

CONSUMER'S BUYING ATTITUDE TOWARDS MADE-IN-PAKISTAN LABELED PRODUCTS

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ABSTRACT

Pakistan is known for its products to be inferior to the foreign-made products. i.e., “Made-In-Pakistan” labeled products are considered to be inferior to foreign-origin labeled products by Pakistani consumers. However, consumer attitudes are about the emotions, beliefs, and intentions regarding consumer products. Some end users' perception builds after viewing the products. And once the purchaser knows about his necessities the subsequent stage in the choice cycle is to accumulate data on the products. Despite the existence of various studies, the role of COO (Country-Of-Origin) affects the consumer's attitude, behavior, beliefs remain unclear, as it is indicated that further studies need to be done.

The objective of this research will be to understand how the buying attitude of consumers is shaped by the former consumer's attitude towards “Made-In-Pakistan” labeled products and to know whether COO (Country of Origin i.e., “Made-In-Pakistan” labeled products) directly influences the buying attitude of the consumer.

For the collection of data, a structured/closed-ended survey questionnaire (consisting of Likert scale questions) shall be generated on “Google Forms” for the ease of respondents to fill out their forms. For analyzing and interpreting the data, SPSS statistics is used.

It is shown that there is no significant relationship between the COO effect (i.e., “Made-In-Pakistan” labeled products) and the buying attitude of the customer. It was also shown that there was no significant relationship between the formed attitude of customers towards the buying attitude of the customer with the mediation of the COO (i.e., “Made-In-Pakistan” labeled

products). However, there was a direct significant relationship between some of the formed attitudes (i.e., Willingness and Readiness) towards the Buying attitude of the customer. The hypothesis in this research article was proposed due to the awareness of the high impact of COO (Country-of-Origin) effect on the buying attitude of Pakistani consumers. This research study focused on a few variables of Consumer's attitude construct i.e., Readiness, willingness, and Perception. According to several studies, it is shown that there is less or no significant relationship between COO towards forming and shaping the overall buying attitude of the consumer even as a mediating factor. So, this research implies marketers construct the image and start focusing on the Pakistani labeled products and the improvement of the balance of the economy by promoting more exports and low imports.

Keywords: Country Image, Country of Origin, Consumer's Buying Attitude, etc.

INTRODUCTION

Perception is the psychological key involved in the decision to purchase. However, attitude varies from consumer to consumer in buying the products or services. This study aims to understand the shopper purchasing attitude on their choices for the Label Pakistani items. However, consumer attitudes are about the emotions, beliefs, and intentions regarding consumer products. Some end users' perception builds after viewing the products. And once the purchaser knows about his necessities the subsequent stage in the choice cycle is to accumulate data on the products. As the consumer's perception plays a crucial role, it can be built through various ways which include appearance, feel of the product, quality, and previous experiences. Moreover, perception can be shaped by learning, memory, and expectations. (Mujić, and Bajramović, M. 2011)- The research shows that 81.65% decide what to purchase based on quality while 25% prefer imported products or check the country of production.

Pakistan is only elected for the products of fabric but not for the products of electronics and cosmetics. As customers are concerned with the various countries of origin depending on various choices and customer preferences as the image of the Country of Origin is only relevant to the image of the nation/state. The buying conduct of the clients that how the overall population draws in to acquire the marked item and uncover the significant viewpoints which are very important to catch the aim of clients.

Despite the existence of various studies, the role of the COO (Country-Of-Origin) effect on the consumer's attitude, behavior, and beliefs remains unclear, as it is indicated that further studies need to be done. As a result, the research question which has been mainly addressed hesitates in their buying attitudes due to the effect of COO products. So, this research investigates the effect of COO products as a mediating factor influencing the consumer's attitudes to their buying attitude.

