may be inferred to be of little or no net perceived value (Dodds et al., 1991). In addition to price, perceived quality of a product is an important determinant of the functional value of the product. Perceived quality can be defined as "consumers' judgment of overall excellence or superiority of the product" (Zeithaml, 1988, p. 3). It is important to note that price may be used as an indicator of quality or performance of the product (Zeithaml, 1988). However, the inference of quality from price may depend on a number of factors including availability of other extrinsic cues to quality, price and quality variation within the product category, level of price awareness of consumers, and consumers' ability to detect quality variation in the group of products (Zeithaml, 1988).

Several studies have examined the relation between perceived price, quality, and value (e.g. Chang & Wildt, 1994; Dodds, 1996; Dodds et al., 1991; Petrick, 2004). Chang and Wildt (1994) found that although price and perceived quality are related, the effect of price on perceived quality may be lessened in the presence of intrinsic product attribute cues, such as style, color, and fabric for apparel products (Kwan, Yeung, & Au, 2004). On the other hand, Dodds (1996) found that consumers use price as an indicator of quality regardless of whether brand information (an extrinsic cue) is available. Additionally, Dodds (1996) and Dodds et al.

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(1991) found a significant positive relationship between quality and perceived value. Petrick (2004) also found that price is a significant indicator of perceptions of quality and value. These findings suggest that price and quality are important dimensions of perceived value, but there may be some correlation between them.

Indian consumers, particularly the middle-class consumer, have traditionally shown price-oriented purchase behavior. However, with growing consumerism, Indian consumers are shifting towards a value-oriented behavior (Bhardwaj et al., 2005; Srivastava, 2008), such that value is derived not only from lower price but also from quality (Batra & Niehm, 2009). Western brands specifically have been considered to be of high quality by Indian consumers (Kinra, 2006; Maxwell, 2001). Additionally, a study by Kumar, Garg, and Rahman (2001) suggests that when considering retail formats, functional value is a significant predictor of Indian consumers' patronage intention. Therefore, it can be presumed that functional value can play a significant role in forming young Indian consumers' purchase intention towards Western brands at Western retail formats.

Emotional value

Emotional value refers to "the utility derived from the feelings or affective states that a product generates" (Sweeney & Soutar, 2001, p. 211). Consumer research has traditionally focused on tangible benefits of products and services. However, recently, a growing amount of research has been conducted in relation to emotional or hedonic value, which suggests that consumers often acquire products for emotional or hedonic value in addition to task-related benefits (Holbrook & Hirschman, 1982). For example, consumers may consider utilitarian benefits of goods such as clothing (warmth, breathability) and automobiles (gas mileage) as well

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as hedonic benefits (aesthetic design) when making purchase decisions. Holbrook and Hirschman (1982) suggested that hedonic value is a multisensory, fantasy-like, and emotive aspect of consumer behavior. It is derived from experiential consumption that seeks fun, pleasure, amusement, fantasy, arousal, and excitement (Dhar & Wertenbroch, 2000).

According to Batra and Ahotla (1990) and Spangenberg, Voss, and Crowley (1997), although consumption is driven by hedonic and utilitarian benefits simultaneously, the salience of these benefits may vary across products and situations. For example, hedonic benefits may be salient in consumption of an experiential product such as a painting, whereas in the case of a functional product such as toothpaste, utilitarian value may take precedence. Further, when considering a product with both functional and experiential benefits such as an armchair, consumer may make more explicit trade-offs between the two benefits. Chitturi, Raghunathan, and Mahajan (2007) examined this trade-off process and found that when utilitarian or functional needs are met by a choice set, consumers place greater importance to hedonic value in evaluating the products, which is referred to as the hedonic dominance phenomenon. Chitturi et al. (2007) also suggest that superior hedonic value is an important factor when evaluating willingness to pay for a product. Okada (2005), however, makes a contradictory argument suggesting that the discretionary nature of consumption based on hedonic value makes it relatively difficult to justify spending on hedonic goods versus utilitarian goods. Furthermore, Okada (2005) suggests that the benefits of hedonic value are more difficult to quantify, and there may be a sense of guilt associated with hedonic goods. She also argues that people may be more likely to consume hedonic goods when the decision enables them to justify it, which is synonymous with Chitturi et al. (2007)'s findings that once the utilitarian benefits are satisfied, then consumers place greater importance on hedonic value, which may then lead to more positive emotions rather than guilt.

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In another study, Chitturi, Raghunathan, and Mahajan (2008) found that hedonic benefits

enhance consumer delight by evoking feelings of cheerfulness and delight. It is also established

that hedonic-value based consumption emphasizes greater interest and involvement

(Spangenberg et al., 1997). Okada (2005) suggests that consumers are more willing to expend

effort and time for hedonic goods, which corroborates that there may be greater involvement and

interest associated with hedonic consumption.

Hedonic or emotional value is not only applicable to tangible products, but also to

shopping-related activities such as browsing for "the fun of it" (Bloch &Richins, 1983).

Emotional value of shopping may be related to a range of feelings or affective states including

fun, playfulness, arousal, heightened involvement, fantasy, and escapism (Holbrook &

Hirschman, 1982). These emotional states are often aroused during the shopping experience, and

in some cases the act of purchase may serve as a climax of the experience (Babin, Dardin,&

Griffin, 1994).

In the context of Indian consumers, Kumar, Lee, and Kim (2008) found that positive

attitude towards emotional value of U.S. brands is a significant predictor of a purchase intention.

Similarly, Kumar, Garg, and Rahman (2010) found that hedonic value of a retail store is a

significant predictor of Indian consumers' patronage intentions. Therefore, perceived emotional

value of Western brands and Western retail formats can be an important predictor of young

Indian consumers' purchase intentions towards Western brands at Western retail formats.

Social value

Social value can be defined as "the utility derived from the product's ability to enhance

social self-concept" (Sweeney & Soutar, 2001, p. 211). In addition to the emotional value of

shopping or a purchase, product enthusiasts often acquire products to enhance their self-concept (Babin et al., 1994). Self-concept has been theorized to interact with product-user image to generate a subjective experience referred to as *self-image/product-image congruity* or *self-congruity* (Sirgy et al., 1997). Self-congruity experience has been further explained by self-congruity theory (Sirgy, 1985), which proposes that congruence resulting from a psychological comparison of the product-user image and the consumer's self-concept (e.g., actual self-image, ideal self-image, social self-image) can affect consumer behavior through self-concept motives such as the needs for self-consistency and self-esteem. A higher level of self-congruity is experienced when a consumer perceives a greater match between product-user image and self-image (Sirgy et al., 1997). High self-congruity has been shown to generate more positive attitude towards the product or brand (Sirgy, Grewal, & Mangleburg, 2000).

Although psychological comparison of product image can be made with actual self-image (self-image that one holds), ideal self-image (self-image that one would like to hold), or social self-image (self-image that one believes is seen by others), the social value of product is related to social self-congruity (Sirgy, 1985). Social self-congruity is referred to as the degree of match between a consumer's social self-image and product image given a preferred product ownership (Sirgy et al., 2000). An extension of social self-congruity is ideal social self-congruity, which refers to the degree of match between a shopper's ideal social self-image (self-image that one would like others to see) and product image (Sirgy, 1985). Ideal social self-image may affect consumer behavior when there is a need to gain approval from others. Social value of a product may be important in such a context, making consumers assess a product in terms of the likelihood of gaining approval from others (Day & Crask, 2000). In order to gain positive

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reactions from others, social value may be a driver of purchase in highly visible products such as clothing and cars (Sheth et al., 1991).

In addition to the need of approval from others for social conformity, status-seeking behavior may be an important consideration when evaluating social value of a product (Chaudhuri & Majumdar, 2006). Status-seeking behavior occurs when consumers purchase a product in order to advertise wealth and achieve greater social stares (Bagwell & Bernheim, 1996) or to be distinctive from the mainstream. The seminal work of Veblen (1922) on status-seeking behavior presents conspicuousness as intentional conduct in which status considerations prevail. Status-seeking behavior has also been referred to as prestige-seeking behavior, such that consumers exhibit conspicuous or status consumption to signal status and wealth (Cass & McEwen, 2004; Sheth et al., 1991; Vigneron & Johnson, 1999). Although conspicuous consumption and status consumption are often used interchangeably in the literature, Cass and McEwen (2004) differentiate the two in that status consumption refers to "consumers' desires to gain prestige from the acquisition of status-laden products and brands" (p.27), whereas conspicuous consumption "focuses on the visual display or overt usage of products in the presence of others" (p. 27). Reflecting upon the definition of status and conspicuous consumption, it can be inferred that consumers may seek social value in products or brands when exhibiting both consumption patterns. Cass and McEwen (2004) also found that susceptibility to normative (reference group) influence is related to both status and conspicuous consumption. Since a need to identify one's image in the opinion of significant others may both lead to status and conspicuous consumption, greater interpersonal or normative influence may increase the role of social value in purchase decisions.

Considering that India is a collectivist culture, Indians are susceptible to normative influence or social conformity (Rahman & Bhattacharyya, 2003), thus exhibiting a need to assert status. Furthermore, Indian consumers consider Western brands as symbolic acquisitions and tools to communicate status and prestige (Batra et al., 2000; Jin, Chansarkar, & Kondap, 2006; Kinra, 2006). Accordingly, it can be expected that Indian consumers may perceive Western brands to be of greater social value due to the attributes of status and prestige (Kinra, 2006). In similar vein, due to the perceived expensiveness of Western retail formats, they can be considered to be more exclusive and thereby of greater social value by Indian consumers.

Acculturation

Human behavior is shaped in a cultural context such that there is generally a correspondence between individuals' act and cultural expectations (Berry, 1997). Consumer behavior is also subject to the pressures of cultural norms and expectations for their own culture. However, when two cultures come in close contact, acculturation is likely to occur (Berry, 1997). As a result, differences in cultural expectations may become blurry, and differences in perceptions and relative importance of product attributes may also become more subtle between the two cultures. Acculturation is originally defined as a phenomenon where "groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original cultural patterns of either or both groups" (Redfield, Linton, & Herskovits, 1936, p. 149). Consumer acculturation is a subset of acculturation but is specific to the consumption process (Ogden, Ogden, & Schau, 2004). Consumer acculturation facilitates learning behavior, attitudes, and values of a culture that are different from culture of origin (Lee, 1988; Ogden et al., 2004).

The definition of acculturation above limits the medium of acculturation to *first-hand or direct* contact only, which was a valid assumption at the time the definition was provided. Lee (1993) argued that although activities, such as trade and education, have impact on the process and outcome of acculturation, continuous first-hand contact through immigration is the most extreme case of acculturation. Due to the greater degree of acculturation facilitated by immigration, many previous studies have focused on the examination of acculturation of immigrants with host culture. For example, Khairullah and Khairullah (1999) and Rajagopalan and Heitmeyer (2005) examined acculturation among Indians immigrated to the U.S., and Gentry, Jun, and Tansuhaj (1995) examined acculturation among Chinese immigrated to Thailand. However, globalization, advancements in technology and media have made *second-hand or indirect* contact almost as real as first-hand contact. In the same vein, O'Guinn, Lee, and Faber (1986) suggested the need of incorporating mass-mediated socialization as an indirect path of acculturation. They pointed out that first-hand or direct contact may not always be needed for acculturation, but considerable degree of socialization may occur through mass media. Lee (1993) also found that acculturating individuals hold more positive attitude towards advertising and consider television as a trustworthy source for information and advice, such that they are inspired to live the kind of lifestyle portrayed by television. Accordingly, individuals who do not have first-hand contact with a foreign culture may be susceptible to messages from mass media and to acculturate to foreign cultures that are perceived as desirable. Therefore, by incorporating the second-hand contact as a medium of acculturation, this study redefines acculturation as *a phenomenon involving cultural shifts in a cultural group of individuals due to continuous direct and/or indirect contact with another culture*.

Strategies of Acculturation

A common assumption related to acculturation is that acculturation occurs via a progressive learning model, also referred to as cultural assimilation. The norms and values held by the acculturating group members are somewhere between their own culture and that of the other society; and the greater the acculturation of an individual, the greater will be the progression towards the attitudes and values of the other society (Faber, O'Guinn, & McCarty, 1987). The progressive learning model, however, may not explain acculturation process in all contexts as cultural groups may adopt acculturation strategies other than assimilation.

Berry (1997) outlines four strategies of acculturation based on differences on two dimensions: (1) cultural maintenance and (2) contact and participation. *Cultural maintenance* refers to the extent to which a cultural group considers identification with their original culture important (Berry, 1997), whereas c*ontact and participation* refers to the extent of involvement with other cultural groups or to remain primarily among each other (Berry, 1997). Four acculturation strategies -- *assimilation, separation, integration*, and *marginalization* -- can emerge based on differences in these two dimensions (Berry, 1997). In the case of assimilation, individuals do not wish to maintain their cultural identity and seek continuous interaction with other cultures. Separation, on the contrary, is exhibited when individuals place value in maintaining their own culture and avoid an interaction with other cultures. Integration falls somewhere between assimilation and separation such that an interest in both original and foreign cultures is accompanied by a continuous interaction with other cultural groups. Marginalization, the fourth strategy, entails little possibility or interest in cultural maintenance or in having relations with others.

Increased interaction between cultures due to globalization has evoked greater consumer acculturation with interplay of homogenization and heterogenization (Cleveland & Laroche, 2006). Global transport, communications, and marketing and advertising are dissolving boundaries across national cultures to lead to acculturation process that homogenizes consumer cultures (Ger, 1999). However, consumer cultures may still be heterogeneous because "historical and current local conditions, interacting with global forces, shape the specific consumption patterns and meanings in each locality" (Ger, 1999, p. 67). Lee (1993) also notes that when different cultures come in contact, every culture has capacity to incorporate some aspects of other cultures, but the process of incorporation is affected by several factors including value of one's own culture. Therefore, acculturation is a gradual process, and there is a varying degree of pull of both original and foreign cultures that affect individuals (Cleveland & Laroche, 2006). In assimilation situations, there may be a direct adoption, without any modification, of the alternative or foreign behavior (e.g., elite consumers in developing countries may exhibit similar consumption behavior as that exhibited in developed countries). In the case of integration situations, resulting behavior may be distinctly different from both groups such that alternative behavior may be mixed with local elements (e.g., mix of Western wear with ethnic inspiration in clothing) (Cleveland & Laroche, 2006). In the case of assimilation and integration strategies of acculturation, individuals may show greater reliance on material symbols to create an "in-group" feeling (Gentry, Jun, & Tansuhaj, 1995). Additionally, assimilation and integration strategies signify some cultural shift in the original (acculturating) consumer group. However, rejection also can exist where consumers reject alternative or foreign behavior. In this case, there will not be any shift in the cultural focus of the original consumer group.

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Acculturation and Perceived Value

While Indian culture emphasizes collectivism and group conformity (Rahman & Bhattacharyya, 2003), greater exposure to Western culture through media and overseas travels facilitates Indian consumers' acculturation to Western culture. Many Indian consumers are employing the integration strategy of acculturation as consumption behavior of Indian consumer is adapting towards a hybrid mix of traditional shopping values and consumerism of the West (Bijapurkar, 2008). For example, the middle-class consumer is shifting from a traditional price-oriented purchase behavior to a value-oriented behavior (Bhardwaj et al., 2005; Srivastava, 2008), increasingly seeking product design, quality (Batra & Niehm, 2009), and brand names (Sinha & Banerjee, 2004). Another study found that Indian consumers' attitude towards Western brands is positively influenced by their need for uniqueness which inclines towards more individualistic behavior (Kumar, Lee, & Kim, 2008). Acculturation and adoption of material symbols of a desirable foreign culture may also be a consequence of individuals' need to be distinct from the mainstream or original culture by adopting symbols of foreign culture. Therefore, consumption behavior in India is no longer explained by collectivist cultural values only, but it has acculturated to integrate an individualistic flavor to it. Furthermore, Indian consumers, particularly the young urban consumers, are increasingly embracing Western consumerism and are placing a greater emphasis on 'feeling and looking good' (Biswas, 2006; Srivastava, 2008). Mass media may portray a desirable way of life in Western culture with a focus on functional and symbolic value of Western consumer products (Lee, 1993). Accordingly, as Indian consumers acculturate to Western culture through increased mass media exposure, they may symbolically acculturate by relying on the social image associated with products of a Western origin. This symbolic acculturation process is expected to lead young Indian consumers

to perceive high social and symbolic value of products and retail formats of a Western origin. Therefore, the following hypothesis is plausible:

H1: Among young, urban Indian consumers, the greater the acculturation towards Western culture, the greater the perceived value of (a) a Western brand and (b) a Western retail format.

Need for Distinctiveness

Indian consumers' acculturation to Western culture may be linked to status-seeking behavior. Simmel (1904) highlights two polar yet agreeing dimensions of human nature: social belonging and differentiation. Social belonging or generalization assists in fulfilling social acceptance and grants ease to human nature, while differentiation or specialization allows freedom for movement (Simmel, 1904). Furthermore, optimal distinctiveness theory (ODT) also suggests that social identity is driven by two needs - the need for group inclusion, also referred to as need for assimilation, and need for differentiation from others (Brewer, 1991). However, ODT refers to these two needs in the context one specific in-group, such that when a person feels very different from the group he/she seeks to reassert his or security and vice-versa (Brewer, 1991; Pickett & Brewer, 2001). An individual's status-seeking behavior may promote social belonging through social conformity and interpersonal similarity with an ideal group of a certain status, while it may simultaneously promote differentiation by alienating him- or herself from other groups that are of a lower status or non-ideal groups. Brewer, Manzi, and Shaw (1993) further suggest that an individual's self-esteem increases as the status of in-group is greater than the out-groups. Therefore, an individual's status-seeking behavior may be a manifestation of his or her concurrent desire for differentiation and social belonging. Specifically, in the context of this

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study, the researcher defines need for distinctiveness as an individual's dual drive of affiliation to an ideal social (or status) group and differentiation from a less ideal social (or status) group.

Need for distinctiveness can be used as a framework to examine both bandwagon and snob effects. A bandwagon effect occurs when "the demand for the good increases because others are buying the same good" (Corneo & Jeanne, 1996, p. 56). A snob effect, on the contrary, refers to a decrease in market demand because many others are buying the same good (Corneo & Jeanne, 1996). In the context of status-seeking behavior, a bandwagon effect may arise due to a drive to consume products that are affiliated with a higher status or an ideal social group. At the same time, a snob effect may prevail as people, in the flight to achieve status, withdraw from consumption of prevalent products or products associated with less ideal social classes. In this case, people seek distinctiveness to assert status and separate themselves from lower classes or less ideal social groups. As such, although in the modern India, particularly in urban areas, the Caste System – a social stratification system – is not practiced, the historical practice of the Cast System is likely to drive Indian consumers to seek distinctiveness to assert status.

Furthermore, need for distinctiveness can also be used to explain the desirability associated with scarce products and shopping at new or innovative stores. Uniqueness theory ties the desirability of scarce products with the need to be unique (Lynn & Harris, 1997; Snyder, 1992). However, desirability of scarce products, especially luxury products or product categories that signal status, such as clothing and automobiles, can arise due to the need for distinctiveness rather than need for uniqueness. A study by Han, Nunes, and Drèze (2010) lends support to this argument as they found that consumption of luxury products is used to signal status and corresponds with the consumers' desire to associate or dissociate with members of their own and other groups. For example, due to the government's stipulations in foreign investment in

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retailing, the availability of Western brands was limited in the Indian retail market until recently (Mann & Byun, 2011a), which in turn creating scarcity of popular Western brands. As a result, Indian consumers may desire Western brands not only to appear unique but to distinguish themselves or dissociate themselves from the general public and to affiliate or associate themselves with prosperous Western lifestyles, thereby considering Western culture as an ideal reference group.

In the similar vein, Snyder (1992) argues that desiring rare possessions as a marker of social class may not be the primary factor contributing to desirability of scare products, but it is the sense of specialness imparted by scare products that increase their desirability. Although this assumption may have greater validity in individualistic societies (e.g., the U.S.), in collectivist societies such as India and China, a sense of specialness conveyed by scare products may originate from affiliation of scarce products with a certain status or lifestyle. Bearden, Netemeyer, and Teel (1989) also lend support to this argument by noting that one of the important determinants of an individual's behavior is others' influence (also referred to as interpersonal influence or social influence). Even though need for uniqueness may explain adoption of innovative or unique products, the power of interpersonal influence cannot be ignored when examining product adoption of scarce products, which may or may not be innovative or unique. Particularly in Indian context, signaling status and interpersonal influence are important factor that affect product adoption decisions due to the importance of group affiliation and conformity (Rahman & Bhattacharyya, 2003). Therefore, the following hypothesis is proposed:

> *H2: Among young, urban Indian consumers, the greater the need for distinctiveness, the*
>
> *greater the perceived value of (a) a Western brand and (b) a Western retail format.*

Bearden et al. (1989) suggest that people may adopt scarce products due to informational or normative social influence. Informational social influence refers to "an influence to accept information obtained from another as evidence about reality," whereas normative social influence means *"an influence to conform with the positive expectations of another"* (Deutsch & Gerard, 1955, p. 629). While normative social influence tends to be more salient among individuals who are part of a group due to a greater group influence on individual judgment (Deutsch & Gerard, 1955), informational social influence may be more common among individuals who are not part of a group but aspire to be (Deutsch & Gerard, 1955). Individuals may maybe rely on informational social influence to seek information or make inferences from behavior of the individuals in the aspirational group (Bearden et al., 1989). For example, in order to be distinctive from the general population, consumers in developing countries may aspire to emulate prosperous Western lifestyles, and they may show a propensity to acculturate to Western culture. In this case, due to lack of direct contact with the West, consumers may not be certain about the reality of Western culture (i.e., ideal reference group), and thus they may use the image of Western culture obtained from various means such as travel, education, and media (i.e., informational social influence) to form inferences about Western lifestyles (i.e., the reality of the ideal reference group). Therefore, to enhance the in-group feeling with the West, consumers may use informational social influence to adopt consumption patterns of the West.

Young, urban Indian consumers are increasingly embracing Western ideals of consumption (Biswas, 2006). Considering that emerging countries typically have a lower economic status and standard of living, it can be expected that consumers may buy Western brands and shop at Western retail formats to associate themselves with the success and prosperity of the West (Batra et al., 2000). Therefore, greater acculturation towards Western culture can be

a consequence of need to affiliate with the West and to be different from the general population in one's own country. In other words, Indian consumers' need for distinctiveness may lead to their acculturation towards the Western culture. Therefore, the following hypothesis is plausible:

H3: Among young, urban Indian consumers, the greater the need for distinctiveness, the greater the acculturation towards Western culture.

Theory of Planned Behavior

The present study draws from Theory of Planned Behavior (TPB) to examine the role of perceived value in shaping young Indian consumers' intention to buy Western brands at Western retail formats. TPB, an extension of Theory of Reason Action, proposes that human action is guided by three types of considerations (Azjen, 1985, 1991): "beliefs about the likely outcomes of the behavior and the evaluations of these outcomes (behavioral beliefs), beliefs about the normative expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs)" (Ajzen, 2002, p. 1). TPB distinguishes these three beliefs and suggests that they contribute differently towards the formation of behavioral intention such that behavioral beliefs produce a favorable or unfavorable *attitude* towards the behavior, normative beliefs lead to perceived social pressure or *subjective norm* towards the behavior, and control beliefs lead to *perceived behavioral control* (Ajzen, 2002). TPB further contends that a more favorable attitude, a greater subjective norm, and a greater perceived control lead to a stronger intention to perform the behavior (Ajzen, 2002, see Figure 2.1). Additionally, TPB contends that perceived behavioral control (represented by the

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dotted line in the Figure 2.1) together with intention can be used to directly predict behavior

(Azjen, 1991)

Attitude towards the Behavior

　　　TPB posits that favorable or unfavorable attitude toward a behavior is predictive of the

behavioral intention. According to TPB, attitude towards a behavior is formed from beliefs

regarding that behavior. Ajzen (1991) further notes that when considering "attitudes toward a

behavior, each belief links the behavior to a certain outcome, or to some other attribute,

such as the cost incurred by performing the behavior" (p. 191). As such, the conceptualization of

behavioral beliefs in TPB, beliefs about the likely consequences or other attributes of the

behavior, is not very different from that of perceived value of an object or behavior, which refers

to the assessment of the total utility of an object or behavior (Zeithaml, 1988). Therefore, in the
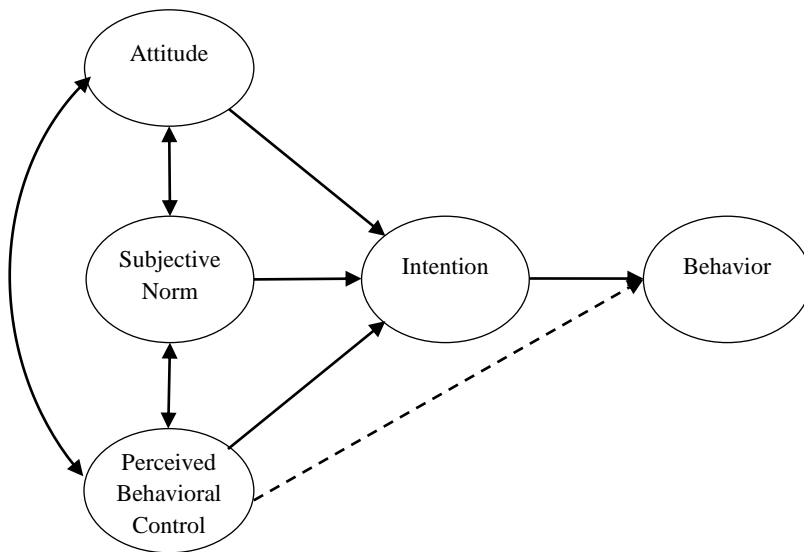
Figure 2.1. Theory of Planned Behavior (Azjen, 1985)

present study, Indian consumers' behavioral beliefs constituting their attitude about Western brands and Western retail formats are conceptualized as perceived value of a Western brand and a Western retail format because 'value' emerges from beliefs regarding the overall utility of the outcome of the behavior of using or purchasing from the brands or the stores. According to TPB, Indian consumers' perceived values of Western brands and Western retail formats are predicted to have direct influences on their intention to purchase from them. Thus, the following hypothesis is proposed:

> *H4: Among young, urban Indian consumers, the greater (a) the perceived value of a Western brand and (b) the perceived value of a Western retail format, the greater the intention to buy the Western brand at the Western retail format.*

Subjective Norm

Subjective norm is concerned with the likelihood that important referents or reference groups approve or disapprove a given behavior and a person's motivation to comply with their expectations (Ajzen, 1985). Ajzen (2002) notes that there are two components of subjective norm: an injunctive component (i.e., if individuals believe that their social network wants them to perform the behavior) and a descriptive component (i.e., whether one's social network performs a behavior). Additionally, previous studies have identified several types of reference group influences including informational, utilitarian, and value-expressive influences (Bearden & Etzel, 1982). An informational influence is exerted when an individual follows the reference group's norm from the desire to make informed decisions, whereas utilitarian influence is based on an individual's motivations to achieve rewards or avoid punishments from the reference group (Bearden & Etzel, 1982). Value-expressive influence is concerned with an individual's

need to assert status or psychological association with the reference group (Bearden & Etzel, 1982).

In addition to the three types of reference group influences, two types of reference groups are suggested in the literature: normative referents or socially proximal reference groups (e.g., parents, teachers, and peers) and comparative referents or socially distant reference groups (e.g., sports and entertainment celebrities) (Childers & Rao, 1992). Normative referents are the source of norms, attitude, and values through direct interaction; comparative referents have no or little direct interaction, but they provide ideals of achievement that individuals aspire for through their public behavior (Childers & Rao, 1992). Different types of referent groups may have varying degrees of influence on consumption process. However, TPB suggests that subjective norm is measured by normative influence of socially proximal important others. Consistent with TPB, this study applies the role of normative referents in conceptualizing the subjective norm relevant to Indian consumers' intention to buy a Western brand at a Western retail format.

Subjective norm influences individuals' product or brand decisions when the ownership of the product is conspicuous (Bearden & Etzel, 1982). Bearden and Etzel (1982) suggest that normative influence may be a function of two forms of conspicuousness: exclusivity and public visibility or identification by others. Exclusivity is important because if virtually everyone owns a product, it is not conspicuous. Furthermore, for normative influence to affect consumers' brand decisions, the item must also be "seen or identified by others" (Bearden & Etzel, 1982, p.184). Therefore, consumers who consider a brand as a premium source of fulfillment of need for distinctiveness and status benefits (i.e., self-image and reference group approval) may be more sensitive to what their reference groups think of them (Batra et al., 2000). Additionally, reference groups may also serve as standards for self-appraisal or sources of personal norms (Batra et al.,

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2000). Therefore, brand choice may be subject to reference group influence due to symbolic

nature of the product and reference group structure and decision processes. Considering that

Indians value group affiliation and conformity (Rahman & Bhattacharyya, 2003), it can be

expected that more positive subjective norm towards Western brands and Western retail formats

can lead to more positive intentions towards them. Thus, the following hypothesis is proposed:

> *H5: Among young, urban Indian consumers, the more positive (a) the subjective norm*
>
> *towards a Western brand and (b) the subject norm towards a Western retail format,*
>
> *the greater the intention to buy the Western brand at the Western retail format.*

Perceived Behavioral Control

TPB includes perceived behavioral control to extend Theory of Reasoned Action, due to

the limitation of the latter to account for behaviors over which individuals have incomplete

volitional control (Ajzen, 1991). Azjen (1991) defines perceived behavioral control as "people's

perception of the ease or difficulty of performing the behavior of interest" (p. 183). Between two

individuals with the equivalent levels of attitude towards the behavior and subjective norms, one

with more confidence in his or her abilities is more likely to perform the behavior than the one

who has doubts (Ajzen, 1991). Perceived behavioral control is conceptually similar to perceived

self-efficacy which is defined as "judgments of how well one can execute courses of action

required to deal with prospective situations" (Bandura, 1982, p. 122). Perceived self-efficacy

affects people's choice of activities and effort expended and persistence to overcome obstacles in

order to succeed in those activities (Bandura & Adams, 1977). Similarly, the conceptualization

of perceived behavioral control in TPB indicates that people's behavior is strongly influenced by

their confidence in their ability to perform it (Ajzen, 1991). In the context of Indian consumers,

due to the general perceptions of higher price (Kinra, 2006; Maxwell, 2001) and limited

availability of Western brands and Western retail formats in India, perceived behavioral control

can be a predictor of an intention to buy a Western brand at a Western retail format. Therefore,

the following hypothesis is proposed:

> *H6: Among young, urban Indian consumers, the greater (a) the perceived behavioral*
>
> *control over purchasing a Western brand and (b) the perceived behavioral control*
>
> *over shopping at Western retail format, the greater the intention to buy the Western*
>
> *brand at the Western retail format.*

Based on the theoretical and conceptual discussion in the literature review, a conceptual model

of this study is proposed (see Figure 2.2), which posits that Indian consumers' need for

distinctiveness leads to acculturation to Western culture, which in turn predicts perceived value

of a Western brand and a Western retail format. In addition, perceived value, subjective norm,

and perceived behavioral control (as described by TPB) related to the Western brand and the

Western retail format further predict young Indian consumers' purchase intention towards the

Western brand at the Western retail format.

  These hypotheses were tested in this study using data collected through a survey method.

Prior to the main survey, two pretests were conducted to select the brand and retail format

stimuli to provide contexts for the survey and to validate the survey instruments. Next three

chapters describe the methods and results from the two pretests and the main survey.
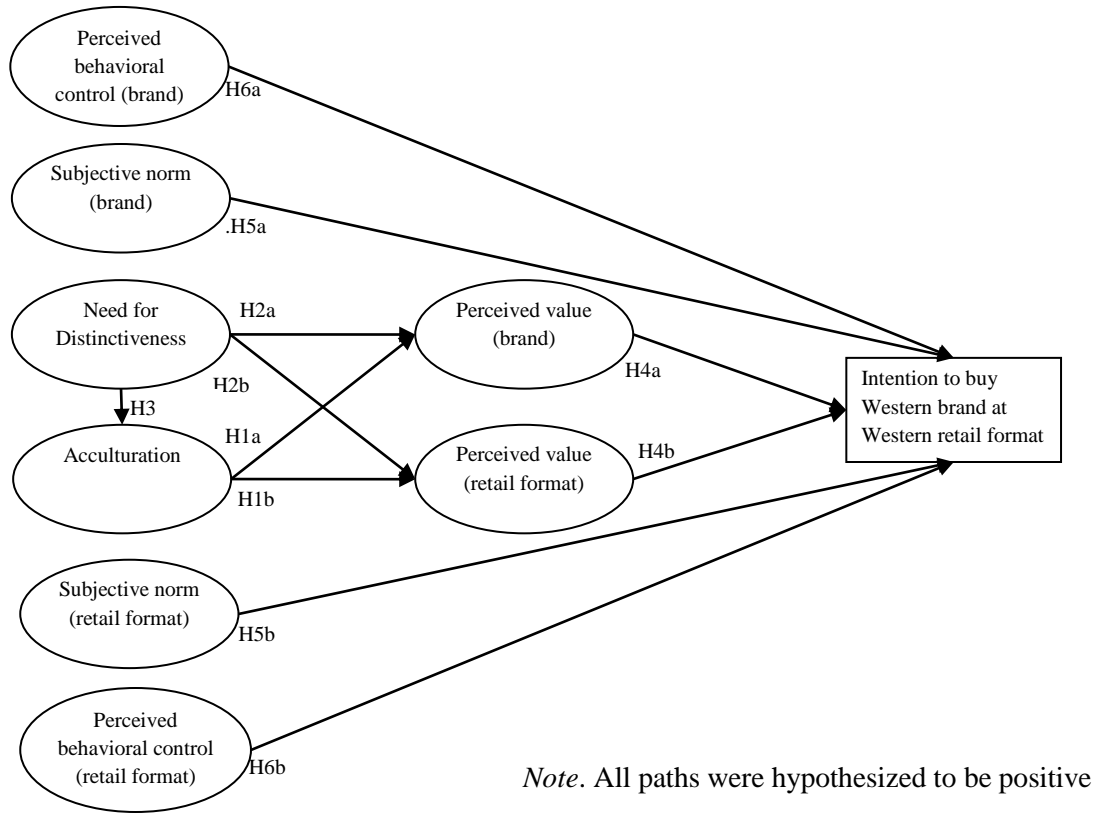
Figure 2.2. Proposed model: Predictors of young, urban Indian consumers' intention to buy a Western brand at a Western retail format

CHAPTER 3. PHASE 1: PRETEST 1

This chapter describes the method and results of Phase 1 of this study which constituted the pretest to choose four Western brands in the product category of apparel and footwear and two Western retail formats to be used in Phase 2 and Phase 3 of this study. Apparel and footwear product categories were chosen for this study because they have the highest penetration in the organized (or westernized) retail sectors in India (CII & Kearney, 2006). The specific objectives of this phase were two-fold: 1) to identify four Western brands that are well known among the target population (young, urban Indian consumers), are known to be of a Western origin to them, and represent a diverse mix of brands with varying brand positioning; and 2) to identify two Western retail formats that the target population is highly familiar with and that they believe carry the identified Western brands.

Method

Instrument

Phase 1 employed a paper-based survey with a student sample to collect data. A self-administered questionnaire (see Appendix C) was created including three sections. The first section of the questionnaire was designed to identify Western brands and Western retail formats recalled by participants. Participants were asked in an open-ended manner to list apparel brands that they have seen or heard of. The open-ended question did not specify Western or domestic

brands so that participants could list both Western and domestic brands. The open ended question only specified apparel brands and did not mention footwear brands. However, because many popular Western brands in India carried both apparel and footwear (e.g., Nike, Adidas, and Reebok), and thus it was expected that brands carrying footwear products would come up in responses. Participants were asked to list types of stores that they know carry the brands they listed in the brand recall question.

