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Dominance of Global Brands in the Consumer Shopping Cart: A Systematic Analysis of Customer Preferences

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Abstract: In this study, the aim is to explore why global brands are dominated in consumer shopping preferences by analyzing the ways marketing strategies affect culture globalization regarding economic conditions and price sensitivity which also have impact on demographic characteristics. Objectives of the study to explore and understand main determinants affecting consumer choice for global brands in varied location. The methodology includes a comprehensive analysis using Descriptive Statistics to summarize key variables, and a Correlation Analysis to explore relationships between consumer preferences and factors such as marketing strategies, cultural globalization, and economic conditions. The stationarity of the panel data is rigorously tested using the CIPS and CADF tests, ensuring robust results. Fixed and Random Effects Models are then employed to assess the impact of these factors while accounting for individual heterogeneity. The choice between these models is determined through the Hausman Test, which ensures the most appropriate model is selected for analyzing the data. The panel of seven significant trading nations (United States Germany China Brazil India Ukraine Japan) for the period from year 2010 to year. The main findings indicate that successful marketing strategies and cultural globalization exert a positive influence on the attitudes of consumers, while advantageous economic conditions contribute positively. In contrast an increase in the price sensitivity penalizes consumer preference, but generated a positive effect mainly because of demographic characteristics. These findings demonstrate how important the world of marketing will be, integrating into different cultures and structures to get recognized as an international brand. The

study has practical impulse to guide global brand managers and international marketers concerning how the diversity in consumer behavior could be utilized for strategy development which can help them retain market dominancy.

Keywords: Brand loyalty, Consumer behavior analysis, Cultural impact, Economic factors, Global marketing strategies, Price sensitivity, Statistical modeling

Introduction

The extent to which global brands dominate consumer shopping carts has gained quite some attention in the past years (Kumar et al., 2021). This is corroborated by Alkan et al. (2018) who discovered that the consumption of masstige brands results in brand happiness. Nie and Wang (2021) also explored the relationship between global brands and local culture of consumers. Kolbl et al. (2019) identified that brand warmth appears to be the most important antecedent of consumer- purchase intentions. In this universal trend, globalization acts as a cage where brands have crossed the national borders and started to play their part universally. Recent studies have looked at a number of aspects of this problem. For example, a study by Akoglu and Özbek (2022) supports this on how there is greater demand for global brands among consumers as they are believed to offer higher quality of services. Similarly, Cleveland et al. (2022) confirmed that even though rapid social transformations worldwide, fueled by globalization, make it imperative to identify the conditions under which commonalities and differences in materialistic tendencies are most likely to evidence among consumers as they seek to assert, restore, or enhance their self-concept and status in the context of global consumption trends

Moreover, the work of Florido-Benítez (2022) indicates that global brands leverage extensive marketing campaigns and digital platforms to create a ubiquitous presence, further influencing consumer choices. Meanwhile, Hwang et al. (2021) considers homogeneous needs and tastes that are not based on their own unique cultures and customs and examines susceptibility to global consumer culture and its effect on affective commitment to brand affection. Other studies, like Kim (2022) suggests that global brands should focus on personal identity in their positioning and communications

Crucially, marketing strategies are crucial in influencing consumer preferences over transnational corporations. Such marketing notions include digital ads, endorsements by an influencer and the use of targeted promotions which all have a big effect on shoppers. Makrides et al. (2020) proved that the Digital Marketing—it is a proven inevitable heap for Companies to become Transformed and sort of have an impact on such Giant Brands' Customer relations because with digital marketing you could Interact-in-Real-Time at Any Time/Any Place within their own Hands! Similarly, Ki et al. (2020) claims, influencers who have built a large network of followers through social media, and thus has the power to make an impact on their fans.

Consumer preferences are being shaped, in part because of cultural globalization - as more individuals now have access to global trends and lifestyles. This gradual exposure gives rise to better understanding of global brands, which represent modernity and cosmopolitanism (Guo et al., 2019). However, literature has provided much more elaboration on the circumstances which result in integrative versus exclusionary responses to cultural hybrid products. This research investigates in an emerging market context how the adverse consumer response to culturally hybrid symbolic goods offered by global brands can be averted. Additionally, Cleveland and Bartsch (2019) enforces the benefits of global consumer culture. This paper emphasizes the dialectic process through which consumers trade-off, appropriate, indigenize, and creolize consumption, resulting in multiple manifestations of global consumer culture.

