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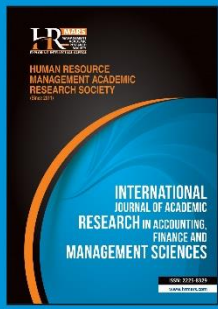
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Investigating Awareness of International Brands in Pakistan

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Abstract

The prime objective of this study is to investigate ideas for the development of Pakistan economy by awareness of international brands in Pakistan. Awareness and manufacturing of international brands in Pakistan can lead Pakistan economy to betterment and influence it. On the other hand Pakistani consumer can get quality products according to their desire. A detailed discussion is made on the brands awareness and manufacturing in Pakistan. Surveys and interviews from 305 respondents indicate that awareness of international brands leads Pakistan economy to next level. Furthermore, this awareness of international brands will be beneficial for both Pakistan and international brands.

Keywords: International Brands, Investigating Consumer, Awareness, Manufacturing, Pakistan

Introduction

In past few years, rivalry between domestic brands and foreign brands has turn out to be higher and competitive. This competition between foreign and domestic brands has become head to head specially in Pakistan. As a developing market of the world, Pakistani consumers are showing propensity in support of foreign brands in most of the product line especially in garments sector. In Pakistan, consumers perceive that foreign products are superior to domestic products. While making any purchase decision quality matters a lot for consumers and their opinion about foreign products that they are of top quality. Attention to the increasing influence of positive attitudes towards foreign brands, this is because of increased customers awareness of foreign brands, and foreign cultures. Media also played very important role for the exposure of this positive attitude towards foreign brands. Availability of foreign brands in domestic/local markets also played vital role in the success. Foreign brands' shopping has become a significant and worldwide phenomenon (The Economist 2007), this is not only restricted to luxury products but it also includes consumers' products, garments, and medicine. As a result of this demand of international brands Pakistan local brands start facing difficulties due to which they stop working. Instead of stopping their own brand's production and polishing their services by seeking from these international brands and improve their economical condition to next level which will help their labor and country as well. They start manufacturing for international brands which results in unemployment, deduction in salaries of labor and helps other countries to polish their economy and Pakistan's

economy still struggling. Here are some International Brands that are working in Pakistan and earning by both hands

Tim Hortons: Tim Hortons commonly nicknamed Tim's, or Timmie's is a Canadian multinational coffeehouse and restaurant chain. Based in Toronto, Tim Hortons serves coffee, doughnuts, and other fast-food items. It is Canada's largest quick-service restaurant chain, with over 5000 restaurants in 16 countries, as of February 18, 2023. A new record of largest opening day sale by Pakistan shows their awareness of international brands.

Damas Jewelry: Damas Jewelry is a Dubai's jewelry brand running their store in Pakistan and earning in good figures. They manufacture their products in their own country and sale it in different countries and developing their countries economy.

Tanishq: Tanishq is the first jewelry brand of India, its manufacturing is taking place in India and still it has store in Karachi, Pakistan.

Vincci: Vincci is a Malaysian brand which manufactures shoe and handbags. Its manufacturing is also taking place in Malaysia. It also has a store in Lahore, Pakistan running successfully.

Accessorize: Accessorize is United Kingdom's brand. It is manufacturing and selling jewelry, bags and hats in different countries. It is running stores in different cities of Pakistan for example Lahore, Islamabad and Gujranwala.

NEXT: Next is a British multinational clothing, footwear and home products brand. It is working in various countries of the world. It has stores in Pakistan in Islamabad, Gujranwala, Lahore and Karachi.

Mango: Mango is a Spain's brand. It is a women brand. Which manufacture clothes, footwear, handbags, and accessories for women and girls. It has stores in Multan, Lahore, Islamabad and Karachi.

Aldo: Aldo is Canadian footwear and handbags brand. It has stores in Karachi, Lahore and Islamabad in Pakistan.

Charles and Keith: Charles and Keith is a Singapore's brand. It manufactures footwear and handbags. It has stores in Lahore, Islamabad and Karachi in Pakistan.