In the second section of the questionnaire, participants were asked four questions addressing their familiarity with four Western retail formats: specialty stores, department stores, shopping malls, and hypermarkets. These Western retail formats were chosen because they are the most common Western retail formats in India (Batra & Niehm, 2009). To increase participants' understanding of the retail format terminology, a description of each of the retail formats was included in the questions. The four retail format familiarity questions (see Table 3.1.) were answered on a 7-point Likert scale (1 = Very unfamiliar, 7 = Very familiar). Following the Western retail format familiarity questions, a list of selected 20 Western brands and four Indian brands, which either carried apparel or apparel and footwear, available in India were presented along with two fictitious brands. Each brand accompanied five questions assessing participants' (1) brand familiarity, (2) perceived brand origin, and (3) perceived likelihood that selected three Western retail formats carried the brand (see Table 3.2). The Western brands included in this list were chosen such that the presence of these brands in the Indian market was featured in several sources including news articles (e.g. The Economic Times, Business Week etc.), trade publications (e.g., CII- A.T. Kearney Report), and industry websites (e.g. indiaretailing.com).

Table 3.1. Measurements for familiarity with Western retail formats

Items	Response category wording
How familiar are you with Specialty Store?	very unfamiliar/very familiar
How familiar are you with Department Store?	very unfamiliar/very familiar
How familiar are you with Shopping Mall?	very unfamiliar/very familiar
How familiar are you with Hypermarket?	very unfamiliar/very familiar

Table 3.2. Measurements for brand familiarity, origin perception, and Western retail format

perceived to carry the brand

Items [a]	Response category wording
How familiar are you with _____	very unfamiliar/very familiar
_____ is of Western (American/European) origin.	very unlikely/very likely
_____ is available in a specialty store.	very unlikely/very likely
_____ is available in a department store.	very unlikely/very likely
_____ is available in a shopping mall.	very unlikely/very likely
_____ is available in a hypermarket.	very unlikely/very likely

[a] The "_____" in each item was replaced by a brand name from the list of 26 brands.

Moreover, the chosen brands had high penetration in the urban areas in the India and were marketed to the target population of this study. The Indian brands were chosen, based on the criteria that they were clearly local and were marketed to compete with selected Western brands, and included in the list of brands in order to provide variance in the perceived brand origin. Further, the fictitious brands were added to the list to be used to detect the extent of social desirability in the responses (i.e., to be viewed more favorably by others, participants may indicate a higher level of brand familiarity than actuality). The brand familiarity question, worded similarly to the Western retail format familiarity question, was responded on a 7-point Likert scale (1 = Very unfamiliar, 7 = Very familiar). One question "[Brand name] is of Western (American/European) origin," adapted from Batra et al. (2000), was used to assess perceived Western origin of the brands on a 7-point scale (1 = Very unlikely, 7 = Very likely). In order to

examine which retail formats were highly perceived to carry the brands included in this section, participants were asked respond on a 7-point scale (1 = Extremely unlikely, 7 = Extremely likely) to answer the following questions for each of the three Western retail formats presented earlier: "[Brand name] is available in a [(1) specialty store, (2) shopping mall, and (3) hypermarket]".

The last section of the questionnaire contained demographic questions including age, gender, degree pursued, current and prior locations of residence, language, monthly pocket money, monthly household income, and monthly expenditure on clothing.

Sampling and Data Collection Procedure

A convenience sample of 120 students (58 females and 32 males), aged between 19 and 25 years old, were recruited through several classes at a college located in an urban area in Northern India. A brief explanation of the purpose of the study was orally provided to the students, and the information letter and the questionnaire were distributed in undergraduate (Bachelor of Science) and graduate classes (Master of Science). If students decided to participate in the study after reading the information letter, they completed the questionnaire and returned it to the instructor in the class.

<center>**Data Analysis and Results**</center>

Brand Selection

The Phase 1 data were analyzed to determine four brands that were highly recalled and familiar, were most likely to be of a Western origin, and represented a diverse mix of brands in terms of brand positioning. First, brand familiarity scores for the two fictitious brands were

<center>40</center>

evaluated to check for respondents' social desirability bias. A response of 3 or greater on a 7-point scale (1 = Very Unfamiliar, 7 = Very Familiar) to the brand familiarity question for either of the two fictitious brands was determined to be a biased answer due to social desirability. A total of 30 cases were removed from the data on account of the social desirability bias, resulting in 90 usable responses for further analysis.

Content analysis of the open-ended recall question revealed the recall frequency of the brands, and as expected it was found that many recall responses listed brands that carried both apparel and footwear (e.g. Reebok and Adidas) (see Table 3.3). In addition, brands were ranked according to their brand familiarity mean scores (see Table 3.4). Then, for the brands that were highly recalled and familiar, participants' perceived likelihood of these brands to be of Western origin was assessed (see Table 3.4). Based on the recall, familiarity, and perceived Western origin scores, two sportswear/footwear brands (Reebok and Adidas) and two fashion apparel brands (Levi's and Tommy Hilfiger) that were most frequently recalled, most familiar, and most highly perceived to be of Western origin were selected to be used in Phases 2 and 3 of the study.

Western Retail Format Selection

Content analysis of the open-ended recall question was conducted to identify two Western retail formats that were most frequently recalled by the participants. Descriptive statistics were also calculated to assess the participants' familiarity of Western retail formats (see Table 3.5). The recall frequencies and familiarity scores revealed that two Western retail formats, shopping mall and specialty store, were most frequently recalled and were relatively familiar store types to the participants. Participants also indicated that Reebok, Adidas, Levis, and Tommy Hilfiger are highly likely to be available in shopping malls and specialty stores (see Table 3.6).

Table 3.3. Phase 1 brand recall statistics.

Brand Name	f		
	Overall (n = 90)	Female (n = 58)	Male (n = 32)
Reebok	75	53	22
Adidas	68	46	22
Levis	60	36	24
Puma	51	33	18
Nike	51	31	20
Tommy Hilfiger	43	23	18
Lee	41	31	10
Pepe Jeans London	40	31	9
United Colors of Benetton	34	23	10
Lee Cooper	29	20	9

Table 3.4. Phase 1 brand familiarity and Western origin perception descriptive statistics

Brand Name	Brand Familiarity						Western Origin	
	Overall (n = 90)		Female (n = 58)		Male (n = 32)		Overall (n = 90)	
	M	SD	M	SD	M	SD	M	SD
Reebok	6.21	1.73	6.21	1.69	6.22	1.83	5.79	1.74
Adidas	6.08	1.70	5.98	1.75	6.25	1.60	5.46	2.06
Puma	6.06	1.62	6.05	1.44	6.06	1.92	5.42	1.88
Nike	5.82	1.58	5.76	1.80	5.94	1.93	5.24	2.15
Levis	5.48	1.96	5.33	1.94	5.75	1.98	4.96	1.98
Pepe Jeans	5.47	1.92	5.60	1.69	5.22	2.82	5.08	2.06
Tommy Hilfiger	5.26	2.22	4.84	2.29	6.00	1.92	4.89	2.21
United Colors of Benetton	5.24	2.34	4.98	2.42	5.72	2.14	4.99	2.30
Armani	4.89	2.28	4.69	2.26	5.25	2.31	4.49	2.34
Wrangler	4.77	2.21	4.31	2.32	5.59	1.76	4.39	2.21
Lee Cooper	4.56	2.02	4.62	2.11	4.44	1.86	4.31	2.08
Diesel	4.52	2.04	4.34	2.06	4.84	1.99	3.66	2.07
Calvin Klein	4.49	2.37	4.09	2.44	5.22	2.09	3.71	2.38
Lacoste	4.17	2.28	3.69	2.42	5.03	2.10	3.47	2.04
Lee	4.17	1.91	4.22	2.01	4.06	1.74	3.81	1.96
Espirit	3.83	2.54	3.59	2.51	4.28	2.58	3.48	2.23
Guess	3.42	2.22	3.29	2.11	3.66	2.43	3.24	2.07
Nautica	3.01	2.36	2.62	2.14	3.72	2.59	2.90	2.15
DKNY	2.96	2.01	2.60	1.96	3.59	1.98	2.66	1.88
Marks & Spencer	2.76	1.99	2.78	2.01	2.72	1.99	2.93	2.15

Table 3.5. Phase 1 Western retail format recall and brand familiarity statistics (n = 90)

Western Retail Format	Recall	Familiarity	
	f	*M*	*SD*
Shopping mall	66	5.53	1.60
Specialty Store	58	4.74	1.83
Hypermarket	21	4.70	1.76
Department Store	13	5.21	1.76

Table 3.6. Phase 1 brand availability in Western retail formats descriptive statistics (n = 90)

Brand Name	Western Retail format					
	Shopping mall		Specialty Store		Hypermarket	
	M	*SD*	*M*	*SD*	*M*	*SD*
Reebok	5.98	1.72	5.76	1.83	5.04	2.27
Adidas	5.77	1.95	5.53	1.94	4.77	2.32
Levis	5.31	2.07	4.71	2.13	4.18	2.33
Tommy Hilfiger	4.76	2.24	4.56	2.28	4.17	2.36
Puma	5.77	1.76	5.51	1.91	4.69	2.35
Nike	5.46	1.97	5.41	1.95	4.42	2.34
Pepe Jeans	5.06	2.01	4.98	2.03	4.52	2.21
United Colors of Benetton	4.88	2.30	4.70	2.33	3.96	2.33
Armani	4.23	2.23	4.32	2.25	3.61	2.29
Wrangler	4.26	2.14	4.43	2.14	3.88	2.17
Lee Cooper	4.44	2.06	4.04	1.99	4.00	2.09
Diesel	3.56	2.13	3.49	2.01	3.27	1.93
Calvin Klein	3.98	2.25	4.03	2.29	3.44	2.28
Lacoste	3.93	2.13	3.92	2.19	3.29	2.12
Lee	4.49	2.06	3.94	2.06	3.64	2.20
Espirit	3.87	2.34	3.88	2.35	3.49	2.32
Guess	3.33	2.12	3.21	2.13	2.92	2.10
Nautica	2.76	2.10	2.96	2.11	2.76	2.10
DKNY	2.77	2.03	2.96	2.04	2.73	2.03
Marks & Spencer	3.02	2.09	2.98	2.04	3.04	2.09

CHAPTER 4. PHASE 2: PRETEST 2

The second phase of this study consisted of the second pretest conducted to examine the psychometric properties of the scales to be used in the main survey and establish their construct validity and reliability. This pretest was conducted using a paper-based survey with a student sample. Eight versions of the questionnaire were created, each including one of the four brands (Reebok, Adidas, Levis, and Tommy Hilfiger) and one of the two retail formats (Shopping malls and specialty stores) selected from Phase 1 (see Table 4.1). Respondents were randomly assigned to one of the eight versions of the questionnaire and completed the survey in regard to the assigned brand and retail format.

Table 4.1. Questionnaire versions used in Phase 2 (n = 360)

Questionnaire Version	Brand	Western Retail format	*n*
1	Adidas	Shopping mall	45
2	Adidas	Specialty store	45
3	Levis	Shopping mall	45
4	Levis	Specialty store	45
5	Reebok	Shopping mall	45
6	Reebok	Specialty store	45
7	Tommy Hilfiger	Shopping mall	45
8	Tommy Hilfiger	Specialty store	45

Instruments

The questionnaire contained the measures of Western brand familiarity, Western retail format familiarity, perceived value of the assigned Western brand and Western retail format, subjective norm regarding the assigned Western brand and Western retail format, perceived behavioral control towards purchasing the assigned Western brand and shopping at the assigned Western retail format, a purchase intention towards the assigned Western brand at the assigned Western retail format, need for distinctiveness, and acculturation. Following is a detailed description of the measurements (see Appendix D for the questionnaire).

Familiarity. Two questions regarding familiarity of the participant with the assigned Western brand ("How familiar are you with this brand?") and Western retail format ("How familiar are you with this type of store?") were included to assess the level of familiarity with the Western brands and Western retail formats among the sample. Both the questions were rated on a 5-point Likert scale, ranging from not at all familiar (1) to very familiar (5).

Perceived value. To measure perceived value of a Western brand and a Western retail format, this study adapted items from Sweeney and Soutar's (2001) Consumer Perceived Value Scale (PERVAL). The PERVAL scale includes 19 items that measure four dimensions of perceived value including functional value (quality), functional value (price), emotional value, and social value of consumer durable goods at the brand level. This scale was modified for this study so that the item wordings were applicable to perceived value of a Western brand and perceived value of a Western retail format (see Table 4.2). Two items were added for perceived value of a Western brand ("I would feel excited to use this brand." and "This brand is worth the price") and perceived value of a Western retail format ("I would feel excited to shop at this type

Table 4.2. Measurements for perceived value adapted from Sweeney and Soutar (2001)

Construct	Dimension	Item	Item Abbreviation
Perceived value of a Western brand	Functional value (quality)	This brand has consistent quality.	quality1
		This brand is well made.	quality2
		This brand has an acceptable standard of quality.	quality3
		This brand has good workmanship	quality4
		This brand would last a long time	quality5
		This brand would perform consistently	quality6
	Functional value (price)	This brand is reasonably priced.	price1
		This brand offers value for money.	price2
		This brand offers good products for the price.	price3
		This brand is worth the price.	price4
		This brand is economical.	price5
	Emotional value	This brand is one that I would enjoy.	emotion1
		This brand makes me want to buy it.	emotion2
		I would feel relaxed using this brand.	emotion3
		I would feel excited to use this brand.	emotion4
		This brand would make me feel good.	emotion5
		This brand would give me pleasure.	emotion6
	Social value	This brand would help me feel acceptable.	social1
		This brand would improve the way I am perceived.	social2
		This brand would help me give a good impression to other people.	social3
		This brand would give me social approval.	social4
Perceived value of a Western retail format	Functional value (quality)	This type of store provides consistent quality of service.	quality1
		This type of store provides consistent quality of service.	quality2
		This type of store provides consistent quality of products.	quality3
		This type of store has superior quality of service.	quality4
		This type of store has superior quality of shopping environment.	quality5
		This type of store has superior quality of products.	quality6
	Functional value (price)	This type of store carries reasonably priced products.	price1
		This type of store offers value for money.	price2
		This type of store provides good products and service for the price.	price3
		Shopping at this store is worth the price.	price4
		This type of store would be economical.	price5
Perceived value of a Western retail format	Emotional value	I would enjoy shopping at this type of store.	emotion1
		This type of store makes me want to visit it.	emotion2
		I would feel relaxed shopping at this type of store.	emotion3
		I would feel excited to shop at this type of store.	emotion4
		I would feel good shopping in this type of store.	emotion5
		Visiting this type of store would give me pleasure.	emotion6

Table 4.2 (Continued)

Construct	Dimension	Item	Item Abbreviation
Perceived value of a Western retail format	Social value	Shopping at this type of store would help me feel acceptable.	social1
		Shopping at this type of store would improve the way I am perceived.	social2
		Shopping at this type of store would help me give a good impression to other people.	social3
		Shopping at this type of store would give me social approval.	social4

of store." and "Shopping at this store is worth the price"), thereby increasing the total number of items to 21. For the four perceived value dimensions, the reported reliability of the original scale was in the range of .80 to .94 (Sweeney & Soutar, 2001). All items were rated on a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

Subjective norm. Four items were used to measure each of the subjective norm towards buying a Western brand and that towards shopping at the Western retail format. These items were adapted from the sample items provided by Ajzen (2002) to measure the subjective norm in TPB. The sample items provided by Ajzen (2002) measured the subjective norm (opinions of important others) regarding walking on a treadmill for 30 minutes. These sample items were rephrased so that they capture Indian consumers' perceived importance of others' approval/disapproval regarding purchasing a Western brand and shopping at a Western retail format. For example, an original sample item provided by Ajzen (2002) "Most people who are important to me think that I should/should not walk on a treadmill for at least 30 minutes each day in the forthcoming month" was rephrased to "Most people who are important to me think that I should/should not buy this brand." The remaining four items were rephrased following the

Table 4.3. Measurements for subjective norms adapted from Ajzen (2002)

Construct	Item[a]	Item Abbreviation
Subjective norm towards purchasing a Western brand	Most people who are important to me think that I **should not/should** buy this brand.	norm1
	It is **completely false/completely true** that most people who are important to me buy this brand.	norm2
	The people in my life whose opinions I value **do not buy/ buy** this brand.	norm3
	It is **extremely unlikely/extremely likely** that many people like me buy this brand.	norm4
Subjective norm towards shopping at a Western retail format	Most people who are important to me think that I **should not/should** shop at this type of store.	norm1
	It is **completely false/completely true** that most people who are important to me shop at a _____ store.	norm2
	The people in my life whose opinions I value **do not shop/shop** at this store.	norm3
	It is **extremely unlikely/extremely likely** that many people like me shop at a _____ store.	norm4

[a] Bolded phrases indicate semantic differential scale end points for each item.

same logic. These items were measured on a semantic differential scale with pairs of bipolar phrases on a 5-point scale (see Table 4.3).

Perceived behavioral control. Fourteen items that measured perceived behavioral control of buying the assigned Western brand and shopping at the assigned Western retail format were adapted from the sample items provided by Ajzen (2002) to measure perceived behavioral control in TPB. The sample items provided by Ajzen (2002) measured perceived behavioral control of walking on the treadmill for 30 minutes. Thus, the sample items were rephrased to capture Indian consumers' confidence in their ability to purchase a Western brand and shop at a Western retail format. For example, an original sample item provided by Ajzen (2002), "For me to walk on a treadmill for at least 30 minutes each day in the forthcoming month would be impossible/possible", was rephrased to "It is impossible/possible for me to buy this brand." The

Table 4.4. Measurements for perceived behavioral control adapted from Ajzen (2002)

Construct	Items	Item Abbreviation
Perceived behavioral control of purchasing a Western brand	For me to buy this brand would be **impossible/possible** even if I wanted.	control1
	It is **definitely false/definitely true** that if I wanted to, I could buy this brand.	control2
	I believe I have **no control/complete control** over buying this brand.	control3
	It is **definitely false/definitely true** that it is mostly up to me whether or not I buy this brand.	control4
	It is **definitely false/definitely true** that if I wanted to, I could buy this brand because I can afford it.	control5
	It is **definitely false/definitely true** that if I wanted to, I could buy this brand because I can make the time to shop for it.	control6
	It is **definitely false/definitely true** that if I wanted to, I could buy this brand because it is available in the store that I can go.	control7
Perceived behavioral control of shopping at the a Western retail format	For me to shop at this type of store would be- **impossible/possible even if I wanted to**	control1
	It is **definitely false/definitely true** that if I wanted to, I could shop at this type of store-	control2
	I believe that I have **no control/complete control** over shopping at this type of store.	control3
	It is **definitely false/definitely true** that it is mostly up to me whether or not I shop at this type of store.	control4
	It is **definitely false/definitely true** that if I wanted to, I could shop at this type of store because I can afford it.	control5
	It is **definitely false/definitely true** that if I wanted to, I could shop at this type of store because I can make the time to go to a _____ store.	control6
	It is **definitely false/definitely true** that if I wanted to, I could shop at this type of store because it is located within the distance I can travel.	control7

[a] Bolded phrases indicate semantic differential scale end points for each item.

remaining three sample items provided by Ajzen (2002) were rephrased in the same manner.

Additionally, Ajzen's (2002) sample item "If I wanted to I could walk on a treadmill for at least

30 minutes each day in the forthcoming month" was rephrased to measure behavioral control in

terms of price, time and availability of the brand and retail format. Therefore, the following three items were included to measure perceived behavioral control: "It is definitely true/definitely false that if I wanted to, I could buy this brand because I can afford it; I can make the time to shop for it; it is available in the store that I can go." Similarly, the sample item was rephrased to form three items for a retail format including "It is definitely true/definitely false that if I wanted to, I could shop at a_____ store because I can afford it; I can make the time to go to a _____ store; it is located within the distance I can travel." The items were measured on a 5-point semantic differential scale with pairs of bipolar adjectives (see Table 4.4).

Purchase intention. One item that measured a purchase intention towards buying the assigned Western brand at the assigned Western retail format was adapted from sample items provided by Ajzen (2002) to measure behavioral intentions in TPB. Ajzen's (2002) sample item measuring an intention of walking on treadmill, "I intend to walk on a treadmill for at least 30 minutes each day in the forthcoming month" was rephrased to "How likely are you to buy this brand at this type of store?" The purchase intention item was measured on a 5-point Likert scale with 1 for extremely unlikely and 5 for extremely likely.

Need for distinctiveness. The researcher developed a 11 item scale to measure two dimensions of need for distinctiveness: (1) need for differentiation from less ideal social (or status) group (five items) and (2) need for affiliation with an ideal social (or status) group (six items) (see Table 4.5). Several scales related to status consumption, conspicuous consumption, and need for uniqueness were reviewed to create the measurements for need for distinctiveness. For the need for differentiation dimension, three items from Workman and Kidd's (2000) need for uniqueness scale and two items from Dubois, Czellar, and Laurent's (2005) attitudinal scale towards luxury were adapted.

Table 4.5. Measurements for need for distinctiveness

Dimension	Items	Item Abbreviation	Original Scale
Need for differentiation	I do not like people to think that I am a conventional member of the general population.	differ1	Workman & Kidd (2000)'s need for uniqueness scale
	Feeling similar to the general population makes me feel uncomfortable.	differ2	
	I would rather be just like the general population than be viewed as a high-status person. *(Reversed)*	differ3	
	I have a desire to act differently from the general population.	differ4	Dubois, Czellar,& Laurent (2005)'s attitudinal scale towards luxury
	I have a desire to differentiate myself from the general population.	differ5	
Need for affiliation	It is important for me that others see me belong to an upper class in the society.	affiliate1	Kumar, Guruvayurappan& Banerjee (2007)'s cultural values scale
	I often behave in a manner that makes me fit the upper class in the society.	affiliat2	
	I often pay attention to how upper-class people behave.	affiliate3	
	I am interested in high status.	affiliate4	O'Cass& Frost (2002)'s status & conspicuous consumption scale
	It is important to me that I belong to a group with status.	affiliate5	
	It is important to me to enhance my image to belong to a group with status.	affiliate6	

The items corresponding to Workman and Kidd's (2000) scale and Dubois, Czellar, and

Laurent's (2005) scale were rephrased to reflect an individual's need for differentiation from the

general population, rather than reflecting need for uniqueness and attitude towards luxury. For

example, the item "It bothers me if people think I am too unconventional" (reverse coded) from

Workman and Kidd's (2000) scale was rephrased to "I do not like people to think that I am a

conventional member of the general population." The remaining four items were rephrased in the

same manner.

The scale for the need for affiliation dimension was developed based on three items from Kumar, Guruvayurappan, and Banerjee's (2007) cultural values scale and three items from O'Cass and Frost's (2002) status and conspicuous consumption scales. The former three items were rephrased to reflect need for conformity with the upper class, rather than reflecting need for conformity in general. For example, the item "It is important for me that others approve of what I do" was rephrased to "It is important for me that others see me belong to an upper class in the society." The latter three items based on O'Cass and Frost (2002) were rephrased to reflect need for affiliation with a group with high status. For example, the item "Status is important to me" was rephrased to "I am interested in high status." Remaining two items were rephrased following same logic. All items were rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The greater the score, the greater the need for distinctiveness (except the reverse-coded item).

Acculturation. Acculturation was measured using items adapted from Cleeveland and Laroche's (2007) acculturation to global consumer culture scale (AGCC). The original scale consists of five dimensions of acculturation including exposure to marketing activities of multi-national companies (EXM), English language usage/exposure (ELU), global mass media exposure (GMM), openness and desire to emulate global consumer culture (OPE), and self-identification with global consumer culture (IDT). All five dimensions were reported to have good reliability ranging from .69 to .88 (Cleeveland & Laroche, 2007). The items from the EXM, OPE, and IDT dimensions were modified to reflect Western culture rather than global or American culture, whereas items from the ELU and GMM dimensions were adopted as in the original scale. The original scale had 57 items in total but only the items that were reported by Cleeveland and Laroche (2007) to have factor loadings greater than .70 were used in this study to

Table 4.6. Measurement for acculturation adapted from Cleeveland and Laroche (2007)

Dimension	Item	Item Abbreviation
Exposure to marketing activities of Western companies	I enjoy watching advertising for Western products on TV.	accul1
	I enjoy seeing ads for Western products everywhere	accul2
	In my city, I like seeing billboards and advertising signs for Western products.	accul3
English language usage/exposure	I feel very comfortable speaking in English.	accul4
	I often speak English with family or friends.	accul5
	I speak English regularly.	accul6
Western mass media exposure	I enjoy watching Hollywood films at the theatre.	accul7
Openness and desire to emulate global consumer culture	I think people my age are basically the same around the world. For example, a 20-something in India is basically the same as a 20-something in the U.S.	accul8
	I think that my lifestyle is almost the same as that of people of my age-group in Western countries.	accul9
	I think my lifestyle is almost the same as that of people of my social class in Western countries.	accul10
Self-identification with Western consumer culture	The way I dress is influenced by the advertising activities of Western companies.	accul11
	Advertising by brands from Western countries has a strong influence on my shopping choices.	accul12

reduce the scale to a more parsimonious set of 12 items (see Table 4.6). The items were rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Demographic items. Questions addressing demographic and socio-economic characteristics including age, gender, language, location of residence, marital status, education level, occupation, monthly household income, and monthly expenditure on clothing were included in the demographic section of the questionnaire. An additional questionnaire regarding distance traveled to buy the assigned Western brand at the assigned Western retail format was included in the demographic section.

Sampling and Data Collection

Phase 2 respondents were recruited through a convenience sampling procedure. A convenience sample (between the ages of 19 and 35 years) of 360 students was recruited through several undergraduate classes (Bachelor of Science, Bachelor of Arts, Bachelor of Business Administration, and Bachelor of Computer Application) at a college located in an urban area in Northern India. The self-administered questionnaire with an information letter was distributed in the classes following a brief oral explanation of the purpose of the study. Each student received one version of the questionnaire that was randomly assigned among the eight versions (see Table 4.1). Students read the information letter, and if they decided to participate in the study, they completed the questionnaire in the classroom and returned their completed questionnaire to the instructor in the class.

Data analysis and Results

The data analysis for Phase 2 included principal components analysis (PCA), confirmatory factor analysis (CFA), discriminant and convergent validity tests, and Cronbach's *alpha* coefficients. First, the data were randomly split into two data sets of an equal sample size (n = 180 for each set) so that PCA and CFA could be conducted on separate sets of data. Provided below is a discussion of the data analysis and results for the various scales used in the study including perceived value, subjective norm, perceived behavioral control, acculturation, and need for distinctiveness.

Sample Description

The sample size used for data analysis was 360 with 114 women and 245 men. The age distribution of respondents revealed that all the respondents were between the age ranges of 19-28 years. In terms of the educational experience, the respondents with 12th grade or less formed the largest group (64.4%), followed by a college degree (18.9%), and some college or technical school (10.1%). In terms of the marital status, 96.7% of the sample was single. In regards to the household income, the largest group (40%) of respondents had household income greater than Rs. 20,000, followed by those with household income between Rs. 10,001 to 20,000 (17.2%). The monthly expenditure on clothing was Rs. 500 and less for 27.8% of respondents, followed by those who spent between Rs. 1001 to Rs. 1500. Most respondents lived in a city (72.2%), followed by villages (16.7%) and towns (10.6%).

Perceived Value

Principal component analysis. Separate PCAs were conducted for the 21 brand perceived value items and the 21 retail format perceived value items. In order to identify the appropriate items and components to retain, four criteria were considered: 1) Kaiser's rule of eigenvalue greater than 1.0, 2) the number of large drops in the scree plot, 3) factor loadings of each item greater than .50 on its corresponding factor but below .30 on other factors (Kline, 1998), and 4) the conceptual meaning of the items. Kaiser's rule (eigenvalue > 1.0) suggested five components, and scree plots also provided support for five components for both the brand and retail format contexts. However, the fifth component was not well defined because the brand perceived value data resulted in only two items (see Table 4.7) and the retail format perceived value data resulted in only one item (see Table 4.8) with high loadings (>.50) on this component.

Table 4.7. Principal components analysis results: Perceived value of Western brands

Item	Component Loading				
	Component 1	Component 2	Component 3	Component 4	Component 5
I would feel relaxed using this brand.	0.771				
This brand would make me feel good.	0.754				
This brand would give me pleasure.	0.694				
This brand makes me want to buy it.	0.681				
This brand is one that I would enjoy.	0.672				
This brand would help me feel acceptable.	0.617			0.345	
I would feel excited to use this brand.	0.544	0.351			
This brand has consistent quality.		0.707			
This brand has an acceptable standard of quality.		0.698			
This brand is well-made.		0.602			
This brand would perform consistently.		0.602			
This brand would last a long time.	0.315	0.535			
This brand offers value for money.			0.774		
This brand is reasonably priced.			0.747		
This brand offers good products for the price.			0.670		
This brand is worth the price.		0.359	0.633		
This brand would give me social approval.				0.789	
This brand would improve the way I am perceived.				0.670	
This brand would help me give a good impression to other people.				0.647	
This brand has good workmanship.		0.317			0.698
This brand is economical.			0.308		0.650
Eigenvalue	6.144	2.050	1.594	1.265	1.098
Variance explained	29.256	9.762	7.590	6.025	5.230

Table 4.8. Principal component analysis results: Perceived value of Western retail formats

Item	Component Loading				
	Component 1	Component 2	Component 3	Component 4	Component 5
I would feel good shopping in this type of store.	0.684				
Visiting this type of store would give me pleasure.	0.668	0.337			
I would feel relaxed shopping at this type of store.	0.643				
This type of store makes me want to visit it.	0.628				0.306
I would feel excited to shop at this type of store.	0.62	0.348			
I would enjoy shopping at this type of store.	0.571		0.371		
Shopping at this type of store would help me feel acceptable.	0.531		0.351	0.312	
This type of store has superior quality of service.		0.776			
This type of store has superior quality of shopping environment.		0.756			
This type of store provides consistent quality of products.		0.746			
This type of store has superior quality of products.		0.674			
This type of store provides consistent quality of service.	0.504	0.616			
This type of store provides consistent quality of shopping environment.	0.417	0.579		0.363	
Shopping at this type of store would give me social approval.			0.811		
Shopping at this type of store would help me give a good impression to other people.			0.788		
Shopping at this type of store improves the way I am perceived.	0.418		0.591		
Shopping at this type of store is worth the price.				0.774	
This type of store offers value for money.				0.714	0.328

Table 4.8 (continued)

Item	Component Loading				
	Component 1	Component 2	Component 3	Component 4	Component 15
This type of store carries reasonably priced products.					0.829
This type of store provides good products and service for the price.	0.388	0.304		0.328	0.480
This type of store would be economical.	0.395				0.448
Eigenvalue	7.245	1.809	1.464	1.357	1.041
Variance explained	34.498	8.612	6.970	6.460	4.956

Therefore, another PCA was run with the 21 perceived value items by specifying four components to extract for both the brand and retail format data. The four-component solution provided clearer loading structure and conceptual meanings for each component (see Tables 4.9 and 4.10).

The final components in the four-factor solution included emotional value, functional value (quality), functional value (price), and social value (see Tables 4.9 and 4.10). Emotional value component measured the utility derived from feelings generated by the brand. Of the seven items loading on emotional value six items were from the original pool of items corresponding to emotional value but one item corresponded to social value component. Accordingly, even though in the original scale four items corresponded to social value component measuring the utility of the brand in terms of its ability to enhance social self-concept, the four-component solution revealed that only three items were loading on social value. In the case of functional value (quality), measuring utility of the brand in terms of perceived quality, six items were loading on the component as defined in the original scale. Five items capturing the perceived utility of the

Table 4.9. Principal component analysis results: Perceived value of Western brands-four factor

solution

Item	Component Loading			
	Emotional Value	Functional Value (quality)	Functional Value (price)	Social Value
I would feel relaxed using this brand.	0.774			
This brand would make me feel good.	0.744			
This brand makes me want to buy it.	0.693	0.318		
This brand is one that I would enjoy.	0.661			
This brand would give me pleasure.	0.649			0.333
This brand would help me feel acceptable.	0.561			0.439
I would feel excited to use this brand.	0.519	0.370		
This brand has consistent quality.		0.739		
This brand has an acceptable standard of quality.		0.655		0.334
This brand is well-made.		0.641		
This brand would last a long time.	0.320	0.564		
This brand would perform consistently.		0.527		
This brand has good workmanship.		0.480		
This brand offers value for money.			0.782	
This brand offers good products for the price.			0.716	
This brand is reasonably priced.			0.695	
This brand is worth the price.		0.344	0.587	
This brand is economical.	0.313		0.501	
This brand would improve the way I am perceived.				0.736
This brand would give me social approval.				0.668
This brand would help me give a good impression to other people.	0.315			0.590
Eigenvalue	6.144	2.050	1.594	1.265
Variance explained	29.256	9.762	7.590	6.025
Cronbach's *alpha*	.838	.725	.724	.708

Table 4.10. Principal component analysis results: Perceived value of Western retails format- four factor solution

Item	Component Loading			
	Emotional Value	**Functional Value (quality)**	**Social Value**	**Functional Value (price)**
I would feel good shopping in this type of store.	0.674			
I would feel excited to shop at this type of store.	0.664	0.322		
Visiting this type of store would give me pleasure.	0.662	0.348		
This type of store makes me want to visit it.	0.658			
I would feel relaxed shopping at this type of store.	0.628			
I would enjoy shopping at this type of store.	0.531		0.392	
Shopping at this type of store would help me feel acceptable.	0.453		0.386	
This type of store would be economical.	0.435			0.398
This type of store has superior quality of service.		0.782		
This type of store provides consistent quality of products.		0.751		
This type of store has superior quality of shopping environment.		0.738		
This type of store has superior quality of products.		0.654		
This type of store provides consistent quality of service.	0.483	0.631		
This type of store provides consistent quality of shopping environment.	0.356	0.622		
Shopping at this type of store would give me social approval.			0.811	
Shopping at this type of store would help me give a good impression to other people.			0.782	
Shopping at this type of store improves the way I am perceived.	0.409		0.597	
This type of store offers value for money.				0.764
Shopping at this type of store is worth the price.				0.642
This type of store carries reasonably priced products.				0.635

Table 4.10 (Continued)

Items	Component Loadings			
	Emotional Value	Functional Value (quality)	Social Value	Functional Value (price)
This type of store provides good products and service for the price.	0.412			0.558
Eigenvalue	7.245	1.809	1.464	1.357
Variance explained	34.498	8.612	6.970	6.460
Cronbach's *alpha*	0.821	0.864	0.740	0.685

brand due to reduction of short and long term costs loaded on the component functional value (price) as defined in the original scale.