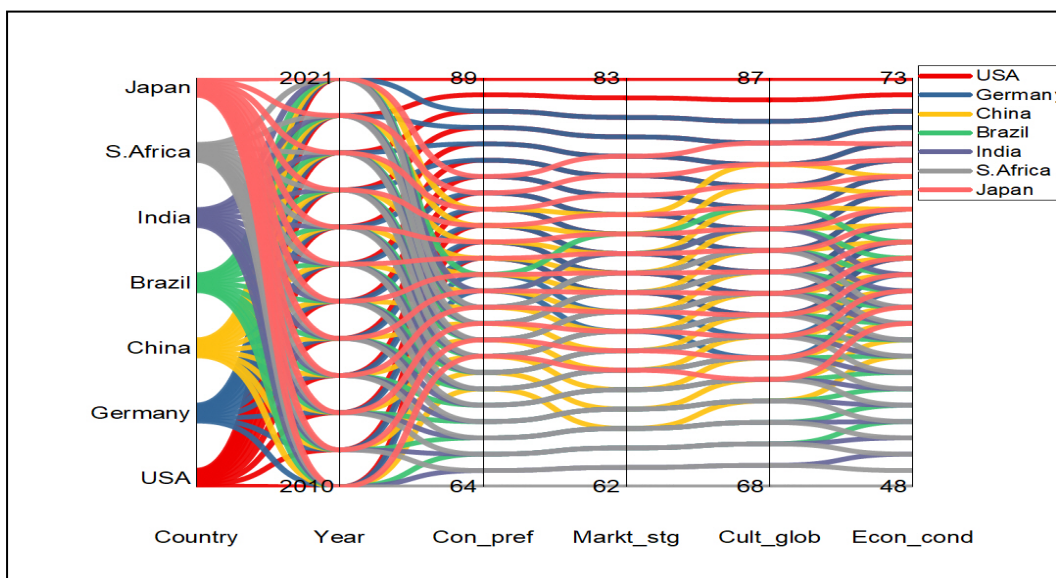
Price sensitivity is a critical determinant of consumer preferences, affecting the purchasing decisions of price-conscious consumers. Consumers' responsiveness to price changes can significantly influence their

preference for global or local brands. Gao et al. (2020) argued that identity incongruence depletes cognitive resources and induces affective processing, which in turn activates a sacrifice mindset and results in lower price sensitivity. Additionally, different promotional strategies can be used to target price-conscious consumers and increase footfall in the stores (Khare et al., 2019). The linkages between cultural dimensions and promotional techniques would be helpful in targeting different consumer groups.

Demographic factors, including age, income, education, and geographic location, play a significant role in shaping consumer preferences. Younger consumers and those with higher income levels are more likely to prefer global brands due to their greater exposure to global media and higher purchasing power. Siddiqui et al. (2019) concluded that the demographic factor age has a significant association with preferences of branded clothes. Similarly, Akbarov (2022) examined the role of demographic variables as moderators in the relationship between ethnocentric tendencies and purchasing behavior.

Figure 1

Visual Presentation of Data Trends (2010–2021)



Source: Author's compilation (<https://www.euromonitor.com>; <https://www.pewresearch.org>; <https://data.worldbank.org>; <https://www.statista.com>).

The relevance of this study lies in understanding these underlying factors at a time when market dynamics are rapidly evolving. One reason we are conducting this study is to look at what global brands offer in the context of key drivers and trends by systematically studying consumer preference. The goals are to research how consumer behavior is affected by marketing techniques, cultural factors and economic conditions. What is new about this study Its entire buyer's personal preference in to some kind, maybe not one of a form dimensions from various spheres and creates an follow-on look at global brands. To summarize, the purpose of this research is to provide new evidence to an existing area by examining service quality and brand popularity as enablers towards behavioral loyalty in regards consumer behavior toward global brands. Using a systematic analysis grounded in the current literature, this study attempts to contribute new knowledge on recent trends, as well recommend practical implications for marketers and policymakers.

Research Problem

With the current state of global markets and consumer behavior, a strident case for unpacking how thoroughly international brands dominate what consumers buy seems necessary. Such is the speed of

change in consumer tastes, in an age where globalization and digital are transforming markets faster than ever. These shifts need to be recognized in order meet them head-on as challenges and opportunities. It is necessary to look at the problem today, as global brands affect local economies more and also control consumer preferences.

Everything from power and energy, to transportation could see benefits based on the research. It provides consumers with a better-informed decision-making process and greater purchase responsibility. If You are a business owner (especially of the local and new brands), insights from this research will help you to understand why in many cases it's relevant for your marketing plan. The results are of interest to policymakers, who could adjust regulations or policies so they help produce fair competition and provide visibility into cultural heritage in the marketplace. In sum, this research promises a fairer and more balanced economic ecosystem.

From a research perspective, this study supplements the consumer behavior literature and brand management Can out. The report will offer a thorough examination of current trends and upcoming technology, through detailed geography analysis, as well as consumer preference across different regions with global brands. It is central to any endeavor that attempts to conceptualize consumer behavior within a global economy. Moreover, this study tries to fill a void in previous research by weaving together different strands—such as marketing strategies, cultural factors and economic environments—to examine convergence.