Claire's: Claire's is an American brand. It sells accessories for girls. It has stores in Islamabad and Karachi in Pakistan.

Pepe Jeans: Pepe Jeans is London's brand. Its manufacturing is taking place in Spain. It manufactures jeans. It has a store in Islamabad in Pakistan.

Giordano: Giordano is a Hong Kong brand. It manufactures clothes, footwear and accessories. It has stores in Faisalabad, Lahore, Karachi and Islamabad in Pakistan.

Nike: Nike is an American shoe brand. Its manufacturing is taking place in various countries. Most of the manufacturing is in China and Vietnam. Other than these two countries its manufacturing is in Taiwan, India, Thailand, Indonesia, Pakistan, Philippines, and Malaysia. It has stores in Islamabad, Lahore, Karachi and Rawalpindi in Pakistan.

Adidas: Adidas is a German brand. Its manufacturing is taking place in Germany, UK, Italy, Spain and soccer balls in Pakistan forward sports. It has stores in Lahore and Sialkot in Pakistan.

Dockers: Dockers is an American brand. It manufactures pants, t-shirts, and accessories. It has stores in Islamabad and Lahore in Pakistan.

Levi's: Levi's is an American brand. It manufactures denim jeans. Large quantity of its production takes place in Pakistan.

Literature Review

A definition of a brand by The American Marketing Association (AMA) in the 1960s (Keller, 1998:2) is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors.” The country of origin effect has been defined as “the positive and negative influence that a product’s country of manufacture may have on consumers’ decision making processes or subsequent behavior (Elliott and Cameron, 1994). 1991). Infact in the words of Nagashima (1970), COE can be defined as “the picture, the reputation, and the stereotype that businessmen and consumers attach to products or brands of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions”. Globalization has enable people to enjoy multinational products made available with better production technologies and through foreign investments (Khare and Handa, 2011). As a result, target customers in markets worldwide are exposed to and are selecting from a wider range of foreign products than ever before (Kamaruddin et al., 2002). For instance, Toyota Motor Corporation is a Japanese multinational automotive manufacturer headquartered in Toyota City, Aichi, Japan. It was founded by Kiichiro Toyoda and incorporated on August 28, 1937. Toyota is one of the largest automobile manufacturers in the world, producing about 10 million vehicles per year all over the world. They have their manufacturing their own country creating opportunities for their countries labor and helping in economical development of their country. Toyota is using their own brand name that makes them to cash more and direct from the market. On the other hand maximum of the Pakistan’s manufacturing companies are giving their services to other brands instead of using their own brand name.

Methodology

The people selected for this study was students of different universities in different cities of Pakistan mostly were undergraduate business students along with them some businessmen and teachers are involved. A questionnaire was prepared which consist of open ended questions was distributed among students on which the respondent was asked to give his own idea on awareness of international brands. 300 questionnaires were distributed in printed form and soft form. Out of 300/203 were completely filled and 40 were incomplete and the left behind did not responded. The questionnaire response rate was 81%. Interviews from businessmen and teachers were also conducted. These interviews were conducted from factories and industries owners and on the other hand PHD holders were also requested for the interview. The questionnaire was self prepared without any observation from other studies because this study is performed to search new and unique ideas from the people. These questions were easily comprehend by the respondents and are asked to share their unique ideas related to the study. Just as it is interview questions were also self made to clear all the doubts related to the research from businessmen and PHD holders.