   Confirmatory factor analysis. CFA was then conducted on the second set of data using Analysis of Moment Structures (AMOS) 18 employing the Maximum Likelihood estimation method. CFA was performed on the four-factor model (see Figures 4.1 and 4.2) suggested from the final PCA results to determine if the four-factor solution provided an acceptable fit and to assess the construct validity of the scale. The model fit was first examined by assessing the chi-square statistics (χ^2_{brand} = 323.635, df = 183, p < .001; $\chi^2_{retail\ format}$ = 350.082, df = 183, p < .001). The chi-square statistics indicated an imperfect fit, but considering that this statistic is sensitive to sample size (Hair et al., 2006) other incremental fit indices including Comparative Fit Index (CFI), Normed Fit Index (NFI), Tucker-Lewis Index (TLI) and root mean square error of approximation (RMSEA) were also examined. Incremental fit indices (CFI, NFI, and TLI) with value greater than .90 suggest a good fit (Hu & Bentler, 1992). RMSEA values less than .05 suggest a superior fit (McCallum et al., 1996), RMSEA values ranging from .05 to .08 suggest a good fit (Hu & Bentler, 1992), and RMSEA value ranging from .08 to .10 suggest a mediocre fit,

quality1 quality2 quality3 quality4 quality5 quality6

.67*** .77*** .65*** .57*** .62*** .53***

Functional Value (quality)

emotion1 .62***
emotion2 .68***
emotion3 .72***
emotion4 .80***
emotion5 .79***
emotion6 .73***

.65*** .66*** .73***

Emotional Value

.90***

Social Value

.65*** social1
.57*** social2
.59*** social3
.47*** social4

.57*** .69***

Functional Value (price)

.56*** .68*** .65*** .58*** .43***

price1 price2 price3 price4 price5

*** p <.001
$\chi^2 = 323.635$, $df = 183$, $p < .001$
CFI = .895, NFI = .792, TLI = .880
RMSEA =.066
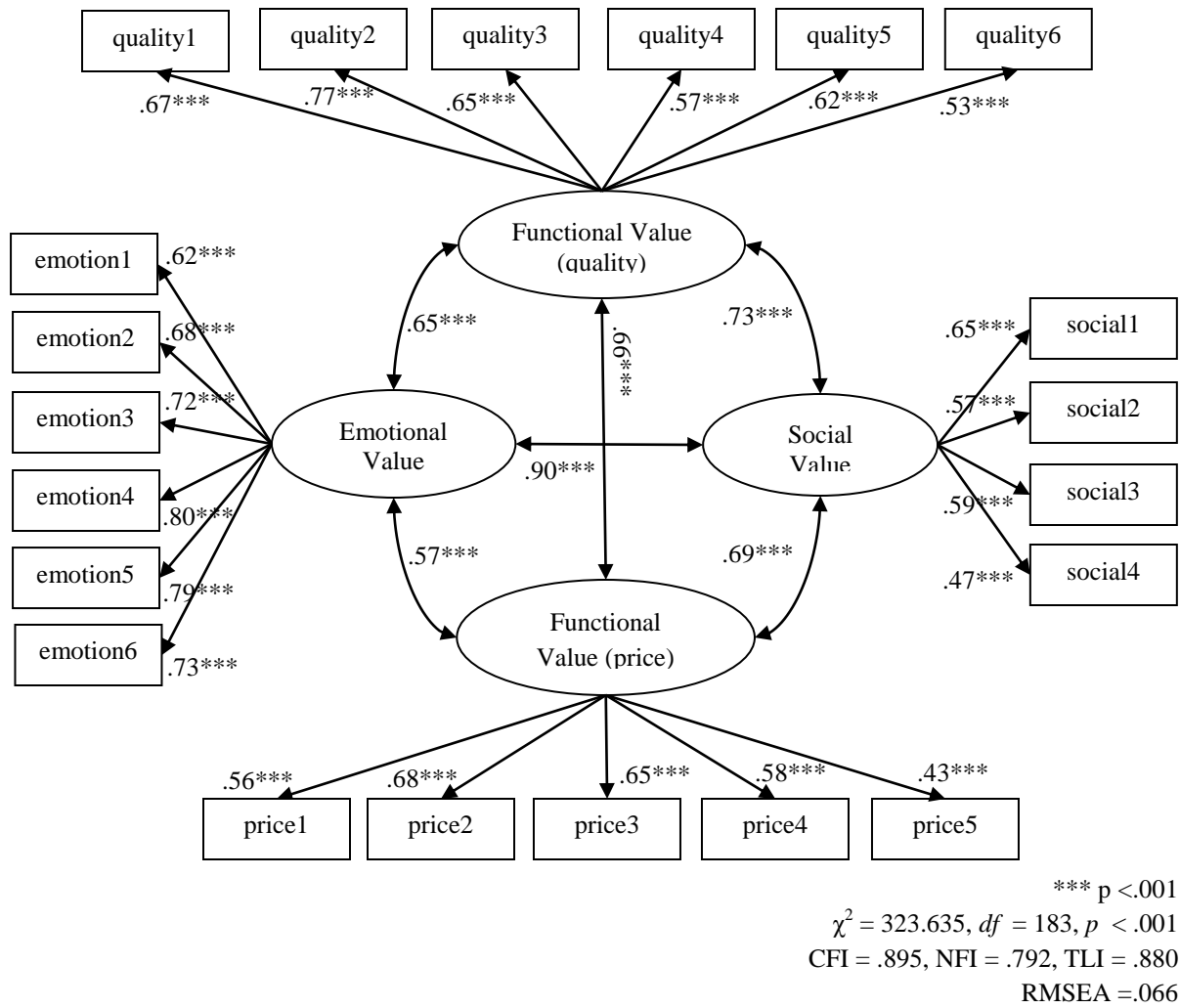
Note. Please refer to Table 4.2 for wording of the indicator items.

Figure 4.1. Confirmatory factor analysis model: Perceived value of Western brands

and RMSEA values greater than .10 suggest a poor fit of the model (McCallum et al., 1996).

RMSEA for the four-factor model was smaller than .08 for both brand and retail format

perceived value data (RMSEA$_{brand}$ = .066; RMSEA$_{retail\ format}$ = .071), suggesting an acceptable fit

of the four-factor model (Hu & Bentler, 1992). However, other incremental fit indices (CFI$_{brand}$
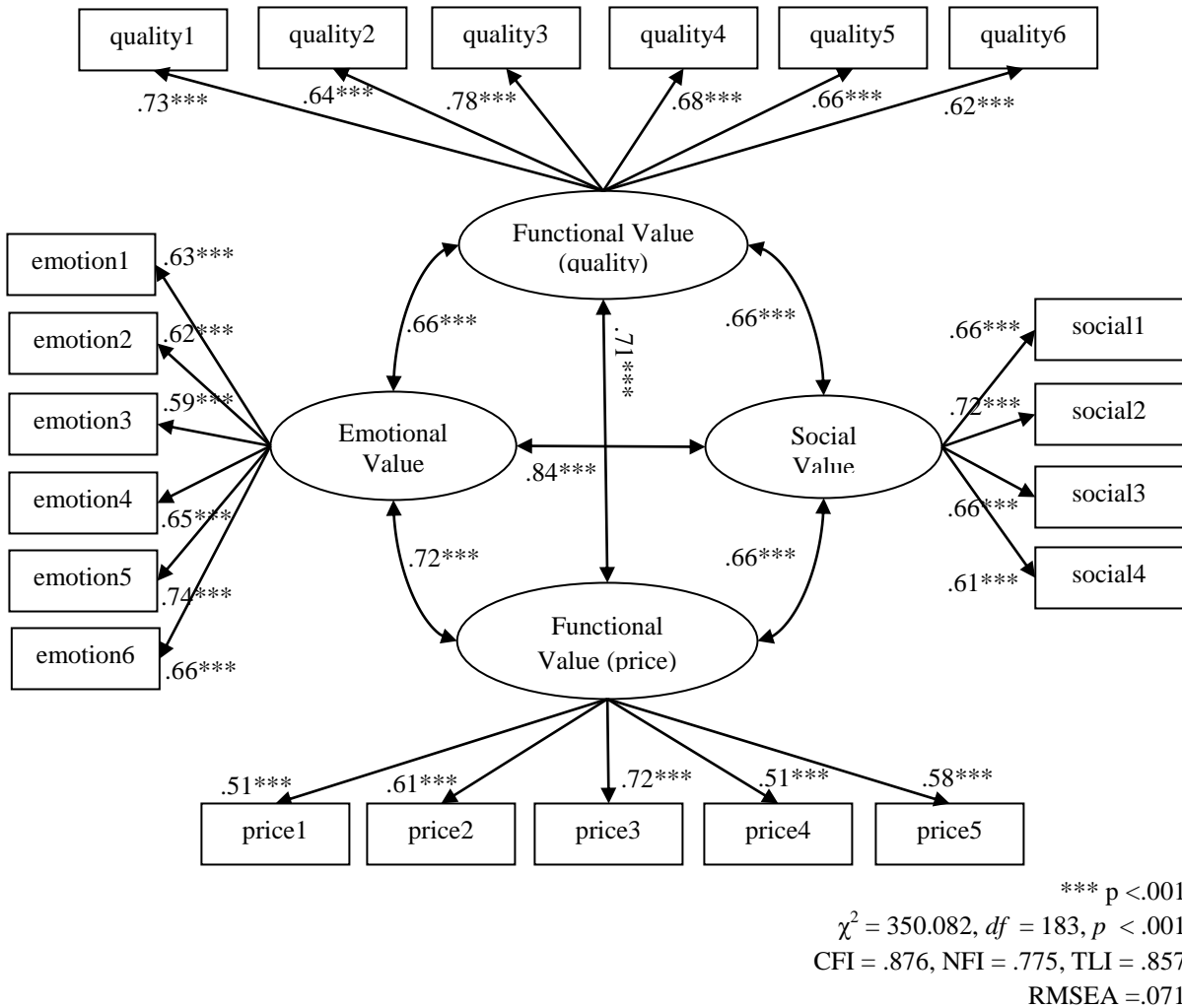
Note. Please refer to Table 4.2 for wording of the indicator items.

Figure 4.2. Confirmatory factor analysis model: Perceived value of Western retail formats

= .895, NFI_{brand} = .792, TLI_{brand} = .880; $CFI_{retail\ format}$ = .876, $NFI_{retail\ format}$ = .775, $TLI_{retail\ format}$

= .857) had values smaller than .90, suggesting a poor fit. Since the data did not fit the model

well, standardized estimates of factor loadings were examined to determine the appropriateness

of items to their corresponding factors and to determine if there were any problematic items that

should be revised or dropped. With the exception of the items price5 and social4 corresponding

to brands, the loadings of all indicators were positive and higher than .50 (see Figures 4.1 and 4.2).

      Convergent validity. Convergent validity was assessed by calculating Average Variance Extracted (AVE) scores using the formula provided below by Fornell and Larcker (1981)

$$AVE = \frac{\Sigma[\ \lambda_i{}^2\ ]\ Var(X)}{\Sigma\ [\ \lambda_i{}^2]Var(X) + \Sigma[Var\ (\ \varepsilon_i{}^2\ )]}$$

where λ_i is the factor loading of x_i on X; Var signifies the variance; ε_i indicates the measurement error of x_i; and Σ denotes a sum (Fornell & Larcker, 1981). AVE scores greater than .50 indicate convergent validity of the scale items (Bagozzi, 1991). The AVE score of all four perceived value factors for both brands ($AVE_{functional\ value\ (quality)} = .390$, $AVE_{functional\ value\ (price)} = .283$, $AVE_{emotional\ value\ )} = .442$, $AVE_{social\ value} = .290$) and retail format ($AVE_{functional\ value\ (quality)} = .434$, $AVE_{functional\ value\ (price)} = .284$, $AVE_{emotional\ value\ )} = .362$, $AVE_{social\ value} = .376$) were below .50, suggesting that the scale lacked convergent validity and required further revisions to address the issue.

      Discriminant validity. Discriminant validity was assessed through two methods. First, factor correlations and their confidence intervals (factor correlations plus and minus 2 x standard errors of the factor correlation) were examined such that none of the confidence intervals contained 1.0 to demonstrate discriminant validity (Hair et al., 2006). Upon examination of factor correlation it was found that there was high correlation (> 0.60) between the four factors of perceived value for both brand and retail formats (see Table 4.11). However, factors having high correlation can also demonstrate discriminant validity, which can be verified through a more stringent method of examining confidence intervals. Therefore, confidence intervals were

examined and it was found that none of the confidence intervals contained 1.0, providing

evidence of discriminant validity (Anderson & Gerbing, 1988).

Second, chi-square difference tests were conducted between the original CFA model and

six additional (constrained) models (for both perceived value of a brand and perceived value of a

retail format) with a factor correlation parameter constrained to be 1.0 (Anderson & Gerbing,

1988), and a significant result ($p < .05$) would indicate a significantly better fit of the original

model, indicating discriminant validity between the correlated factors. All constrained models

revealed a significantly poorer fit than the unconstrained model (original CFA model) (see Table

Table 4.11. Factor pair correlations for perceived value

	Factor Pair	Correlation Coefficient	Standard Error	Confidence Intervals
Brand	Functional Value (quality) Functional Value (price)	.657	.066	[.525,.789]
	Functional Value (price) Emotional Value	.565	.070	[.425, .705]
	Emotional Value Social Value	.903	.045	[.813, .993]
	Functional Value (quality) Emotional Value	.652	.057	[.538, .766]
	Functional Value (quality) Social Value	.752	.066	[.593, .857]
	Functional Value (price) Social Value	.688	.076	[.536, .840]
Retail format	Functional Value (quality) Functional Value (price)	.708	.059	[.590. .826]
	Functional Value (price) Emotional Value	.716	.062	[.592, .840]
	Emotional Value Social Value	.840	.048	[.744, .936]
	Functional Value (quality) Emotional Value	.661	.059	[.543, .779]
	Functional Value (quality) Social Value	.664	.062	[.540, .788]
	Functional Value (price) Social Value	.657	.070	[. 517, .797]

Table 4.12. Chi-Square Difference tests for perceived value constructs

	Model	Factors with correlation constrained (ρ = 1)	χ^2	df	$\Delta\chi^2$	Δdf	p
					Chi-Square difference test against base model		
Brand	Base Model Unconstrained		323.635	183			
	Model 1	Functional Value (quality) Social Value	346.789	184	23.154	1	< .001
	Model 2	Functional Value (quality) Emotional Value	432.185	184	108.55	1	< .001
	Model 3	Functional Value (quality) Functional Value (price)	376.582	184	52.947	1	< .001
	Model 4	Functional Value (price) Emotional Value	403.380	184	79.745	1	< .001
	Model 5	Functional Value (price) Social Value	347.698	184	24.063	1	< .001
	Model 6	Emotional Value Social Value	328.781	184	5.146	1	< .05
Retail Format	Base Model Unconstrained		350.082	183			
	Model 1	Functional Value (quality) Social Value	412.786	184	62.704	1	< .001
	Model 2	Functional Value (quality) Emotional Value	434.637	184	84.555	1	< .001
	Model 3	Functional Value (quality) Functional Value (price)	393.973	184	43.891	1	< .001
	Model 4	Functional Value (price) Emotional Value	385.001	184	34.919	1	< .001
	Model 5	Functional Value (price) Social Value	390.399	184	40.317	1	< .001
	Model 6	Emotional Value Social Value	366.500	184	16.418	1	< .001

4.12). Thus, discriminant validity among the four perceived value factors was confirmed by the

chi-square difference tests.

Reliability. Cronbach's *alpha* coefficients were calculated to examine the reliability of

the 21 perceived value scale items. Established standards items with Cronbach's *alpha* value

greater than .70 were considered reliable (Hair, Anderson, Tatham, & Black, 1998). With the

exception of functional value (price) for a retail format (α = .685), all perceived value

components exhibited satisfactory reliability with Cronbach's *alpha*s values greater than .70 (see Tables 4.9 and 4.10).

Finalized items for main survey. PCA of the four-factor perceived value scale revealed that there were several items that exhibited cross-loadings (i.e., they did not meet the criteria of factor loadings greater than .50 on its corresponding factor but below .30 on other factors) but the factor loadings of these items on other factors were very close to .30. Therefore upon examination of the conceptual meaning of these items it was decided to retain them without making any revisions. However, one item corresponding to social value (This brand [or Shopping at this type of store] would help me feel acceptable) had a high factor loading on emotional value (0.561). Therefore, it was rephrased to "This brand (or Shopping at this type of store) would help me feel socially acceptable" to better represent social value. Another social value item "This brand (or Shopping at this type of store) would improve the way I am perceived" was also revised to "This brand (or Shopping at this type of store) would improve the way I am perceived by other people".

CFA also revealed some fit and convergent validity issues in the perceived value scale. Therefore, standardized regression weights, wordings and conceptual meaning of all items were examined to identify problematic items and to clarify the meanings. The item "this brand is economical" corresponding to price had low factor loading (.43) for Western brands. However, the wording and conceptual meaning of the item seemed to be appropriate and the standardized regression weight of the item for retail formats was higher than .50 (.58), therefore it was decided to retain this item without making any revisions. Another item "this brand would give me social approval" had factor loading below .50 (.47) for Western brands. However, the standardized regression weight of the item for retail formats was higher than .50 (.58). It was

decided to retain this item without making any revision for Western brands, in order to maintain consistency between both scales for perceived value for Western brands and perceived value of Western retail formats.

Subjective Norm

Principal component analysis. PCA with varimax rotation was conducted for four item scale for both subjective norm for purchasing a Western brand and subjective norm for shopping at a Western retail format. Both Kaiser's rule (eigenvalue > 1.0) and scree plots suggested one component for subjective norms for brand and subjective norms for Western retail format.

Confirmatory factor analysis. In order to determine if the measurement models suggested by the EFA provided an acceptable fit, a CFA was performed on the second set of data for a model including one factor for both brand and retail format (see Figures 4.3 and 4.4). The model fit was first assessed through the chi-square statistics (χ^2_{brand} = 2.332, df = 2, p =.312; $\chi^2_{retail\ format}$ = .223, df = 2, p = .894). The chi-square statistic indicated a perfect fit. Other fit indices including CFI, NFI, TLI and RMSEA were also examined. RMSEA value ($RMSEA_{brand}$ = .030; $RMSEA_{retail\ format}$ = .000) was smaller than .05 suggesting a superior fit (Hu & Bentler, 1992). Other incremental fit indices (CFI_{brand} = .998, NFI_{brand} = .986, TLI_{brand} = .994; $CFI_{retail\ format}$ = 1.000, $NFI_{retail\ format}$ = .999, $TLI_{retail\ format}$ = 1.021) had values greater than .90, suggesting a good fit.

Reliability. Cronbach's *alpha* values were then calculated to assess the reliability of the subjective norm scale. The scale yielded Cronbach's *alpha* values greater than .70 (α_{brand} = 0.759; $\alpha_{retail\ format}$ = 0.769), suggesting good reliability of the scale.

*** p <.001

$\chi^2 = 2.332, df = 2, p = .312$

CFI = .998, NFI = .986, TLI = .994

RMSEA =.030
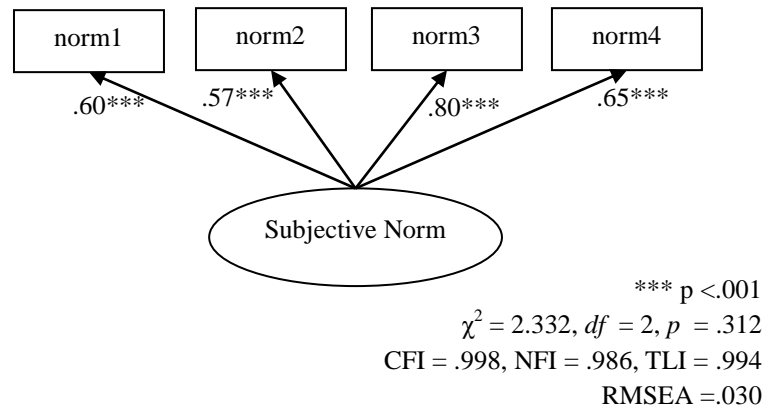
Note. Please refer to Table 4.3 for wording of the indicator items.

Figure 4.3. Confirmatory factor analysis model: Subjective norms for Western brands

*** p <.001

$\chi^2 = 0.223, df = 2, p = .8942$

CFI = 1.000, NFI = .999, TLI = 1.021

RMSEA = .000
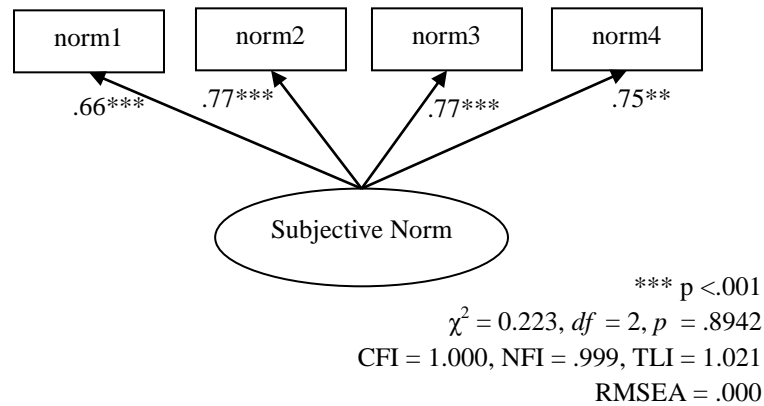
Note. Please refer to Table 4.3 for wording of the indicator items.

Figure 4.4. Confirmatory factor analysis model: Subjective norms for Western retail formats

Perceived Behavioral Control

Principal component analysis. PCA with varimax rotation for seven item perceived

behavioral control scale was conducted and both Kaiser's rule (eigenvalue > 1.0) and scree plots

suggested one component solution for perceived behavioral control towards buying the assigned Western brand and shopping at the assigned Western retail format.

Confirmatory factor analysis. The acceptability of the measurement model suggested by the EFA was then evaluated by conducting a one factor CFA model for both brand and retail format (see Figures 4.5 and 4.6). The model fit of the model was first assessed through the chi-square statistics (χ^2_{brand} = 32.055, df = 14, p > .001; $\chi^2_{retail\ format}$ = 53.161, df = 14, p < .001). The chi-square statistic indicated a perfect fit for perceived behavioral control towards a Western brand, whereas it showed a poor fit for perceived behavioral control towards a Western retail format. Other fit indices including CFI, NFI, TLI and RMSEA were also examined. RMSEA value (RMSEA$_{brand}$ = .085; RMSEA$_{retail\ format}$ = .125) was in the range of .08 to .10 for perceived behavioral control towards a Western brand, suggesting a mediocre fit. For perceived behavioral control towards a Western retail format, the RMSEA value was greater than .10, suggesting a poor fit (Hu & Bentler, 1992). However, other incremental fit indices (CFI$_{brand}$ = .952, NFI$_{brand}$ = .919, TLI$_{brand}$ = .927; CFI$_{retail\ format}$ = .933, NFI$_{retail\ format}$ = .912, TLI$_{retail\ format}$ = .899) had values approaching .90 or greater than .90, suggesting an acceptable fit.

Reliability. Cronbach's *alpha* values were then calculated to assess the reliability of the perceived behavioral control scale. The scale yielded Cronbach's *alpha* values greater than .70 (α_{brand} = 0.836; $\alpha_{retail\ format}$ = 0.880), suggesting that the perceived behavioral control scale was reliable.

control1   control2   control3   control4   control5   control6   control7

.61***   .63***   .72***   .72***   .73***   .56***   .52***

Perceived Behavioral Control

*** p <.001

$\chi^2 = 32.055$, $df = 14$, $p = .004$

CFI = .952, NFI = .919, TLI = .927

RMSEA =.085
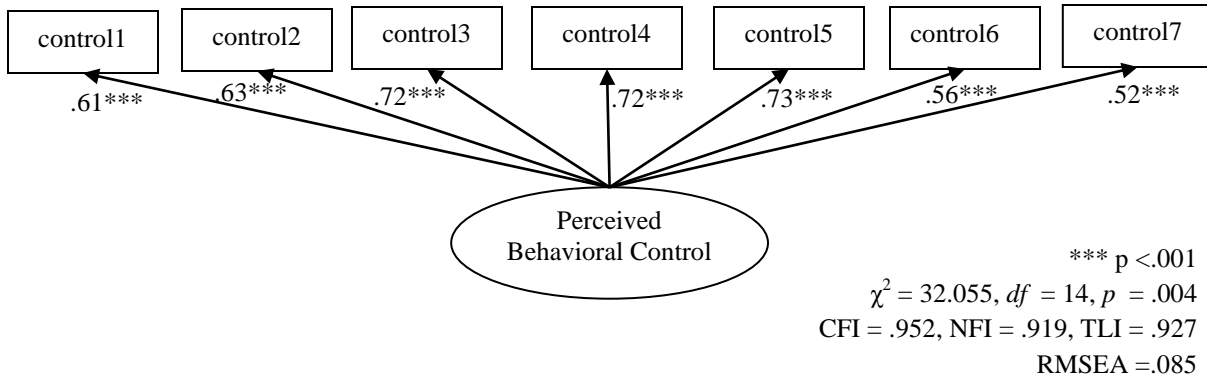
Note. Please refer to Table 4.4 for wording of the indicator items.

Figure 4.5. Confirmatory factor analysis model: Perceived behavioral control towards Western brands

control1   control2   control3   control4   control5   control6   control7

.58***   .59***   .79***   .79***   .80***   .74**   .71***

Perceived Behavioral Control

*** p <.001

$\chi^2 = 53.161$, $df = 14$, $p < .001$

CFI = .933, NFI = .912, TLI = .899

RMSEA =.125
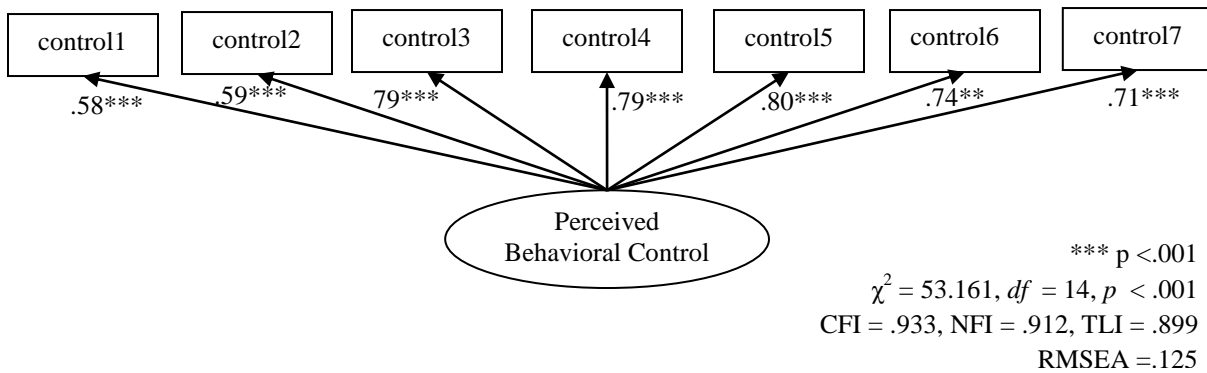
Note. Please refer to Table 4.4 for wording of the indicator items.

Figure 4.6. Confirmatory factor analysis model: Perceived behavioral control towards Western retail formats

Need for Distinctiveness

      Principal component analysis. PCA with varimax rotation was conducted for the eleven item need for distinctiveness scale (see Table 4.13). Both scree plots and Kaiser's rule (eigenvalue > 1.0) suggested three factors. However, upon examining factor loadings from

Table 4.13. Principal component analysis results: Need for distinctiveness

Item	Component Loadings		
	Component 1	Component 2	Component 3
I have a desire to differentiate myself from the general population.	0.812		
I have a desire to act differently from the general population.	0.725		
Feeling similar to the general population makes me feel uncomfortable.	0.632		
I do not like people to think that I am a conventional member of the general population.	0.559		
It is important for me that others see me belong to an upper class in the society.	0.490	0.461	
I would rather be just like the general population than be viewed as a high-status person.		0.839	
I often pay attention to how upper-class people behave.		0.732	
I often behave in a manner that makes me fit the upper class in the society.	0.446	0.659	
It is important to me to belong to a group with status.			0.852
It is important to me to enhance my image to belong to a group with status.			0.773
I am interested in status.		0.413	0.719
Eigenvalue	4.634	1.210	1.026
Variance explained	42.126	11.004	9.325

rotated component matrix and wordings of the items it was found that both second and third

component constituted items corresponding to the dimension 'need for affiliation'. However,

three items with the word "upper class" loaded on second component and two items without the

word "upper class" loaded on the third component. Therefore, it was decided to assess the factor

loadings of these items further by running a two-factor solution (see Table 4.14). After running a

two-factor solution it was found that the three items with the word "upper class", corresponding

to need for affiliation in the original scale, were cross-loading on the dimension need for

differentiation. Therefore, it was decided to revise these items and retain a two-factor solution.

Table 4.14. Principal component analysis results: Need for distinctiveness -two-factor solution

Item	Component Loadings	
	Need for Affiliation	Need for Differentiation
I am interested in status.	0.821	
It is important to me to enhance my image to belong to a group with status.	0.712	
It is important to me to belong to a group with status.	0.711	
I often pay attention to how upper-class people behave.	0.598	0.365
I would rather be just like the general population than be viewed as a high-status person.	0.576	
I often behave in a manner that makes me fit the upper class in the society.	0.555	0.545
I have a desire to differentiate myself from the general population.		0.807
I have a desire to act differently from the general population.		0.730
Feeling similar to the general population makes me feel uncomfortable.		0.629
I do not like people to think that I am a conventional member of the general population.	0.316	0.568
It is important for me that others see me belong to an upper class in the society.	0.413	0.552
Eigenvalue	4.634	1.210
Variance explained	42.126	11.004

Additionally, upon inspecting the item "I would rather be just like the general population than be viewed as a high-status person" loading on need for affiliation it was found to be ambiguous as it could correspond to both need for differentiation and need for affiliation (when reverse coded). Therefore, it was decided to delete this item for further analysis.

Confirmatory factor analysis. CFA was then performed on the second set of data to determine that a two-factor measurement model for ten item need for distinctiveness scale provides an acceptable fit to the data (see Figure 4.7). The model fit was first assessed through the chi-square statistics ($\chi^2 = 87.429$, $df = 34$, $p < .001$). The chi-square statistic indicated an imperfect fit, but considering that this statistic is sensitive to sample size (Hair et al., 2006), other fit indices were also examined. Other incremental fit indices suggested an imperfect fit (NFI

= .862, TLI = .880,) to a close fit (CFI = .909). RMSEA value (RMSEA = .094) was between

the .08 and .10 range, suggesting a mediocre fit (MaCallum et al., 1996).

Convergent validity. Convergent validity of the ten item need for distinctiveness scale

was then assessed by calculating AVE scores. The AVE score for both need for affiliation (AVE

= .349) and need for differentiation (AVE = .301) dimension of need for distinctiveness was

lower than .50 suggesting that the ten item scale lacked convergent validity and required further

revisions to address the validity issue.

Discriminant validity. Discriminant validity of the two-factor and ten item need for

distinctiveness scale was then assessed through two methods. First, factor correlations and the

confidence interval (factor correlations plus and minus 2 x standard errors of the factor

correlation) (ρ = .924, SE = .042) was examined and it was found that the confidence interval
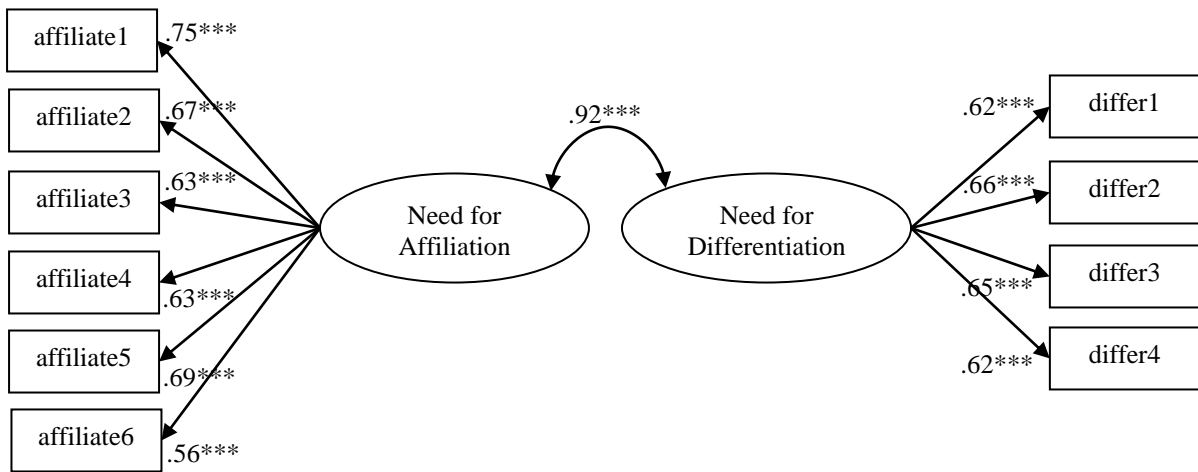
*** p <.001
$\chi^2 = 87.429$, $df = 34$, $p < .001$
CFI = .909, NFI = .862, TLI = .880
RMSEA = .094

Note. Please refer to Table 4.5 for wording of the indicator items.

Figure 4.7. Confirmatory factor analysis model: Need for distinctiveness

contained 1.0 (.84, 1.008) suggesting that the two factors were not discriminant (Anderson &

Gerbing, 1988). Secondly, discriminant validity was assessed by conducting chi-square

difference tests between the original CFA model and constrained with the factor correlation

parameter constrained to be 1.0 (Anderson & Gerbing, 1988). The constrained model ($\chi^2 = 91.11$,

$df = 35$, $p < .001$) revealed a significantly better fit than the unconstrained model (original CFA

model) ($\Delta\chi^2 = 3.681$, $\Delta df = 1$, $p < .001$), reinforcing that two factors corresponding to need for

distinctiveness were overlapping. Therefore, the scale warranted revisions to address

discriminant validity issue.

Reliability. Finally, the Cronbach's *alpha* value for both the factors need for affiliation

($\alpha = 0.781$) and for need for differentiation were greater than .70 ($\alpha = 0.720$), suggesting that

scale was reliable.

Finalized items for main survey. Considering that both PCA and CFA revealed several

problems the original 11 item called for revisions to improve the measurement items and to

establish construct validity. There were three main problematic items in the scale with the word

"upper class", corresponding to need for affiliation in the original scale. These items were cross-

loading on the dimension need for differentiation. All three problematic items had one common

theme (use of word 'upper class') that differentiated them from the remaining need for affiliation

items (with the word 'status'). Therefore, it was decided to retain these items after revising them

to substitute "upper class" with "status" so that they measured need for affiliation with any status

group that is perceived to be desirable among participants. For example the item "It is important

to me to enhance my image to belong to upper class" was revised to "It is important to me to

enhance my image to belong to a group with status". Another item "I often pay attention to how

upper class people behave" was changed to "I often pay attention to how people with status

Table 4.15. Revised scale for Need for Distinctiveness

Construct	Dimension	Item
Need for Distinctiveness	Need for Differentiation	I have a desire to differentiate myself from the general population.
		I have a desire to act differently from the general population.
		Feeling similar to the general population makes me feel uncomfortable.
		I do not like people to think that I am a conventional member of the general population.
	Need for Affiliation	I often pay attention to how people with status behave.
		I often behave in a manner that makes fit with people with status.
		It is important for me that others see me belong to a group with status.
		It is important to me to belong to a group with status.
		It is important to me to enhance my image to belong to a group with status.
		I am interested in status.

behave". Similarly, the item "I often behave in a manner that makes fit with upper class in society" was revised as "I often behave in a manner that makes fit with people with status".

Finally, the item "I would rather be just like the general population than be viewed as a high-status person" was considered ambiguous as it could correspond to both need for differentiation and need for affiliation (when reverse coded). Therefore, this item was removed from the final scale. The remaining items were retained without making any changes since they exhibited good factor loadings (items with greater than .50 on corresponding factor but below .30 on other factors) and were conceptually sound. Therefore, the finalized scale had two components and ten items (see Table 4.15).

Acculturation

Principal component analysis. The underlying factor structure of the 12 item acculturation scale was examined by conducting PCA with varimax rotation (see Table 4.16). Both scree plots and Kaiser's rule (eigenvalue > 1.0) suggested three factors. However, the original scale measured five dimensions of acculturation including exposure to marketing activities of multi-national companies (EXM), English language usage/exposure (ELU), global mass media exposure (GMM), openness and desire to emulate global consumer culture (OPE), and self-identification with global consumer culture (IDT) (Cleeveland & Laroche, 2007). The factor loadings from rotated component matrix were examined and it was found that several items did not show loadings above 0.5 on their corresponding component as defined in the original scale, suggesting problems with the factor structure. Examination of the conceptual meaning of the items also confirmed that the factor structure revealed by PCA was problematic. CFA and construct validity and reliability tests were not run due to the problematic factor structure.