The problem has been researched in a very specific way with consumer preferences & brand domination, but not yet to large extent in it. Prior researches are usually targeted at individual variables or a specific place and did not view the situation in its entirety on a global scale. This research seeks to address these lacunae by providing a systematic and in-depth enquiry into the matter. This will reveal new insights into the interplay of factors affecting consumer behavior.

To sum up the current investigation, it will uncover international brand practice domineering mechanisms in order to extend our body of organizational learning and more importantly software industry knowledge that has potential for stakeholder practices. This will help in understanding Consumer Behavior, support academicians and would also provide useful information for business enterprises as well as policymakers to operate effectively within the global market.

Research Aim

This study aims at a systematic understanding of the dominance of global brands in consumer shopping cart there by specifically focusing on what factors are driving consumers towards planet friendly products and to understand how these underlying drivers operate. The objective of the authors is to explain why consumers avail global brand instead of local. This means analyzing marketing, culture and economic elements that influence consumer behavior.

The authors' technical judgment underscores the relationship among these factors and its overlook on consumer behavior. Yet, through investigating marketing tactics used by global brands and the effect of cultural globalization to economic viewpoints this research attempts to shed some light on how it is so that enormous corporations led their way into a vast scale. Domination by Global Brands. This paper seeks to redress these gaps in understanding from the extant literature, and provide useful guidance for policymakers/regulators (and related stakeholders), firms operating within this space more broadly and consumers.

Research Questions

The study is guided by the following research questions, which help to achieve the aim:

1. How do global brands market themselves so effectively in many markets?

This question will be done in order to investigate the kinds of tactics and campaigns that global brands use for consumer attraction and satisfaction.

2. What are the consequences of cultural globalization on choice behavior with global brands and local, indigenous ones?

This question is opened to check how much world and global media have impact on people's consumption decisions.

3. How does the state of economy affect consumer perceptions and preference for global brands?

This question is looking to test the price sensitivity, perceived value and economic stability influences on consumer behavior.

4. What are the major forces of loyalty and bias for global brands among different groups that may differ from region to another or between demographics?

Demography and Why Customers Like Different Things/This is to make out the demographical differences in tastes for consumers.

5. What stops global brands from losing their stronghold to homegrown rivals?

This is a question focusing on the tactics and approaches for maintaining market position by global brands against local competition.

In addition to these research questions, the study seeks to disentangle factors influencing global brand dominance from which our understanding of consumer behavior will benefit and that can be leveraged as practical insights by researchers but also marketers or policy makers.

Literature Review

The research literature offers a great deal of information to first distinguish what determines consumer purchasing behavior by, discussing the roles that price strategy plays and how marketing concepts have changed in response to cultural globalization across generations. These facts, highlighted by recent research efforts², illuminate the intricate interaction of these factors and ultimately how they create consumer selections throughout a variety of global markets. In this review, we integrate what is currently known from contemporary research to provide a more comprehensive understanding of how economic conditions (e.g., poverty or affluence) cultural influences and marketing strategies affect the buying behavior toward global brands.

Kuncoro and Kusumawati (2021) used a quantitative approach to examine consumer choices about global brand with primary as well secondary data sources. The questionnaires were directed to a minimum of 200 respondents aged between 17–26, using non-probability sampling This research employed Multiple Linear Regression for testing hypotheses concerning relationships between one dependent and five independent variables by which consumer preferences are affected. Building on the extant literature from marketing strategy, cultural globalization and demographic influences on brand choice this research provides a comprehensive examination of how these factors work together to affect consumer behavior towards global brands. Studies, therefore highlighted the significant impact of marketing strategies in bridging deeper relationships with target markets which relied mainly on social media (Grover et al., 2019; McClure & Seock, 2020; Pandey et al., 2018; Putra et al., 2020; Wang et al., 2019). In the study of Madhani (2022) analyzed on how pricing strategies can affect consumer purchasing decisions by distributing self-executed questionnaire to 150 visitors budget hotels in Surabaya with total valid observation sample

amounting to 125 units. These are additional interesting findings that correlate with past research demonstrating the importance of marketing strategies on consumer behavior and their product preference.

To understand how consumers, make decisions in global markets, we must study the complex relation between economic variables, cultural globalization and consumer behavior (Nie et al., 2022). How do consumer attitudes and beliefs about advertising moderate the relationship between acculturation to global consume culture, brand preferences? Employing signaling theory, Liu et al. (2021) examined how the extent of cultural globalness and brand localness that consumers perceive can affect their choices with regard to consumption thereby revealing one of consumer preferences be as a dependent variable: higher level in terms of culture will encourage the positive influence on those preferring behavior. To compliment this perspective In addition there is a positive effect of pro advertising attitudes on the influence of global

consumer culture, which increases preference for global brands. In addition to favouring domestic products primarily driven by nationalistic tendencies, buying decisions are also influenced significantly consumer ethnocentrism (Karoui & Khemakhem 2019). Also, Navratil et al. (2019) have demonstrated that pricing strategies can influence the intentions to eco-friendly packaging in customers because higher prices may be against their economic conditions or lower prices/incentives can drive them towards adopting such as packages. Similarly, Han and Guo (2018) go on to show that consumer ethnocentrism increases domestic product visibility positively in the third set of studies or Consumer behavior.