Significance of the problem

It is known from previous studies that the degree of influence of COO (Country of Origin) over the consumer's buying attitude and their buying decision as well are still unknown. Previous research has also suggested that various elements shape a consumer's buying attitude toward COO products, and many more factors are present that need to be further studied. (Khair, Lloyd-Parkes, & Deacon, 2021; Pharr, 2005)

Moreover, this research is deemed to be marketing research. Therefore, this research will be defined as the detection, evaluation, and dissemination of information to assist the management or organization in decision-making associated with to the acknowledgment and solution to the challenges and opportunities in marketing as it will help the potential marketers in understanding the consumer's buying attitude towards "Made-In-Pakistan" labeled products.

Objective of the study

The objective of this research study is to identify whether there is an influence on the buying attitude of Pakistani end users towards "Made-In-Pakistan" labeled products and whether there is an influence of the consumer's attitude that may shape the buying attitude of the consumer due to COO (Country-Of-Origin i.e., "Made-In Pakistan" labeled) products.

Hypothesis

H1 -Consumer perception has a significant relationship towards buying attitude with respect to COO (i.e., "Made-in-Pakistan" labeled) products.

H2 -Consumer's willingness has a significant relationship towards buying attitude with respect to COO (i.e., "Made-In-Pakistan" labeled) products.

H3 - Consumer readiness has a significant relationship towards buying attitude with respect to COO (i.e., "Made-In-Pakistan" labeled) products.

Operational Definitions

Country-of-Origin: It is the overall perception formed by the consumers of a certain product that is from a certain country. (Chinen, Enomoto & Costley, 2000)

Consumer's buying attitude: Buying Attitude is the overall attitude of a consumer towards a certain product/service before deciding to purchase or buy that certain product/service. (Myers & Alpert, 1968)

Consumer perception: It is the knowledge that is shaped by consumers by experiencing a company's marketing efforts (offerings, communications, etc.). (Kaynak and Cavusgil, 1983)

Consumer's willingness and readiness to buy: It is the preparedness of a consumer that is thinking of buying a certain product/service of a company is called readiness to buy. Whereas, the willingness of the consumer is the state where that consumer is actually willing to pay for a certain product/service of a company. (Sawmy & Damar-Ladkoo, 2015)

Assumptions

We assumed that the data we are going to evaluate from the questionnaire circulated among the consumers how is buying products. Data is open for students to do research and the data is free of error. In this research article was proposed due to the awareness of the high impact of the COO (Country-of-Origin) effect on the buying attitude of Pakistani consumers as recorded in the interview of "Made-In-Pakistan":

Review of Literature

Country of Origin (COO):

The country of origin is the consumer's combined perception of a certain country which is based on the consumer's perception of the country's awareness of its production and marketing and how strongly it has affected the consumer's perception (Roth & Romeo).

According to many previous types of research, country-of-origin (COO) has played a vital role in forming consumer's perceptions, change in consumers' preferences and their buying attitudes (Dekhili and Downloaded by Fudan University at 03:31 28 January 2017 (PT) Achabou, 2014, Peterson and Jolibert) which has resulted in many numbers of

publications due to its significance towards change in consumers buying attitudes (Papadopoulos, 2012, Usunier, 2006). It is also stated that the COO can influence the consumer's way of evaluating an item and pass judgments according to the perception formed by the COO effect (Pharr, 2005).

It is significant to study the effect of COO (country-of-origin) influencing the consumers' attitude and to know that the country Image (CI) itself portrays a cue toward change in consumers' appreciation and their preferences. However, many researchers apply the effect of country image in their research to clarify the aspects that may affect the consumer's attitudes and perceptions towards the products/items of a particular country (Diamantopoulos, Schlegelmilch, & Palihawadana, 2011).

As mentioned in the research study of Jaffe and Nebenzahl (2006), consumers associate a certain product with its origin. It also greatly impacts the perception of consumers, where the consumer associates the image of the country with its image of product design, production, brand, assembly, etc. (Usunier, 2011).