Finalized items for main survey. In order to improve the factor structure of the acculturation scale to be used in the main study, it was decided to make significant revisions by revising and adding items from the original Cleeveland and Laroche (2007) scale (See Table 4.22). For the dimension EXM, the item "In my city, I like seeing billboards, and advertising signs for Western products" was simplified to "I like seeing billboards, and advertising signs for Western products". In the case of the dimension IDT, two more items, "I enjoy dining at Western style restaurants" and "I like to wear Western style clothing" adapted from the original scale, were added so that the item pool corresponding to IDT was sufficient to tap the theoretical meaning of the construct. Following the same logic, four items corresponding to GMM were

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Table 4. 16. Principal Component Analysis Results: Acculturation

Item	Component Loadings		
	Component 1	**Component 2**	**Component 3**
I often speak English with family or friends.	0.817		
I speak English regularly.	0.73		
I enjoy watching Hollywood films from western countries.	0.697		
I feel very comfortable speaking in English.	0.616	0.499	
I think people my age are basically the same around the world. For example, a 20-something in India is basically the same as a 20-something in the U.S.	0.54		0.41
I enjoy seeing ads for Western products everywhere		0.833	
I enjoy watching advertising for Western products on TV.		0.815	
In my city, I like seeing billboards, and advertising signs for Western products.		0.691	
I think my lifestyle is almost the same as that of people of my social class in Western countries.			0.833
I think that my lifestyle is almost the same as that of people of my age-group in Western countries.	0.329		0.708
Advertising by brands from Western countries has a strong influence on my shopping choices.		0.444	0.693
The way that I dress is influenced by the advertising activities of Western companies.	0.337	0.451	0.573
Eigenvalue	5.451	1.327	1.033
Variance explained	45.425	11.058	8.607

added in the revised scale (see Table 4.17). However, items corresponding to OPE (three items) were deleted due to similarity in the conceptual meaning of these items and the items corresponding to GMM. It was decided to retain three items corresponding to the dimension ELU without making any changes. Therefore, the revised scale included four dimensions and 15 items (see Table 4.17).

Table 4.17. Revised scale for Acculturation

Construct	Dimension	Item
Acculturation	Exposure to marketing activities of Western companies	I enjoy watching advertising for Western products on TV.
		I enjoy seeing ads for Western products everywhere.
		I like seeing billboards and advertising signs for Western products.
	English language usage/exposure	I feel very comfortable speaking in English.
		I often speak English with family or friends.
		I speak English regularly.
	Self-identification with global consumer culture	Advertising by brands from Western countries has a strong influence on my shopping choices.
		The way that I dress is influenced by the advertising activities of Western companies.
		I like to wear Western style clothing.
		I enjoy dining at Western style restaurants.
	Global mass media exposure	I enjoy watching films from Western countries.
		Some of my favorite actors/actresses are from Western countries.
		I enjoy listening to music that is from Western countries.
		I like Western television.
		I like to read about Western celebrities.

CHAPTER 5. PHASE 3: MAIN STUDY

The third phase of this study consisted of the main study conducted to test the proposed hypotheses and to test the fit of the proposed model. The main study was implemented using a paper-based mall- and market-intercept survey among consumers in four cities in India. Eight versions of the questionnaire were created. Respondents were randomly assigned to one of the eight versions of the questionnaire and completed the survey in regard to the assigned brand and retail format.

Method

Instrument

A questionnaire, refined based on the results of Phase 2, was used for the main study. Each version of the questionnaire contained questions about one of the four brands (Reebok, Adidas, Levis, and Tommy Hilfiger) and one of the two Western retail formats (Specialty Store and Shopping Mall) which were selected based on Phase 1 results. It contained for measuring Western brand familiarity, Western retail format familiarity, perceived value of the assigned Western brand and Western retail format, subjective norm regarding the assigned Western brand and Western retail format, perceived behavioral control towards purchasing the assigned Western brand and shopping at the assigned Western retail format, and a purchase intention towards the

Table 5.1. Finalized questionnaire items in Phase 2

Construct	Dimension	Item	Item Abbreviation
Brand Familiarity		How familiar are you with this brand?	familiar1
Western retail format familiarity		How familiar are you with this type of store?	familiar2
Perceived value of Western brand	Functional Value (quality)	This brand has consistent quality.	quality1
		This brand is well-made.	quality2
		This brand has an acceptable standard of quality.	quality3
		This brand has good workmanship.	quality4
		This brand would last a long time.	quality5
		This brand would perform consistently.	quality6
	Functional Value (price)	This brand is reasonably priced.	price1
		This brand offers value for money.	price2
		This brand offers good products for the price.	price3
		This brand is worth the price.	price4
		This brand is economical.	price5
	Emotional Value	This brand is one that I would enjoy.	emotion1
		This brand makes me want to buy it.	emotion2
		I would feel relaxed using this brand.	emotion3
		I would feel excited to use this brand.	emotion4
		This brand would make me feel good.	emotion5
		This brand would give me pleasure.	emotion6
	Social Value	This brand would help me feel socially acceptable.	social1
		This brand would improve the way I am perceived by other people.	social2
		This brand would help me give a good impression to other people.	social3
		This brand would give me social approval.	social4
Perceived value of Western retail format	Functional Value (quality)	This type of store provides consistent quality of service.	quality1
		This type of store provides consistent quality of shopping environment.	quality2
		This type of store provides consistent quality of products.	quality3
		This type of store has superior quality of service.	quality4
		This type of store has superior quality of shopping environment.	quality5
		This type of store has superior quality of products.	quality6

Table 5.1 (Continued)

Perceived value of Western retail format	Functional Value (price)	This type of store carries reasonably priced products.	price1
		This type of store offers value for money.	price2
		This type of store provides good products and service for the price.	price3
		Shopping at this type of store is worth the price.	price4
		This type of store would be economical.	price5
	Emotional Value	I would enjoy shopping at this type of store.	emotion1
		This type of store makes me want to visit it.	emotion2
		I would feel relaxed shopping at this type of store.	emotion3
		I would feel excited to shop at this type of store.	emotion4
		I would feel good shopping in this type of store.	emotion5
		Visiting this type of store would give me pleasure.	emotion6
	Social Value	Shopping at this type of store would help me feel socially acceptable.	social1
		Shopping at this type of store improves the way I am perceived by other people.	social2
		Shopping at this type of store would help me give a good impression to other people.	social3
		Shopping at this type of store would give me social approval.	social4
Subjective norm regarding Western brand		Most people who are important to me think that I **should not/should** buy this brand.	norm1
		It is **completely false/completely true** that most people who are important to me buy this brand.	norm2
		The people in my life whose opinions I value **do not buy/buy** this brand.	norm3
		It is **extremely unlikely/extremely likely** that many people like me buy this brand.	norm4
Subjective norm regarding Western retail format		Most people who are important to me think that I **should not/should** shop at this type of store.	norm1
		It is **completely false/completely true** that most people who are important to me shop at this type of store.	norm2
		The people in my life whose opinions I value **do not shop/shop** at this type of store.	norm3
		It is **extremely unlikely/extremely likely** that many people like me shop at this type of store.	norm4
Perceived behavioral control towards Western brand		For me to buy this brand would be **impossible/possible** even if I wanted.	control1
		I believe that I have **no control/complete control** over buying this brand.	control2

Table 5.1 (Continued)

Perceived behavioral control towards Western brand		It is **definitely false/definitely true** that if I wanted to, I could buy this brand.	control3
		It is **definitely false/definitely true** that it is mostly up to me whether or not I buy this brand.	control4
		It is **definitely false/definitely true** that I afford to buy this brand if I wanted it.	control5
		It is **definitely false/definitely true** that I could make time to buy this brand if I wanted it.	control6
		It is **definitely false/definitely true** that this brand is available in the store where I can go	control7
Perceived behavioral control towards Western retail format		For me to shop at this type of store would be **impossible/possible** even if I wanted.	control1
		I believe that I have **no control/complete control** over shopping at this type of store.	control2
		It is **definitely false/definitely true** that if I wanted to, I could shop at this type of store.	control3
		It is **definitely false/definitely true** that it is mostly up to me whether or not I shop at this type of store.	control4
		It is **definitely false/definitely true** that I afford to shop at this type of store if I wanted to.	control5
		It is **definitely false/definitely true** that I could make time to shop at this type of store if I wanted to.	control6
		It is **definitely false/definitely true** that if I wanted to, I could shop at this type of store because it is located within the distance I can travel.	control7
Purchase intention towards Western brand at Western retail format		How likely are you to buy this brand at this store?	purchase1
Need for Distinctiveness	Need for Differentiation	I have a desire to differentiate myself from the general population.	differ1
		I have a desire to act differently from the general population.	differ2
		Feeling similar to the general population makes me feel uncomfortable.	differ3
		I do not like people to think that I am a conventional member of the general population.	differ4

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Table 5.1 (Continued)

Need for Distinctiveness	Need for Affiliation	I often pay attention to how people with status behave.	affiliate1
		I often behave in a manner that makes me fit with people with status.	affiliate2
		It is important to me that others see me belong to a group with status.	affiliate3
		It is important to me to belong to a group with status.	affiliate4
		It is important to me to enhance my image to belong to a group with status.	affiliate5
		I am interested in status.	affiliate6
Acculturation	Exposure to marketing activities of Western companies	I enjoy watching advertising for Western products on TV.	accul1
		I enjoy seeing ads for Western products everywhere	accul2
		I like seeing billboards and advertising signs for Western products.	accul3
	English language usage/exposure	I feel very comfortable speaking in English.	accul4
		I often speak English with family or friends.	accul5
		I speak English regularly.	accul6
	Self-identification with global consumer culture	Advertising by brands from Western countries has a strong influence on my shopping choices.	accul7
		The way that I dress is influenced by the advertising activities of Western companies.	accul8
		I like to wear Western style clothing	accul9
		I enjoy dining at Western style restaurants	accul10
	Global mass media exposure	I enjoy watching films from Western countries.	accul11
		Some of my favorite actors/actresses are from Western countries.	accul12
		I enjoy listening to music that is from Western countries.	accul13
		I like Western television.	accul14
		I like to read about Western celebrities.	accul15

assigned Western brand at the assigned the Western retail format, need for distinctiveness, and

acculturation (see Table 5.1 and Appendix E).

The questionnaire was translated into three local languages (Hindi, Kannada, and Tamil)

spoken in the four Indian cities where data were collected (Bangalore-Kannada, Chandigarh-

Hindi, Chennai-Tamil, and Delhi-Hindi). The translations were conducted by a marketing research firm employed to collect data. In order to ensure that the translations were accurate, the translated questionnaires were cross-checked with the original English versions by individuals recruited by the researcher, who were fluent in one of the three local language and English. If inconsistencies were found in the translations, they were corrected in all versions of the questionnaire and the corrected questionnaires were then used to collect data.

Sampling and Data Collection Procedures

Data were collected using a mall- and market-intercept survey conducted by a marketing research firm in four Indian cities (Bangalore, Chandigarh, Chennai, and Delhi). A sample of 407 consumers was recruited to participate in the study. A total of four malls and four markets that carried Western and local brands were used as a location to recruit participants. A survey site was established at the entrance of each mall or market to recruit customers for participation in the survey. Those who volunteered to participate were asked screening questions: (a) whether their age was between 19 and 35 years and (b) whether they lived in an urban area in India. If the volunteers met the screening criteria, they were briefly explained about the purpose of the study. The purpose and confidential statements were also presented in the information letter included as the cover page of the questionnaire. Then, participants were given a questionnaire which is randomly assigned among the eight versions of the questionnaire, and they completed the questionnaire at a table set up at the survey site in the mall or market. Once the participants completed the questionnaire, the administrator collected the questionnaire and thanked the participants. No incentives were provided to the participants.

Data Analysis and Results

Sample Demographics

The sample size used for data analysis was 407 with 246 women and 161 men. The age distribution of respondents revealed that the respondents under the age of 25 years accounted for 61.7% of the total samples. In terms of the educational experience, the respondents with a college degree were the largest group (44%), followed by those with a graduate degree (23.6%), and some college or technical school (20.1%). The sample included a higher proportion of males (60.4%) and a lower proportion of females (39.6%), as compared to the national population statistics which shows the national female to male ratio of more males (51 to 48%) (Ministry of Statistics and Programme Implementation [MOSPI]. n.d.). In terms of the marital status, 71% of the sample was single, followed by married (28%). In regards to the household income, the majority of the respondents had an income greater than Rs. 20,000 (62.7%), followed by those with household income between Rs. 10,001 to 20,000 (22.4%). The sample represented a wide variety of occupation with the largest number of respondents being students (41.3%), followed by professional or technical workers (25.1%) and manager and administrator (10.8%). Most respondents lived in a city (46.4%), followed by metro areas (42.5%) and towns (8.4%). The sample characteristic frequency and percentage statistics are provided in Table 5.2.

Measurement Validity and Reliability Check

The hypotheses testing was preceded by a preliminary data analysis including CFA and follow-up convergent and discriminant validity check procedures based on the CFA results. Cronbach's *alphas* were also calculated to establish the reliability of the scales used in the main study.

Table 5.2. Sample characteristics (n = 407)

Variable		f	%
Age	19 to 24	252	61.9
	25 to 29	109	26.8
	30 to 34	46	11.3
	Missing Values	0	0
Gender	Female	161	39.6
	Male	246	60.4
	Missing Values	0	0
Education	8th grade or less	2	0.5
	12th grade	48	11.8
	Some college or technical school	82	20.1
	College degree (3 or 4 years)	179	44
	Graduate degree	96	23.6
	Missing Values	0	0
Marital Status	Single	289	71
	Married	114	28
	Separated	1	.2
	Divorced	3	.7
	Missing Values	0	0
Monthly Household Income	Rs. 25,00 or less	2	.5
	Rs. 2,501 to 5,000	15	3.7
	Rs. 5 ,001 to 7,500	12	2.9
	Rs. 7,501 to 10,000	32	7.9
	Rs. 10,001 to 20,000	91	22.4
	Above Rs. 20,000	255	62.7
	Missing Values	0	0
Occupation	Professional or Technical	102	25.1
	Manager or Administrator	44	10.8
	Sales Worker	16	3.9
	Clerical Worker	20	4.9
	Crafts Worker	8	2
	Machine Operator or Laborer	1	0.2
	Farmer, Farm Manager or Farm Laborer	2	0.5
	Service Worker or Private Household Worker	4	1
	Military	3	0.7
	Homemaker	25	6.1
	Student	168	41.3
	Unable to Work	3	0.7
	Other	9	2.2
	Missing Values	2	.5
Residence	Village	11	2.7
	Town	34	8.4
	City	189	46.4
	Metro	173	42.5
	Missing Values	0	0

Table 5.2 (Continued)

Monthly Expense on Clothing	Rs. 500 or less	36	8.8
	Rs. 501 to 1,000	101	24.8
	Rs. 1,001 to 2,500	122	30
	Rs. 2,501 to 5,000	66	16.2
	Above Rs. 5,000	66	16.2
	Missing Values	0	0

The statistical procedures and criteria used for this preliminary analysis were similar to those used in Phase 2 for the corresponding statistical methods. Provided below is a description of the preliminary data analysis and results for the various scales used in the study including perceived value, subjective norm, perceived behavioral control, acculturation, and need for distinctiveness.

Perceived Value

Confirmatory factor analysis. Separate CFAs were conducted on the 21-item perceived value scale for Western brands and that for Western retail formats using Analysis of Moment Structures (AMOS) 18 employing the Maximum Likelihood estimation method. CFA was performed using the four-factor model (see Figures 5.1 and 5.2) suggested by the Phase 2 results, to determine if the four-factor solution provides an acceptable fit and to assess the construct validity of the scale. The model fit was first examined by assessing the chi-square statistics ($\chi^2_{brand} = 439.642$, $df = 183$, $p < .001$; $\chi^2_{retail\ format} = 441.149$, $df = 183$, $p < .001$). The chi-square statistics indicated an imperfect fit, but considering that this statistic is sensitive to sample size (Hair et al., 2006), RMSEA and incremental fit indices including CFI, NFI, and TLI were considered to be more appropriate fit measures in this study. Incremental fit indices (CFI, NFI, and TLI) with value greater than .90 suggest a good fit (Hu & Bentler, 1992). RMSEA values

quality1 quality2 quality3 quality4 quality5 quality6

.61*** .68*** .73*** .70*** .63*** .65***

Functional Value (quality)

.64*** emotion1
.82***   .66***
.72*** emotion2

.72*** emotion3   .72*** social1

Emotional Value   Social Value   .72*** social2

.79***

.72*** emotion4   .72*** social3

.73*** emotion5

.77*** emotion6   .66*** social4

.75***

.76***   .69***

Functional Value (price)

.49*** .67*** .78*** .66*** .36***

price1 price2 price3 price4 price5

*** p < .001
$\chi^2 = 439.642$, $df = 183$, $p < .001$
CFI = .928, NFI = .884, TLI = .918
RMSEA = .059
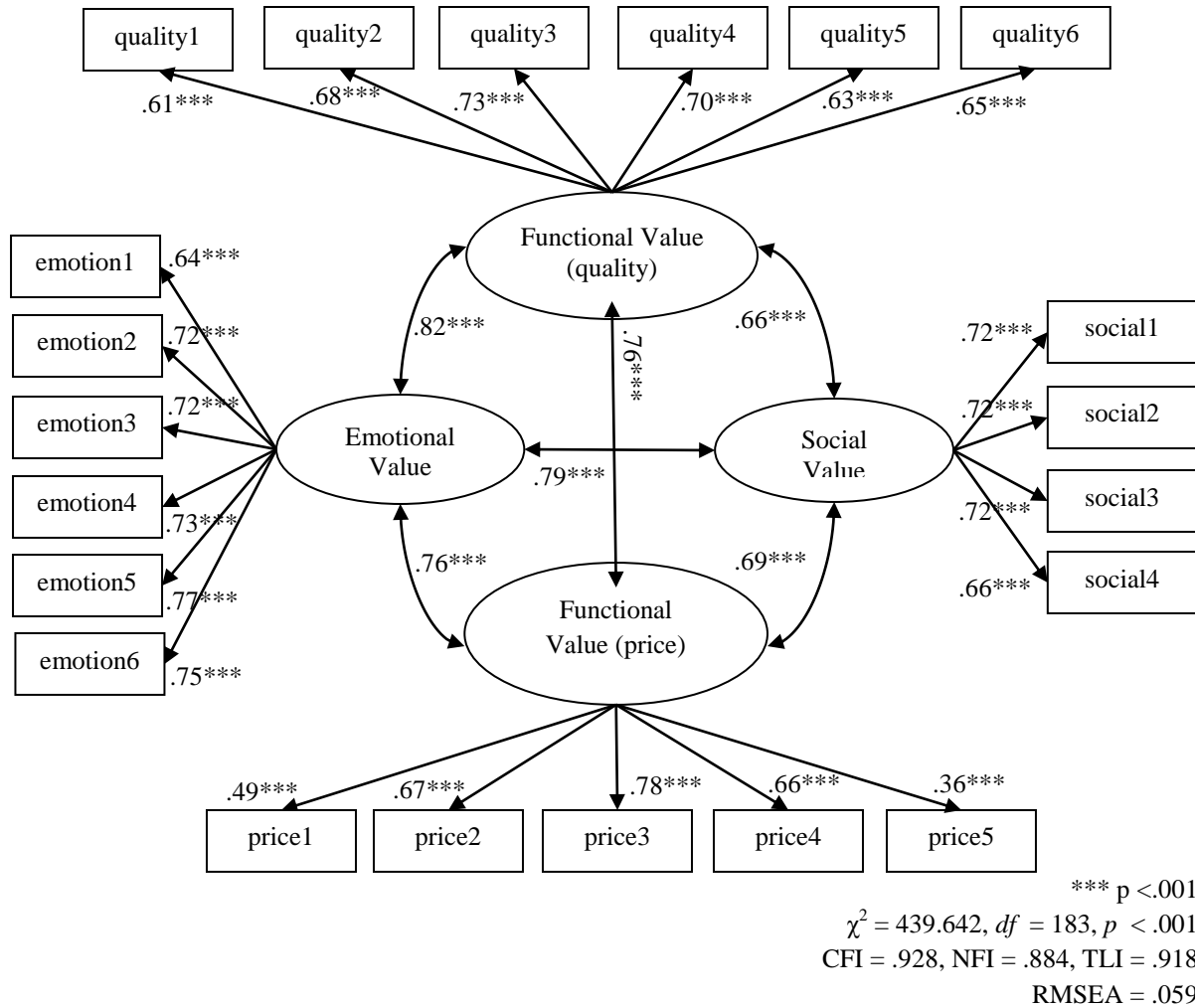
Note. Please refer to Table 5.1 for wording of the indicator items.

Figure 5.1. Confirmatory factor analysis model: Perceived value of Western brands

less than .05 suggest a superior fit (McCallum et al., 1996), RMSEA values ranging from .05

to .08 suggest a good fit (Hu & Bentler, 1992), and RMSEA value ranging from .08 to .10

suggest a mediocre fit, and RMSEA values greater than .10 suggest a poor fit of the model

(McCallum et al., 1996). RMSEA for the four-factor model was smaller than .08 for perceived

value for both brand and retail format ($\text{RMSEA}_{\text{brand}} = .059$; $\text{RMSEA}_{\text{retail format}} = .059$), suggesting
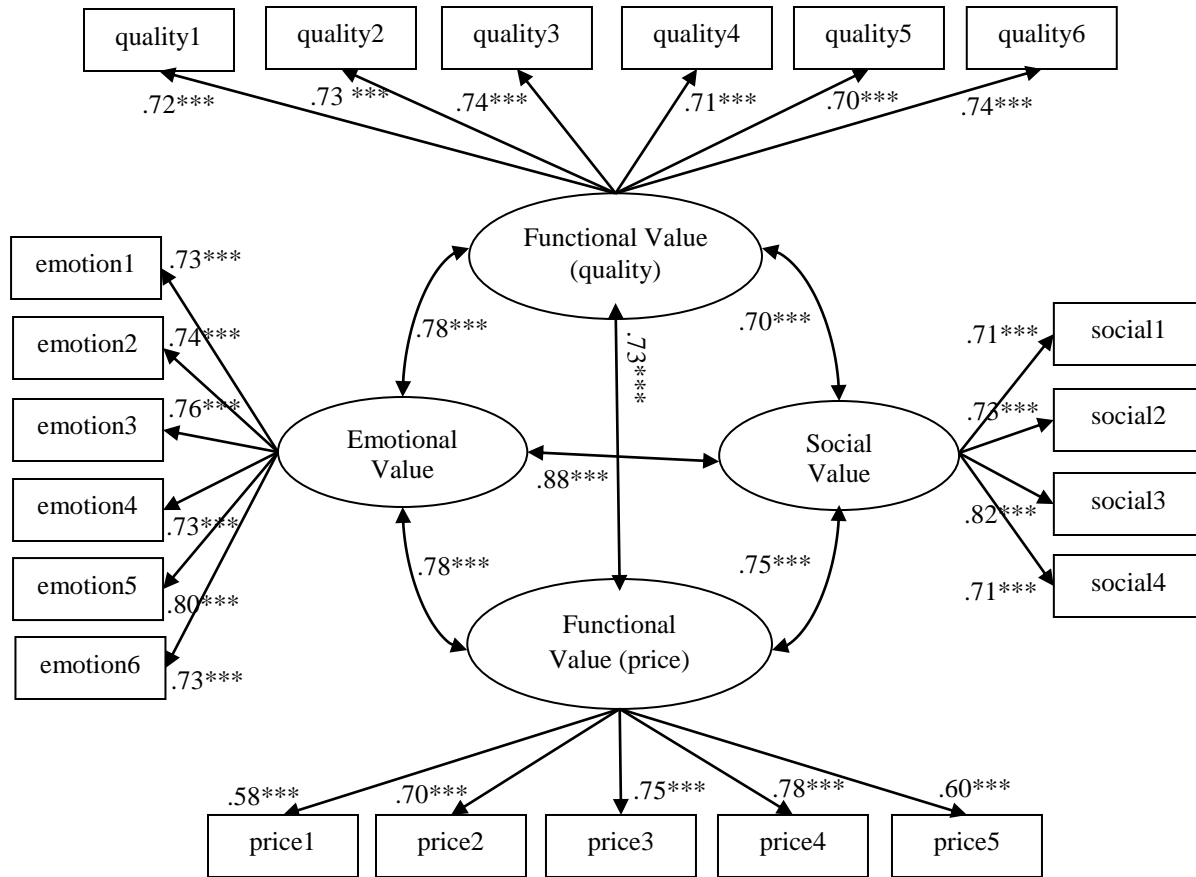
*** p <.001
$\chi^2 = 441.149$, $df = 183$, $p < .001$
CFI = .942, NFI = .905, TLI = .933
RMSEA = .059

Note. Please refer to Table 5.1 for wording of the indicator items.

Figure 5.2. Confirmatory factor analysis model: Perceived value of Western retail formats

an acceptable fit of the four-factor model (Hu & Bentler, 1992). For the perceived value of retail

formats, all the incremental indices (CFI$_{retail\ format}$ = .942, NFI$_{retail\ format}$ = .905, TLI$_{retail\ format}$ = .933)

were greater than .90, suggesting a good fit. However, in the case of perceived value of a

brand, although the CFI and TLI fit indices were greater than .90 (CFI$_{brand}$ = .928, TLI$_{brand}$ = .918),
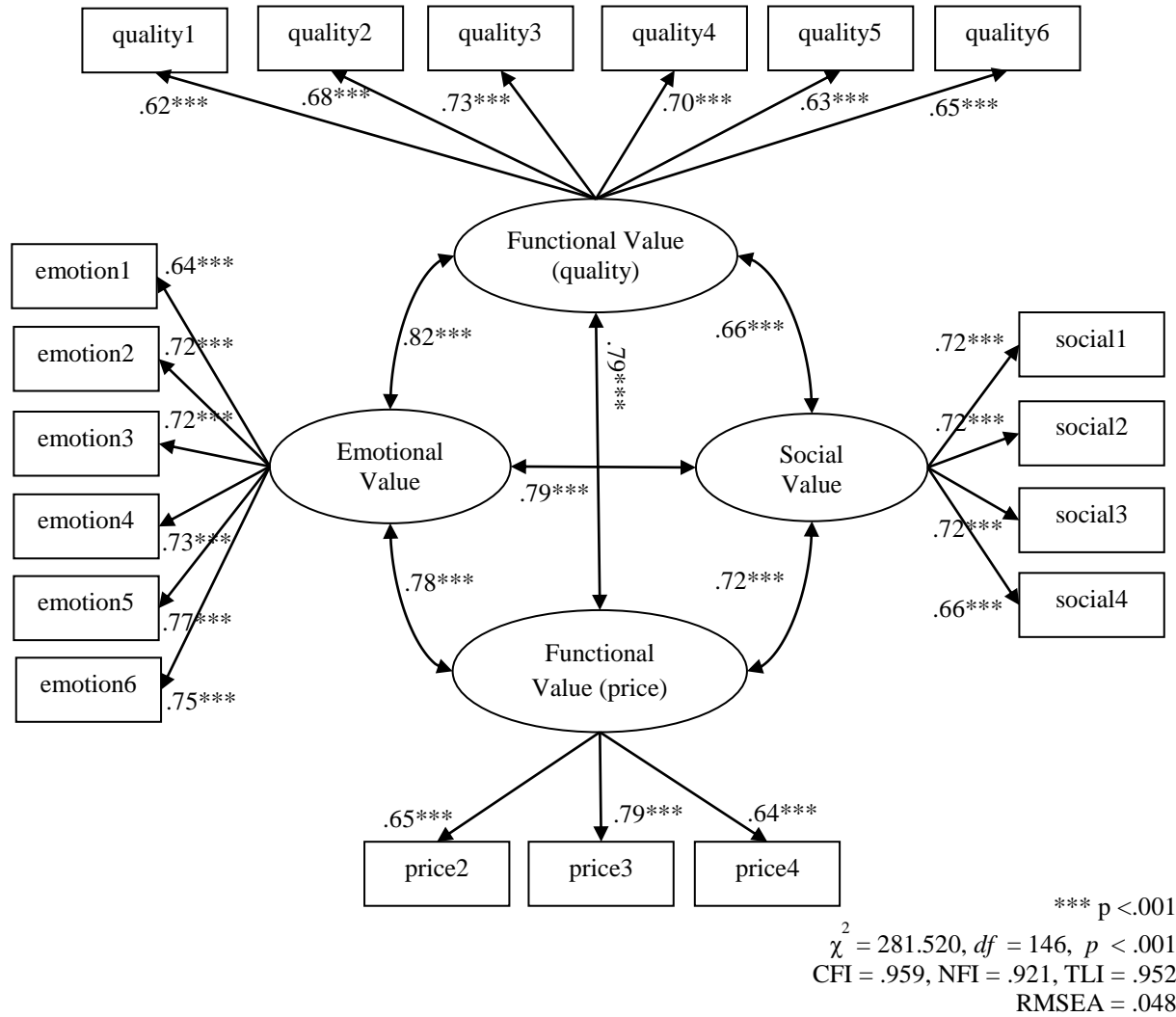
Note. Please refer to Table 5.1 for wording of the indicator items.

Figure 5.3. Revised confirmatory factor analysis model: Perceived value of Western brand

the NFI was less than .90 (NFI$_{brand}$ = .884). Thus, standardized estimates of factor loadings were

examined to determine the appropriateness of items to their corresponding factors and to

determine if there were any problematic items that should be dropped to improve the model fit.

Two indicators (price1 and price5) for the functional value (price) dimension had weak
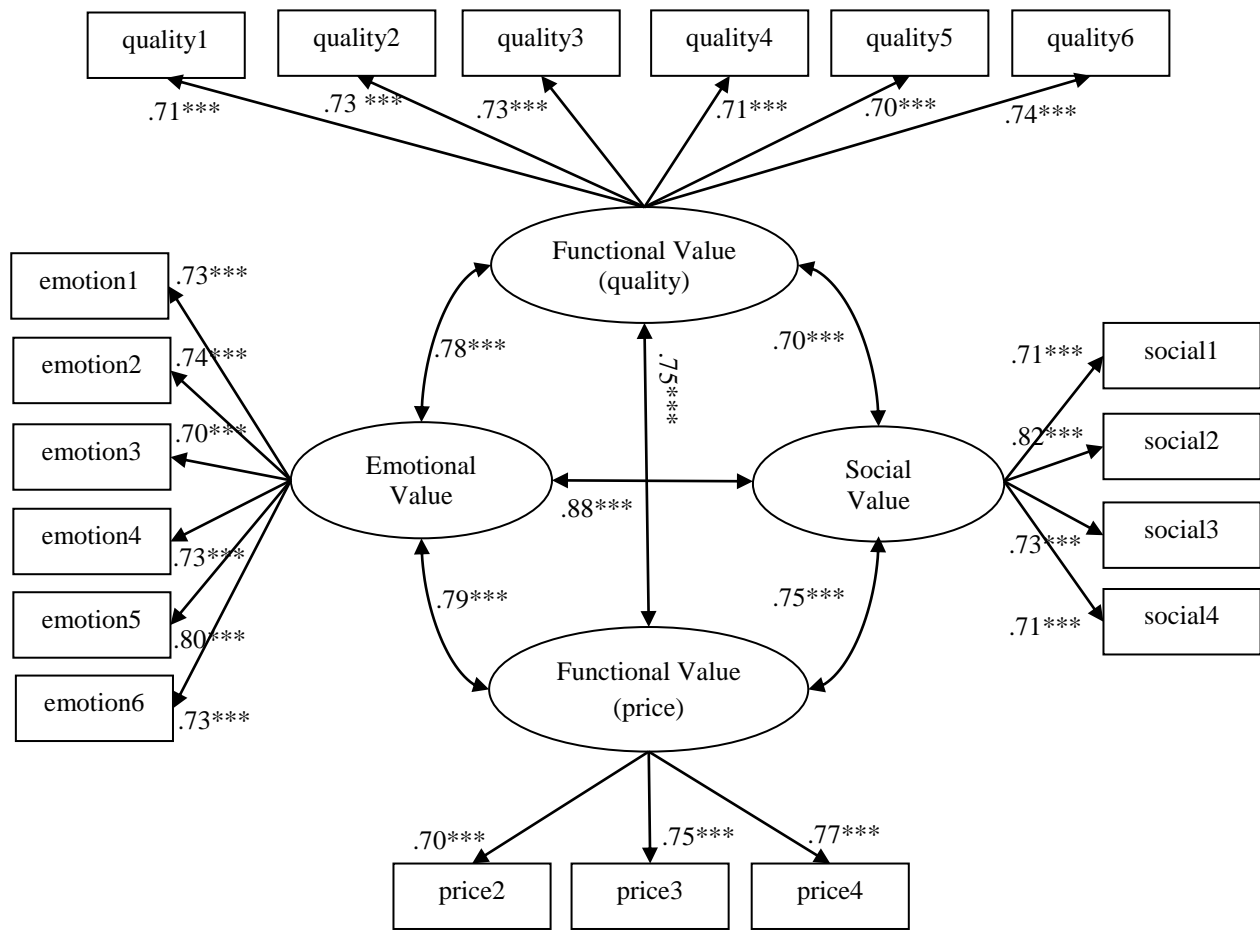
Note. Please refer to Table 5.1 for wording of the indicator items.

Figure 5.4. Revised confirmatory factor analysis model: Perceived value of Western retail formats

loadings (< .60) in both the brand and retail format data (see Figures 5.1 and 5.2). Therefore, another CFA was run after deleting these two items. The incremental indices of the revised

model were greater than .90 and the RMSEA was less than .08 suggesting that the revised

models for perceived value of a brand and a retail format demonstrated an acceptable fit (CFI_{brand}

= .959, NFI_{brand} = .921, TLI_{brand} = .952 $RMSEA_{brand}$ = .048; $CFI_{retail\ format}$ = .955, $NFI_{retail\ format}$

= .923, $TLI_{retail\ format}$ = .948, $RMSEA_{retail\ format}$ = .056) (see Figures 5.3 and 5.4). Therefore, the

19 perceived value items used in the revised CFA model were retained for both brands and retail

formats for further analysis.

Convergent validity. Convergent validity was assessed by calculating Average Variance

Extracted (AVE) scores using the formula provided below by Fornell and Larcker (1981), where

λ_i is the factor loading of x_i on X; Var signifies the variance; ε_i indicates the measurement error

of x_i; and Σ denotes a sum:

$$AVE = \frac{\Sigma[\ \lambda_i^2\ ]\ Var(X)}{\Sigma\ [\ \lambda_i^2]Var(X) + \Sigma[Var\ (\ \varepsilon_i^2\ )]}$$

AVE scores greater than .50 indicate convergent validity of the scale items (Bagozzi, 1991).

With the exception of the AVE score for the functional value (price) dimension for brands

($AVE_{functional\ value\ (price)}$ = .493) approaching .50, the AVE score of all perceived value factors for

both brand ($AVE_{functional\ value\ (quality)}$ = .518, $AVE_{emotional\ value}$ = .547, $AVE_{social\ value}$ = .532) and

retail format ($AVE_{functional\ value\ (quality)}$ = .556, $AVE_{functional\ value\ (price)}$ = .566, $AVE_{emotional\ value}$ = .583,

$AVE_{social\ value}$ = .584) exceeded .50 demonstrating the convergent validity of the perceived value

scale items.

Discriminant validity. Discriminant validity was assessed through two methods. First,

factor correlations and their confidence intervals (factor correlations plus and minus 2 x standard

errors of the factor correlation) were examined such that none of the confidence intervals

contained 1.0 to demonstrate discriminant validity (Hair et al., 2006). Upon the examination of

factor correlations, it was found that there was a high correlation (> .60) between the four factors

for perceived value of both brand and retail format (see Table 5.3). However, factors having a

high correlation can also demonstrate discriminant validity, which can be verified through a

more stringent method of examining confidence intervals. Therefore, confidence intervals were

examined and it was found that none of the confidence intervals contained 1.0, providing

evidence of discriminant validity (Anderson & Gerbing, 1988).