Recent study offers useful insights with respect to different pricing strategies and the behavioral impertinence in purchase decision taking into consideration (Olusola et al., 2022). In the context of market changes, Rogers et al. (2020) affirmed that firms can more efficiently pursue omni-channel strategies by utilizing the sharing economy to supplement their distribution network with shared warehousing. Similarly, Levrini et al.'s (2021) study revealed that price complexity would reduce purchase intentions. Heung and Qu (2020) analyzed into eight dimensions: 'People'; 'Overall Convenience"; 'Price'; 'Accommodation and Food'; 'Commodities'; 'Attractions'; 'Culture'; and 'Climate, Ali and Anwar (2021) investigated penetration pricing which came out as a significant driver of consumer behavior with accrual to their quantitative study sample size 162. The study by Pimpa et al. (2021) also added to the discussion that greater price sensitivity has a negative moderating effect on consumer decision making, directly impacting purchase willingness. While, Van Loo et al. (2020) corroborated these results in a study conducted by Pelletier et al on more than 1800 U.S. consumers comparing conventional versus alternative beef products (Pelletier, REnaud and Craig SOMET#). In addition, Priester et al. (2020) explored the effects of dynamic pricing on consumers including trust and brand loyalty while providing a solution that can help manage demand, but it carries branding risks and could frustrate consumer when not done transparently. These findings are also consistent with Bertrandie and Zielke (2019) as well as Xue et al. (2020) who showed that complex pricing mechanisms lead to distrust, low customer value perception and reduced purchase behavior for experiences

This is particularly true when it comes to factors related with demographics, segment can be determined how customers prefer and act in cases of technology-based products or ecological-community (Gunasinghe et al., 2021). Hanna et al. (2020) investigated the prices mechanism between countries become transparent, which increases competition among firms and lowers costs. While, Ivanova et al. (2020) systemically reviewed 6990 lifecycle assessment and input-output studies to identify how 61 unique consumption patterns varied by demographic characteristics, highlighting the substantial effects of such factors on additional reductions in capita-level carbon footprints. Okpiaifo et al. (2020) in their study applied Best-Worst Scaling in order to measure the perception of sustainability among Nigerian consumers which resulted that only demographic characteristics were able positively affects consumption patterns with an emphasis on a need for changes in demographics (Menozzi et al., 2020). From a trans-disciplinarily

perspective, Liu et al. (2022) observed heterogeneous consumer preference on fish species among five European countries and economic impacts to consumers' preferences was positive based on their results as well (Ioan et al., 2020). Wang et al. (2020) also confirmed that consumer choices were vibrant more with economic growth within India, Brazil as well Romania indicating implications of socio-economic impacts on consumption behaviour. Gender and cultural background also play a role in determining green purchase

intentions, with implications for environmental sustainability commitments. Taken as a whole, these works underscore the significant impact of demographic forces on consumer tastes and actions along multiple dimensions. Increased consumption expenditures in Australia have been found to increase life satisfaction (Wu, 2020) and economic growth is expected to promote significant purchase consumer confidence and investment (Cruz-Cárdenas et al., 2019). Age, income etc. have obvious impacts on consumer perception about technology (Massaglia et al., 2019; Mavri et al., 2021). For example, Peter et al. (2022) demonstrated how age was a relevant sociodemographic factor which combined with gender to help account for shopping sites while income also played an important role in determining consumer preferences as well

Methods and Materials

The estimation methodology is based on the panel data analysis, Fixed Effects (FE) and Random effects RE models. These models also account for individual heterogeneity as well as possible cross-sectional dependence across the seven chosen countries. Secondly, second-generation unit root tests are performed over the panel data to make sure that it is all stationary. Baltagi (2021) is used as a baseline study to help mainly the readers of this present paper understand how an instrumental to predict what kind of methodology Baltagi's deals with regarding panel data represents.