According to the research of Shabbir, Kirmani, Iqbal, & Khan (2009), They examined that the effect of COO (Country-Of-Origin) is studied under the terms of countries and product categories. They stated that the relation of the country's image to its product categories' characteristics gives the researchers a better understanding of the consumer's preferences formation for their products. This information enables the researchers to understand what formed attitudes of the consumers occur when they come to the process of buying decisions. Managers of firms can benefit from this research by knowing when to promote COO products, whether this promotion of COO products is beneficial for them or not, and work in the weaker dimensions of their COO to improve their product and country's image as well.

Country Image (CI)

It was found that the Country image (CI) is the image of a particular country attached to a certain product. Consumers' perception of a country's image directly associates it with its product. So, the country image becomes a far more complicated construct of COO (Country-of-origin) in which consumers evaluate and pass judgment on the product/item of its origin according to the image of the country that a consumer has perceived for the past few decades (Roth & Diamantopoulos, 2008). Hence,

CI (Country Image) is a general perception of a consumer of a certain product of a country's product quality (Bluemelhuber, Carter, & Lambe, 2007; Li, Fu, & Murray, 1997; Papadopoulos & Heslop, 2002). CI is also considered a COO cue as it leads the consumer's perception for generating information of product knowledge on their own and form perceptions by the marketing of the product and its characteristics (Al-Sulaiti & Baker, 1998, p. 158). CI can influence the consumer's perception to have a negative or a positive attitude toward a certain item of its origin (Roth & Romeo, 1992; Verlegh & Steenkamp, 2005; Yasin, Noor, & Mohamad, 2007).

Country-Of-Origin as A Mediating Influence:

As stated in the research of Hong and Wyer's research, Country Image is an influencing factor in the information processing process of a consumer about a certain product/item when it's based on positive information received. Based on the information that a consumer processes by the effect of country image, consumers form perceptions, and attitudes and buy or not buy the product. If the consumers are exposed to a better understanding of the product and receive good information about its origin as well, then the consumers generate a positive evaluation of that product and do not hesitate in making their purchasing decisions. These tactics help in increasing the buying attitudes of the consumers and enhance the country's image and its product origin as well.

Consumer's Attitude

A consumer's attitude is related to a consumer's opinion on certain things. When a consumer has taken a view, he/she is guided by it in dealing with a variety of daily activities issues, and various problems. An attitude is often considered a helping tool in forming a consumer's opinions to make certain decisions. When an attitude is formed, and a similar situation recurs, the attitude helps it to deal with the decisions in that situation instantly (Šliburytė & Bankauskienė, 2017). It is also seen in the literature of Godey, Pederzoli, Aiello, Donvito, Chan, oh, Singh, Skorobogatykh, Tsuchiya, and Weitz (2012), that there are unique characteristics and features that an attitude has like the intention of a predisposition, motivation and they can be positive or negative.

Perception

It is known through various research studies that consumers perceive that the products that originated from developed countries are associated with

having high quality, reliability, good workmanship, etc. characteristics whereas those products that originated from developing countries are perceived to be associated with low quality and low-reliability characteristics (Kaynak and Cavusgil, 1983).

It is also assumed that those consumers who have low product knowledge tend to assume the product's overall quality and excellence accordingly to its product's origin, i.e., influencing COO effect on consumer's perception while making buying decisions (Lin & Chen, 2006; Spielmann, 2016). So, when a consumer makes a purchase decision, they have certain perceptions about the product's quality, price, and style (Rao, Raghu Nathan, and Solis, 1997). It is also seen that when a consumer has formed a strong and positive COO perception about a certain product category of that origin, then that consumer is highly likely to perceive that product category as superior over another product category (Zenithal, 1988).