Second, chi-square difference tests were conducted between the original CFA model and

six additional (constrained) models (for both perceived value of a brand and perceived value of a

Table 5.3. Factor pair correlations for perceived value

	Factor Pair	Correlation Coefficient	Standard Error	Confidence Intervals
Brand	Functional Value (quality) Functional Value (price)	.795	.034	[.727, .863]
	Functional Value (price) Emotional Value	.778	.034	[.710, .846]
	Emotional Value Social Value	.793	.030	[.733, .853]
	Functional Value (quality) Emotional Value	.815	.027	[.761, .869]
	Functional Value (quality) Social Value	.661	.040	[.581, .741]
	Functional Value (price) Social Value	.716	.041	[.634, .798]
Retail format	Functional Value (quality) Functional Value (price)	.755	.033	[.689, .821]
	Functional Value (price) Emotional Value	.795	.030	[.735, .855]
	Emotional Value Social Value	.884	.021	[.842, .926]
	Functional Value (quality) Emotional Value	.783	.027	[.729, .837]
	Functional Value (quality) Social Value	.704	.034	[.636, .772]
	Functional Value (price) Social Value	.746	.035	[.676, .816]

Table 5.4. Chi-Square Difference tests for perceived value constructs

	Model	Factors with correlation constrained ($\rho = 1$)	χ^2	df	Chi-Square difference test against base model		
					$\Delta\chi^2$	Δdf	p
Brand	Base Model Unconstrained		439.642	183			
	Model 1	Functional Value (quality) Social Value	617.248	184	177.61	1	< .001
	Model 2	Functional Value (quality) Emotional Value	550.228	184	110.59	1	< .001
	Model 3	Functional Value (quality) Functional Value (price)	536.826	184	97.184	1	< .001
	Model 4	Functional Value (price) Emotional Value	548.032	184	108.39	1	< .001
	Model 5	Functional Value (price) Social Value	561.840	184	122.2	1	< .001
	Model 6	Emotional Value Social Value	537.125	184	97.483	1	< .001
Retail Format	Base Model Unconstrained		441.149	183			
	Model 1	Functional Value (quality) Social Value	654.332	184	213.183	1	< .001
	Model 2	Functional Value (quality) Emotional Value	644.125	184	202.976	1	< .001
	Model 3	Functional Value (quality) Functional Value (price)	627.740	184	186.591	1	< .001
	Model 4	Functional Value (price) Emotional Value	588.470	184	147.321	1	< .001
	Model 5	Functional Value (price) Social Value	574.182	184	133.033	1	< .001
	Model 6	Emotional Value Social Value	496.704	184	55.555	1	< .001

retail format) with a factor correlation parameter constrained to be 1.0 (Anderson & Gerbing, 1988), and a significant result (p < .05) would indicate a significantly better fit of the original model, indicating discriminant validity between the correlated factors. All constrained models revealed a significantly poorer fit than the unconstrained model (original CFA model) (see Table

5.4). Thus, discriminant validity among the four perceived value factors was confirmed by the chi-square difference tests.

        Reliability. Cronbach's *alpha* coefficients were calculated to examine the reliability of the 19-item perceived value scale. Established standards items with Cronbach's *alpha* value greater than .70 were considered reliable (Hair, Anderson, Tatham, & Black, 1998). The perceived value components for both brands ($\alpha_{functional\ value\ (quality)}$ = .827, $\alpha_{functional\ value\ (price)}$ = .734, $\alpha_{emotional\ value}$ = .866, $\alpha_{social\ value}$ =. 798) and retail formats ($\alpha_{functional\ value\ (quality)}$ = .866, $\alpha_{functional\ value\ (price)}$ = .786, $\alpha_{emotional\ value}$ = .884, $\alpha_{social\ value}$ =. 829) exhibited satisfactory reliability with Cronbach's *alpha*s values greater than .70.

Subjective Norm

        Confirmatory factor analysis. CFA was performed for the four-item one-factor model of subjective norm for both brands and retail formats, which was identified in Pretest 2 (see Figures 5.5 and 5.6). The model fit was first assessed through the chi-square statistics (χ^2_{brand} = 71.816, *df* = 2, *p* < .001; $\chi^2_{retail\ format}$ = 17.256, *df* = 2, *p* < .001). The chi-square statistics indicated an imperfect fit. Given that chi-square statistic is sensitive to sample size, RMSEA and incremental fit indices including CFI, NFI, and TLI were examined. RMSEA values ($RMSEA_{brand}$ = .293; $RMSEA_{retail\ format}$ = .137) were greater than .10, suggesting a poor fit of the model (McCallum et al., 1996). Although the value of CFI was greater than .90 (CFI_{brand} = .901), NFI and TLI had values lower than .90, suggesting a poor fit of the model for subjective norm towards buying a Western brand (NFI_{brand} = .899, TLI_{brand} = .702). On the other hand, the values of incremental indices for a Western retail format ($CFI_{retail\ format}$ = .974, $NFI_{retail\ format}$ = .971, $TLI_{retail\ format}$ = .923) were greater than .90, suggesting a good fit.

The RMSEA, NFI, and TLI suggested a poor model fit for subjective norm of buying a Western brand. Kenny, Kaniskan, and McCoach (2011) suggest that researcher should look for the source of specification errors instead of relying on a model fit for models with small degrees of freedom. Therefore, standardized estimates of factor loadings and item wordings were examined to determine the appropriateness of items and to determine if there were any problematic items that should be dropped. The standardized regression coefficients of all items corresponding to subjective norm towards buying a Western brand were greater than .50. Examination of item wordings indicated that the first three items measured motivation of the participant to concede with important others' expectations, but the forth item, "it is completely false/complete true that many people like me buy this brand (or shop at this type of store)", captured expected behavior of individuals similar to the participant. However, in TPB Azjen (1991) defined subjective norm as an individual's motivation to abide by important others' expectations. Therefore, the fourth item was deleted for further analysis.

*** p <.001
$\chi^2 = 71.816$, $df = 2$, $p < .001$
CFI = .901, NFI = .899, TLI = .702
RMSEA =.293
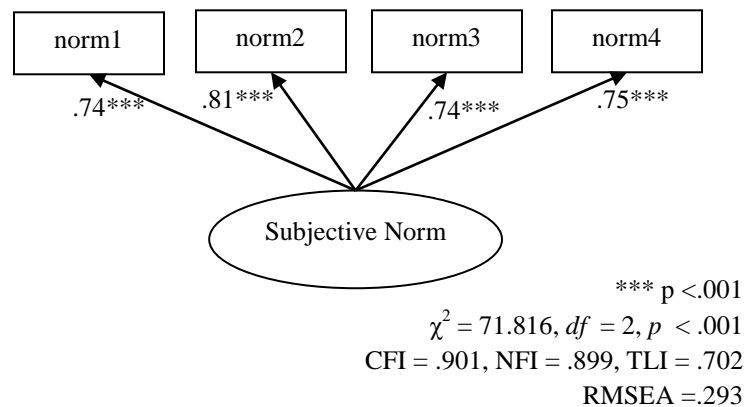
Note-Please refer to Table 5.1 for wording of the indicator items.

Figure 5.5. Confirmatory factor analysis model: Subjective norms for Western brands
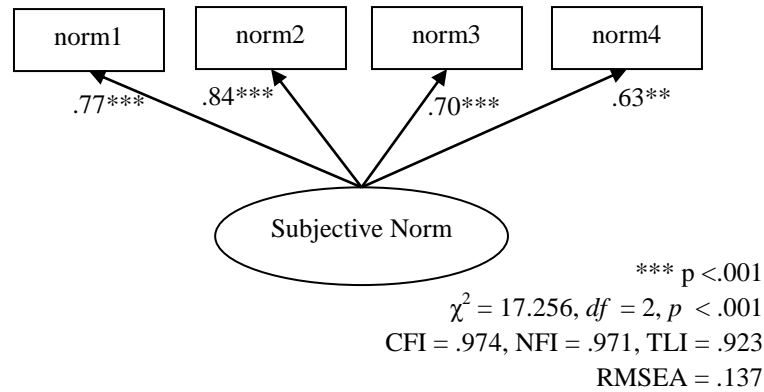
Note-Please refer to Table 5.1 for wording of the indicator items.

Figure 5.6. Confirmatory factor analysis model: Subjective norms for Western retail formats

Reliability. Cronbach's *alpha* values were then calculated to assess the reliability of the subjective norm scale. The scale yielded Cronbach's *alpha* values greater than .70 (α_{brand} = .839; $\alpha_{retail\ format}$ = .824), suggesting good reliability of the scale (Hair et al., 1998).

Perceived Behavioral Control

Confirmatory factor analysis. The acceptability of the seven-item one-factor model of perceived behavioral control, identified in Pretest 2, was evaluated by conducting CFA for both the brand and retail format data (see Figures 5.7 and 5.8). The model fit was first assessed through the chi-square statistics (χ^2_{brand} = 13.616, *df* = 14, *p* = .479; $\chi^2_{retail\ format}$ = 20.901, *df* = 14, *p* = .104). The chi-square statistics supported a perfect fit hypothesis for both perceived behavioral control towards a Western brand and for perceived behavioral control towards a Western retail format. RMSEA values (RMSEA$_{brand}$ = .000; RMSEA$_{retail\ format}$ = .035) were less than .05, suggesting a superior fit (McCallum et al., 1996). Other incremental fit indices (CFI$_{brand}$ = 1.000, NFI$_{brand}$ = .991, TLI$_{brand}$ = 1.000; CFI$_{retail\ format}$ = .996, NFI$_{retail\ format}$ = .987, TLI$_{retail\ format}$ = .993) had values greater than .95, suggesting a good model fit.

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Reliability. Cronbach's *alpha* values were calculated to assess the reliability of the perceived behavioral control scale. The scale yielded Cronbach's *alpha* values greater than .70 (α_{brand} = .888; $\alpha_{retail\ format}$ = .882), suggesting that the perceived behavioral control scale was reliable (Hair et al., 1998).

*** p <.001
χ^2 = 20.901, *df* = 14, *p* = .104
CFI = .996, NFI = .987, TLI = .993
RMSEA = .035
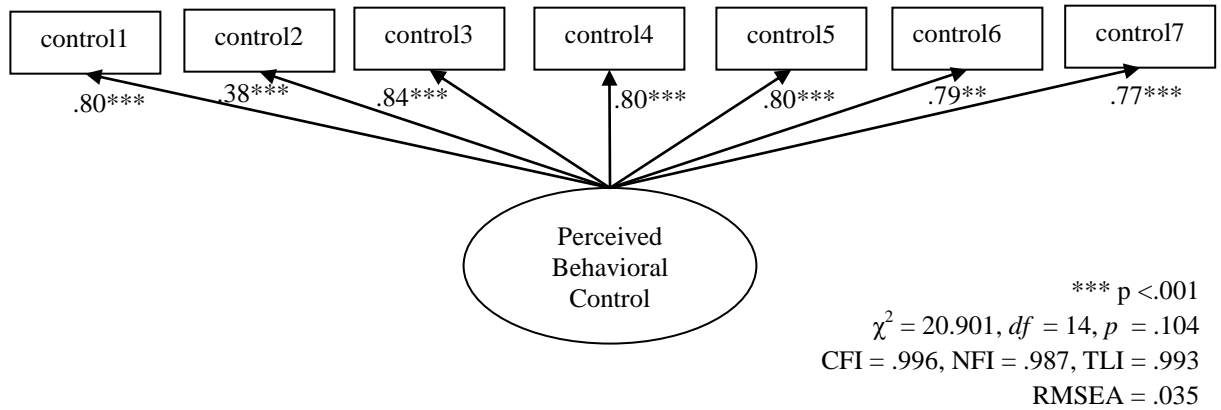
Note-Please refer to Table 5.1 for wording of the indicator items.

Figure 5.7. Confirmatory factor analysis model: Perceived behavioral control towards Western brands

*** p <.001
χ^2 = 13.616, *df* = 14, *p* = .479
CFI =1.000, NFI = .991, TLI = 1.000
RMSEA = .000
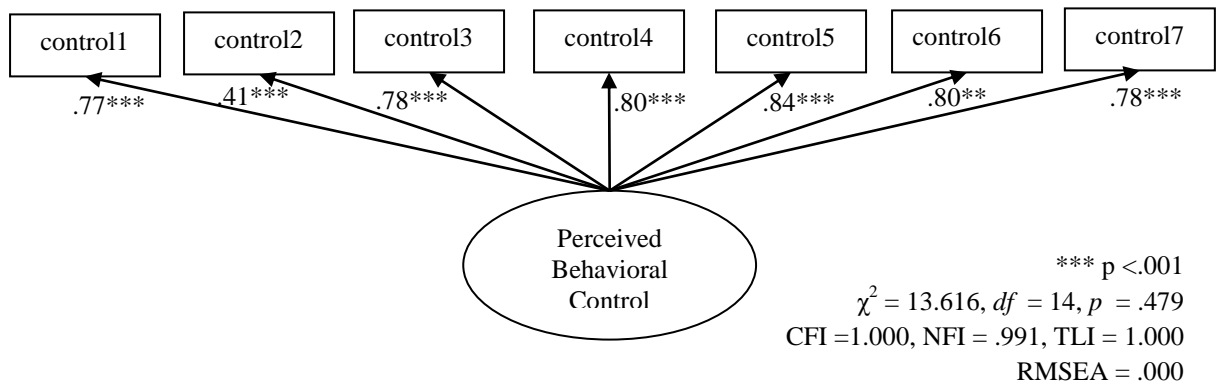
Note-Please refer to Table 5.1 for wording of the indicator items.

Figure 5.8. Confirmatory factor analysis model: Perceived behavioral control towards Western retail formats

Need for Distinctiveness

Principal components analysis. PCA and CFA conducted in Phase 2 revealed several problems with the original 11-item need for distinctiveness scale, requiring significant revisions to finalize the 10 items used for the main survey. Therefore, the validity of the 10-item need for distinctiveness scale used in the main survey was examined through a combination of PCA and CFA analyses. First, the data were randomly split into two data sets of an equal sample size (n = 210 for each set) so that PCA and CFA could be conducted on separate sets of data. For the first half of the data, PCA with varimax rotation was conducted to examine the underlying structure of the scale (see Table 5.5). The appropriate items and components to retain were assessed using four criteria: (1) Kaiser's rule of eigenvalue greater than 1.0, (2) the number of large drops in the scree plot, (3) factor loadings of each item greater than .50 on its corresponding factor but below .30 on other factors (Kline, 1998), and (4) the conceptual meaning of the items.

Both scree plots and Kaiser's rule (eigenvalue approaching or greater than 1.0) suggested two underlying dimensions (*Need for Affiliation* and *Need for Differentiation*) of the need for distinctiveness scale. Upon examining factor loadings from rotated component matrix and wordings of the items, it was found that all items were loading appropriately on their corresponding components. Although two items for need for differentiation cross-loaded on the need for affiliation component with a loading above .40, these items were retained to avoid reducing the number of items for the need for affiliation as otherwise it would have only two items. Therefore, the 10-item two-factor model was then subjected to a CFA.

Table 5.5. Principal component analysis results: Need for distinctiveness

Item	Component Loadings	
	Need for Affiliation	Need for Differentiation
It is important for me that others see me belong to a group with status.	.790	
I often pay attention to how people with status behave.	.788	
It is important to me to belong to a group with status.	.781	
It is important to me to enhance my image to belong to a group with status.	.774	
I often behave in a manner that makes me fit with people with status.	.760	
I am interested in status.	.729	
Feeling similar to the general population makes me feel uncomfortable.		.851
I do not like people to think that I am a conventional member of the general population.		.813
I have a desire to act differently from the general population.	.555	.630
I have a desire to differentiate myself from the general population.	.473	.546
Eigenvalue	5.724	1.000
Variance explained	57.237	67.236

Confirmatory factor analysis. CFA was performed on the second half of the data to determine with the two-factor, 10-item model of the need for distinctiveness scale. CFA results showed an acceptable fit of this model to the data (see Figure 4.9; $\chi^2 = 60.509$, $df = 34$, $p < .01$; CFI = .973, NFI = .942, TLI = .965; RMSEA=.06) (MaCallum et al., 1996).

Convergent validity. Convergent validity of the ten-item need for distinctiveness scale was then assessed by calculating AVE scores. AVE scores greater than .50 indicate convergent validity of the scale items (Bagozzi, 1991). The AVE score for need for affiliation exceeded .50 for need for affiliation (AVE = .608), but the AVE score for the need for differentiation factor (AVE = .486) was below the threshold of .50. Although it is customary to re-estimate the model

affiliate1 .75***
affiliate2 .76***
affiliate3 .72***
affiliate4 .81***
affiliate5 .76***
affiliate6 .75***

Need for Affiliation

.862***

Need for Differentiation

.65*** differ1
.66*** differ2
.75*** differ3
.81*** differ4

*** p < .001
$\chi^2 = 60.509$, $df = 34$, $p = .003$
CFI = .973, NFI = .942, TLI = .965
RMSEA = .062

Note. Please refer to Table 5.1 for wording of the indicator items.

Figure 5.9. Confirmatory factor analysis model: Need for distinctiveness

without poor measures to improve the convergent validity, this was not done as the AVE score was not substantially lower than .50, and all items had loadings above .60.

Discriminant validity. Discriminant validity between the two factors of need for distinctiveness was assessed through two methods. First, the confidence interval (.796, .928) of the factor correlation ($\rho = .862$, SE = .033) did not contain 1.0, verifying that the two factors were discriminant (Anderson & Gerbing, 1988). Discriminant validity was also assessed by conducting chi-square difference tests between the original CFA model and the constrained CFA model with a restriction of a perfect factor correlation ($\rho = 1.0$) (Anderson & Gerbing, 1988). The constrained model ($\chi^2 = 219.822$, $df = 35$, $p < .001$) revealed a significantly poor fit than the unconstrained model ($\Delta\chi^2 = 90.336$, $\Delta df = 1$, $p < .001$), further verifying discriminant validity.

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Reliability. The Cronbach's *alpha* value for both the need for affiliation (α = .895) and need for differentiation (α = .818) were greater than .70 suggesting that scale was reliable (Hair et al., 1998).

Acculturation

Principal component analysis. Considering that significant revisions were made to the acculturation scale used in Phase 2 to finalize the 15-item acculturation scale employed in the main study, the validity of the scale was again tested using a two-step approach combining PCA and CFA. Two data sets of an equal sample size (n = 210 for each set) were used to conduct PCA and CFA on separate sets of data. First, PCA with varimax rotation was conducted on the first half of the data to examine the underlying factor structure of the acculturation scale. The appropriate items and components to retain were assessed using four criteria: (1) Kaiser's rule of eigenvalue greater than 1.0, (2) the number of large drops in the scree plot, (3) factor loadings of each item greater than .50 on its corresponding factor but below .30 on other factors (Kline, 1998), and (4) the conceptual meaning of the items.
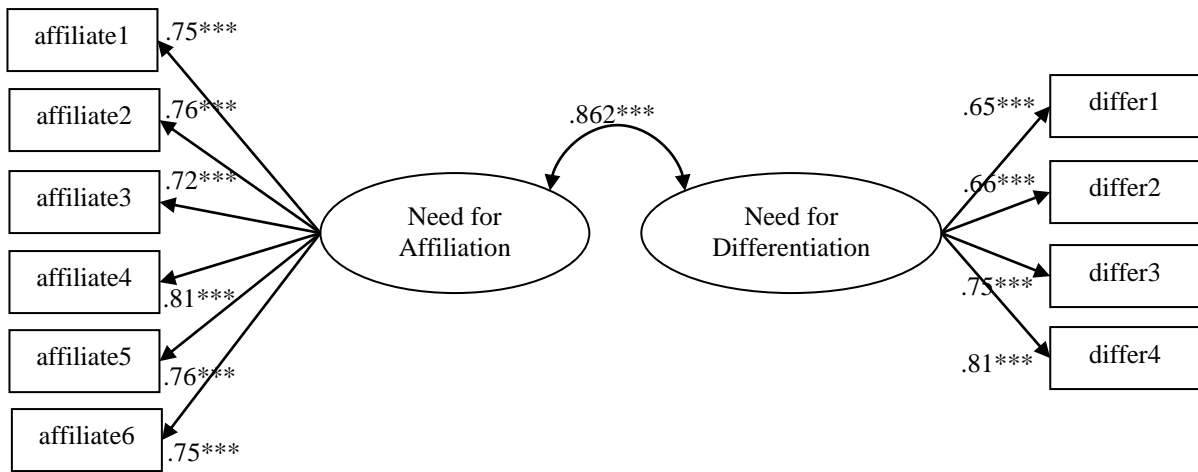
Both scree plots and Kaiser's rule suggested the existence of two components. However, the original scale was conceptualized in four dimensions, exposure to marketing activities of Western companies, global mass media exposure, self-identification with global consumer culture, and English language usage/exposure. Upon examining the factor loadings, it was found that the items corresponding to global mass media exposure and self-identification with global consumer culture were loading on a single factor (see Table 5.6).

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Table 5.6. Principal component analysis results: Acculturation

	Component Loading	
Item	Component 1	Component 2
I like Western television.	.805	
I enjoy dining at Western style restaurants.	.746	
I like to read about Western celebrities.	.730	
I enjoy listening to music that is from Western countries.	.717	
Some of my favorite actors/actresses are from Western countries.	.696	
I like to wear Western style clothing.	.691	
Advertising by brands from Western countries has a strong influence on my shopping choices.	.691	
I enjoy watching films from Western countries.	.580	
The way that I dress is influenced by the advertising activities of Western companies.	.579	
I often speak English with family or friends.	.523	.445
I enjoy watching advertising for Western products on TV.		.849
I like seeing billboards, and advertising signs for Western products.		.822
I enjoy seeing ads for Western products everywhere		.730
I feel very comfortable speaking in English.		.650
I speak English regularly.	.483	.585
Eigenvalue	8.958	1.110
Variance explained	53.720	7.399

These items were all related to exposure to and acceptance of global mass media; therefore, they were considered to address the same construct as a single factor. Because the three items originally conceptualized to address English language usage/exposure cross-loaded on both components resulted from the PCA, the researcher decided to run a three-component solution to examine if English language usage/exposure would be extracted as a third factor (see Table 5.7). The three-component solution revealed that the three items corresponding to English language usage/exposure were loading on a separate component, thereby suggesting a three-component

Table 5.7. Principal component analysis results: Acculturation - three component solution

Items	Component Loading		
	Exposure to Global Mass Media (EGMM)	Exposure to marketing activities of Western companies (EMAWC)	English language usage (ELU)
I like Western television.	.762		
I like to read about Western celebrities.	.709		
Some of my favorite actors/actresses are from Western countries.	.688		
Advertising by brands from Western countries has a strong influence on my shopping choices.	.677		
The way that I dress is influenced by the advertising activities of Western companies.	.677		
I enjoy listening to music that is from Western countries.	.630		
I enjoy dining at Western style restaurants.	.602		.531
I like to wear Western style clothing.	.589		.473
I enjoy watching films from Western countries.	.563		
I enjoy watching advertising for Western products on TV.		.813	
I like seeing billboards, and advertising signs for Western products.		.765	
I enjoy seeing ads for Western products everywhere		.726	
I speak English regularly.			.707
I feel very comfortable speaking in English.			.698
I often speak English with family or friends.			.693
Eigenvalue	8.958	1.110	.805
Variance explained	53.720	7.399	5.370

solution was appropriate. Therefore, the three-factor model was subjected to a CFA with the

second half of the data.

Confirmatory factor analysis. Results from the CFA of the three-factor acculturation

measurement model run for the second half of the data revealed most fit indices that were

acceptable (see Figure 5.10; RMSEA=.074; CFI = .936, TLI = .923), except for the significant

chi-square statistic (χ^2 = 182.170, df = 87, $p < .001$) and the NFI (.886) which was lower than .90.

This model revealed one item (accul7) with a factor loading that was lower than .50. Therefore,

the item was deleted, and a second CFA model was run with the remaining 14 items (see Figure

5.11). The fit of the second model was acceptable (χ^2 = 132.893, df = 74, $p < .001$; RMSEA

=.063; CFI = .958, NFI = .911, TLI = .948), and thus the 14-item, 2-factor model of acculturation

was finalized for further analysis.
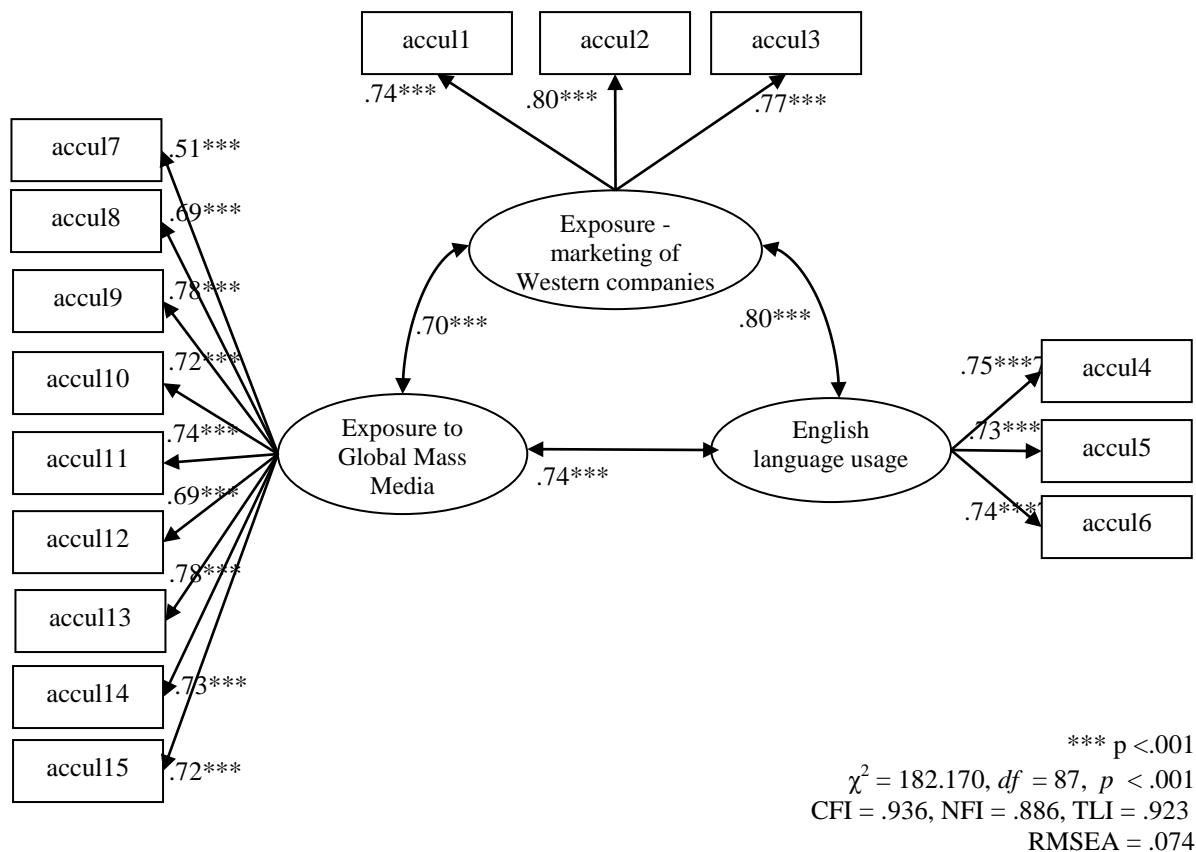
Note-Please refer to Table 5.1 for wording of the indicator items.

Figure 5.10. The initial CFA model with 15 acculturation items
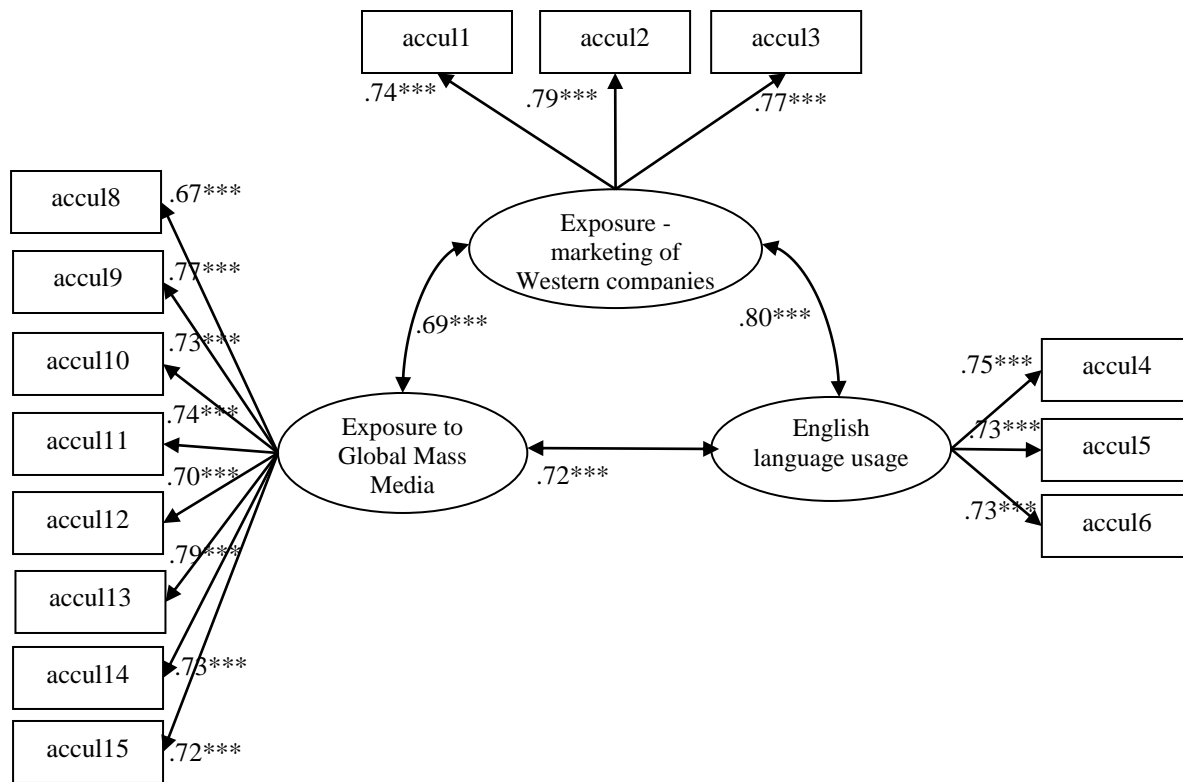
*** p <.001

$\chi^2 = 132.893,\ df = 74,\ p\ < .001$

CFI = .958, NFI = .911, TLI = .948

RMSEA = .063

Note-Please refer to Table 5.1 for wording of the indicator items.

Figure 5.11. The second CFA model with 14 acculturation items

Table 5.8. Factor pair correlations for acculturation

Factor Pair	Correlation Coefficient	Standard Error	Confidence Intervals
Exposure to Global Mass Media English language usage	.721	.049	[.623, .819]
Exposure -marketing of Western companies English language usage	.800	.047	[.706, .894]
Exposure -marketing of Western companies Exposure to Global Mass Media	.687	.050	[.587, .787]

Table 5.9. Chi-Square Difference tests for Acculturation

Model	Factors with correlation constrained ($\rho = 1$)	Chi-Square difference test against base model				
		χ^2	df	$\Delta\chi^2$	Δdf	p
Base Model-Unconstrained		132.893	74			
Model 1	Exposure -marketing of Western companies English language usage	161.33	75	28.437	1	< .001
Model 2	Exposure to Global Mass Media English language usage	196.082	75	63.189	1	< .001
Model 3	Exposure -marketing of Western companies Exposure to Global Mass Media	222.254	75	89.361	1	< .001

Convergent validity. Convergent validity of the 14-item acculturation scale was verified through the AVE scores that were greater than .50 for all three factors ($AVE_{EGMM} = .525$; $AVE_{EMAWC} = .615$; $AVE_{ELU} = .549$). Therefore, the convergent validity of the scale items was established (Bagozzi, 1991).

Discriminant validity. No factor correlation confidence intervals among the three acculturation factors contained 1.0 (see Table 5.8), verifying that these factors were discriminant (Anderson & Gerbing, 1988). Further, chi-square difference tests between the original CFA model and each of the three constrained models with each factor correlation restricted to be 1.0 revealed a significantly better fit of the original model than the constrained models (see Table 5.9), also verifying discriminant validity of the three acculturation factors (Anderson & Gerbing, 1988).

Reliability. Finally, the Cronbach's *alpha* values for the three factors of acculturation were all greater than .70 (α_{EGMM} = .906, α_{EMAWC} = .828, α_{ELU} = .995), suggesting that the scale was reliable (Hair et al., 1998).

Hypotheses Testing

After establishing validity and reliability of the scales, the model fit of the proposed model and the hypotheses (see Table 5.10) were tested using single-group structural equation modeling (SEM) based on the maximum likelihood estimation method. The SEM model (Model 1) specified with eight latent variables (five exogenous and three endogenous) and 31 observed variables (see Figure 5.12).

Table 5.10. Hypotheses

Hypotheses
H1: Among young urban Indian consumers, the greater the acculturation towards Western culture, the greater the perceived value of a) a Western brand and b) a Western retail format.
H2: Among young urban Indian consumers, the greater the need for distinctiveness, the greater the perceived value of a) a Western brand and b) a Western retail format.
H3: Among young urban Indian consumers, the greater the need for distinctiveness, the greater the acculturation towards Western culture.
H4: Among young urban Indian consumers, the greater (a) the perceived value of a Western brand and (b) the perceived value of a Western retail format, the greater the intention to buy the Western brand at the Western retail format.
H5: Among young urban Indian consumers, the more positive (a) the subjective norm towards a Western brand and (b) the subject norm towards a Western retail format, the greater the intention to buy the Western brand at the Western retail format.
H6: Among young urban Indian consumers, the greater (a) the perceived behavioral control over purchasing a Western brand and (b) the perceived behavioral control over shopping at Western retail format, the greater the intention to buy the Western brand at the Western retail format.

In this model (Model 1), the latent variable labeled as Need for Distinctiveness in the model was specified with two indicators which were the average scores of the items measuring each of the two factors (need for differentiation and need for affiliation) of the need for distinctiveness scale. The latent variable labeled as Acculturation was indicated by three observed variables, which were again the average scores of the items from each of the three acculturation factors (exposure to marketing activities of Western companies, exposure to Global mass media, and English language usage/exposure). The latent variables labeled as Perceived Value (Brand) and Perceived Value (Retail Format) were each specified by four indicators, calculated by averaging scores of the items from each of the four perceived value factors, functional value (quality), functional value (price), emotional value, and social value in their corresponding context (brand or retail format). The latent variables Need for Distinctiveness, Acculturation, Perceived value (brand), and Perceived value (retail format) were indicated by summated scores, instead of including items used to measure these variables. This item parceling method was considered necessary because average scores are more stable, and they are simpler to conceptualize, communicate, and interpret in models (Hulin et al., 2001). Particularly, SEM analysis is more stable when the model is parsimonious, which can be achieved by simplifying measurements through summated scores (Hulin et al., 2001). For this reason, several researchers compute summated scores for multi-item constructs typically by averaging the items scores (e.g. Chi & Gursoy, 2009).