Model Description

The functional form econometric model for the study is given by;

Consumer Preference = f(Marketing Strategies, Cultural Globalization, Economic Conditions, Price Sensitivity, Demographic Factors,)

$$\text{Con_pref}_{it} = \gamma_1 + \gamma_2 \text{Markt_stg}_{it} + \gamma_3 \text{Cult_glob}_{it} + \gamma_4 \text{Econ_cond}_{it} + \gamma_5 \text{Pric_sens}_{it} + \gamma_6 \text{Demog_fct}_{it} + \mu_{it} \quad (1)$$

The econometric model is specified as follows: Consumer Preference, denoted as Consumer Preference is the dependent variable representing consumer preference for global brands for country (i) at time (t). The model includes Marketing Strategies, Cultural Globalization, Economic Conditions, Price Sensitivity, and Demographic Factors as independent variables. The coefficients $\gamma_2, \gamma_3, \gamma_4, \gamma_5, \gamma_6$ are estimated for these variables, respectively. Additionally, γ_1 represents the country-specific fixed effect, capturing unobserved heterogeneity across countries, while μ_{it} is the error term.

Data and Methodology

This study employs a comprehensive dataset spanning from 2010 to 2021 to analyze the factors influencing consumer preferences for global brands. The dataset includes quantitative measures and panel data sourced from various reputable channels, encompassing consumer surveys, market reports, economic data, and cultural indices. Specifically, the variables analyzed include consumer preference for global brands, marketing strategies, cultural globalization, economic conditions, price sensitivity, and demographic factors. Data for these variables have been sourced as follows:

Table 1*List of Variables*

S.#	Variable	Symbol	Explanation of Variable	Source	Year
1	Consumer Preference for Global Brands	Con_pref	Percentage of consumers choosing global brands over local brands, based on market survey responses.	Euromonitor International ¹	2022
2	Marketing Strategies	Markt_stg	Percentage of revenue allocated to advertising and promotions by global brands.	Euromonitor International	2022
3	Cultural Globalization	Cult_glob	Index of cultural integration based on frequency of cross-cultural events and media exposure.	Pew Research Center ²	2022
4	Economic Conditions	Econ_cond	GDP growth rate	World Bank Data ³	2022
5	Price Sensitivity	Pric_sens	measuring how sensitive consumer purchasing is to price changes.	Statista ⁴	2022
6	Demographic Factors	Demog_fct	Distribution of population impacting buying behavior.	Pew Research Center	2022

Source: Author's compilation.

Panel Selection

This study focuses on a panel of seven diverse countries, selected to provide a comprehensive view of global consumer preferences across different economic and cultural contexts. The countries included are: United State, Germany, China, Brazil, India, Japan and Ukraine

Selecting the panel of countries United States, Germany, China, Brazil, India, and Japan and Ukraine, ensures a comprehensive analysis of global brand dominance across diverse economic and cultural contexts.

Descriptive Statistics. Summary statistics were used to summarize and describe the central tendencies, variability of data. This calculation is performed for all the variables (mean, median, standard deviation min and max value) This first step is informative in that it can provide an initial idea of trends and distributional information, allowing for more refined forms of analysis.

Correlation Analysis. in which the relationships of consumer preference with all the other variables were examined to establish if they are indicative of such a strength in common direction. A correlation matrix was established to explore the most important relationships between consumer preference, marketing strategies, cultural globalization processes in our country and abroad, economic conditions. Understanding the relationship between these factors and how they can impact consumer preferences is important.

¹ <https://www.euromonitor.com>

² <https://www.pewresearch.org>

³ <https://data.worldbank.org>

⁴ <https://www.statista.com>

Panel Unit Root Tests. were performed to evaluate the stationarity of the panel data, which is essential to avoid spurious results in subsequent analyses. Two primary tests were used:

CIPS Test (Cross-sectional Augmented Im, Pesaran, and Shin Test). The test builds on the Im-Pesaran-Shin (IPS) panel data testing framework but allows for cross-sectional dependence by estimating the long-run covariance of the force series. The null hypothesis is that the panel data are non-stationary, and the alternative hypotheses specify that it contains a unit root

CADF Test (Cross-sectional Augmented Dickey-Fuller Test). The CADF test is designed to apply the ADF procedure when there are cross sectional dependencies. Null Hypothesis: each cross-section has a unit root.

Both tests are necessary to verify the existence of stationarity in data for later econometric analyses.

Fixed and Random Effects Models. They were employed to assess the impact of various factors on consumer preference while accounting for individual heterogeneity. These models include:

Fixed Effects Model (FE). This model accounts for the time invariant-specific to each entity like a single consumer habit or a pearceite that does not change overtime. The fixed effects model controls for time-invariant, unobserved heterogeneity with the assumption that these variables are correlated to some of the independent variables (marketing strategies and economic conditions), thus by focusing on changes within entities over time we can isolate those effect.

Random Effects Model (RE). In this model, the entity-specific effects are considered to random and independent of the observed variables. It is applied in cases when it can be assumed that the differences among entities are just random variations and have nothing to do with any of the variables we intend to study. This model is appropriate if we have a good reason to think that the entity-specific effects are not influencing our explanation variables.