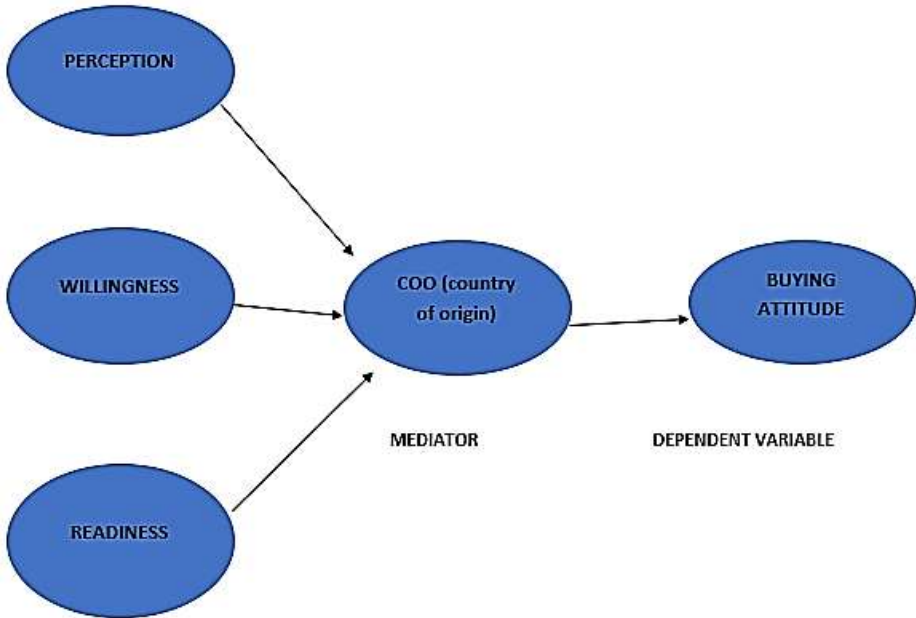
Readiness and Willingness to Buy

As mentioned in the previous studies consumers' perceptions about the quality and reliability of products of developing countries are low as compared to the products of developed countries. This research will aim to fill the research gap to analyze why the consumers of Pakistan are not willing to buy and are not ready to pay for the Made-In-Pakistan labeled products. This research will also help to give an insight into whether the country of origin is playing a significant role as a mediating factor in forming the consumer's attitude towards Made-in-Pakistan labeled products or not.

Buying Attitude

According to Myers & Alpert (1968), Buying Attitude is the overall attitude a consumer has toward a certain product/service before deciding on purchasing or buying that certain product/service. It is stated that it is the combination of the overall evaluation of the item and the actual purchasing decision. It determines the pre-action taken before the buying decision where the consumer forms an attitude to become or not become a potential customer. It is the consumer's overall attitude to have an item's desirability before buying it.

Conceptual framework



Research Methodology

Research Design and Settings

This research is a descriptive study as it will describe why and how there is a certain impact of the COO variable on the population's (that is being understudied) buying attitude towards Made-In-Pakistan labeled products. This research is an exploratory study as it explores a new aspect of consumer's attitude i.e., willingness and readiness of the consumer's buying attitude towards Made-In-Pakistan labeled products. This research is an explanatory study as it explains why such an impact of the mediating variable of COO occurs over the buying attitude of the consumers of the Pakistani population. This research is a quantitative study as it measured the consumer's attitude i.e., Perception, willingness, and readiness of consumer's buying attitude towards Made-In-Pakistan labeled products, where it gave specific results rather than general results to the collected primary data.

This research administrated the consumer's attitude to the following general product categories i.e., electronics, cosmetics, and clothes (that have "Made-In-Pakistan" labels on them). Specifying the consumer's attitude

towards the general products (that have “Made-In-Pakistan” labels on them) was indicated in a quantified manner to get specific results. The survey was conducted through the Likert scale and the questionnaire was close-ended in this research.

Inclusion Criteria

The respondents have the buying ability (due to age, don't have physical disabilities, etc.) or go shopping and are residing in Karachi, Pakistan.

Exclusion Criteria

Those individuals who do not shop and do not have the buying ability (due to age, physical disabilities, etc.)

Sampling Technique

The overall data collection method is mainly used to reach a large number of respondents conveniently; therefore, non-probability sampling i.e., convenience sampling has been used where each respondent has been reached out according to their accessibility online.