The remaining latent variables including Perceived Behavioral Control (Brand), Perceived Behavioral Control (Retail Format), Subjective Norm (Brand), and Subjective Norm (Retail Format) were specified with their corresponding measurement models finalized in the aforementioned measurement validity and reliability check procedures. These measurement
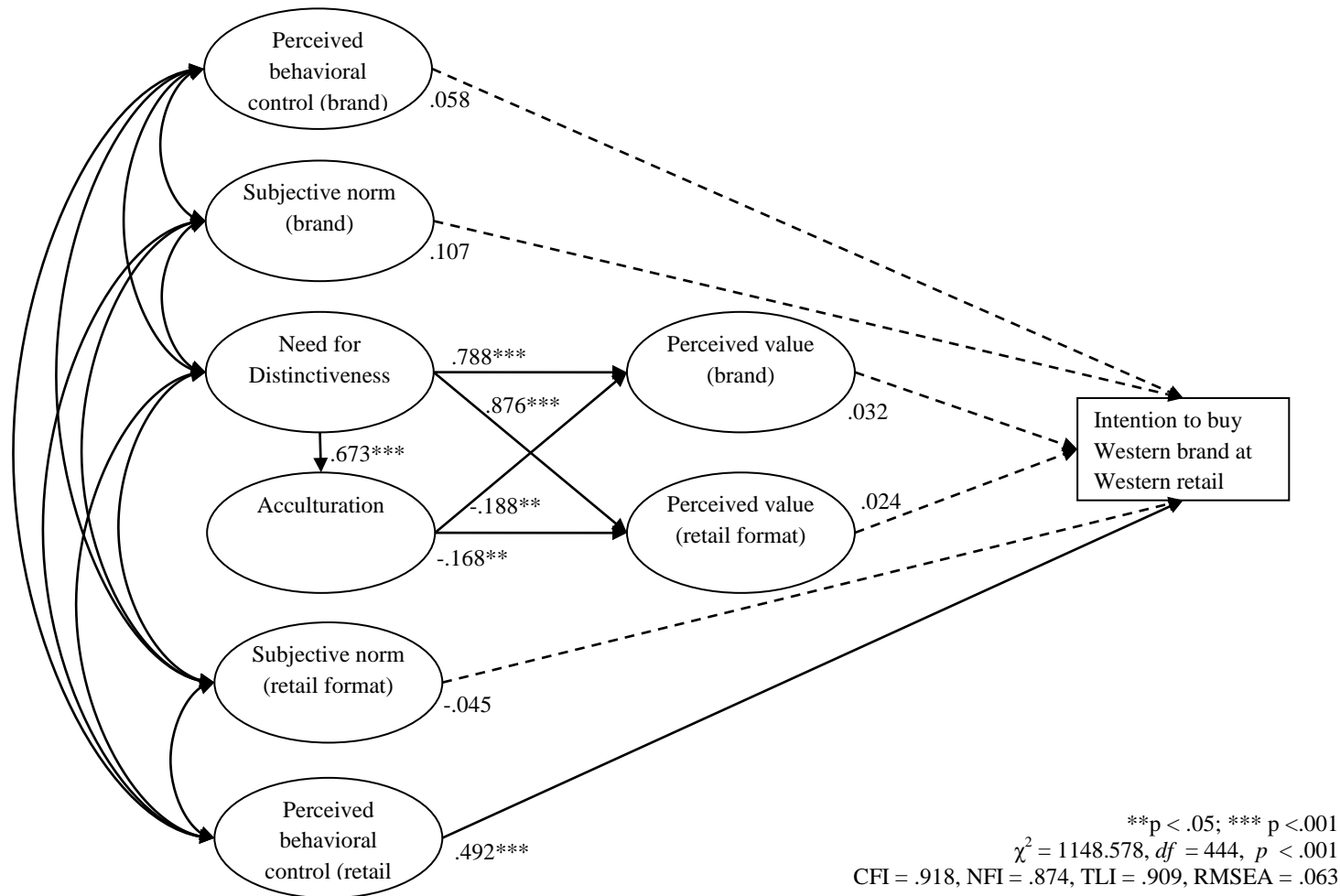
Note. Dashed lines indicate non-significant relationships at α = .05.

Figure 5.12. Model 1: Single-group SEM model with standardized regression coefficients

Table 5.11. Unstandardized parameter estimates for hypotheses in Model 1 shown in Figure 5.12

HP		Path		Est.	S.E.	t
H1a	Acculturation	→	Perceived value (brand)	-.148	.059	-2.507**
H1b	Acculturation	→	Perceived value (retail format)	-.153	.063	-2.418**
H2a	Need for Distinctiveness	→	Perceived value (brand)	.702	.080	8.793***
H2b	Need for Distinctiveness	→	Perceived value (retail format)	.903	.090	10.052***
H3	Need for Distinctiveness	→	Acculturation	.762	.070	10.825***
H4a	Perceived value (brand)	→	Intention to buy a Western brand at a Western retail format	.062	.107	.581
H4b	Perceived value (retail format)	→	Intention to buy a Western brand at a Western retail format	.040	.101	.396
H5a	Subjective norm (brand)	→	Intention to buy a Western brand at a Western retail format	.103	.178	.578
H5b	Subjective norm (retail format)	→	Intention to buy a Western brand at a Western retail format	-.047	1.87	-.249
H6a	Perceived behavioral control (brand)	→	Intention to buy a Western brand at a Western retail format	.071	.174	.412
H6b	Perceived behavioral control (retail format)	→	Intention to buy a Western brand at a Western retail format	.621	.182	3.419***

*** $p < .001$
** $p < .05$

models included six indicators for each perceived behavioral control latent variable and three indicators for each subjective norm latent variable.

The fit of Model 1 was estimated through RMSEA and incremental indices including CFI, NFI, and TLI as well as chi-square estimates. The chi-square test indicated an imperfect fit ($\chi^2 = 1148.578$, $df = 444$, $p < .001$). However, considering that chi-square test is sensitive to sample size (Bentler, 1990), incremental indices and RMSEA value were examined to assess the model fit. With the exception of NFI, fit indices exceeded .90 (CFI =.918, NFI =.874, TLI =.909), and

the RMSEA value was lower than .08 (RMSEA =.063), thereby suggesting an acceptable fit of the model.

H1 to H3 testing results were first examined through the standardized regression coefficients of their corresponding paths from Model 1 (see Figure 5.12). The regression path coefficients indicated that need for distinctiveness positively influenced the perceived value of a Western brand (β = .788, p < .001) and a Western retail format (β = .876, p < .001), which supports H2. Additionally, need for distinctiveness also positively influenced acculturation (β = .673, p < .001), thus supporting H3. However, acculturation had a significant effect on perceived value of a Western brand (β = -.188, p < .05) and a Western retail format (β = -.168, p < .05), but the negative coefficients indicated that the direction of the significant effect was in the opposite direction, which rejected H1. This unexpected result is most likely due to a suppressor effect.

A negative suppressor effect occurs when two independent variables have a positive correlation with the dependent variables and correlate positively with each other, yet one of them receives a negative regression weight (Massen & Bakker, 2001). Even though the suppressor has relevant information common with the dependent variable, this common information is less than the shared information between the suppressor and the other independent variable (Massen & Bakker, 2001). A negative suppressor situation is demonstrated in the current model (see Figure 5.12), where the direct effect of need for distinctiveness on perceived value had a positive sign but the indirect effect via acculturation has a negative sign. Furthermore, in the absence of need for distinctiveness the relationship between acculturation and perceived value of both brands (β = .396, p < .001) and retail formats (β = .467, p < .001) was positive and significant, confirming that the negative regression weight for acculturation-perceived value relationships due to

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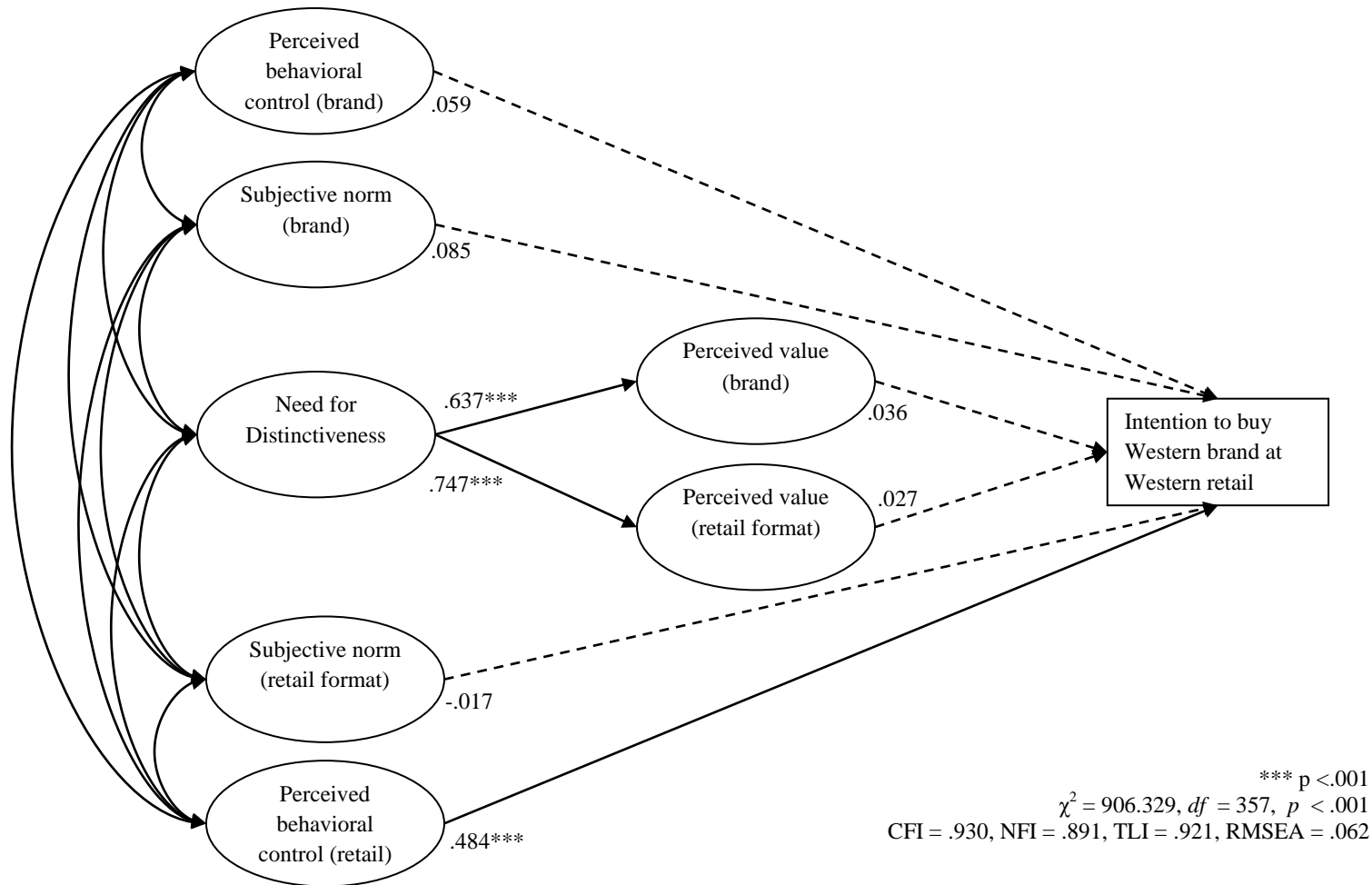
Note. Dashed lines indicate non-significant relationships at α = .05.

Figure 5.13. Model 2: Revised single-group SEM model with standardized regression coefficients

Table 5.12. Unstandardized parameter estimates for hypotheses in model 2 shown in Figure 5.13

HP		Path		Est.	S.E.	t
H2a	Need for Distinctiveness	→	Perceived value (brand)	.540	.053	10.193***
H2b	Need for Distinctiveness	→	Perceived value (retail format)	.733	.061	12.075***
H4a	Perceived value (brand)	→	Intention to buy a Western brand at a Western retail format	.069	.103	.666
H4b	Perceived value (retail format)	→	Intention to buy a Western brand at a Western retail format	.045	.097	.467
H5a	Subjective norm (brand)	→	Intention to buy a Western brand at a Western retail format	.084	.111	.754
H5b	Subjective norm (retail format)	→	Intention to buy a Western brand at a Western retail format	-.018	.118	-.152
H6a	Perceived behavioral control (brand)	→	Intention to buy a Western brand at a Western retail format	.072	.164	.439
H6b	Perceived behavioral control (retail format)	→	Intention to buy a Western brand at a Western retail format	.609	.169	3.606***

*** $p < .001$
** $p < .05$

suppressor effect. Therefore, to remove the suppressor effect, an additional SEM model (Model 2) was run after eliminating acculturation from Model 1 (see Figure 5.13). Model 2 had a slightly better model fit (CFI =.930, NFI =.891, TLI =.921, RMSEA =.062) than Model 1. The regression coefficients in Model 2 indicated that need for distinctiveness positively influenced perceived value of a Western brand ($\beta = .637$, $p < .001$) and a Western retail format ($\beta = .747$, $p < .001$), thus again supporting H2. As expected, the strengths of these relationships in Model 2 were somewhat weaker than they were in Model 1 where acculturation was increasing the prediction strength of need for distinctiveness.

Using Model 2, the remaining hypotheses (H4-H6) which dealt with the relationships predicted based on the theory of planned behavior (TPB) were tested. H4 predicted that respondents' intention to buy a Western brand at a Western retail format would be positively affected by (a) perceived value of a Western brand and (b) perceived value of a Western retail format. H5 stated that respondents' purchase intention would be positively affected by (a) the subjective norm towards a Western brand and (b) the subject norm towards a Western retail format. Finally, H6 predicted that respondents' purchase intention would be positively affected by (a) the perceived behavioral control over purchasing a Western brand and (b) the perceived behavioral control over shopping at a Western retail format. The results revealed that the regression coefficients corresponding to all hypotheses, except H6(b), were non-significant (see Figure 5.13). Therefore, perceived values of a Western brand ($\beta = .036$, $p = .505$) and a Western format ($\beta = .027$, $p = .641$) and subjective norms towards buying a Western brand ($\beta = .085$, $p = .451$) and shopping at a Western retail format ($\beta = -.017$, $p = .879$) did not predict the intention to buy a Western brand at a Western retail format. Therefore, H4 and H5 were not supported. The regression coefficient showed a significant positive relationship ($\beta = .484$, $p < .001$) between perceived behavioral control over shopping at a Western retail format and intention to buy a Western brand at a Western retail format, but not between perceived behavioral control over buying a Western brand and intention to buy a Western brand at a Western retail format ($\beta = .059$, $p = .660$), thereby supporting H6(b) but not H6(a).

Further Analyses

Moderating role of perceived behavioral control. Literature suggests that perceived behavioral control exerts both a direct and interactive effects on behavioral intentions (Ajzen,

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1985; Armitage & Conner, 2001; Terry & O'Leary, 1995). In cases when an intention is likely to be hindered by actual control, perceived behavioral control moderates the relationship between intention and behavior (Armitage & Conner, 2001; Baron & Kenny, 1986; Terry & O'Leary, 1995). Furthermore, Ajzen (1985, 2002) suggests that perceived control is expected to interact with attitude and subjective norm in determining intentions. For example, a study in the context of blood donations found that if participants lack volitional control they are unlikely to form intentions even if attitude and subjective norm are favorable (Giles & Cairns, 1995). In the context of Indian consumers even when they consider Western brands of value, intention to buy a Western brand at a Western retail format can be hindered by lack of perceived behavioral control due to the perceptions of higher price (Kinra, 2006; Maxwell, 2001) and limited availability of Western brands and Western retail formats in India (Mann & Byun, 2011a). Therefore, perceived behavioral control can exert a moderating influence on the intention to buy Western brands at Western retail formats.

To further explore the moderating effect of perceived behavioral control for the relationship between perceived values and behavioral intentions, a multiple-group SEM model with maximum likelihood estimation was conducted on a new SEM model (Model 3, see Figure 5.14) after eliminating the perceived behavioral control variables from Model 2 and specifying two groups (the high versus low perceived behavioral control groups). To specify the two perceived control groups, first, participants' average scores of each set of the seven items of perceived behavioral control related to Western brands and the seven items of perceived behavioral control related to Western retail formats were calculated. Then, participants whose perceived control average scores for both brands and retail formats were 4.0 (midpoint on a seven-point scale) or above were classified into the high control group, whereas participants

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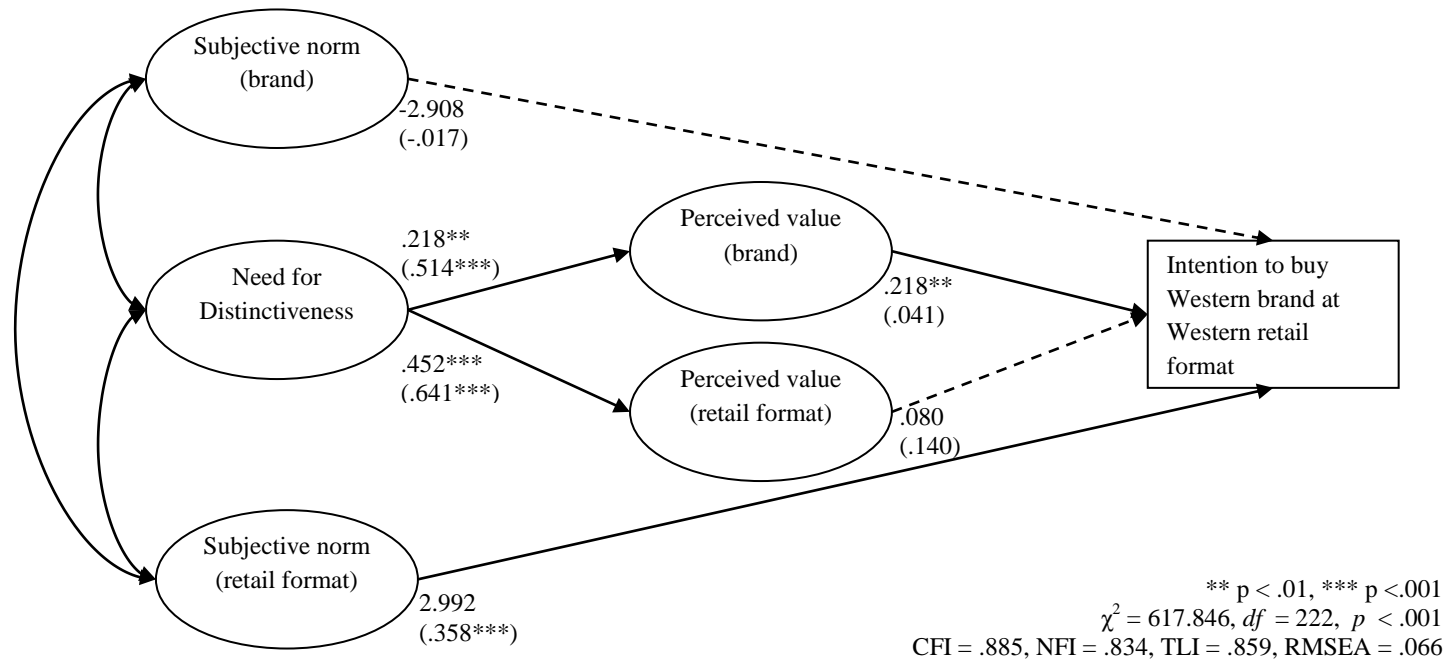
Notes. Standardized coefficients for the high control group are listed first, and standardized coefficients for the low control group are listed in parentheses. Dashed lines indicate non-significant relationships at α = .05.

Figure 5.14. Model 3: Multiple-group SEM model with standardized regression coefficients

Table 5.13. Unstandardized parameter estimates in model 3 shown in Figure 5.14

Path			Low Control Group			High Control Group		
			Est.	S.E.	t	Est.	S.E.	t
Need for Distinctiveness	→	Perceived value (brand)	.414	.070	5.943***	.113	.044	2.583**
Need for Distinctiveness	→	Perceived value (retail format)	.544	.077	7.102***	.323	.063	5.153***
Perceived value (brand)	→	Intention to buy a Western brand at a Western retail format	.081	.154	.525	.496	.177	2.803**
Perceived value (retail format)	→	Intention to buy a Western brand at a Western retail format	.265	.154	1.714	.132	.132	1.001
Subjective norm (brand)	→	Intention to buy a Western brand at a Western retail format	-.019	.168	-.133	-1.842	1.507	-1.222
Subjective norm (retail format)	→	Intention to buy a Western brand at a Western retail format	.458	.203	2.261**	2.025	1.603	1.263

*** $p < .001$
** $p < .05$

were classified into the low control group if either of the two perceived behavioral control scores was lower than 4.00. This multi-group SEM (Model 3) did not yield a good fit in terms of the chi-square statistics and incremental fit indices ($\chi^2 = 617.846$, $df = 222$, $p < .001$; CFI =.885, NFI =.834, TLI =.859). However, the RMSEA value (.066) suggested an acceptable fit. Because this was not a hypothesized model, but an exploratory model for further analysis, the researcher decided to continue to review the path coefficients to examine the potential moderating effect of perceived behavioral control despite the overall undesirable model fit. For the high control group, perceived value of a Western brand had a significant positive relationship ($\beta = .218$, $p < .05$) with the intention to buy a Western brand at a Western retail format. However, perceived value of a Western retail format did not have a significant relationship ($\beta = .080$, $p = .317$) with the

purchase intention. However, for the low control group, perceived values of a Western brand (β = .041, p = .600) and a Western retail format (β = .140, p = .087) did not significantly affect the intention to buy a Western brand at a Western retail format. These findings indicate a potential moderating role of perceived behavioral control for the relationship between Indian consumers' perceived values of a Western brand and purchase intention. For Indian consumers who have a high control over buying a Western brand and/or shopping at a Western retail store because they can afford the price and the store is within a distance they can easily reach, their perceptions of Western brands' value positively led to their purchase intention; however, Indian consumers who do not have control over buying a Western brand at a Western retail format due to their economic status or geographic distance were not likely to form an intention to buy a Western brand at a Western retail format even when they perceived the brand and the retail format to be valuable.

Suppressor effect of subjective norms. Further analysis of Model 3 revealed a potential moderating effect of perceived behavioral control for the relationship between subjective norms and purchase intention. The relationship between subjective norms about buying a Western brand (β = -2.908, p = .222) and shopping at a Western retail format (β = 2.992, p = .207) and purchase intention were not significant for the high control group. On the other hand, subjective norm about shopping at a Western retail format had a significant positive influence on purchase intention (β = .358, p < .05) for the low control group, although the influence of subjective norm related to the Western brand remained non-significant (β = -.017, p = .910) for the low control group. These results may indicate that reference groups' opinions regarding shopping at Western
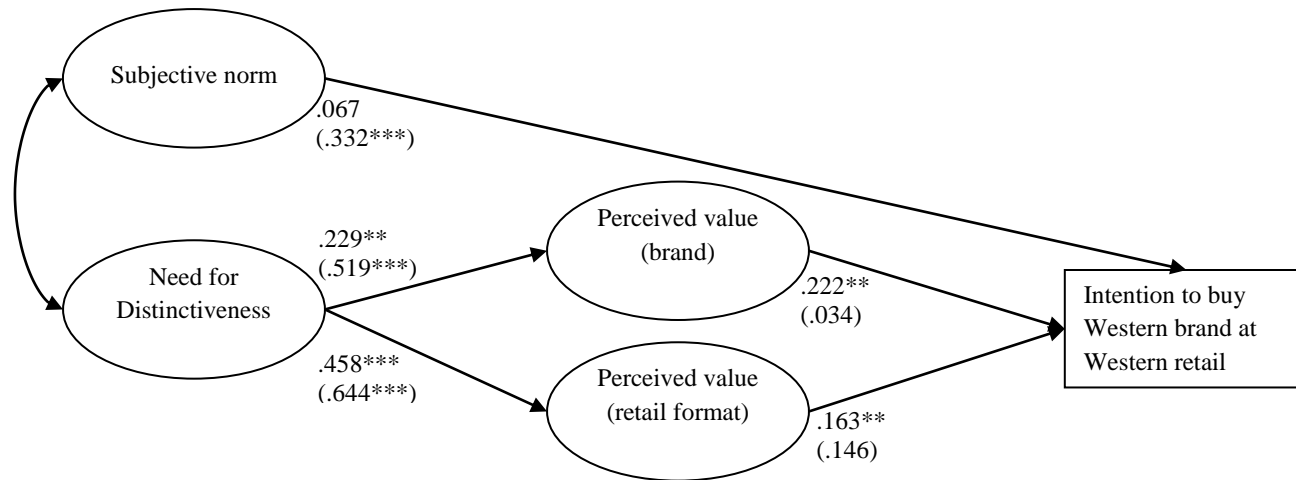
Note. Standardized coefficients for high control group are listed first, and standardized coefficients for low control group are listed in parentheses.

Figure 5.15. Model 4: Revised multiple-group SEM model with standardized regression coefficients

Table 5.14. Unstandardized parameter estimates in model 4 shown in Figure 5.15

Path			Low Control Group			High Control Group		
			Est.	S.E.	t	Est.	S.E.	t
Need for Distinctiveness	→	Perceived value (brand)	.418	.070	5.943***	.120	.045	2.685**
Need for Distinctiveness	→	Perceived value (retail format)	.548	.077	7.122***	.331	.064	5.148***
Perceived value (brand)	→	Intention to buy a Western brand at a Western retail format	.069	.155	.443	.501	.176	2.844**
Perceived value (retail format)	→	Intention to buy a Western brand at a Western retail format	.276	.154	1.788	.265	.120	2.208**
Subjective norm	→	Intention to buy a Western brand at a Western retail format	.446	.113	3.935***	.045	.049	.928

*** $p < .001$
** $p < .05$

retail formats have an influence on purchase intention among Indian consumers who have low control over shopping at Western retail formats, but among those who have a high control over it. One thing from Model 3 results related to the subjective norms-purchase intention relationship that warrants attention is the statistically non-significant but large standardized regression coefficients observed from the high control group. Besides, the two paths from subjective norm about a Western brand ($\beta = -2.908$) and from subjective norm about a Western retail format ($\beta = 2.992$) were in the opposite directions as indicated by the signs of the coefficients. This unusual result suggested a potential suppressor effect.

As suggested earlier, negative suppressor situation can be identified when two independent variables have a positive correlation with the dependent variables and correlate positively with each other, but one of them receives a negative regression weight (Massen &

Bakker, 2001). In the current model, a negative suppressor situation is demonstrated as the correlation between subjective norm (brand) and subjective norm (retail format) was substantially high (high control group = .996, as compared to low control group = .796), which resulted in the odd result of large regression weights with the opposite signs for the two subjective norm variables (see Figure 5.14).

Therefore, to handle the suppressor situation, an additional multiple-group SEM model (Model 4, see Figure 5.15) was run in which subjective norm towards a Western brand and subjective norm towards a Western retail format were merged as one latent variable with six indicators while the other parts of the model remained the same as Model 3. Although chi square test result (χ^2 = 667.178, df = 228, p < .001) and incremental indices (CFI =.872, NFI =.820, TLI =.848) suggested a poor mode fit, the RMSEA (.069) suggested an acceptable model fit. Thus, given the explorative nature of this analysis, the researcher further examined the path coefficients of this model despite the overall undesirable model fit.

Model 4 revealed that for the high control group, perceived values of a Western brand (β = .222, p < .05) and a Western retail format (β = .163, p < .05) significantly influenced intention to buy the Western brand at the Western retail format, whereas subjective norm has no influence on purchase intention (β = .067, p = .353). In contrast, for the low control group, subjective norm had a significant positive influence (β = .332, p < .001) on purchase intention, whereas perceived values of a Western brand (β = .034, p = .657) and a Western retail format (β = .146, p = .074) did not influence purchase intention.

CHAPTER 6: DISCUSSION AND CONCLUSIONS

This chapter summarizes findings from the present study and discusses them in light of the previous literature and the proposed model of predictors of young urban Indian consumers' intention to buy a Western brands at a Western retail format. The theoretical and managerial implications and the limitations of this study are also discussed, followed by suggestions for future research.

Summary of Findings

The findings of this study indicate that young, urban Indian consumers' need for distinctiveness promotes their acculturation towards Western culture. Furthermore, when the entire sample was considered together, perceived behavioral control over shopping at a Western retail format significantly predicted purchase intentions, but neither perceived values (of a Western brand or the Western retail format) nor subjective norms (about the brand or the retail format) appear to influence purchase intentions for a Western brand at a Western retail format. However, when the two groups of Indian consumers with high versus low perceived behavioral control were considered separately, an interesting phenomenon emerged such that purchase intention of the high control group was influenced by their perceived value of a Western brand and a Western retail format, whereas purchase intention of the low control group was influenced by their subjective norm based on what they think other important people in their lives think about buying a Western brand and shopping at a Western retail format.

Literature suggests that Western brands are perceived to be of higher price among Indian consumers (Kinra, 2006; Maxwell, 2001). Additionally, availability of Western brands and Western retail formats in India is growing but still limited due to government regulations (Mann & Byun, 2011a). Therefore, lack of volitional control appears to be a strong factor moderating the relationship between perceived value and purchase intention and that between subjective norm and purchase intention.

Discussion

Need for Distinctiveness

In this study, need for distinctiveness was further developed in the context of status-seeking behavior to examine consumers' dual needs to associate with members of an ideal social (or status) group and to differentiate from members of a less-deal social (or status) group. Branding literature suggests that consumers often choose brands to associate or dissociate with a typical brand user to define and create their own self-concepts (Escalas & Bettman, 2003; Han, Nunes, & Drèze, 2010). Escalas and Bettman (2003) found that self-enhancement needs lead consumers to choose brands associated with favorable aspirational groups and avoidance of brands associated with unfavorable prototypical user. Han, Nunes, and Drèze (2010) also found that consumers' desire to associate or dissociate with members of their own group or other groups is reflected in their preference for conspicuously or inconspicuously branded luxury goods. The results of the current study corroborate these findings by supporting the hypothesis that Indian consumers' need for distinctiveness enhances the perceived value of brands and retail formats of a Western origin. In other words, Indian consumers' need to associate with groups of status and to dissociate with the general population translates into value perceptions of brands

and retail formats of a Western origin that personify desirable Western culture and lifestyles. Therefore, this study provides support to the idea that among young, urban Indian consumers, Western culture is an ideal reference group and that these consumers may use the image associated with brands of a Western origin to enhance and signal their own status.

Acculturation

With increased exposure to Western culture, through media and marketing activities of Western companies, Indian consumers are acculturating to Western culture, wherein they are adapting towards a hybrid mix of traditional shopping values and consumerism of the West (Bijapurkar, 2008). This study hypothesized that as young, urban Indian consumers acculturate to Western culture, they may perceive brands and retail formats of a Western origin to be of high value due to desirable images portrayed of the West in the media. The results of this study did not support the hypothesis due to a suppressor effect, potentially stemming from a conceptual overlap between need for distinctiveness and acculturation. Even though the hypothesis was not supported in the model, positive and significant bivariate correlations between acculturation and both perceived values of a Western brand and Western retail format, suggest that acculturation to Western culture is positively linked perceived values of Western brands and retail formats. This finding corroborates existing acculturation literature that suggests that acculturation affects consumption patterns such as buying well-known brands (Lee, 1993), brand's country-of-origin perceptions (Parameswaran & Pisharodi, 2002), differences in importance rating of different product attributes (Faber, O'Guinn & McCarty, 1987; Lee, 1993), and purchase decisions (Kang & Kim, 1998). However, existing studies related to acculturation have examined acculturation process within the narrow context of immigration wherein acculturation occurred through first-

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hand contact but not in a broader perspective where culture impacts consumers around the world

through media and globalization (Cleveland & Laroche, 2006). Thus, there is a need to address

broader perspective of acculturation occurring through technology and media (Sam, 2006).

Accordingly, the present study examined acculturation wherein acculturation occurred through

second-hand contact such as media and marketing activities of Western companies instead of

direct first-hand contact via immigration. Therefore, this study extends the acculturation

literature by validating that acculturation occurring among Indian consumers' through *second-

hand contact* with Western culture affects value perceptions of brands and retail formats

originating from the West. Moreover, the results also support the idea that Western brands and

retail formats may be used as vehicles for a cultural change by consumers in emerging nations

such as India.

Need for Distinctiveness and Acculturation

Consumers from emerging nations prefer brands from the West due to social desirability

and to enhance status (Batra et al., 2000; Lee & Tai, 2006). As suggested earlier, the findings of

the current study lend support to this argument such that Indian consumers' need for

distinctiveness positively influences the perceived value of brands and retail formats of a

Western origin. Furthermore, a positive relationship was found between Indian consumers' need

for distinctiveness and their level of acculturation. Namely, the drive to associate with members

of an ideal social (or status) group was an antecedent to the inclination to acculturate to the

Western culture. Therefore, the need for distinctiveness among consumers in emerging nations

not only translates into greater value perception of Western brands and retail formats but also

induces changes in their cultural patterns wherein consumers' assimilate Western culture and

lifestyles through activities, such as watching Western movies and television, listening to

Western music, dining at Western restaurants, and so on.

Theory of Planned Behavior

TPB, an extension of TRA, has received considerable empirical applications and support

for its ability to predict behavioral intentions on account of inclusion of perceived behavioral

control (Giles & Cairns, 1995). The results of the present study also support that perceived

behavioral control of young Indian consumers has a significant impact on behavioral intentions

to buy brands of Western origin at Western retail formats. However, no support was found for

the links between subjective norm and purchase intention and between perceived value and

purchase intention. Subsequently, further analyses revealed that when participants lacked control

over buying Western brands and shopping at Western retail formats, they were unlikely to form a

strong behavioral intention even if they perceived Western brands and retail formats to be of

high value. These results were consistent with the results of a previous study related to blood

donations, wherein it was found that perceived behavioral control has a strong link with

behavioral control, such that if participants lack volitional control, they are unlikely to form

intentions even if attitude is favorable (Giles & Cairns, 1995). Therefore, the present study

provides an empirical support to the idea that perceived behavioral control can act as a strong

moderator for the TRA model (Pomazal & Jaccard, 1976).

Moreover, further analyses revealed that the relationship between subjective norm and

purchase intention differed between Indian consumers with low and high perceived control over

buying a Western brand and shopping at a Western retail format. For the high control individuals,

perceived value was a significant predictor of a purchase intention, while for the low control

individuals, subjective norm was a significant predictor of the intention. Therefore, it can be concluded that perceived value of the brand, not subjective norm, predict the intention to buy a Western brand for young Indian consumers who have control over buying Western brands when considering factors such as general perceptions of control and time to shop, availability and affordability of Western brands and retail formats. On the other hand, favorability of subjective norm predicts the intention to buy Western brands at Western retail formats and not perceived value, for those Indian consumers who have low or no control over buying Western brands. Therefore, consumers who lack the means to buy Western brands at Western retail formats (and thus have low perceived control) are not likely to purchase Western brands at Western retail formats even if they perceive high value of it. Rather, they are likely to purchase Western brands at Western retail formats only when they are under a great normative pressure that favors social signals via adoption of Western brands. On the contrary, when consumers' have high perceived control they form intentions to buy Western brands at Western retail formats without regard to subjective norms. A possible explanation for the same is that among Indian consumers', in addition to reflecting environmental and personal constraints perceived control reflects the level of independence (in their ability to afford and travel to buy what they like or consider to be of value), such that greater independence lends them freedom from social pressure or concern for normative expectations.

Implications

Theoretical Implications

This study provides a number of theoretical implications. Considering significant economic, political, and social differences across countries, consumer behavior in emerging

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Eastern countries can be significantly different from that of developed Western countries. TPB has been extensively applied in previous studies, more often in the context of Western countries. Thus, the first theoretical contribution of this study is to test the applicability of TPB in explaining purchase intentions towards Western brands and Western retail formats in an emerging Eastern country, India. This study proposes and validates measurements of TPB constructs such as perceived behavioral control and subjective norm in the context of brand consumption in an emerging economy. In doing so, this study makes methodological contribution to the TPB literature. Moreover, findings of this study provide empirical supports to the idea that perceived behavioral control has an important impact on individuals' behavioral intention and that it can act as a moderator for the relationships between the predictor variables - attitude towards behavior and subjective norm -- and the criterion variable, behavioral intention.