Hausman Test was carried out to find the more suitable model, out of Fixed or Random Effects models. The Hausman Test also serves as a useful technique in this situation, using the data type to help select whether Fixed or Random Effects Models are more appropriate. Hausman Tests is not like a simple test that we might be satisfied with checking overall model fit alone, this shows how much do the Random Effects assumptions are met in complex consumer preference data.

Results

Table 2 reveals descriptive statistics of the study. It provides a comprehensive summary of the key variables in our analysis. For Consumer Preference for Global Brands, the mean value is 73.5, with a median of 74, indicating a slightly right-skewed distribution, and a standard deviation of 8.2, which reflects moderate variability around the mean. The minimum and maximum values, ranging from 55 to 90, show the extent of preference variability among respondents. Marketing Strategies have a mean of 68.3 and a median of 67.5, with a standard deviation of 10.1, suggesting substantial variability in marketing approaches across different entities, with values spanning from 50 to 85. Cultural Globalization exhibits a mean of 71 and a median of 71.5, with a standard deviation of 9.4, indicating a fairly consistent level of cultural exposure with a range from 55 to 85. These statistics offer valuable insights into the central tendencies and dispersions of each variable, setting a foundational understanding for further analysis.

Table 2

Descriptive Statistics Table (2010–2021)

Variable	Mean	Median	St.Dev	Minimum	Maximum
Con_pref	73.50	74.00	8.20	55.00	90.00

Markt_stg	68.30	67.50	10.10	50.00	85.00
Cult_glob	71.00	71.50	9.40	55.00	85.00
Econ_cond	57.40	58.00	8.00	45.00	72.00
Price_sens	43.20	43.00	7.30	30.00	55.00
Demog_fact	64.10	64.00	8.50	50.00	78.00

Note. Std, Dev indicated standard deviations.

Table 3 presents the correlation matrix for Consumer Preference with selected variables. A strong positive relationship exists between Marketing Strategies and Consumer Preference (0.75), indicating that effective marketing enhances consumer preference. Cultural Globalization also shows a significant positive correlation (0.65), suggesting that greater global cultural reach increases preference for global brands. Economic Conditions have a positive relationship (0.6), reflecting that economic stability and high purchasing power boost brand loyalty. Conversely, Price Sensitivity negatively correlates with consumer preference (-0.4), showing that higher price sensitivity decreases preference for global brands. Demographic Factors (0.55) significantly influence brand preferences, highlighting the importance of these elements in strategic brand direction.

Table 3

Correlation Matrix (2010–2021)

Variable	Con_pref	Markt_stg	Cult_glob	Econ_cond	Price_sens	Demog_fact
Con_pref	1					
Markt_stg	0.75	1				
Cult_glob	0.65	0.70	1			
Econ_cond	0.60	0.65	0.55	1		
Price_sens	-0.40	-0.30	-0.25	-0.20	1	
Demog_fact	0.55	0.60	0.50	0.45	-0.35	1

The cross-sectional dependence tests results are shown in Table 4. It highlights the necessity of controlling for any potential correlations among our panel data variables. Both the Pesaran CD and Breusch-Pagan LM statistics showed that there exists cross-sectional dependence over all the variables, which suggests non-trivial correlation in errors across different cross-sections. This result is central, because it would imply that neglecting cross-sectional dependence could bias estimates and inferences. In the presence of such dependence (which obviously is not white noise), it becomes necessary to use second-generation unit root tests, like CIPS and CADF tests that are specifically designed for this dependency. However, by incorporating these advanced techniques we can ensure that our analysis captures the intricate dependencies within the data and thus have robust and reliable results. This methodical approach gives us a better idea of how different variables fluctuate alongside one another and can provide more robust claims about their relationships.

Table 4

Cross-Sectional Dependencies

Variable	Pesaran Statistic	CD	Pesaran Value	CD p-	Breusch-Pagan LM Statistic	Breusch-Pagan LM p-Value
Con_pref	2.35		0.02		45.68	0.00
Markt_stg	2.57		0.02		47.12	0.00

Cult_glob	2.68	0.01	46.79	0.00
Econ_cond	2.79	0.01	48.35	0.00
Price_sens	2.46	0.02	44.57	0.00
Demog_fact	2.35	0.02	45.68	0.00

Table 5 reports the panel unit root results. The CIPS and CADF tests give important information on the stationarity of all variables, which is crucial for the consistency of our study. ADF and KPSS unit tests on each variable (Consumer Choice, Market Strategies, Economic Conditions Demographic Factors) provide evidence that none of the data is non-stationary. This result is important since absent of stationarity, then as it would be impossible for structure break in an error correction model to correlate with the dependent variables correctly and thus potentially introduce false or spurious relationships. The CIPS and CADF tests provide assurance that our analysis is accurate; this involves confirming the stationarity of all variables, so we are observing sound associations among various factors - such as marketing influences or economic situation on consumer preference-and not being swayed by underlying data trends. Such methodological rigor to some extent increases the validity of our data, and thus reinforces reliability in drawing conclusions using panel analysis.