Sample size estimation

Since the estimated population of buyers in Karachi, Pakistan is not known or there is no statistical data present that shows the estimated population of Karachi buyers, so, this research will target the whole population of Karachi, Pakistan. According to electronic sources, the total estimated population size of Karachi, Pakistan is 16,840,000. (Google, 2022) The sample size that was drawn from the population size was 385 (with a 95% confidence level and a 5% margin of error). The sample size excluded those individuals who weren't shoppers or purchased any product or couldn't purchase the products by mentioning it on the questionnaire. However, due to limited time and resources, a total of 202 out of 385 responses were recorded.

Study Parameters

The study covered a few aspects of the consumer's attitudes which include perception, willingness, and readiness about the labeled products that are made in Pakistan. And focused on how these aspects of the consumer's attitude were being influenced by the COO effect and how it impacted the buying attitude of the consumers. This research will help marketing

managers and business firms implement such marketing strategies to help promote their products according to their target consumers' buying attitudes.

Ethical Considerations

The main ethical considerations that were considered in this research were the safety and security of the respondent's information and privacy in which the data collected is recorded anonymously and kept confidential. Furthermore, the data was not used for any other purposes other than this research project. Hence, all of these considerations were respected and used ethically in this research work. Moreover, this research project did not make use of plagiarism and it acknowledged the research works created by other prior academics/researchers by citing them corresponding to the guidelines and rules regarding references put in place by us.

Data Collection

For the collection of data, a structured/closed-ended questionnaire also consisting of Likert scale questions was generated on "Google Forms" for the ease of respondents to fill out their forms. The link for the forms was generated and forwarded to 200 respondents (but only 160 responses were recorded) via any digital platform to fill in their forms. In this research study, a structured/closed-ended questionnaire, and a five-point Likert scale survey instruments were used to collect the required data from the respondents. Where 1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree and 5 = strongly disagree through which the respondents were required to indicate their response to the given statement according to their agreement and disagreement

Statistical Analysis

The data will be analyzed through IBM SPSS Statistics version 23. Statistical analysis will be used to analyze and interpret the data.

DISCUSSION

Limitations

The research has studied the factors that influence the behavior of consumers towards the "made in Pakistan" labeled products. The nation of beginning impact ought to be a part of worldwide promoting methodology. However, a test unfamiliar advertisers face is to discover the impacts of their starting point nations on consumers' as demand for their products and

suggesting the connection between nation of-beginning impact and other item data as a spotlight in later examinations on customers' purchasing conduct. The nation of beginning impact is better perceived under a multi-signal climate. The multi-prompt situation is particularly significant in the present commercial center where buyers approach an assortment of item-related data.

Strength of Study

The study is being conducted based on quantitative research, which is to identify the factors that affect the areas. The reliability of the construct is strong, and data is found reliable, and the findings of the hypothesis proved several studies as well.

Weakness of Study

Due to limitations towards time and resources the quantitative research of this study may have been weak due to fewer responses from the respondents.

Conclusion

In Conclusion, the hypothesis in this research article was proposed due to the awareness of the high impact of the COO (Country-of-Origin) effect on the buying attitude of Pakistani consumers as recorded in the interview of “Made-In-Pakistan”: Improving global perceptions in the business recorder (Ahmed and Sattar, 2020). And how the formed Pakistani consumer attitudes may have a significant relationship with the buying attitude of Pakistani consumers with the mediation effect of the COO (Country-Of-Origin) i.e., “Made-In-Pakistan” labeled products. This research study focuses on a few variables of a Consumer’s attitude construct i.e., Readiness, willingness, and Perception. According to several studies, it is shown that there is less or no significant relationship between COO forming and shaping the overall buying attitude of the consumer (Dekhili & Achabou, 2014), even as a mediating factor, the COO has less or no significant mediation role in the relationship between the consumer attitudes towards consumer’s buying attitude. It is also seen that this research also depicts that there is a significant relationship Readiness of consumer attitude towards the buying attitude of the consumer. This research also statistically proved that there is a significant relationship between the Willingness of consumers attitude towards buying attitude of the consumer.

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