As a result we can hypothesize that

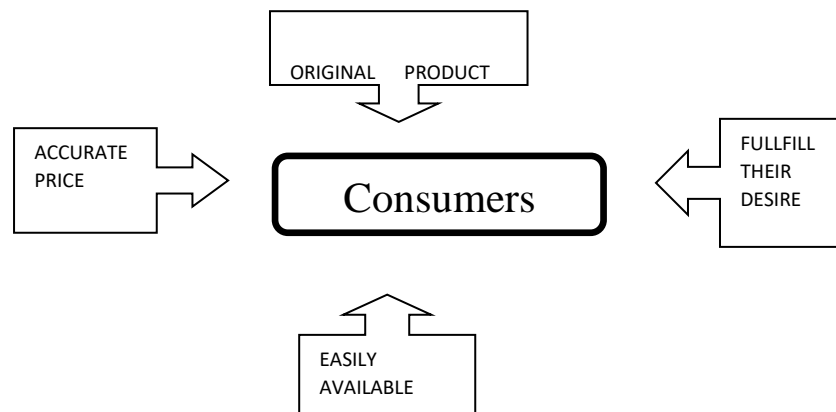
- **H1: Brand awareness is beneficial for Pakistani consumer**

It is a novel article on which no such research is done in Pakistan before. According to the research a new level of consumers can be seen by the awareness of international brands in Pakistan. Consumer will become well aware of ongoing trends in the whole world and can be able to easily adopt them without any special effort. Every costumer in Pakistan will have the opportunity to use the luxury items according to their desire.

All their demanded items will be available in their nearest market no one needs to cross their country boarder for these luxuries and avail them. Sometimes, few people wish to use the specific brand but they can't because it is not available in Pakistan's market and they are not able to travel or to contact other countries for that specific thing.

Other than that some of the marketer sale products with different international brand logos which are fake products and can cause negative reviews about that brand, by the awareness of international brands no of the consumer will be cheated and can easily use the original product from the real origin of that brand.

Consumers can get:



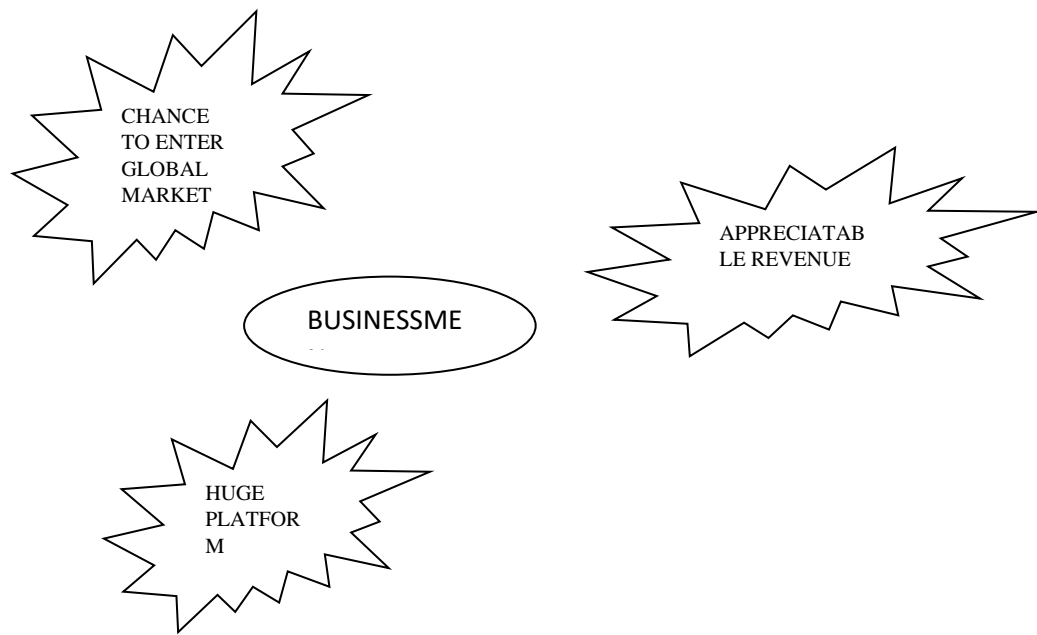
- **H2: Create opportunities for businessmen**

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Awareness of international brands can create many more opportunities for local businessmen. All the brokers in the market would have something big to do and can use their skills for promoting international brands. There would an extraordinary chance for investor in Pakistan to buy the shares of these international brands. It will make a high speed lift for them to enter in the global market and earn by both hands.

