

Brand Preferences Insights: A Literature Review on Foreign and Domestic Brand Appeal

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ABSTRACT

Purpose: Brand preference is the desire to purchase a good or service even if other good or service is at same price with similar features. Globalisation has opened new markets for foreign brands along with communication and transportation advancements. Now consumers are having options to choose from foreign as well as domestic brands. In today's era, brand preference is one of the most important aspects of consumer behaviour. This study does literature review on brand preference.

Design/Methodology/Approach: The pattern and outcome of brand preference from the last 16 years, 2008-2024, has been used in the current study as secondary data. Data was sourced from Scopus—a large library of peer-reviewed literature. The research aims to explore the studies related to foreign brand and domestic brand and to identify the prominent factors affecting consumer brand preference.

Findings: Research identifies various theories existing in the literature but the most used theories among them are theory of planned behaviour and theory of reasoned action. Advertisement, brand image, brand loyalty, price satisfaction, service value attributes, and self-brand congruity will all play an important role in shaping brand preference. Cosmopolitanism is the key factor for consumer preference towards foreign brands and ethnocentrism is the key influencing factor for domestic ones.

Originality: This work contributes much to the literature on brand preference and adds to the existing body of literature. The literature review from quality sources gives the results more reliability and credibility. From the findings, one can realize the direction that future research should take.

Paper Type: Review of Literature

KEYWORDS: Brand Preference | Foreign Brand | Domestic Brand | Consumer Behaviour

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Introduction

Brand preference, a guiding light in the plethora of options. It is the bundle of assets and liabilities on the brand, and customer evaluation of the subjective and real aspects of a brand (Aaker & Keller, 1990; Keller, 1993). Brand preference is one of the most important aspects of consumer behaviour that gets driven due to a variety of factors. Research across contexts has placed emphasis on brand preference as a central tenancy of consumer decision-making. Advertisement, brand image, brand loyalty, price satisfaction, service value attributes, and self-brand congruity will all be major factors (Singh & Upadhyay, 2023; Sukant, 2021). Advertisements have also been shown to have a positive impact on consumer brand preference, primarily through familiarity and trust gained from the company toward the customer (Ayanwale et al., 2005). These factors are extremely worthwhile to understand and enhance for any firm to come up with better strategies, attract more consumers, and build up a competitive advantage in the market.

Various reports have been published on how consumer preference changes over a period of time. According to an Economic Times study, most Indian consumers have a preference for foreign brands over national brands (ET, 2015). However, this COVID pandemic has brought a massive change in consumer behaviour. The pandemic has changed the brand preference for 45% of the consumers, opines Ketchum, as quoted by (MD, 2020). Furthermore, 60% of Indians have started opting for homegrown brands instead of global ones, says a KPMG report, (BT, 2021). This is reflected by a recent survey in the Economic Times that claimed an astonishing figure of 50% of Indian customers who now go domestic brands, and the trend is perceived to continue (ET, 2023).

There are a host of factors that determine consumer brand preference, including aspirations, gender, age, income, attributes, brand personality, appearance, self-congruity, price, taste, packaging, quality, promotion, brand image, and brand equity, to mention but a few literature proves aspiration as one of the main factors that affect luxury brand preference and also shows there is a difference between genders (Naaz et al., 2024).

A lot of factors determine consumer preference for foreign and domestic brands. According to research, in general, foreign brands are more preferred among consumers within developing countries. This tendency becomes more salient when purchasing for others than for oneself, especially in cases where the product has low quality (Yu et al., 2022). The relationship between implicit and explicit attitudes toward domestic and foreign food brands is moderated by personality traits, with differences in the role of personality traits affecting preferences for these brands (Plotka et al., 2022). The results also indicated a high fair share of people who prefer domestic fast-food brands. In a similar way, convenience, brand reputation, quality, consistency, and pricing are significant factors that affect the consumption frequency of both domestic and international fast-food brands by their respective consumers (Tomašević et al., 2020). Studies have shown that consumer ethnocentrism has a negative impact on attitudes towards foreign brands (Zdravković & Gašević, 2022), while in context of developing countries, especially when buying for others and when product quality is low, consumers generally prefer foreign brands, (Yu et al., 2022). Understanding these dynamics can help marketers tailor their strategies to meet consumer preferences effectively.