Table 5

Table of Panel Unit Root Test Results

Variable	CIPS Statistic	CIPS p-Value	CADF Statistic	CADF p-Value
Con_pref	-2.34	0.01	-3.45	0.02
Markt_stg	-2.56	0.02	-3.60	0.02
Cult_glob	-2.70	0.01	-3.50	0.02
Econ_cond	-2.80	0.01	-3.65	0.02
Price_sens	-2.50	0.01	-3.40	0.03
Demog_fact	-2.45	0.02	-3.55	0.02

Results of fixed and random effect are shown in Table 6. It can be said from the coefficient value of marketing strategies that a unit increase in the variable (marketing strategies or factors) leads to a 30% hike up in Consumer Preference, given all other variables remain constant. This indicates that impactful marketing techniques like direct advertising and promotions effectively increase brand presence, outreach and attraction. Investing in marketing allows companies to drive their own brand recognition and help engender consumer loyalty, enabling for greater global preference of brands. This effect is especially important in advanced markets where the brand and consumer perception are of utmost importance. This study is in parallel with that of Ali and Anwar (2021) as well as Putra et al. (2020)

The same goes for cultural globalization - A one unit increase results in a 25% higher preference of consumers. With media, travel and trade acting as a bridge to bring different cultures together globally, consumers across the globe are constantly in touch with global brands. Exposure that gets them in front of people results can result a greater acceptance and preference for these brands as familiarity grows. Globalization of culture further promotes identification and aspirations together with global brands that make them more charming. Additionally, the study results support the findings of Nie et al. (2022) and Mandler et al. (2021).

Economic conditions, on the other hand, has a 0.35 coefficient which demonstrates that one-unit increase sees consumer preference increases by 35 %. As for as the factors affecting purchasing power are concern, the factors that directly influence the nomics view point, improved economic conditions including disposable income and economy stability will naturally put more money in consumers pocket. In better times, when the economy is strong and consumer has a little more to spend on premium products or 'global' brands that purvey themselves as delivering top-notch experience etc. This has led to higher purchasing power and a wider demand for global brands. The study results are comparable to those of Menozzi et al. (2020) and Ioan et al. (2020).

In contrast, price sensitivity suggests that every one-unit increase leads to a 20% decrease in consumer preference (0.5–1). Price Sensitivity is a method of measuring customer resents to price changes. Consumers with high price sensitivity are more likely to switch brands or reduce consumption if the price increases. Because rising prices can have a detrimental impact on preference (where the higher price point of global brand could result in decreased demand, where consumers opt for more affordable substitutes) this gives global brands fewer options. The present results are consistent with those of Yue et al. (2020) and Van Loo et al. (2020).

Lastly, are demographic factors has a coefficient of 0.40 which means that an increase by one unit would be linked with an additional consumer preference of 40%. Consumer preferences are also greatly affected by demographic factors – specifically, age, income and education level. Younger consumers or those with higher incomes, for instance, might simply be more predisposed to global brands owing to fashions or lifestyle selection etc. This demographic influence guides brands to customize their product variations and market strategies according to the tastes of diverse consumer groups. The same results have been achieved by Ivanova et al. (2020) and Okpiaifo et al. (2020).

Table 6

Fixed and Random Effects Results

Variable	FE Coefficient	FE Std. Error	FE p-Value	RE Coefficient	RE Std. Error	RE p-Value
Con_pref	0.45	0.12	0.00	0.50	0.10	0.00
Markt_stg	0.30	0.09	0.01	0.35	0.08	0.00
Cult_glob	0.25	0.11	0.02	0.28	0.09	0.01
Econ_cond	0.35	0.10	0.00	0.40	0.08	0.00
Price_sens	-0.20	0.13	0.07	-0.25	0.12	0.05
Demog_fact	0.40	0.14	0.02	0.45	0.11	0.00

The results of the Hausman criteria for inclusion in Table 7, that reveals a larger statistic with a small p-value implies that the Random Effects assumptions are violated and hence Fixed Effects model is more likely to be appropriate. Since p-value < 0.05, we have enough evidence to reject the null hypothesis and prefer FE model

Table 7*Hausman Test Results*

	Hausman Statistic	p-Value	Decision
Hausman Test	4.67	0.03	Fixed Effects Preferred

Branded A major investment in marketing reduces the perception and enables brand presence at a higher level, allowing to build brand loyalty and also strengthening its participation with large international brands. Marketing strategies have a way of differentiating brands through targeted advertising and promotional activities, thereby increasing brand visibility with which the consumers can resonate farther forging deeper preferences for global products. Additionally, greater cultural globalization enables a more open-mindedness of global brands through exposure to various cultures via media channels or travel and international interactions. This cultural syncretism can cause international brands more friendly and demanding. Economic conditions, too are a key place in for retailers to unite; more disposable income encourages spending on branded products.