The most difficult thing in the market is marketing and branding of your product but when you are working with international brands you just have to buy the franchise and without doing much effort you will have the results of your demand. Without convincing costumer he/she will buy the expensive products because they know that it is quality oriented.

By the awareness of brands businessmen will learn how to grow their business and how they can take their business to touch the sky. Appreciated revenue will be collected by working with these international brands and handsome amount will be obtained in return on investment. Just not by investing money by providing our assets to these brands good amount can be gained for example land, building or machinery etc.

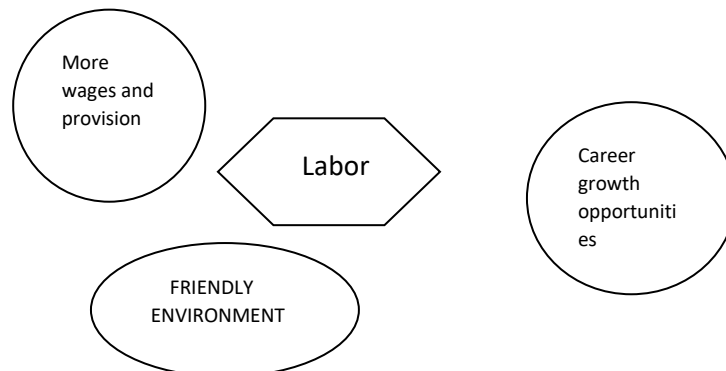


- **H3: Manufacturing of international brands benefits labor**

Awareness of international brands can make these brands to start their manufacturing in Pakistan by the interest of consumers in their products which will benefit and favor Pakistani labor in huge amount. It will create a number of opportunities for labor. As we are very well aware of the economic condition of our country it will be very helpful for labor to stabilize them by using their skills.

Firstly, labor can learn new ideas of working which will increase their demand in the market and force the owners to pay them more. Secondly, it will increase wages and provision of other benefits. Thirdly, international brands will provide them a friendly working environment and these brands are very well known for the care of their labor's goodwill. Appropriate working hours are fixed for the labor to work.

At last, Pakistan's labor will be introduced with advanced international machinery and can build career growth opportunities for them. They will be introduced with the better organizational and global culture.

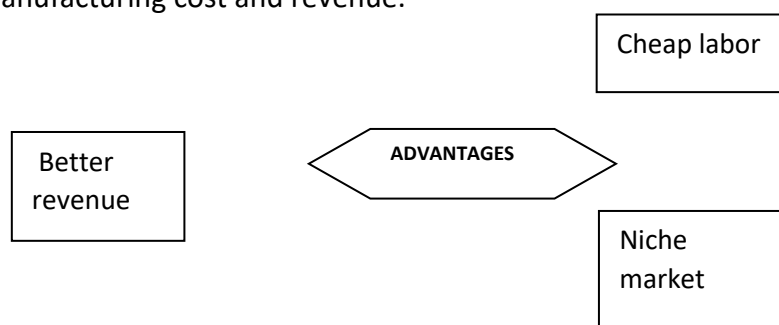


- **H4: Benefits to international brands by its manufacturing in Pakistan**

International brands will be benefited by their manufacturing in Pakistan as compared to other countries because in Pakistan the brands can manufacture their product in a very low cost as compared to other countries which a manufacturing company demands desperately. There is a huge amount of raw material available in Pakistan which can be bought easily in cheaper amount and used in their product.

On the other hand Pakistan labor is available in very cheap salaries as we know that due to their extraordinary skills and low payments they are working all over the world. It will also benefit them at national and international level by the manufacturing tag of Pakistan on it because uncountable brands in international market order Pakistan industry for their manufacturing.

By the manufacturing in Pakistan people of Pakistan will become known of that brand and will use it at huge quantity because they will sure that it is original instead of copies they used as brands. This will build a greater market for brands in Pakistan and make a huge change in their manufacturing cost and revenue.