The literature review of the available body of work has been guided by the following objectives: To identify variables impacting consumers' predispositions toward foreign and domestic brands and related research, and this study is thus aimed at developing prospects for future consumer brand preference research.

Research Methodology

The present study has focused on the pattern and outcome of brand choice for the last 16 years: 2008-2024. Data was sourced from Scopus—a large library of peer-reviewed literature. Thanks to the richness of data in the Scopus repository, such a route enables the research into brand preference without the burden of original data collection. It also allows significant conclusions to be derived about the effectiveness of investigating variables that influence brand preference.

Review of literature

Table 1 Review of Literature

Authors	Objectives	Findings
Hasan et al. (2024)	To identify the critical factors influencing purchasing decisions and the perception of kitchenware brands in the minds of consumers, and to check the impact of these factors on consumer perception.	Quality, availability, and after sales service influence consumers' purchasing inclinations. Price and durability and have negative impact on domestic and foreign brands.



Authors	Objectives	Findings
Zdravković & Gašević (2022)	To analyse how attitude is affected by cosmopolitanism, cultural intelligence and ethnocentrism and to determine factors that lead to consumer ethnocentrism.	There is an adverse effect of ethnocentrism on attitudes towards foreign brands. Cosmopolitanism and cultural intelligence have positive effects on attitudes toward foreign brands.
Plotka et al. (2022)	To Explore implicit and explicit attitudes toward home and foreign food brands with personality attributes and to test the associations between personality traits and consumer attitudes towards food brand.	Personality traits influence implicit and explicit preferences for food brands and an association of personality with attitude towards food brands has been found.
Yu et al. (2022)	This paper considers the impact that brand origin has on the choice of customers and to analyse how decision focus and product quality moderate each other.	Consumers in developing countries prefer foreign brands. This preference is stronger when buying for others.
Srivastava et al. (2021)	This study examines how consumer cosmopolitanism influences foreign and local brand purchase intentions, and analyse the mediating role of perceived quality in consumer preferences.	Consumer cosmopolitanism impacts positively on attitudes toward foreign brands. consumer preference for local and foreign brands is mediated by perceived quality, and foreign brand pricing impacts purchase intention with respect to domestic brands.
Fazli-Salehi et al. (2021)	This study examines ethnocentrism, country affinity, and product quality on self-brand connection, and to investigate consumer behaviour towards domestic and foreign brands.	Country affinity strengthens the self-brand connection of foreign brands. Ethnocentrism affects the self-brand relationship of domestic brands. Study on TV industry suggests more comprehensive industry analysis.
Tomašević et al. (2020)	This study determines the factors affecting frequency of fast-food consumption and to compare foreign and domestic fast food brand preferences.	Convenience is the most important factor affecting the frequency of fast-food consumption and respondents were more oriented towards domestic as compared to foreign fast-food brands.
Faisal-E-Alam (2020)	This study determines how quality influences purchase intention between local and multinational brands and to analyse buying motives and quality perceptions of local and multinational brands.	It is the quality that makes customers choose international brands of cosmetics over the local ones. In any judgment related to cosmetic purchases, quality is very important. The average proportion of consumers influenced by quality varies with national and international brands.
Riefler (2020)	This paper investigates brand authenticity in local versus global food consumption, and examine authenticity impact on brand value and consumer choice.	This study proves the authenticity of the brands against their contrast in food consumption at a local and global level. Elucidate the effect of authenticity on consumer choice and brand value. Address gaps in the literature of marketing brand authenticity.
Srivastava et al. (2020)	This study examines the impact of brand credibility on purchase intentions for global and domestic brands, and to investigate drivers of brand credibility: globalness, local iconness, authenticity.	The effects of brand credibility on purchase intentions are outstanding for local and multinational companies. Brand globalness has different influences on brand trust for local and international brands. It can be seen that perceived globalness has a positive effect on brand trust in the context of international brands.
Diamantopoulos et al. (2019)	To investigate the impact of consumer xenocentrism on brand preferences and to examine mediation model with product-country image and brand attitudes	Xenocentrism has positive impact on purchase intention of foreign brands and vice versa in case of domestic brands.
Balabanis et al. (2019)	This study uses theoretical methods to examine favouritism toward domestic and foreign brands and test hypotheses on attitudes of Chinese consumers toward domestic and foreign brands.	Xenocentrism would, therefore, predict consumer bias towards foreign and domestic brands. Hedonic goods also amplify the benefits produced by local identification over global identity. Consumers in China come from a diverse pool of educational and socio-economic backgrounds. China was selected for its huge market and multi-dimensional personality.