Second, much research on acculturation has examined an acculturation process that occurs through direct contact of immigrants in Western countries (e.g., acculturation towards Western culture among Indians immigrated to the West) (Khairullah & Khairullah, 1999; Rajagopalan & Heitmeyer, 2005). According to the classical definition of acculturation by Redfield, Linton, and Herskovits (1936), continuous first-hand contact between two cultures is a prerequisite of acculturation (Sam, 2006). However, with advancements in technology and media *second-hand or indirect* contact has become almost as real as continuous first-hand contact (Sam, 2006). Particularly, globalization and increase in cross-national marketing and advertising has increased the level of interaction between cultures tremendously (Cleveland & Laroche, 2006). Consequently, it is no longer necessary to travel and immigrate to another country to immerse in a foreign culture. For this reason, Lee (1993) and O'Guinn, Lee, and Faber (1986) suggested incorporating mass-mediated socialization as an indirect path of acculturation. Therefore, in this

study, acculturation process occurring through second-hand contact via technology and media among Indian consumers' was examined. By doing so, the study extends the applicability of the construct of acculturation to explain cultural shifts via indirect interaction between two cultures facilitated by technology and media. Further implication of this study in regards to acculturation literature is that need for distinctiveness can be a potential antecedent of young Indian consumers' acculturation to Western culture. This finding implies that due to the significant differences between the economic prosperity and standard of living between the developing and developed societies, there is an admiration for Western lifestyles among consumers in developing countries, which then translates into assimilation of the Western ways. Further, addressing the limitation of existing acculturation scales focusing on acculturation through direct-contact with another culture, this study refined and validated an acculturation scale that can be used for measuring acculturation occurring through second-hand contact.

Finally, the present research makes a theoretical contribution by developing the need for distinctiveness construct in the context of status-seeking behavior, developing its measurement, and testing its construct validity as well as predictive validity in explaining consumption of Western brands and retail formats in the context of an Eastern emerging economy, where brands from the West reflect high status. Therefore, by developing this construct and measurement, this study extends the literature related to status consumption. Need for distinctiveness also explains the desirability of scarce products, especially luxury products or product categories that signal status. As suggested by Burns and Brady (1992), consumption of innovative and scarce products cannot be solely explained by need for uniqueness. Considering that interpersonal need for uniqueness varies among cultures, it applies more in the context of developed societies and to a lesser extent to developing societies (Burns & Brady, 1992). Therefore, the construct of need for

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distinctiveness developed in the current study provides a tool with which to explain consumption of brands that are perceived as new, expensive, and scarce particularly in the context of developing societies.

Managerial Implications

With a booming economy, growing middle class, and rising disposable incomes, India holds a great market potential. Even though it is the fourth largest economy, it ranks a mere 127th in its per capita GDP; thereby the demand structure in India is very different from that in developed Western countries. Due to the unique characteristics of the Indian market, Western retailers are still testing the waters in terms what their strategy should be (Bijapurkar, 2008). To this end, this study provides several managerial implications for Western retailers seeking to enter the Indian market. The findings of this study suggest that young Indian consumers realize their need for distinctiveness by forming associations with brands originating from the West. Therefore, highlighting a high status image can enhance the perceived value of Western brands and retail formats among young Indian consumers. Additionally, findings from this study suggest that as Indian consumers' acculturate to Western lifestyles, they perceive Western brands to be of greater value. Therefore, marketing managers can leverage their Western connection by developing cues that identify their brands with the prosperity and success of the West. Moreover, they can develop a distinctive image of their brands by advertising their brand as an admired status symbol originating from the West (Mann & Byun, 2011b).

This study revealed significant behavioral control issues associated with purchasing Western brands at Western retail formats. Due to the general perceptions of higher price and limited availability of Western brands and Western retail formats in India, there are unmet

demands and market opportunities for Western retailers which can be addressed through diverse

locational and pricing strategies. Accordingly, Western retailers can focus on extending their

brands to lower-priced lines and increasing the penetration of their brands. Shopping malls and

specialty stores can be used as potential outlets since they have highest penetration in the

organized (or westernized) retail sectors in India (Mann & Byun, 2011a).

Limitations and Recommendations for Future research

This study is not without limitations. First, even though a pretest was conducted to refine

the measurements used in this study there were several measurement issues. Given the

suppressor effect there was a potential discriminant validity issue with subjective norms for

Western brands and Western retail formats. Researchers have suggested that subjective norm

component of TPB is inadequate, lack of sound measurements being one of its weaknesses, and

requires further empirical investigation (Armitage & Conner, 2011). Additionally, this study

included two perceived behavioral control constructs to measure perceived behavioral control

towards Western brand and perceived behavioral control towards Western retail format

separately. However, only perceived behavioral control towards Western retail format had a

significant effect on purchase intention, which suggests a possibility of suppressor effect such

that effect perceived behavioral control towards Western brands was assimilated by the effect of

and perceived behavioral control towards Western retail formats. Therefore, more investigation

is warranted to examine the dimensionality of the two subjective norms and the two perceived

behavioral control used in this study. Further, only one item was used to measure purchase

intentions. The measurement validity of purchase intention construct could have been improved

by using a multiple measure. In addition, according to the CFA results, acculturation and need

for distinctiveness scales were valid and reliable. However, given the suppressor effect there was significant shared information between the two variables (Massen & Bakker, 2001). Therefore, the measurements for both constructs should be refined further. Finally, the AVE scores for need for differentiation dimension of the need for distinctiveness scale and functional value (price) dimension of the perceived value scale were below .50. Therefore, the findings should be interpreted with caution and future research needs to continue to refine the scales.

Second, as part of additional analysis, several SEM analyses were conducted to examine the moderating effect of perceived behavioral control on behavioral intentions. Even though, the results revealed that perceived behavioral control moderates a person's behavioral intention, several fit indices revealed model fit issues. Therefore, caution should be exercised in drawing conclusions. Nevertheless, literature suggests a potential moderating role of perceived behavioral control on attitude, norms, and intentions (Ajzen, 1985, 2001; Giles & Cairns, 1995). Therefore, further research can investigate the interaction effect of perceived behavioral control in the TPB model.

Third, the context of the current study was specific to a product category of apparel; therefore, the ability to generalize findings to other contexts is limited. Future research could improve generalizability of this study's findings by examining different products with varying level of conspicuousness such as automobiles, detergents, electronic products, home appliances and so on.

The findings of this study suggest that young, urban Indian consumers associate Western brands with a high status Western image. At the same time there are control issues such as scarcity and perceptions of expensiveness which dissuade consumers to form purchase intentions towards brands and retail formats from the West. Therefore, a question for future research might

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be how Western retailers can balance a marketing strategy such that their brands appear within reach in terms of expensiveness and availability, without losing their value as a status signal.

Future research could test the reliability of need for distinctiveness by examining it with a different sample. Further research could examine the predictive ability of need for distinctiveness in explaining consumption patterns in other emerging counties and developed countries. It would be interesting to examine how consumers differ in terms of need for distinctiveness between the collectivist and individualistic societies. In this study, need for distinctiveness was examined in the context of apparel brands that did not fall in luxury markets. Therefore, future research could examine the predictive ability of need for distinctiveness in explaining consumption of luxury goods.

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APPENDIX A

INFORMATION PAGE: PHASE 1

Auburn University
College of Human Sciences
Department of Consumer Affairs
308 Spidle Hall
Auburn, AL 36849-5601
United States
(334)844-4084

INFORMATION LETTER for a Research Study entitled:
"Indian Consumers' Brand and Store Format Choice"

You are invited to participate in a research study to examine Indian consumers brand and store format choice. The study is being conducted by Manveer Kaur Mann, Ph.D. student, under the direction of Dr. Wi-Suk Kwon, Associate Professor, and Dr. Sang-Eun Byun, Assistant Professor in the Department of Consumer Affairs, Auburn University, USA. You are selected as a potential participant because you are aged between 19 to 35 years old and you are currently living in an urban area in India.

If you decide to participate in this research, you will be asked to complete a questionnaire. Your total time commitment will be approximately 20 minutes. There are no foreseen risks associated with participating in this study. Although there are no direct benefits of participating in this study, findings from this study are hoped to increase understanding of Indian consumers' brand and retail format choice.

Your participation is completely voluntary. If you choose to withdraw in the middle of the survey, you can stop filling out the questionnaire. Your decision about whether or not to participate or to stop participating will not jeopardize your future relations with the Department of Consumer Affairs, Auburn University. Once you have submitted anonymous data, it cannot be withdrawn due to it being unidentifiable.

Any data obtained in connection with this study will remain anonymous. Information collected through your participation may be presented at professional meetings and published in professional journals.

If you have questions about this study, please ask them now or contact Manveer Kaur Mann by email, mkm0015@auburn.edu or telephone, 1-706-453-6589.

If you have questions about your rights as a research participant, you may contact the Auburn University Office of Human Subjects Research or the Institutional Review Board by phone (334)-844-5966 or e-mail at hsubjec@auburn.edu or IRBChair@auburn.edu.

HAVING READ THE INFORMATION PROVIDED, YOU MUST DECIDE IF YOU WANT TO PARTICIPATE IN THIS RESEARCH PROJECT. IF YOU DECIDE TO PARTICIPATE, PLEASE FILL OUT THE QUESTIONNAIRE.

The Auburn University Institutional Review Board has approved this document for use from September 30, 2011 to September 29, 2012.

Protocol #11-298 EX 1109.

APPENDIX B

INFORMATION PAGE: PHASE 2 AND MAIN STUDY

Auburn University
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308 Spidle Hall
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(334)844-4084

INFORMATION LETTER for a Research Study entitled:
"Indian Consumers' Brand and Store Format Choice"

You are invited to participate in a research study to examine Indian consumers' brand and store format choice. The study is being conducted by Manveer Kaur Mann, Ph.D. student, under the direction of Dr. Wi-Suk Kwon, Associate Professor, and Dr. Sang-Eun Byun, Assistant Professor in the Department of Consumer Affairs, Auburn University, USA. You are selected as a potential participant because you are aged between 19 to 35 years old and you are currently living in an urban area in India.

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Your participation is completely voluntary. If you choose to withdraw in the middle of the survey, you can stop filling out the questionnaire. Your decision about whether or not to participate or to stop participating will not jeopardize your future relations with the Department of Consumer Affairs, Auburn University. Once you have submitted anonymous data, it cannot be withdrawn due to it being unidentifiable.

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If you have questions about this study, please ask them now or contact Manveer Kaur Mann by email, mkm0015@auburn.edu or telephone, 1-706-453-6589.

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Protocol #11-298 EX 1109."

APPENDIX C

QUESTIONNAIRE: PHASE 1 (PRETEST 1)

SECTION 1

DIRECTION: In the following space, please list all names of **apparel brands** that you know (you have seen or heard of).

DIRECTION: In the following space, please list **type of stores** that carry the brands listed above.

SECTION 2

DIRECTION: Provided below are a set of questions corresponding to different **types of stores**. For each question, please select a number by **circling** it to indicate your response.

SPECIALTY STORE A modern store that only sells apparel and/or footwear	Very unfamiliar						Very familiar
How familiar are you with Specialty Store?	1	2	3	4	5	6	7
DEPARTMENT STORE A large modern store that is divided into departments selling many kinds of goods including clothing, footwear, accessories, perfumes, etc.							
How familiar are you with Department Store?	1	2	3	4	5	6	7

SHOPPING MALL A large enclosed shopping center with many stores, food court, and/or movie theatre	
How familiar are you with Shopping Mall?	1 2 3 4 5 6 7
HYPERMAKET A large supermarket carrying wide range of goods including groceries, household goods, and clothing.	
How familiar are you with hypermarket?	1 2 3 4 5 6 7

DIRECTION: Provided below are a set of statements and questions corresponding to a list of **brands**. For each statement or question, please select a number by **circling** it to indicate your level of agreement with each of the statements.

BRAND: Lee							
	Very unfamiliar						Very familiar
How familiar are you with Lee?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Lee is of Western (American/European) origin.	1	2	3	4	5	6	7
Lee is available in a specialty store.	1	2	3	4	5	6	7
Lee is available in a shopping mall.	1	2	3	4	5	6	7
Lee is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Levis							
	Very unfamiliar						Very familiar
How familiar are you with Levis?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Levis is of Western (American/European) origin.	1	2	3	4	5	6	7
Levis is available in a specialty store.	1	2	3	4	5	6	7
Levis is available in a shopping mall.	1	2	3	4	5	6	7
Levis is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Marks and Spencer							
	Very unfamiliar						Very familiar
How familiar are you with Marks and Spencer?	1	2	3	4	5	6	7

	Very Unlikely						Very Likely
Marks and Spencer is of Western (American/European) origin.	1	2	3	4	5	6	7
Marks and Spencer is available in a specialty store.	1	2	3	4	5	6	7
Marks and Spencer is available in a shopping mall.	1	2	3	4	5	6	7
Marks and Spencer is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Diesel							
	Very unfamiliar						Very familiar
How familiar are you with Diesel?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Diesel is of Western (American/European) origin.	1	2	3	4	5	6	7
Diesel is available in a specialty store.	1	2	3	4	5	6	7
Diesel is available in a shopping mall.	1	2	3	4	5	6	7
Diesel is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Wrangler							
	Very unfamiliar						Very familiar
How familiar are you with Wrangler?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Wrangler is of Western (American/European) origin.	1	2	3	4	5	6	7
Wrangler is available in a specialty store.	1	2	3	4	5	6	7
Wrangler is available in a shopping mall.	1	2	3	4	5	6	7
Wrangler is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Pepe Jeans							
	Very unfamiliar						Very familiar
How familiar are you with Pepe Jeans?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely

Pepe Jeans is of Western (American/European) origin.	1	2	3	4	5	6	7
Pepe Jeans is available in a specialty store.	1	2	3	4	5	6	7
Pepe Jeans is available in a shopping mall.	1	2	3	4	5	6	7
Pepe Jeans is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Lee Cooper							
	Very unfamiliar						Very familiar
How familiar are you with Lee Cooper?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Lee Cooper is of Western (American/European) origin.	1	2	3	4	5	6	7
Lee Cooper is available in a specialty store.	1	2	3	4	5	6	7
Lee Cooper is available in a shopping mall.	1	2	3	4	5	6	7
Lee Cooper is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Espirit							
	Very unfamiliar						Very familiar
How familiar are you with Espirit?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Espirit is of Western (American/European) origin.	1	2	3	4	5	6	7
Espirit is available in a specialty store.	1	2	3	4	5	6	7
Espirit is available in a shopping mall.	1	2	3	4	5	6	7
Espirit is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Pantloons							
	Very unfamiliar						Very familiar
How familiar are you with Pantloons?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Pantloons is of Western (American/European) origin.	1	2	3	4	5	6	7
Pantloons is available in a specialty store.	1	2	3	4	5	6	7
Pantloons is available in a shopping mall.	1	2	3	4	5	6	7

Pantloons is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Guess							
	Very unfamiliar						Very familiar
How familiar are you with Guess?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Guess is of Western (American/European) origin.	1	2	3	4	5	6	7
Guess is available in a specialty store.	1	2	3	4	5	6	7
Guess is available in a shopping mall.	1	2	3	4	5	6	7
Guess is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Nautica							
	Very unfamiliar						Very familiar
How familiar are you with Nautica?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Nautica is of Western (American/European) origin.	1	2	3	4	5	6	7
Nautica is available in a specialty store.	1	2	3	4	5	6	7
Nautica is available in a shopping mall.	1	2	3	4	5	6	7
Nautica is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Tommy Hilfiger							
	Very unfamiliar						Very familiar
How familiar are you with Tommy Hilfiger?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Tommy Hilfiger is of Western (American/European) origin.	1	2	3	4	5	6	7
Tommy Hilfiger is available in a specialty store.	1	2	3	4	5	6	7
Tommy Hilfiger is available in a shopping mall.	1	2	3	4	5	6	7
Tommy Hilfiger is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: United Colors of Benetton							

	Very unfamiliar						Very familiar
How familiar are you with United Colors of Benetton?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
United Colors of Benetton is of Western (American/European) origin.	1	2	3	4	5	6	7
United Colors of Benetton is available in a specialty store.	1	2	3	4	5	6	7
United Colors of Benetton is available in a shopping mall.	1	2	3	4	5	6	7
United Colors of Benetton is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Lacoste							
	Very unfamiliar						Very familiar
How familiar are you with Lacoste?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Lacoste is of Western (American/European) origin.	1	2	3	4	5	6	7
Lacoste is available in a specialty store.	1	2	3	4	5	6	7
Lacoste is available in a shopping mall.	1	2	3	4	5	6	7
Lacoste is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Wills Lifestyle							
	Very unfamiliar						Very familiar
How familiar are you with Wills Lifestyle?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Wills Lifestyle is of Western (American/European) origin.	1	2	3	4	5	6	7
Wills Lifestyle is available in a specialty store.	1	2	3	4	5	6	7
Wills Lifestyle is available in a shopping mall.	1	2	3	4	5	6	7
Wills Lifestyle is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Madame							
	Very unfamiliar						Very familiar
How familiar are you with Madame?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely

Madame is of Western (American/European) origin.	1	2	3	4	5	6	7
Madame is available in a specialty store.	1	2	3	4	5	6	7
Madame is available in a shopping mall.	1	2	3	4	5	6	7
Madame is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Puma							
	Very unfamiliar						Very familiar
How familiar are you with Puma?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Puma is of Western (American/European) origin.	1	2	3	4	5	6	7
Puma is available in a specialty store.	1	2	3	4	5	6	7
Puma is available in a shopping mall.	1	2	3	4	5	6	7
Puma is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Jazz Co.							
	Very unfamiliar						Very familiar
How familiar are you with Jazz Co.?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Jazz Co. is of Western (American/European) origin.	1	2	3	4	5	6	7
Jazz Co. is available in a specialty store.	1	2	3	4	5	6	7
Jazz Co. is available in a shopping mall.	1	2	3	4	5	6	7
Jazz Co. is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Nike							
	Very unfamiliar						Very familiar
How familiar are you with Nike?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Nike is of Western (American/European) origin.	1	2	3	4	5	6	7
Nike is available in a specialty store.	1	2	3	4	5	6	7
Nike is available in a shopping mall.	1	2	3	4	5	6	7
Nike is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Adidas							
	Very unfamiliar						Very familiar
How familiar are you with Adidas?	1	2	3	4	5	6	7

	Very Unlikely						Very Likely
Adidas is of Western (American/European) origin.	1	2	3	4	5	6	7
Adidas is available in a specialty store.	1	2	3	4	5	6	7
Adidas is available in a shopping mall.	1	2	3	4	5	6	7
Adidas is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Reebok							
	Very unfamiliar						Very familiar
How familiar are you with Reebok?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Reebok is of Western (American/European) origin.	1	2	3	4	5	6	7
Reebok is available in a specialty store.	1	2	3	4	5	6	7
Reebok is available in a shopping mall.	1	2	3	4	5	6	7
Reebok is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Calvin Klein							
	Very unfamiliar						Very familiar
How familiar are you with Calvin Klein?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
Calvin Klein is of Western (American/European) origin.	1	2	3	4	5	6	7
Calvin Klein is available in a specialty store.	1	2	3	4	5	6	7
Calvin Klein is available in a shopping mall.	1	2	3	4	5	6	7
Calvin Klein is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: DKNY							
	Very unfamiliar						Very familiar
How familiar are you with DKNY?	1	2	3	4	5	6	7
	Very Unlikely						Very Likely
DKNY is of Western (American/European) origin.	1	2	3	4	5	6	7
DKNY is available in a specialty store.	1	2	3	4	5	6	7
DKNY is available in a shopping mall.	1	2	3	4	5	6	7
DKNY is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Armani							

	Very unfamiliar						Very familiar
How familiar are you with Armani?	1	2	3	4	5	6	7

	Very Unlikely						Very Likely
Armani is of Western (American/European) origin.	1	2	3	4	5	6	7
Armani is available in a specialty store.	1	2	3	4	5	6	7
Armani is available in a shopping mall.	1	2	3	4	5	6	7
Armani is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Manxx							

	Very unfamiliar						Very familiar
How familiar are you with Manxx?	1	2	3	4	5	6	7

	Very Unlikely						Very Likely
Manxx is of Western (American/European) origin.	1	2	3	4	5	6	7
Manxx is available in a specialty store.	1	2	3	4	5	6	7
Manxx is available in a shopping mall.	1	2	3	4	5	6	7
Manxx is available in a hypermarket.	1	2	3	4	5	6	7
BRAND: Flying Machine							

	Very unfamiliar						Very familiar
How familiar are you with Flying Machine?	1	2	3	4	5	6	7

	Very Unlikely						Very Likely
Flying Machine is of Western (American/European) origin.	1	2	3	4	5	6	7
Flying Machine is available in a specialty store.	1	2	3	4	5	6	7
Flying Machine is available in a shopping mall.	1	2	3	4	5	6	7
Flying Machine is available in a hypermarket.	1	2	3	4	5	6	7

SECTION 3

DIRECTION: The following set of questions asks for general information about you. Please provide your response by circling the appropriate number or writing in the blank located next to the question.

What is your gender?
1. FEMALE
2. MALE

How old are you? Please specify: _____ years old.

Which degree are you pursuing?
1. BACHELOR DEGREE (THREE YEARS)
2. BACHELOR DEGREE (FOUR YEARS)
3. MASTER DEGREE
4. DOCTORATE DEGREE

Which year are you in your degree? Please specify:

_____

What is the field or area of topic of your degree? Please specify:

_____

Do you live with?
1. PARENTS
2. SPOUSE
3. FRIENDS
4. ALONE

Do you currently live in a?
1. VILLAGE
2. TOWN
3. CITY
4. METROPOLITAN AREA

Prior to living in your current place of residence, did you live in a?
1. VILLAGE
2. TOWN
3. CITY
4. METROPOLITAN AREA

Which languages do you speak? Please specify: _____

What is your monthly pocket money?
1. Rs. 1,000 OR LESS
2. Rs. 1,001 TO 1,500
3. Rs. 1 ,501 TO 2,000
4. Rs. 2,001 TO 5,000
5. ABOVE Rs. 5,000

Which of the following ranges includes your monthly household income from all sources?
1. Rs. 2,500 OR LESS

2. Rs. 2,501 TO 5,000
3. Rs. 5 ,001 TO 7,500
4. Rs. 7,501 TO 10,000
5. Rs. 10,001 TO 20,000
6. ABOVE Rs. 20,000

How much money do you spend in a month on shopping for clothing?
1. Rs. 500 OR LESS
2. Rs. 501 TO 1,000
3. Rs. 1 ,001 TO 2,500
4. Rs. 2,501 TO 5,000
5. ABOVE Rs. 5,000

This is the end of the survey. Thank you for your time!

APPENDIX D

QUESTIONNAIRE: PHASE 2 (PRETEST 2)

DIRECTION: Please circle a number on the 5-point scale (1 =NOT AT ALL FAMILIAR, 5= VERY FAMILIAR) to indicate your response to the following questions.

	Not at all Familiar				Very familiar
BRAND: [*name*]					
How familiar are you with this brand?	1	2	3	4	5
STORE TYPE: [*name & definition*]					
How familiar are you with this type of store?	1	2	3	4	5

DIRECTION: Please circle a number on the 5-point scale (1 = STRONGLY DISAGREE, 5= STRONGLY AGREE) to indicate your level of agreement with each of the statements with respect to the *[brand name].*

	Strongly Disagree		Neutral		Strongly Agree
This brand has consistent quality.	1	2	3	4	5
This brand is well-made.	1	2	3	4	5
This brand has an acceptable standard of quality.	1	2	3	4	5
This brand has good workmanship.	1	2	3	4	5
This brand would last a long time.	1	2	3	4	5
This brand would perform consistently.	1	2	3	4	5
This brand is reasonably priced.	1	2	3	4	5
This brand offers value for money.	1	2	3	4	5
This brand offers good products for the price.	1	2	3	4	5
This brand is worth the price.	1	2	3	4	5
This brand is economical.	1	2	3	4	5
This brand is one that I would enjoy.	1	2	3	4	5
This brand makes me want to buy it.	1	2	3	4	5
I would feel relaxed using this brand.	1	2	3	4	5
I would feel excited to use this brand.	1	2	3	4	5
This brand would make me feel good.	1	2	3	4	5
This brand would give me pleasure.	1	2	3	4	5
This brand would help me feel acceptable.	1	2	3	4	5
This brand would improve the way I am perceived.	1	2	3	4	5
This brand would help me give a good impression to other people.	1	2	3	4	5
This brand would give me social approval.	1	2	3	4	5

DIRECTION: Please circle a number on the 5-point scale (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE) to indicate your level of agreement with each of the statements with respect to the *[store type].*

	Strongly Disagree		Neutral		Strongly Agree
This type of store provides consistent quality of service.	1	2	3	4	5
This type of store provides consistent quality of shopping environment.	1	2	3	4	5
This type of store provides consistent quality of products.	1	2	3	4	5
This type of store has superior quality of service.	1	2	3	4	5
This type of store has superior quality of shopping environment.	1	2	3	4	5
This type of store has superior quality of products.	1	2	3	4	5
This type of store carries reasonably priced products.	1	2	3	4	5
This type of store offers value for money.	1	2	3	4	5
This type of store provides good products and service for the price.	1	2	3	4	5
Shopping at this type of store is worth the price.	1	2	3	4	5
This type of store would be economical.	1	2	3	4	5
I would enjoy shopping at this type of store.	1	2	3	4	5
This type of store makes me want to visit it.	1	2	3	4	5
I would feel relaxed shopping at this type of store.	1	2	3	4	5
I would feel excited to shop at this type of store.	1	2	3	4	5
I would feel good shopping in this type of store.	1	2	3	4	5
Visiting this type of store would give me pleasure.	1	2	3	4	5
Shopping at this type of store would help me feel acceptable.	1	2	3	4	5
Shopping at this type of store improves the way I am perceived.	1	2	3	4	5
Shopping at this type of store would help me give a good impression to other people.	1	2	3	4	5
Shopping at this type of store would give me social approval.	1	2	3	4	5

SECTION 2

DIRECTION: Below are a set of incomplete sentences, regarding this *[brand name]*, given with contrasting words that can be used to complete these sentences. For each sentence please circle the number (on a 5-point scale) that best represents your response to complete the given sentences.

	should not				should
Most people who are important to me think that I _____ buy this brand.	1	2	3	4	5
	completely false				completely true
It is _____ that most people who are important to me buy this brand.	1	2	3	4	5

	do not buy				buy
The people in my life whose opinions I value_____ this brand.	1	2	3	4	5
	extremely unlikely				extremely likely
It is _____ that many people like me buy this brand.	1	2	3	4	5

DIRECTION: Below are a set of incomplete sentences, regarding this *[store type],* given with contrasting words that can be used to complete these sentences. For each sentence please circle the number (on a 5-point scale) that best represents your response to complete the given sentences.

	should not				should
Most people who are important to me think that I _____ shop at this type of store.	1	2	3	4	5
	completely false				completely true
It is _____ that most people who are important to me shop at this type of store.	1	2	3	4	5
	do not shop				shop
The people in my life whose opinions I value _____ at this type of store.	1	2	3	4	5
	extremely unlikely				extremely likely
It is _____ that many people like me shop at this type of store.	1	2	3	4	5

DIRECTION: Here we would like know if it is under your control to buy this *[brand name].* Below are a set of incomplete sentences given with contrasting words that can be used to complete these sentences. For each sentence please circle a number (on a 5-point scale) that best represents your response to complete the given sentences.

	impossible				possible
For me to buy this brand would be _____ even if I wanted.	1	2	3	4	5
	no control				complete control
I believe that I have _____over buying this brand.	1	2	3	4	5
	definitely false				definitely true
It is _____ that if I wanted to, I could buy this brand.	1	2	3	4	5
It is _____ that it is mostly up to me whether or not I buy this brand.	1	2	3	4	5
It is _____ that if I wanted to, I could buy this brand because I can afford it.	1	2	3	4	5
It is _____that if I wanted to, I could buy this brand because I can make the time to shop for it.	1	2	3	4	5

It is _____ that if I wanted to, I could buy this brand because it is available in the store that I can go.	1	2	3	4	5

DIRECTION: We would like to know if it is under your control to shop at this *[store type].* Below are a set of incomplete sentences given with contrasting words that can be used to complete these sentences. For each sentence please circle a number (on a 5-point scale) that best represents your response to complete the given sentences.

	impossible				possible
For me to shop at this type of store would be _____ even if I wanted.	1	2	3	4	5
	no control				complete control
I believe that I have ____over shopping at this type of store.	1	2	3	4	5
	definitely false				definitely true
It is ____ that if I wanted to, I could shop at this type of store.	1	2	3	4	5
It is _____ that it is mostly up to me whether or not I shop at this type of store.	1	2	3	4	5
It is _____ that if I wanted to, I could shop at this type of store because I can afford it.	1	2	3	4	5
It is _____that if I wanted to, I could shop at this type of store because I can make the time to go to the store.	1	2	3	4	5
It is _____ that if I wanted to, I could shop at this type of store because it is located within the distance I can travel.	1	2	3	4	5

DIRECTION: Below are a set of questions corresponding to this this *[brand name]* and *[store type]* given with contrasting words. For each question please circle a number (on a 5-point scale) that best represents your response.

	extremely unlikely				extremely likely
How likely are you to buy this brand at this store?	1	2	3	4	5

SECTION 3

DIRECTION: Some people enjoy being affiliated with certain groups of people and at other times they like to be different**.** Please circle a number on a 5-point scale (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE) to indicate your level of agreement with each of the statements.

	Strongly Disagree		Neutral		Strongly Agree
I do not like people to think that I am a conventional member of the general population.	1	2	3	4	5
Feeling similar to the general population makes me feel uncomfortable.	1	2	3	4	5
I would rather be just like the general population than be viewed as a high-status person.	1	2	3	4	5
I have a desire to act differently from the general population.	1	2	3	4	5
I have a desire to differentiate myself from the general population.	1	2	3	4	5
It is important for me that others see me belong to an upper class in the society.	1	2	3	4	5
I often behave in a manner that makes me fit the upper class in the society.	1	2	3	4	5
I often pay attention to how upper-class people behave.	1	2	3	4	5
I am interested in status.	1	2	3	4	5
It is important to me to belong to a group with status.	1	2	3	4	5
It is important to me to enhance my image to belong to a group with status.	1	2	3	4	5

SECTION 4

DIRECTION: Through advances in media and technology we increasingly come in contact with the Western world**.** Here we would like to know your opinion regarding the same. Please circle a number on a 5-point scale (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE) to indicate your level of agreement with each of the statements.

	Strongly Disagree		Neutral		Strongly Agree
I enjoy watching advertising for Western products on TV.	1	2	3	4	5
I enjoy seeing ads for Western products everywhere	1	2	3	4	5
In my city, I like seeing billboards, and advertising signs for Western products.	1	2	3	4	5
I feel very comfortable speaking in English.	1	2	3	4	5
I often speak English with family or friends.	1	2	3	4	5
I speak English regularly.	1	2	3	4	5
I enjoy watching Hollywood films at the theatre.	1	2	3	4	5
I think people my age are basically the same around the world.	1	2	3	4	5

	Strongly Disagree		Neutral		Strongly Agree
For example, a 20-something in India is basically the same as a 20-something in the U.S.					
I think that my lifestyle is almost the same as that of people of my age-group in Western countries.	1	2	3	4	5
I think my lifestyle is almost the same as that of people of my social class in Western countries.	1	2	3	4	5
The way that I dress is influenced by the advertising activities of Western companies.	1	2	3	4	5
Advertising by brands from Western countries has a strong influence on my shopping choices.	1	2	3	4	5

SECTION 5

DIRECTION: The following set of questions asks for general information about you. Please provide your response by circling the appropriate number or writing in the blank located next to the question.

What is your gender?
1. FEMALE
2. MALE

How old are you? Please specify: _____ years old.

Which languages do you speak? Please specify:_____

Do you currently live in a-
1. VILLAGE
2. TOWN
3. CITY
4. METROPOLITAN AREA

What is the highest level of education you have completed?
1. 8TH GRADE OR LESS
2. 12TH GRADE
3. SOME COLLEGE OR TECHNICAL SCHOOOL
4. COLLEGE DEGREE (3 to 4 YEARS)
5. GRADUATE DEGREE (MASTER'S, DOCTORATE, ETC.)

How far do you need to travel to buy this *[brand name]* at this *[store type].*
   Please specify: _____

Which of the following describes your marital status?
1. SINGLE
2. MARRIED
3. SEPARATED
4. DIVORCED
5. WIDOWED

Which of the following ranges includes your monthly household income from all sources?
1. Rs. 2,500 OR LESS
2. Rs. 2,501 TO 5,000
3. Rs. 5 ,001 TO 7,500
4. Rs. 7,501 TO 10,000
5. Rs. 10,001 TO 20,000
6. ABOVE Rs. 20,000

Which of the following best describes your current occupation?
1. PROFESSIONAL OR TECHNICAL (e.g., accountant, artist, computer specialist, engineer, nurse, doctor, teacher)
2. MANAGER OR ADMINISTRATOR (NON-FARM)
3. SALES WORKER (e.g., insurance salesperson, real estate salesperson, sales clerk, stockbroker)
4. CLERICAL WORKER (e.g., bank teller, bookkeeping, office clerk, postal worker, secretary, teacher's aide)
5. CRAFTS WORKER (e.g., barber, carpenter, electrician, foreman, jeweler, mechanic, plumber, tailor)
6. MACHINE OPERATION OR LABORER (e.g., bus driver, conductor, factory worker, truck driver)
7. FARMER, FARM MANAGER, OR FARM LABORER
8. SERVICE WORKER OR PRIVATE HOUSEHOLD WORKER (e.g., barber, bartender, cook, firefighter, police officer, waiter)
9. MILITARY
10. HOMEMAKER
11. STUDENT
12. UNABLE TO WORK
13. OTHER (Please specify:_____)

How much money do you spend in a month on shopping for clothing?
1. Rs. 500 OR LESS
2. Rs. 501 TO 1,000
3. Rs. 1 ,001 TO 2,500
4. Rs. 2,501 TO 5,000
5. ABOVE Rs. 5,000

This is the end of the survey. Thank you for your time!

APPENDIX E

QUESTIONNAIRE: PHASE 3 (MAIN STUDY)

SECTION 1

DIRECTION: Please circle a number on the 5-point scale (1 =NOT AT ALL FAMILIAR, 5= VERY FAMILIAR) to indicate your response to the following questions.

