CONSUMERS PERCEPTION ON MARKETING OF GLOBAL PRODUCTS AND ITS IMPACT-A STUDY AT BENGALURU

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Abstract
Global consumer culture is a diverse area which covers the various reactions, behaviours, and requirements towards the changing culture of the consumers worldwide. While dealing with a global product, the marketers must carefully analyse the various marketing mix elements to be a success. Understanding the behaviour of the consumer can be the major issue for the marketers because of which the products may not reach the defined market. This research tries to bring out the factors influencing the buying behaviour of consumers and the impact it has on the economy. The findings of the study highlights that the usage of the product is highest influential factor on buying decision and product availability is the least influencing. The study also suggests that there is a strong relationship between age and factor hindering the customer purchasing behaviour.

Key Words: Consumer Perception, Global product, Consumer behaviour, Target consumers, Target segment.

Introduction
Global Consumer Culture is now a critical force in everyone's lives, it is vitally important to understand what it is and how it impacts us. As more and more consumers come in contact with the products and lifestyle of other people, they have a chance of being highly influenced by various criteria's of exposure, such as travelling, working and media. This leads to the creation of Global Consumer Culture which is needed for free movement of practices of technology across the global boundaries. On the other side, Global Consumer Culture poises an existence of a universal and an external culture that consumers share on a global scale. This depends on plethora of phenomena including consumer mobility, global brands, new technologies, digitalization and change in various taste and preferences among consumers based on their varied background. On the other hand, Global Consumer Culture posits the perennial newness of the meanings and forms of consumption. This is the reflex of acceleration, planned obsolescence (both cultural and technological), and materialism. Global Consumer Culture has an impact on the consumers as well as the markets. Impact of Global Consumer Culture on markets may result in strong migration flows, combined with increased birth rates among minority population.

Statement of the Problem
The growth of global culture has given way to increasing number of alternatives which in turn has led to the creation of chaos in the minds of the consumer. Also, the quick adoption of commercial global products, by consumers to reach a prestige level has created complexities. Hence the study aims at factors influencing culture as well as marketing of global products among the target consumers.

Literature Review
Global Consumer Culture, Encyclopaedia of International Market (2015) article defines global consumer culture as a social arrangement in which the relations between the lived cultural experience of everyday life and social resources, between meaningful ways of life and the symbolic and material resources on

which they depend, is mediated through markets. Under consumer culture, predispositions towards social emulation, matching, and imitation that is expressed through marketplace alternatives are synched by a desire for differentiation, individuality, and separation, expressed through marketplace choices. Mark Cleveland and Michel (2007), in their work on Acculturation to the Global Consumer Culture, stated that the globalisation of marketplace and how this process helps in shaping the cultural characteristics of consumers around the world. Powerful forces such as Capitalism, Transport and communication, Social media are interacting to dissolve the national boundaries.

Diana Crane et.al. (2016) in their research on Culture: Media, Arts, Policy and Globalisation mentioned, debates about the culture no longer have borders. With the arrival of internet sites and increasing certainty of globalization, culture itself has gone global. This collection focuses on questions involving national identity, indigenous culture, economic growth, free trade, cultural policy, and global tourism. 'Global Culture' looks at all aspects of the arts including: film, art, music, theatre, television and museums. It expands on how modern cultural policies are functioning and forecasts what we can anticipate the future landscape of global culture look like.

Martin Harnani et.al. (2018), in their research on A Model of Susceptibility to Global Consumer Culture highlighted on acquiring similarities between cultures, as it is a vital factor for defining global products, under this, social responsibility, perception of quality, social prestige, brand credibility, perceived risk and information costs, have an impact on the buying behaviour.

Scope of the Study
To highlight the extent to which consumers are affected by various factors prevailing in the global environment, their diversified reactions, and ways to attract and retain the consumers residing in a metropolitan city (Bengaluru), which comprises of multiculturism.

Objectives of the Study
1. To shed light on the concept of global consumer culture and their varied perceptions.
2. To analyse factors affecting global consumer culture and its impact on cultural changes.
3. To examine the effects of global consumer culture on economy and the reasons that hinder consumers' purchases.
4. To analyze the various factors that has an impact on the consumption of global products.
5. To offer suggestions to global marketers or producer.

Methodology
This research has been carried with the help of structured questionnaire-based data, inclusive of both, primary method of data collection (through Chi square and KMO bartlett's test) and secondary method (articles, websites and published reports). This research is based on systematic sampling, where 200 respondents were taken into consideration, which are all users of global products. The data is analysed by using SPSS. The extracted data are analysed and interpreted by using analysis techniques.

Operational Definitions
Perception: a consumer's impression, awareness and/or consciousness about a company or its offerings.

Global product: refers to the products that are marketed globally under the same brand name, features and specifications across countries.

Consumer behaviour: is a study of how people make decisions about what they buy, want, need or act in regards to a product, service or a company.

Target consumers: refers to a group of consumers who are most likely to buy a company's products or services.

Target segment: refers to a group of people who share one or more common characteristics.

Limitations of the Study

This study deals with only consumers of Bengaluru City with relatively sample size and the outcome of this research may not be considered to draw general conclusions.