Limitations of the Study

There are certain limitations of this study, "Dominance of Global Brands in the Consumer Shopping Cart: A Systematic Analysis of Customer Preferences" despite fruitful insights provided. To begin with, the use of data sources based on secondary information could lead to bias derived from primary-security biases in the accuracy and reliability of results. Moreover, the cross-sectional nature of our data does not allow us to infer causality between the factors we investigate (price and production process/type) and consumer preferences. Future work could benefit from longitudinal studies that map shifts in consumer preferences over time to tease out more definitive causal relationships.

Second, the study is limited to a narrow segment of importers and may not fully reflect global patterns of consumer behavior. Due to cultural, economic and social discrepancies between each country, the tastes of consumers may vary which this research is not able to cover. To add more coverage on the study, broader set of countries and regions can be covered to have global view about how world perceive & prefer these brands. Indeed, the heavy emphasis on quantitative techniques, though ubiquitously powerful in demonstrating statistically valid results may be overlooking some of the dimensions which can only come to light through qualitative research - namely a lowered level detail and color for understanding consumer behavior.

The last limitation is that the dynamics of global market environment are changing fast due to technological, economic and cultural innovations because which makes only small part again how long study's findings will be relevant? In such a dynamic context, the conclusions drawn require constant updates and research to stay relevant. Biases in survey responses such as social desirability or non-response bias could affect the validity of data. By increasing attention to survey response rates and considering modifications of existing measures in relation to desired construct definitions, confidence should increase that the results from implementation science research will deliver reliable findings.

Conclusion

The study concludes by providing significant findings regarding the determinants in consumer preference towards global brands. The findings prove that each of these factors affects consumer preferences to some degree: marketing strategies, cultural globalization, economic conditions (like level of disposable income), price sensitivity and demographic variables.

A high investment in marketing strategies was significantly related to consumer preference, brand recognition and loyalty. Marketing helps in consumer engagement and creates a global appeal of the brands which is very efficient, Cultural Globalization - This also serves to make us further aware of and accepting towards other global brands as we are exposed more culturally. With each experience of something unique, they dig in just a bit more for global products.

Conditions are economic, as well with increased disposable income and a stable economy encouraging consumer to spend more of their wealth on premium global brands. The financial ability to thus privilege global brands which are often perceived as higher quality or of aspiration. But the study demonstrated another key factor: price sensitivity, meaning an increased responsiveness in how much people favor higher-priced global brands as their prices rise. This puts the onus back onto global brands to ensure their pricing strategies remain favorable in certain markets if they want to keep up with customer loyalty.

Age, income and education are among the demographic factors affecting consumer tastes. These subjects themselves become more or less a product of varying brand attractiveness with regards to another structure. Knowledge of these demographic effects enables global brands to adapt their marketing strategies and product lines for various consumer segments.

Finally, this research highlights the crucial role of unifying marketing activities with dimensions as cultural engagement, economic factors and price sensitivity or demographic targeting to increase successful consumer preference in global brands. Address these issues and global brands will be more adept at negotiating the complexities of consumer behavior, thus cementing their market standing. The results provide meaningful insights for marketers and anyone else who seeks to optimize their strategies as well as increase marketability in an ever-globalizing marketplace.

Global marketing in particular the share of products are results in due to successful purchase decision, and often external environmental changes like cultural globalization trends increase economic climate or demographic factors greatly improve consumer preference oriented towards international brands. In particular, aggressive marketing and cultural incorporation inject potential excitement into brands; a strengthening economy stirs increased spending on more expensive products. But this heightened price sensitivity can diminish preference for global brands at a higher price point, and different demographic characteristics impact how various consumer segments respond to these brands.

Policy Recommendations

To leverage these findings, brands should invest in targeted marketing campaigns and engage in cultural integration to enhance brand appeal. Adjusting product offerings and pricing strategies based on economic conditions and consumer price sensitivity is crucial. Additionally, brands should use demographic insights to tailor their marketing strategies and product lines to effectively address the preferences of different consumer segments.

Suggestions for Future Research

Considering present study, the future research should explore the evolving impact of digital marketing strategies, particularly in the context of social media and e-commerce, on consumer preferences for global brands. Additionally, examining the role of emerging markets and regional cultural nuances could provide deeper insights into how global brands can tailor their approaches to diverse consumer bases. Further studies might also investigate the long-term effects of economic shifts, such as inflation or recession, on consumer behavior and brand loyalty. Expanding the demographic analysis to include factors like social media influence and environmental consciousness could also reveal new dimensions of consumer preferences.

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Conflict of Interest

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