	Not at all Familiar				Very familiar
BRAND: [*name*]					
How familiar are you with this brand?	1	2	3	4	5
STORE TYPE: [*name & definition*]					
How familiar are you with this type of store?	1	2	3	4	5

DIRECTION: Please circle a number on the 5-point scale (1 = STRONGLY DISAGREE, 5= STRONGLY AGREE) to indicate your level of agreement with each of the statements with respect to the *[brand name].*

	Strongly Disagree		Neutral		Strongly Agree
This brand has consistent quality.	1	2	3	4	5
This brand is well-made.	1	2	3	4	5
This brand has an acceptable standard of quality.	1	2	3	4	5
This brand has good workmanship.	1	2	3	4	5
This brand would last a long time.	1	2	3	4	5
This brand would perform consistently.	1	2	3	4	5
This brand is reasonably priced.	1	2	3	4	5
This brand offers value for money.	1	2	3	4	5
This brand offers good products for the price.	1	2	3	4	5
This brand is worth the price.	1	2	3	4	5
This brand is economical.	1	2	3	4	5
This brand is one that I would enjoy.	1	2	3	4	5
This brand makes me want to buy it.	1	2	3	4	5
I would feel relaxed using this brand.	1	2	3	4	5
I would feel excited to use this brand.	1	2	3	4	5
This brand would make me feel good.	1	2	3	4	5
This brand would give me pleasure.	1	2	3	4	5
This brand would help me feel socially acceptable.	1	2	3	4	5
This brand would improve the way I am perceived by other people.	1	2	3	4	5
This brand would help me give a good impression to other people.	1	2	3	4	5
This brand would give me social approval.	1	2	3	4	5

DIRECTION: Please circle a number on the 5-point scale (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE) to indicate your level of agreement with each of the statements with respect to the *[store type].*

	Strongly Disagree		Neutral		Strongly Agree
This type of store provides consistent quality of service.	1	2	3	4	5
This type of store provides consistent quality of shopping environment.	1	2	3	4	5
This type of store provides consistent quality of products.	1	2	3	4	5
This type of store has superior quality of service.	1	2	3	4	5
This type of store has superior quality of shopping environment.	1	2	3	4	5
This type of store has superior quality of products.	1	2	3	4	5
This type of store carries reasonably priced products.	1	2	3	4	5
This type of store offers value for money.	1	2	3	4	5
This type of store provides good products and service for the price.	1	2	3	4	5
Shopping at this type of store is worth the price.	1	2	3	4	5
This type of store would be economical.	1	2	3	4	5
I would enjoy shopping at this type of store.	1	2	3	4	5
This type of store makes me want to visit it.	1	2	3	4	5
I would feel relaxed shopping at this type of store.	1	2	3	4	5
I would feel excited to shop at this type of store.	1	2	3	4	5
I would feel good shopping in this type of store.	1	2	3	4	5
Visiting this type of store would give me pleasure.	1	2	3	4	5
Shopping at this type of store would help me feel socially acceptable.	1	2	3	4	5
Shopping at this type of store improves the way I am perceived by other people.	1	2	3	4	5
Shopping at this type of store would help me give a good impression to other people.	1	2	3	4	5
Shopping at this type of store would give me social approval.	1	2	3	4	5

SECTION 2

DIRECTION: Below are a set of incomplete sentences, regarding this *[brand name]*, given with contrasting words that can be used to complete these sentences. For each sentence please circle the number (on a 5-point scale) that best represents your response to complete the given sentences.

	should not				should
Most people who are important to me think that I _____ buy this brand.	1	2	3	4	5
	completely false				completely true

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It is _____ that most people who are important to me buy this brand.	1	2	3	4	5
	do not buy				buy
The people in my life whose opinions I value_____ this brand.	1	2	3	4	5
	extremely unlikely				extremely likely
It is _____ that many people like me buy this brand.	1	2	3	4	5

DIRECTION: Below are a set of incomplete sentences, regarding this *[store type],* given with contrasting words that can be used to complete these sentences. For each sentence please circle the number (on a 5-point scale) that best represents your response to complete the given sentences.

	should not				should
Most people who are important to me think that I _____ shop at this type of store.	1	2	3	4	5
	completely false				completely true
It is _____ that most people who are important to me shop at this type of store.	1	2	3	4	5
	do not shop				shop
The people in my life whose opinions I value _____ at this type of store.	1	2	3	4	5
	extremely unlikely				extremely likely
It is _____ that many people like me shop at this type of store.	1	2	3	4	5

DIRECTION: Here we would like know if it is under your control to buy this *[brand name].* Below are a set of incomplete sentences given with contrasting words that can be used to complete these sentences. For each sentence please circle a number (on a 5-point scale) that best represents your response to complete the given sentences.

	impossible				possible
For me to buy this brand would be _____ even if I wanted.	1	2	3	4	5
	no control				complete control
I believe that I have _____over buying this brand.	1	2	3	4	5
	definitely false				definitely true
It is _____ that if I wanted to, I could buy this brand.	1	2	3	4	5
It is _____ that it is mostly up to me whether or not I buy this brand.	1	2	3	4	5
It is _____ that I afford to buy this brand if I wanted it.	1	2	3	4	5

It is _____that I could make time to buy this brand if I wanted it.	1	2	3	4	5
	definitely false				definitely true
It is _____ that this brand is available in the store where I can go.	1	2	3	4	5

DIRECTION: We would like to know if it is under your control to shop at this *[store type].* Below are a set of incomplete sentences given with contrasting words that can be used to complete these sentences. For each sentence please circle a number (on a 5-point scale) that best represents your response to complete the given sentences.

	impossible				possible
For me to shop at this type of store would be _____ even if I wanted.	1	2	3	4	5
	no control				complete control
I believe that I have _____over shopping at this type of store.	1	2	3	4	5
	definitely false				definitely true
It is _____ that if I wanted to, I could shop at this type of store.	1	2	3	4	5
It is _____ that it is mostly up to me whether or not I shop at this type of store.	1	2	3	4	5
It is _____ that I could afford to shop at this type of store if I wanted to.	1	2	3	4	5
It is _____that I could make time to shop at this type of store if I wanted to.	1	2	3	4	5
It is _____ that if I wanted to, I could shop at this type of store because it is located within the distance I can travel.	1	2	3	4	5

DIRECTION: Below are a set of questions corresponding to this this *[brand name]* and *[store type]* given with contrasting words. For each question please circle a number (on a 5-point scale) that best represents your response.

	extremely unlikely				extremely likely
How likely are you to buy this brand at this store?	1	2	3	4	5

SECTION 3

DIRECTION: Some people enjoy being affiliated with certain groups of people and at other times they like to be different**.** Please circle a number on a 5-point scale (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE) to indicate your level of agreement with each of the statements.

	Strongly Disagree		Neutral		Strongly Agree
I do not like people to think that I am a conventional member of the general population.	1	2	3	4	5
Feeling similar to the general population makes me feel uncomfortable.	1	2	3	4	5
I have a desire to act differently from the general population.	1	2	3	4	5
I have a desire to differentiate myself from the general population.	1	2	3	4	5
It is important for me that others see me belong to a group with status.	1	2	3	4	5
I often behave in a manner that makes me fit with people with status.	1	2	3	4	5
I often pay attention to how people with status behave.	1	2	3	4	5
I am interested in status.	1	2	3	4	5
It is important to me to belong to a group with status.	1	2	3	4	5
It is important to me to enhance my image to belong to a group with status.	1	2	3	4	5

SECTION 4

DIRECTION: Through advances in media and technology we increasingly come in contact with the Western world**.** Here we would like to know your opinion regarding the same. Please circle a number on a 5-point scale (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE) to indicate your level of agreement with each of the statements.

	Strongly Disagree		Neutral		Strongly Agree
I enjoy watching advertising for Western products on TV.	1	2	3	4	5
I enjoy seeing ads for Western products everywhere	1	2	3	4	5
I like seeing billboards, and advertising signs for Western products.	1	2	3	4	5
I feel very comfortable speaking in English.	1	2	3	4	5
I often speak English with family or friends.	1	2	3	4	5
I speak English regularly.	1	2	3	4	5
I enjoy watching films from Western countries.	1	2	3	4	5

	Strongly Disagree		Neutral		Strongly Agree
The way that I dress is influenced by the advertising activities of Western companies.	1	2	3	4	5
Advertising by brands from Western countries has a strong influence on my shopping choices.	1	2	3	4	5
I like to wear Western style clothing.	1	2	3	4	5
I enjoy dining at Western style restaurants.	1	2	3	4	5
Some of my favorite actors/actresses are from Western countries.	1	2	3	4	5
I enjoy listening to music that is from Western countries.	1	2	3	4	5
I like Western television.	1	2	3	4	5
I like to read about Western celebrities.	1	2	3	4	5

SECTION 5

DIRECTION: The following set of questions asks for general information about you. Please provide your response by circling the appropriate number or writing in the blank located next to the question.

What is your gender?
1. FEMALE
2. MALE

How old are you? Please specify: _____ years old.

Which languages do you speak? Please specify:_____

Do you currently live in a-
1. VILLAGE
2. TOWN
3. CITY
4. METROPOLITAN AREA

How far do you need to travel to buy this *[brand name]* at this *[store type].*
        Please specify: _____

What is the highest level of education you have completed?
1. 8TH GRADE OR LESS
2. 12TH GRADE
3. SOME COLLEGE OR TECHNICAL SCHOOOL
4. COLLEGE DEGREE (3 to 4 YEARS)
5. GRADUATE DEGREE (MASTER'S, DOCTORATE, ETC.)

Which of the following describes your marital status?
1. SINGLE
2. MARRIED
3. SEPARATED
4. DIVORCED
5. WIDOWED

Which of the following ranges includes your monthly household income from all sources?
1. Rs. 2,500 OR LESS
2. Rs. 2,501 TO 5,000
3. Rs. 5 ,001 TO 7,500
4. Rs. 7,501 TO 10,000
5. Rs. 10,001 TO 20,000
6. ABOVE Rs. 20,000

How much money do you spend in a month on shopping for clothing?
1. Rs. 500 OR LESS
2. Rs. 501 TO 1,000
3. Rs. 1 ,001 TO 2,500
4. Rs. 2,501 TO 5,000
5. ABOVE Rs. 5,000

Which of the following best describes your current occupation?
1. PROFESSIONAL OR TECHNICAL (e.g., accountant, artist, computer specialist, engineer, nurse, doctor, teacher)
2. MANAGER OR ADMINISTRATOR (NON-FARM)
3. SALES WORKER (e.g., insurance salesperson, real estate salesperson, sales clerk, stockbroker)
4. CLERICAL WORKER (e.g., bank teller, bookkeeping, office clerk, postal worker, secretary, teacher's aide)
5. CRAFTS WORKER (e.g., barber, carpenter, electrician, foreman, jeweler, mechanic, plumber, tailor)
6. MACHINE OPERATION OR LABORER (e.g., bus driver, conductor, factory worker, truck driver)
7. FARMER, FARM MANAGER, OR FARM LABORER
8. SERVICE WORKER OR PRIVATE HOUSEHOLD WORKER (e.g., barber, bartender, cook, firefighter, police officer, waiter)
9. MILITARY
10. HOMEMAKER
11. STUDENT
12. UNABLE TO WORK
13. OTHER (Please specify:_____)

This is the end of the survey. Thank you for your time!

APPENDIX F

IRB APPROVAL PROTOCOL # 11-298 EX 1109

AUBURN UNIVERSITY INSTITUTIONAL REVIEW BOARD for RESEARCH INVOLVING HUMAN SUBJECTS
R E S E A R C H   P R O T O C O L   R E V I E W   F O R M

For Information or help contact **THE OFFICE OF RESEARCH COMPLIANCE**, 115 Ramsay Hall, Auburn University
Phone: 334-844-5966   e-mail: hsubjec@auburn.edu   Web Address: http://www.auburn.edu/research/vpr/ohs/

Revised 03.26.11 – DO NOT STAPLE, CLIP TOGETHER ONLY.

[Save a Copy]

1. PROPOSED START DATE of STUDY: Oct 10, 2011,

PROPOSED REVIEW CATEGORY (Check one):   **FULL BOARD**   **EXPEDITED**   ✓ **EXEMPT**
2. PROJECT TITLE: Indian Consumers' Brand and Store Format Choice

3. Manveer Kaur Mann   Graduate Student   Consumer Affairs   706-453-6589   mkm0015@auburn.edu
   PRINCIPAL INVESTIGATOR   **TITLE**   **DEPT**   **PHONE**   **AU E-MAIL**

400 Hounds chase Ln, Apt H, Blacksburg, VA-24060   mann.manveer@gmail.com
   MAILING ADDRESS   **FAX**   **ALTERNATE E-MAIL**

4. SOURCE OF FUNDING SUPPORT: ___ Not Applicable ✓ Internal ✓ External Agency: AAFCS _____   ☐ Pending ✓ Received

5. LIST ANY CONTRACTORS, SUB-CONTRACTORS, OTHER ENTITIES OR IRBs ASSOCIATED WITH THIS PROJECT:
Indian Market Research Bureau International (IMRB International)
6. GENERAL RESEARCH PROJECT CHARACTERISTICS

6A. Mandatory CITI Training	6B. Research Methodology

Names of key personnel who have completed CITI:
Manveer Kaur Mann ✓
Dr. Wi-Suk Kwon ✓
Dr. Sang-Eun Byun ✓
 	
CITI group completed for this study:
✓ Social/Behavioral   ☐ Biomedical
 	
PLEASE ATTACH TO HARD COPY _ALL_ CITI CERTIFICATES FOR _EACH_ KEY PERSONNEL
	Please check all descriptors that best apply to the research methodology.
	
	Data Source(s): ✓ New Data Existing Data
	Will recorded data directly or indirectly identify participants?
	   Yes ✓ No
	Data collection will involve the use of:
	   Educational Tests (cognitive diagnostic, aptitude, etc.)
	   Interview / Observation
	   Physical / Physiological Measures or Specimens (see Section 6E.)
	✓ Surveys / Questionnaires
	   Internet / Electronic
	   Audio / Video / Photos
	   Private records or files

6C. Participant Information	6D. Risks to Participants

Please check all descriptors that apply to the participant population.
✓ Males   ✓ Females   AU students
Vulnerable Populations
   Pregnant Women/Fetuses   ___ Prisoners
   Children and/or Adolescents (under age 19 in AL)
Persons with:
   ☐ Economic Disadvantages   ☐ Physical Disabilities
   ☐ Educational Disadvantages   ☐ Intellectual Disabilities
Do you plan to compensate your participants? ___ Yes ✓ No
	Please identify all risks that participants might encounter in this research.
	   ☐ Breach of Confidentiality* ☐ Coercion
	   ☐ Deception ☐ Physical
	   ☐ Psychological ☐ Social
	   ✓ None ☐ Other:
	RECEIVED
	SEP 15 2011
	_____
	_____
	*Note that if the investigator is using or accessing confidential or identifiable data, breach of confidentiality is always a risk.

Do you need IBC Approval for this study? ✓ No ☐ Yes - BUA # _____   Expiration date _____

FOR OHSR OFFICE USE ONLY

DATE RECEIVED IN OHSR: 9.15.11 by GD   PROTOCOL # 11.298 EX 1109
DATE OF IRB REVIEW: 9/30/11 by KJE   APPROVAL CATEGORY: 45 CFR 46.101 (b)(2)
DATE OF IRB APPROVAL: by _____   INTERVAL FOR CONTINUING REVIEW: 1 year
COMMENTS: no revisions

7. PROJECT ASSURANCES

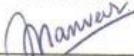**PROJECT TITLE:** Indian Consumers' Brand and Store Format Choice

A. PRINCIPAL INVESTIGATOR'S ASSSURANCES

1. I certify that all information provided in this application is complete and correct.
2. I understand that, as Principal Investigator, I have ultimate responsibility for the conduct of this study, the ethical performance this project, the protection of the rights and welfare of human subjects, and strict adherence to any stipulations imposed by the Auburn University IRB.
3. I certify that all individuals involved with the conduct of this project are qualified to carry out their specified roles and responsibilities and are in compliance with Auburn University policies regarding the collection and analysis of the research data.
4. I agree to comply with all Auburn policies and procedures, as well as with all applicable federal, state, and local laws regarding the protection of human subjects, including, but not limited to the following:
    a. Conducting the project by qualified personnel according to the approved protocol
    b. Implementing no changes in the approved protocol or consent form without prior approval from the Office of Human Subjects Research
    c. Obtaining the legally effective informed consent from each participant or their legally responsible representative prior to their participation in this project using only the currently approved, stamped consent form
    d. Promptly reporting significant adverse events and/or effects to the Office of Human Subjects Research in writing within 5 working days of the occurrence.
5. If I will be unavailable to direct this research personally, I will arrange for a co-investigator to assume direct responsibility in my absence. This person has been named as co-investigator in this application, or I will advise OHSR, by letter, in advance of such arrangements.
6. I agree to conduct this study only during the period approved by the Auburn University IRB.
7. I will prepare and submit a renewal request and supply all supporting documents to the Office of Human Subjects Research before the approval period has expired if it is necessary to continue the research project beyond the time period approved by the Auburn University IRB.
8. I will prepare and submit a final report upon completion of this research project.

My signature indicates that I have read, understand and agree to conduct this research project in accordance with the assurances listed above.

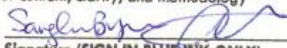| Manveer Kaur Mann	_Manveer_ (signature)	Sep 7, 2011
Printed name of Principal Investigator	**Principal Investigator's Signature** (SIGN IN BLUE INK ONLY)	**Date**

B. FACULTY ADVISOR/SPONSOR'S ASSURANCES

1. By my signature as faculty advisor/sponsor on this research application, I certify that the student or guest investigator is knowledgeable about the regulations and policies governing research with human subjects and has sufficient training and experience to conduct this particular study in accord with the approved protocol.
2. I certify that the project will be performed by qualified personnel according to the approved protocol using conventional or experimental methodology.
3. I agree to meet with the investigator on a regular basis to monitor study progress.
4. Should problems arise during the course of the study, I agree to be available, personally, to supervise the investigator in solving them.
5. I assure that the investigator will promptly report significant adverse events and/or effects to the OHSR in writing within 5 working days of the occurrence.
6. If I will be unavailable, I will arrange for an alternate faculty sponsor to assume responsibility during my absence, and I will advise the OHSR by letter of such arrangements. If the investigator is unable to fulfill requirements for submission of renewals, modifications or the final report, I will assume that responsibility.
7. I have read the protocol submitted for this project for content, clarity, and methodology

Sang-Eun Byun / Wi-Suk Kwon	_Sang-Eun Byun_ (signature)	9/12/2011
Printed name of Faculty Advisor / Sponsor	**Signature** (SIGN IN BLUE INK ONLY)	**Date**

C. DEPARTMENT HEAD'S ASSSURANCE

By my signature as department head, I certify that I will cooperate with the administration in the application and enforcement of all Auburn University policies and procedures, as well as all applicable federal, state, and local laws regarding the protection and ethical treatment of human participants by researchers in my department.

Carol L. Warfield	_Carol L. Warfield_ (signature)	9/12/11
Printed name of Department Head	**Signature** (SIGN IN BLUE INK ONLY)	**Date**

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8. **PROJECT OVERVIEW: Prepare an abstract that includes:**
(400 word maximum, in language understandable to someone who is not familiar with your area of study):

I.) **A summary of relevant research findings leading to this research proposal:**
(*Cite sources; include a "Reference List" as Appendix A.)*
II.) **A brief description of the methodology,**
III.) **Expected and/or possible outcomes, and,**
IV.) **A statement regarding the potential significance of this research project.**

BACKGROUND- Facing stiff competition and saturation in home markets, American and European retailers are increasingly looking for opportunities in emerging eastern countries, such as China and India (Ger, 1999). Although these countries hold great market potential, they have significantly different culture and market structure from the developed Western countries. Therefore, it is important for Western retailers to understand why consumers in emerging countries choose to buy Western brands and shop at Western retail stores. However, very little academic attention has been paid to the consumer of the emerging countries. Particularly, research about Indian consumers is scant (Kumar, Lee, & Kim, 2009). India is the second largest untapped retail market after China (Kearney, 2010), thereby warranting research on its consumers and retail industry. Therefore, this study will examine the factors affecting Indian consumers' purchase intentions towards Western brands and Western retail stores.

METHOD- A quantitative survey-based approach will be used to collect data. The study will consist of three phases: Pretest 1, Pretest 2, and Main Study. Pretest 1 will be conducted to choose six Western brands and two Western retail formats that will to be used in Pretest 2 and Main Study. Pretest 2 will then be conducted to refine wordings of the measurement items to be used in Main Study and to establish their construct validity and reliability. Using a self-administered paper-based survey questionnaire, a convenience sample of college students in India will be used for both Pretest 1 (sample size of 120) and Pretest 2 (sample size of 360). Based on the results of Pretest 1 and Pretest 2, the questionnaire for Main Study will be refined. Using a mall/market intercept survey method, the data for the main test will be collected in three Indian cities (sample size of 420 Indian consumers).

OUTCOME & SIGNIFICANCE- The results of this study will provide insights into potential factors that contribute to greater demand for Western brands and Western retail formats in India. The results can be used to validate (or invalidate) whether Western retailers should design marketing strategies that reflect their brand connection with the Western culture and project a high status Western image to enhance their perceived value among Indian consumers.
This study provides several theoretical implications by applying Theory of Planned Behavior and acculturation in the Easter context. It also develops a new construct called need for distinctiveness to explain consumption behavior of Western brands and Western retail formats in India.

9. **PURPOSE.**
   a. **Clearly state all of the objectives, goals, or aims of this project.**
   This study examines whether acculturation to Western lifestyles will lead to a shift in Indian consumers' consumption patterns through favorable value perceptions of Western brands and Western retail formats. It also proposes that Indian consumers' need for distinctiveness may lead them to perceive high value of purchasing Western brands and shopping at Western retail stores to distinguish themselves from the general population as well as to affiliate themselves with the prosperous Western lifestyle. Additionally, the study examines whether subjective norm and perceived behavioral control, as described by Theory of Planned Behavior, can predict Indian consumers' purchase intentions towards Western brands and Western retail formats. Thus, the objectives of this study are:
   1. To identify the perceived value of Western brands and Western retail formats among young Indian consumers,
   2. To explore the need for distinctiveness among young Indian consumers and its influence on their acculturation toward the Western culture,
   3. To explore the impact of need for distinctiveness on perceived value of Western brands and Western retail shopping formats,
   4. To examine the impact of acculturation towards the Western culture on perceived value of Western brands and Western retail formats, and
   5. To examine the impact of perceived value, subjective norm, and perceived behavioral control on purchase intention towards Western brands and Western retail formats.

   b. **How will the results of this project be used? (e.g., Presentation? Publication? Thesis? Dissertation?)**
   The results of this study will be used for dissertation, academic publication, and presentations at regional and national conferences.

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10a. KEY PERSONNEL. Describe responsibilities. Include information on research training or certifications related to this project. CITI is required. Be as specific as possible. (Attach extra page if needed.) *All non AU-affiliated key personnel must attach **CITI certificates of completion.***

Principle Investigator Manveer Kaur Mann Title: Graduate Student E-mail address mkm0015@auburn.edu
Dept / Affiliation: Consumer Affairs

Roles / Responsibilities:
To administer (or train the person administering) self-administered paper based survey questionnaire among a convenience sample of college students for pretest 1 and pretest 2.

Individual: Wi-Suk Kwon Title: AssociateProfessor E-mail address kwonwis@auburn.edu
Dept / Affiliation: Consumer Affairs

Roles / Responsibilities:
Faculty Advisor

Individual: Sang-Eun Byun Title: Assistant Professor E-mail address seb0002@auburn.edu
Dept / Affiliation: Consumer Affairs

Roles / Responsibilities:
Faculty Advisor

Individual: _____ Title: _____ E-mail address _____
Dept / Affiliation: _____

Roles / Responsibilities:

Individual: _____ Title: _____ E-mail address _____
Dept / Affiliation: _____

Roles / Responsibilities:

Individual: _____ Title: _____ E-mail address _____
Dept / Affiliation: _____

Roles / Responsibilities:

11. LOCATION OF RESEARCH. List all locations where data collection will take place. (School systems, organizations, businesses, buildings and room numbers, servers for web surveys, etc.) Be as specific as possible. Attach permission letters in Appendix E.
[See sample letters at http://www.auburn.edu/research/vpr/ohs/sample.htm)
1. Pretest 1 & 2- SGGS College, Sector 26, Chandigarh-160019, India; SD College, Sector 32C, Chandigarh-160030, India
2. Main Study- Mantri Square Mall, #1 Sampige Road, Bangalore -560003, India; Fun Republic, Mani Majra, Chandigarh-160101, India;
Saravana Stores, N.10, Purasawalkam, Purasavakkam High Road, Chennai, Tamil Nadu, India (Permission letters attached in Appendix E)

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12. PARTICIPANTS.

a. Describe the participant population you have chosen for this project.

___ Check here if there is existing data; describe the population from whom data was collected & include the # of data files.

A convenience sample of college students in India will be used for Pretest 1 and Pretest 2. Specifically, students who are older than 19 years and enrolled in two colleges (SGGS Collefe, Chandigarh and SD College, Chandigarh) in India will be the participant population for Pretest 1 and Pretest 2.

The participant population for the Main Study will include Indian consumers visiting a mall or market in three Indian cities including Bangalore, Chennai, and Chandigarh. These consumers will be screened so participants are between 19 and 35 years old to qualify for this study.

b. Describe why is this participant population is appropriate for inclusion in this research project. (Include criteria for selection.)

1. The purpose of Pretest 1 is to determine Western brands and Western store formats to be used as contexts of the Main Study survey that are popular among young urban Indian consumers. More than 50% of the Indian population is less than 25 years old (BSCAA, 2009) and college students are one of the target markets of Western brands and store formats. Therefore it is appropriate to administer Pretest 1 among college students (older than 19 years).

2. Since the purpose of Pretest 2 is to pilot-test the survey instrument to be used in the Main Study, a convenience sample of college students is appropriate (older than 19 years).

3. The Main Study will be conducted using a sample of young urban Indian consumers (between 19 years and 35 years old) visiting a mall or a market in an Indian city. This participant population was chosen because Western brands and store formats have greater proliferation in urban areas and a large proportion of consumers visiting Western store formats fall in this age group (Ghosh et al., 2010)

c. Describe, step-by-step, all procedures you will use to recruit participants. *Include in Appendix B a copy of all e-mails, flyers, advertisements, recruiting scripts, invitations, etc., that will be used to invite people to participate.*
[See sample documents at http://www.auburn.edu/research/vpr/ohs/sample.htm.]

1. Pretest 1 & 2: Upon receiving permission and site authorization letters from the instructors, students older than 19 years old will be contacted and recruited during normal classroom instruction. The principal investigator or a person who is trained by the investigator for implementing the study (hereafter, "the implementer") will verbally explain the study to the students and invite them to participate in the study (using the recruiting script, see Appendix B.1.). Student volunteers will be provided with an information page and a paper-based questionnaire. They will read the information page and then decide if they want to participate in the study. If they decide to participate in the study, they will complete the self-administered questionnaire in the classroom and return it to the implementer.

2. Main Study: A marketing research firm (IMRB) will conduct the survey. Site authorization letter from mall administration will be requested prior to conducting the survey. Authorization letters will not be requested in the case of open markets as they are open public places. A table will be set up outside the mall/market entrance. Interviewers will speak out the recruiting script (see Appendix B.2) to shoppers entering the mall/market. Shoppers who hear the interviewers & approach the recruiting table will be explained about the study (i.e. repeating the recruiting script individually) & if they are between 19 & 35 years old, they will be invited to participate in the study. Shoppers who volunteer to participate in the study will be taken to a data collection site within the mall, where they will complete a paper-based survey questionnaire. In the case of the open markets, survey will be conducted at the recruiting table. Once the participants complete the survey, they will be thanked for their time. (See recruitment scripts in Appendix B.1. & Appendix B.2.)

What is the minimum number of participants you need to validate the study? 420 _____

Is there a limit on the number of participants you will recruit? ☑ No ☐ Yes – the number is _____

Is there a limit on the number of participants you will include in the study? ☐ No ☑ Yes – the number is 420 _____

d. Describe the type, amount and method of compensation and/or incentives for participants.
(If no compensation will be given, check here ✓.)

Select the type of compensation: ___ Monetary ___ Incentives
  ___ Raffle or Drawing incentive (Include the chances of winning.)
  ___ Extra Credit (State the value)
  ___ Other

Description:

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13. PROJECT DESIGN & METHODS.

a. Describe, step-by-step, all procedures and methods that will be used to consent participants.

(⎕ Check here if this is "not applicable"; you are using existing data.)

Upon contacting participants they will be explained about the study and invited to participate in the study. They will also be informed that their participation is completely voluntary.

If the participants volunteer to participate in the study they will be provided with an information page and a questionnaire. Participants will then read the information page, and decide if they would like to participate in this study. If the participants decide to participate they will give their consent for the same and fill out the questionnaire.

b. Describe the procedures you will use in order to address your purpose. Provide a step-by-step description of how you will carry out this research project. Include specific information about the participants' time and effort commitment. (*NOTE: Use language that would be understandable to someone who is not familiar with your area of study. Without a complete description of all procedures, the Auburn University IRB will not be able to review this protocol. If additional space is needed for this section, save the information as a .PDF file and insert after page 6 of this form.*)

The overall purpose of this study is to examine the factors affecting Indian consumers purchase intentions towards Western brands and Western retail stores. Two pretests and a main study will be conducted to address the purpose of this study. All data collection will be done using a paper-based survey questionnaire.

1. Pretest 1 will be conducted to identify Western brands and Western retail formats that are popular among young urban Indian consumers. A self-administered paper-based questionnaire will be used to collect data on the familiarity and favorability of selected Western brands and Western retail formats among a convenience sample (sample size 120) of college students in India. In order to conduct the survey, permission and site authorization letters from instructors in colleges where the data collection will occur will be requested. If the instructors grant permission to conduct the survey, a time slot during normal classroom instruction will be requested for conducting the survey.

During the allotted time slot, the implementer will explain the study to the students and invite them to participate in the survey. They will be informed that as a participant they will be asked to complete a paper-based questionnaire with total time commitment being approximately 20 minutes. They will also be informed that their participation is completely voluntary and if they choose to withdraw in the middle of the survey, they can stop filling out the questionnaire.

Those students who volunteer to participate will be asked to read the information page provided with the questionnaire. Once they have read the information page they will decide whether they would like to participate in this study or not. If they decide to participate in the study, they will then fill out the questionnaire attached to the information page. Upon completing the questionnaire they will return it to the implementer and implementer will thank the students for their participation.

Results of Pretest 1 will then be used to identify Western brands and Western retail formats to be included in the main study.

2. Pretest 2 will be conducted to refine wordings of the measurement items which will be used in the main study and to establish their construct validity and reliability. The questionnaire used in Pretest 2 will measure Indian consumers' value perceptions of Western brands and Western retail formats and examines antecedents that affect these value perceptions. The method of data collection for Pretest 2 will be exactly same as that of Pretest 1.

A self-administered paper-based questionnaire will be used to collect data among a convenience sample (sample size 360) of college students in India. In order to conduct the survey, permission and site authorization letters from instructors in colleges where the data collection will occur will be requested. If the instructors grant permission to conduct the survey, a time slot during normal classroom instruction will be requested for conducting the survey.

During the allotted time slot the implementer will verbally explain the study to the students and invite them to participate (using the in-class recruiting script, see Appendix B.1). They will be informed that as a participant they will be asked to complete a paper-based questionnaire with total time commitment being approximately 20 minutes. They will also be informed that their participation is completely voluntary and if they choose to withdraw in the middle of the survey, they can stop filling out the questionnaire.

Those students who volunteer to participate will be asked to read the information page provided with the questionnaire. Once they have read information page they will decide whether they would like to participate in this study or not. If they decide to participate in the study, they will then fill out the questionnaire attached to the information page. Upon completing the questionnaire they will return it to the implementer and implementer will thank the students for their participation.

3. Main study-Main Study will be conducted to address the overall purpose of this study: To examine the factors affecting Indian consumers purchase intentions towards Western brands and Western retail stores.

For the main study, a mall (or market) intercept survey using a sample of 420 consumers entering the mall (or market) will be conducted by a marketing research firm (Indian Market Research Bureau (IMRB)). The participants must be between the ages of 19 and 35 years. Malls and markets located in three urban Indian cities (Bangalore, Chennai, and Chandigarh) will be chosen as sites of data collection. The questionnaire that will be used in the main study will be the refined (based on results of Pretest 2) version of the questionnaire used in Pretest 2.

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13c. List all data collection instruments used in this project, in the order they appear in Appendix C.
(e.g., surveys and questionnaires in the format that will be presented to participants, educational tests, data collection sheets, interview questions, audio/video taping methods etc.)

√ 1. Instrument 1- A paper-based survey questionnaire used for Pretest 1. The questionnaire for Pretest 1 is included in Appendix C.1.

√ 2. Instrument 2-A paper-based survey used for Pretest 2 and Main study. The questionnaire for Pretest 2 is included in Appendix C.2.

d. Data analysis: Explain how the data will be analyzed.
Pretest1- Simple descriptive statistics (frequency, means, and medians) will be calculated.
Pretest 2 - Principal components analysis (PCA) will be conducted followed by a confirmatory factor analysis (CFA), and calculation of Chronbach alpha coefficients.
Main study- CFA will be first conducted followed by calculation of Chronbach alpha coefficients. Hypotheses will then be tested using structural equation modeling (SEM) based on the maximum likelihood estimation method.

14. RISKS & DISCOMFORTS: List and describe all of the risks that participants might encounter in this research. *If you are using deception in this study, please justify the use of deception and be sure to attach a copy of the debriefing form you plan to use in Appendix D. (Examples of possible risks are in section #6D on page 1.)*

There are no foreseen risks associated with participating in this study.

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15. **PRECAUTIONS.** Identify and describe all precautions you have taken to eliminate or reduce risks as listed in #14. If the participants can be classified as a "vulnerable" population, please describe additional safeguards that you will use to assure the ethical treatment of these individuals. *Provide a copy of any emergency plans/procedures and medical referral lists in Appendix D.*

Not applicable.

If using the Internet to collect data, what confidentiality or security precautions are in place to protect (or not collect) identifiable data? Include protections used during both the collection and transfer of data.
(These are likely listed on the server's website.)

Not applicable.

16. **BENEFITS.**

a. List all realistic direct benefits participants can expect by participating in this specific study.
(Do not include "compensation" listed in #12d.) Check here if there are no direct benefits to participants.

There are no direct benefits of participating in this study.

b. List all realistic benefits for the general population that may be generated from this study.
Findings from this study are hoped to increase understanding of Indian consumers' brand and retail format choice.

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17. PROTECTION OF DATA.

a. Will data be collected as anonymous? ☑ Yes ☐ No *If "YES", skip to part "g".*
   ("Anonymous" means that you will <u>not</u> collect any identifiable data.)

b. Will data be collected as confidential? ☑ Yes ☐ No
   ("Confidential" means that you <u>will</u> collect and protect identifiable data.)

c. If data are collected as confidential, will the participants' data be coded or linked to identifying information?
   ■ Yes (If so, describe how linked.)   No ■

d. Justify your need to code participants' data or link the data with identifying information.

e. Where will code lists be stored? (Building, room number?)

f. Will data collected as "confidential" be recorded and analyzed as "anonymous"? ☐ Yes ☐ No
   (If you will maintain identifiable data, protections should have been described in #15.)

g. Describe how and where the data will be stored (e.g., hard copy, audio cassette, electronic data, etc.), and how the location where data is stored will be secured in your absence. For electronic data, describe security. If applicable, state specifically where any IRB-approved and participant-signed consent documents will be kept on campus for 3 years after the study ends.

   Data (completed surveys) will be kept in a locked cabinet in Principal investigator's office. IRB-approved and participant-signed consent documents will be kept on campus in the faculty advisor's office for 3 years after the study ends.

h. Who will have access to participants' data?
   (*The faculty advisor should have full access and be able to produce the data in the case of a federal or institutional audit.*)

   Principal investigator and faculty advisors will have access to participant's data.

i. When is the latest date that <u>confidential</u> data will be retained? (Check here if only anonymous data will be retained. ✓)

j. How will the <u>confidential</u> data be destroyed? (*NOTE: Data recorded and analyzed as "anonymous" may be retained indefinitely.*)

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INFORMATION LETTER for a Research Study entitled:
"Indian Consumers' Brand and Store Format Choice"

You are invited to participate in a research study to examine Indian consumers' brand and store format choice. The study is being conducted by Manveer Kaur Mann, Ph.D. student, under the direction of Dr. Wi-Suk Kwon, Associate Professor, and Dr. Sang-Eun Byun, Assistant Professor in the Department of Consumer Affairs, Auburn University, USA. You are selected as a potential participant because you are aged between 21 to 35 years old and you are currently living in an urban area in India.

If you decide to participate in this research, you will be asked to complete a questionnaire. Your total time commitment will be approximately 20 minutes. There are no foreseen risks associated with participating in this study. Although there are no direct benefits of participating in this study, findings from this study are hoped to increase understanding of Indian consumers' brand and retail format choice.

Your participation is completely voluntary. If you choose to withdraw in the middle of the survey, you can stop filling out the questionnaire. Your decision about whether or not to participate or to stop participating will not jeopardize your future relations with the Department of Consumer Affairs, Auburn University. Once you have submitted anonymous data, it cannot be withdrawn due to it being unidentifiable.

Any data obtained in connection with this study will remain anonymous. Information collected through your participation may be presented at professional meetings and published in professional journals.

If you have questions about this study, please ask them now or contact Manveer Kaur Mann by email, mkm0015@auburn.edu or telephone, 1-706-453-6589.

If you have questions about your rights as a research participant, you may contact the Auburn University Office of Human Subjects Research or the Institutional Review Board by phone (334)-844-5966 or e-mail at hsubjec@auburn.edu or IRBChair@auburn.edu.

HAVING READ THE INFORMATION PROVIDED, YOU MUST DECIDE IF YOU WANT TO PARTICIPATE IN THIS RESEARCH PROJECT. IF YOU DECIDE TO PARTICIPATE, PLEASE FILL OUT THE QUESTIONNAIRE.

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