Findings and Observations

Gender Wise Representation

Gender	Frequency	Percent	Valid Percent
Male	60	30.0	30.0
Female	140	70.0	70.0
Total	200	100.0	100.0

This study involves a greater number of female respondents than male, because female respondents are purchasing more global products.

Age Wise Representation

Age in Years	Frequency	Percent	Valid Percent
21-30	132	66.0	66.0
31-40	52	26.0	26.0
41-50	16	8.0	8.0
Total	200	100.0	100.0

This study involves more number of youth who are more likely to make frequent purchases of new and innovative products.

Relationship between occupation of respondents and their perception on the factors affecting the economy

H0: There is no significant difference between the occupation of the respondents and their perception on factors affecting the economy.

H1: There is significant difference between the occupation of the respondents and their perception on factors affecting the economy.

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	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.948[a]	9	**.165**
Likelihood Ratio	14.831	9	.096
Linear-by-Linear Association	.428	1	.513
N of Valid Cases	200		

16 cells (100.0%) have expected count less than 5. The minimum expected count is 1.80.

In the above table significant value being 0.05, the calculated significant value is 0.165 which is greater than 0.05 and hence the null hypothesis is rejected, and alternate hypothesis is accepted. Thus, there exists a relationship between the occupation of the respondents and their perception on factors affecting the economy.

Cross tabulation of occupation of respondents and their view on factors affecting
From the above table it is observed that 64 percent of the respondent customers believed that availability of alternatives is the major cause that impacts the economy and decrease in demand for the domestic products is the least impact factor on the economy.

Relationship between age and the factors hindering their purchase

		Occupation				Total
		Student	**Self employed**	**Home maker**	**Professional**	
Effects on economy	**Increasing the standard of living**	16	8	12	16	52
	Availability of alternatives	12	8	24	20	64
	Decreasing the demand of domestic products	16	12	4	4	36
	Can't say	8	24	0	16	48
Total		**52**	**52**	**40**	**56**	**200**

H0: There is no significant relationship between the age and the factors hindering purchase.
H1: There is a significant relationship between the age and factors hindering purchase.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.504[a]	6	**.369**
Likelihood Ratio	7.377	6	.287
Linear-by-Linear Association	.132	1	.717
N of Valid Cases	200		

8 cells (66.7%) have expected count less than 5. The minimum expected count is .32.

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The significant value being 0.05, the calculated table significant value is 0.369 which is greater than 0.05 and hence the null hypothesis is rejected, and alternate hypothesis is accepted. Thus, there exists a relationship between the age of the respondents and the factors hindering purchase.

The relationships between the age of the respondents and their view on factors hindering purchase

		Age in Years			
		21-30	**31-40**	**41-50**	**Total**
Factors hindering purchase	**High price**	72	32	4	108
	Brand loyalty	20	12	8	40
	Cultural background	12	0	4	16
	Unnoticed products	28	8	0	36
Total		**132**	**52**	**16**	**200**

The study proves that the top factor hindering purchase is high price of the product.

Factorial analysis
KMO and Bartlett's is a measure of sampling which varies from 0 to 1; the accepted index is over 0.6. KMO measure is well suited for the factorial analysis of this sample. It is the ratio of the sum of the squared correlations for all variables. Small values of KMO indicate that factor analysis may not be appropriate for the data.

KMO Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.753**
Bartlett's Test of Sphericity	Approx. Chi-Square	94.626
	Df	10
	Sig.	.000

Normally, 0< KMO < 1, If KMO> 0.5. The sample is adequate. Here, KMO= 0.753 which indicates that the sample is adequate and appropriate to proceed with the factors analysis procedure.

Factors Influencing Purchase

Factors influencing purchase	Initial	Extraction
➢ Price	1.000	.363
➢ Quality	1.000	.684
➢ Availability	1.000	**.337**
➢ Brand	1.000	.672
➢ Usage	1.000	**.813**

Extraction Method: Principal Component Analysis
From the above analysis, it was found that the major factor influencing the buying behaviour of the consumer is the usage of the product. We may conclude saying that the major factor responsible for purchase is usage of the product with the value .813because the modern consumers are benefit oriented rather than price and the next factor which highest influence is Quality with a value of .684 and like so

on it is noticed that the least preferred factor influencing the buying behaviour of the consumer is the availability of the product with a value 0.337.

Suggestions
After a detailed analysis and observations, the following suggestions were found appropriate.
- ❖ The marketers should concentrate more on consumer's requirements on global products.
- ❖ The marketers need to conduct frequent surveys about consumers as well as the market to set their marketing mix right.
- ❖ The marketers need to have complete information about the fluctuating demand and supply in the market.
- ❖ The marketers need to price their product efficiently; cost effective products.
- ❖ The marketers need to come up with modern marketing techniques to meet the expectations of the dynamic market.

Conclusion
It is understood that setting a high price for the product may result in decrease of demand for the product, due to the low purchasing power of the consumers in a developing economy. Whereas on the other hand, the usage of the product or the benefit acquired from a global product act as a driving force for consumers to make their purchases. Therefore, it can be concluded that usage, brand and quality of the global products should be dealt by the marketers in detail so as to have a cost-effective marketing. This study can be extended to understand consumer's perception about global products and its impact to other geographical areas by taking a greater number of variables.

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