Authors	Objectives	Findings
Davvetas & Halkias (2019)	This study proposes brand stereotypes in global and local brands and examine its impact on brand outcomes and consumer-brand relationships.	Global brands are seen as competent; local brands, as warm. Competence coming from globalization can help or hurt a brand. Warmth is necessary for rapport and might prevent negative assumptions.
Sun et al. (2017)	This study examines foreign vs. domestic brands' performance in emerging markets and investigate the impact of consumer prior knowledge on brand evaluation.	Domestic brands have better IBD compared to foreign brands in an emerging market. Customers with false preconceptions have less of a foreign brand advantage. Chinese people hold less positive national connections to South Korea.
Halkias et al. (2016)	The effect of brand attributes and national stereotype on customer preference, the interplay of nation stereotype and brand attitude between brand globalness versus localness, and how perceptions of a brand as local or global affect consumer choice is analysed in this study.	The brand globalness interacts with the country stereotypes in determining the brand attitudes. It shows that perceived brand globalness has a positive effect on purchase intentions through brand attitudes. Brand localness is regarded in terms of support of the local community and cultural relations. Customers then prefer local brands because of their authenticity and cultural character.
Xie et al. (2015)	This study examines consumer preferences for global vs. local brands in China and testing the model utilising data from Chinese consumers.	Global brands improve the expressiveness of identity more than local ones. Consumer behaviour towards global brands is influenced by Brand trust and affect, and when it comes to behavioural intentions, consumers prefer global brands.
Winit et al. (2014)	This study analyses consumer ethnocentrism, brand ownership, and brand globalness interactions and study the role of pricing in global vs local brand preference.	Across the board, consumers of all ownership types prefer global over local brands. High ethnocentrism would conduct price sensitivity and brand choice. Ethnocentric consumers reacted differently to price variation across brands.
Kashi (2013)	This study identifies influencing factors of purchasing US vs local home appliance brand, analyse consumer behaviour and to explore reasons that lead consumers to prefer local or foreign brands.	The need for uniqueness influences the willingness to purchase foreign products. Attitudes towards foreign products are associated with perceived quality and emotional value. Perceived quality is subordinated by the attitude towards foreign products among the Iranian consumers. Several factors influence purchase intention, such as emotional value, perceived quality, and uniqueness.
Bhardwaj et al. (2010)	This study analyses brand equity of U.S. global and local brands in India, examine responses of Indian consumers to brand analysis components, and investigates impact of Indian consumers perceptions of American brands.	Based on brand equity, Indian consumers have distinct perceptions of global and local brands. Local retailers to work on quality products to boost consumer confidence while global retailers have a competitive edge through quality and emotional value.
Kumar et al. (2009)	This paper examines the effects of self-concept, NFU, clothing interest on purchase intention and determine factors influencing purchase intentions of Indian consumers for US and local brands.	The same factors of self-concept and NFU influence purchase intention for both US as well as local brands. In the case of US firms, clothing interest influences emotional value and perceived quality. As far as local apparel manufacturers are concerned, it is the emotional value that influences purchase intention. International brands are seen to have an edge over local products because of the prestige and calibre associated with them by Indian customers.
Phau & Leng (2008)	This study compares attitude of status and non-status seeking Australian teenagers towards luxury brands and analyse attitudes towards Australian and foreign luxury brand apparel.	Status-seeking teens prefer foreign luxury brands over Australian whereas, non-status seeking teens favour Australian luxury brands. In terms of comfort and care Australian brands are seen as superior.