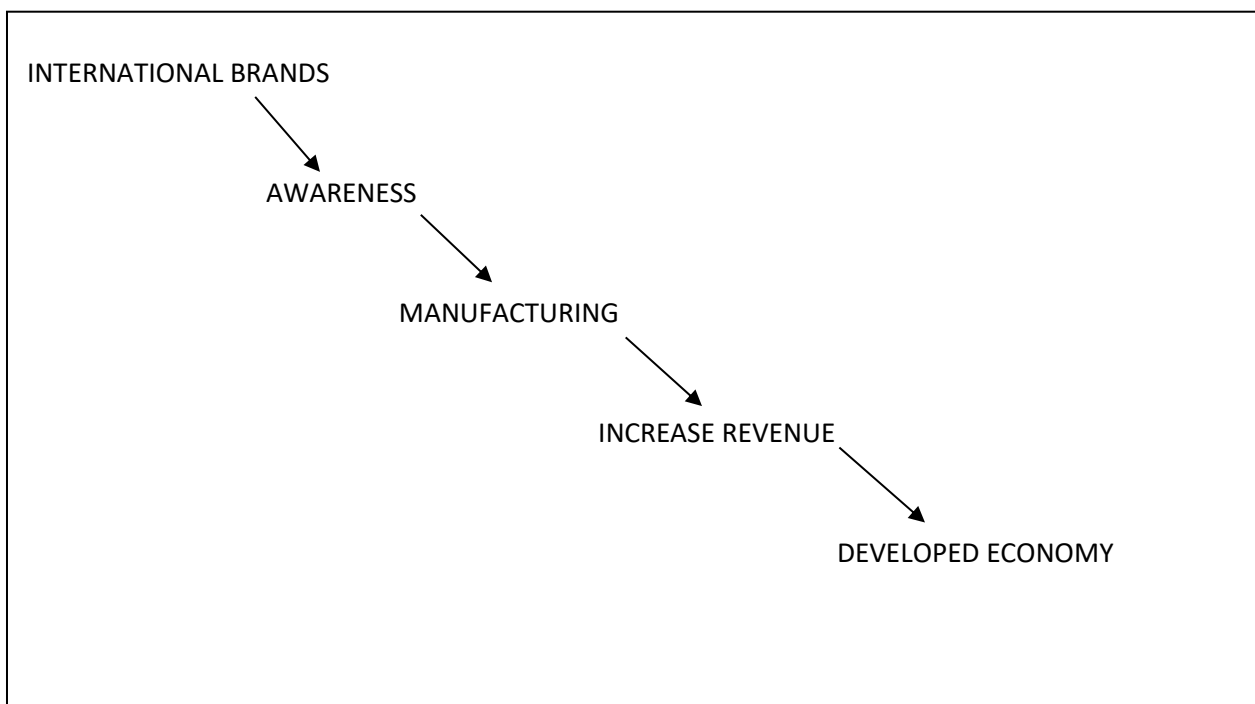
- **H5: Development in Pakistan economy**

Awareness of international brands can make a huge development in Pakistan economy. When international brands work in Pakistan it can cause a large number of opportunities for every person in any field. As we know that international brands pay a very handsome amount of tax in Pakistan in this case if it's new stores proceeds in Pakistan and start their manufacturing here in Pakistan it can cause a huge impact on government's income.

Other than that Pakistan economy is deeply dependent on exports and GDP. When the manufacturing of these brands takes place in Pakistan and exported to other countries it will raise Pakistan income to next level and make goodwill of Pakistan in the international market. It may cause good relations with other countries and may start different new projects in Pakistan.

New technologies will be introduced in Pakistan which can cause new opportunities for labor to learn and then earn to reduce the rate of unemployment in Pakistan which is the biggest factor for downfall of Pakistan economy. Awareness of these brands can end the monopolistic market in Pakistan. Increase in competition will reduce inflation in Pakistan and can have good quality in reasonable price.

The most effecting factor by this awareness will be the bringing of foreign currency reserves in Pakistan which will cause extraordinary increase in Pakistan revenue. It will help to attract multinational investment in Pakistan. At last it will take Pakistan to a stable economic state with a good image all across the world.



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