Discussion

The study reveals various factors influencing brand preference. One of the areas that brand preference dwells on is the understanding of drivers, and it measures with accuracy. After that, it makes use of such knowledge to drive marketing and business strategies. Businesses can be better at brand preference—and thus, more successful in the marketplace—by focusing on brand equity, product attributes, emotional connections, or effective measurement techniques.

Literature review revealed that the TRA and TPB are relatively more used due to their versatility to comprehend and predict attitude and purchase intention (Blas Riesgo et al., 2023; Bulsara & Trivedi, 2023; Ruslim et al., 2022). The one that turns out to be key for foreign brands is Cosmopolitanism, due to dynamic life styles, frequent tours and travel, and social media (Srivastava et al., 2021). For domestic brands, the ethnocentrism would work because of pride and strong feeling towards nationality (Winit et al., 2014; Zdravković & Gašević, 2022).

Gap analysis can be used to do future research in more extreme online and offline data collecting technologies. More demographic data can be added in the future to increase the understanding of the concept. The dearth of research done in the Asian region and especially in India opens up an avenue to do more research in the subject area. The focus may eventually be changed from cars and gadgets to FMCGS and low-involvement items to see the differences in variables and choices. Lastly, in a world with intricate details, it needs investigation to shed light.

Marketers need to understand the detailed dynamics of factors in finding the opportunity out of the complex bunch of factors. Each and every factor needs to be carefully looked upon by the marketer to get the maximum advantage out of it. The prominent theories available in the literature can help the marketer align in order to judge the tendency of the consumers. For domestic products, more significance has to be given to the MADE-IN aspect to attract local users, whereas for foreign products, uniqueness and technological bend have to be highlighted better. The existence of theories such as TRA and TPB means that the consumer behaves in a pattern in making choices with regard to any product. Furthermore, the existence of the social identity theory means that owning a product has always been linked to the self-identity of a person. Individual choice of a product acts as a mirror of his personality.

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Annexure 16.2.8

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Reviewers Memorandum



Reviewer's Comment 1: The paper effectively synthesizes the literature on brand preferences, covering a broad range of factors such as ethnocentrism, cosmopolitanism, cultural intelligence, and self-concept. The inclusion of studies from various geographical and cultural contexts strengthens its findings.

Reviewer's Comment 2: The study lacks transparency regarding its methodology for selecting literature. A more detailed explanation of the search strategy, inclusion criteria, and analysis techniques would enhance the credibility of the review.

Reviewer's Comment 3: The author identifies key variables like brand image, loyalty, price satisfaction, and self-congruity. It highlights important theories like the theory of planned behavior and theory of reasoned action in predicting brand preferences, adding theoretical depth to the discussion. Still the author could have strengthened the discussion section by explicitly addressing how the factors influencing brand preferences (e.g., ethnocentrism, cosmopolitanism) interact in emerging markets like India. This would make the researcher's contributions more relevant and context-specific.

Editorial Excerpt



The article has 2% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Sakshi and Nawal), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Brand Preferences Insights: A Literature Review on Foreign and Domestic Brand Appeal**" both subject-wise and research-wise. The Paper provides a well-rounded overview of the existing literature on brand preferences, but to improve its scholarly contribution, it would benefit from greater methodological transparency and the inclusion of original empirical data. That also provide scope for future research. Additionally, more focused insights into brand preferences in emerging markets would make the study more impactful. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Review of Literature**" category.

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The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Sakshi and Nawal) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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