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How cultural brands from evolving markets distinguish its brand image in international market from customers' perspective? – A case study on Pakistani clothing Brand 'Khaadi' launched in London.

A dissertation submitted in partial fulfilment of the requirements of the School of Business and Law, University of East London for the degree of

MSc. International Business Management

May 10th, 2016

[12672]

I declare that no material contained in the thesis has been used in any other submission for an academic award

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Abstract

Cultural brands is accredited as one of the future significance in branding research in both academic and in business world. Cultural brands describes country's identity as a whole, including a bond to its cultural roots, connotation of its past and desired future. This research explores the concept of cultural brands in international markets and specifically addresses customers' perception towards cultural brands image which effect their buying decision. To evaluate this study, a Pakistani cultural brand 'Khaadi', is selected who steps into the global market of London just two years back. Depiction from the literature, the primary qualitative research is conducted whose focus is on identifying the customers' perception of cultural brands image in host city by analysing two psychological behaviours that is nostalgic and ethnocentrism (patriotism). The research also draws conclusions for the effectiveness of cultural branding image, positioning and customers' perception and recommend different possibilities for further studies.

The findings of the research substantiate that cultural branding, now a days, becoming more generalize. Customers in host countries have varied responses and influences with respect to the cultural brands image from their home country. It will be quite injustice to say that ethnocentrism and nostalgic are the factors which influences customers to buy cultural brands. Customers are becoming more analytical in their behaviour when it comes to buy cultural brands. In spite of that fact customers are more likely to see more cultural brands from different countries to internationalize in the future.

In the end, the research recommend that more in-depth academic research and study is required to broadly understand the concept of cultural brands and its applications from emerging markets to multi culture international markets.

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Dedicated to my newly born Daughter "Meerab"

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How cultural brands from emerging markets distinguish its brand image in international market from customers' perspective? – A case study on Pakistani clothing Brand 'Khaadi' launched in London.

1.1 Rationale:

It has been observed that from the past two eras, there is a lot of enhancement experienced in the course of globalization. It is now becoming the foremost principal of brands and businesses to become globalize. According to Giddens (1990), this concept is no longer the key idea for business practices and theory but becoming a part of academic debates as well. Internationalization gave rise to various brands (Sengupta, 2016). Brands from different developed and even underdeveloped arcades are incipient and have made a momentous progress in developed economies. Large organizations by marketing and positioning products internationally make it possible to sold same product in Pakistan or India as well as in Dubai, America or United Kingdom. Lot of examples can be witnessed regarding this in which commercial brands from emerging parsimonies including China (Huawei technologies, Lenovo group), Brazil (AmBev Beverages, Embraer midsize jets), Mexico (Cemex Cement) and India (Mahindra Tractors, Tata group), etc. have established their marketplace around the globe. As mention by Larsson (2001), globalization not only provides economic integration of different countries but also act as the diffusion of knowledge certifying a cultural permanence (Sengupta, 2016). According to Giddens (1990), globalization is the strengthening of international social relations which tie distant areas in a way that native happenings are fashioned by events happening many miles away and likewise. According to the definitions given by above researchers, it is obvious that brands when go into international markets they not only benefit the economy of different countries but also depict the native country traditions, customs and culture. Apart of the brands which are offering services like technical products, information technology and commodity items like cotton, wheat, oil, there is another set of brands which are making place in the growing economies which is demonstrating products such as ethnic food, music, entertainment, clothing and cultural tourism. In other words, as described by O'Reilly (2005) and Holt (2004):

“Brands which provides means of distinct and combined expressions and signifies sign of a specific cultural identity are considered as cultural brands”.

To bring certain brand to the international market not only the way of liberation of markets but it also involves the variation in the way customers' understanding different regions geographically and experience their cultures as well. To make brands successful in entering and expanding in the international market, and especially cultural brands, it is very important to understand the customer's preference of that brand based on the ethnocentrism. Brand image and brand positioning of brands in host country is also one of the major thing which organizations have to look up, especially if the brand is representation of a specific culture and its target market in host country is really small, niche market.

1.2 Background:

As the country that is chosen in respect to the cultural brands evaluation in this study is UK market and customer's perception in London city, an overseer of UK market and its ethnic consumers is specified. Generally United Kingdom and in particular London are known as the cultural capital of the world. London have diverse consumers from all over around the world and particularly from emerging and growing economic super powers (Ethnic, 2014).

The ONS Census figures in 2011 states that England and Wales are one of the most ethnically diverse countries. The percentage has just gone over 20%. And is expected to be doubled at the end of 2045. There are 18 ethnic groups and largest ethnic group is Asian community (Ethnic, 2014). And the overall potential spending power of this ethnic group is £300 billion pounds (Ethnic, 2013).

This is the main alluring reasons for the businesses that they are not willing to ignore the importance of globalization of their brands especially in such multicultural audience market like Britain's. Where they can also have the potential to tactically grow and surge their market share (Agency, 2013). In spite of the fact it is increasing market still it is considered as a niche market. But shockingly the cultural brands are creating an immense opportunities' in the niche market (Seventy Nine PR | Public Relations and Marketing Company | PR & Ethnic Marketing Leicestershire, Midlands, 2013) and the reason behind is that Asian represents the largest consumer group, after the conventional, and progressively considered to be loyal consumer group (Mubarak and Agency, 2015).

Specifically, author's choice of cultural brand is "Khaadi"- a traditional multinational clothing fashion brand from an evolving economy, Pakistan, which launched its two outlets in London in December 2013. Khaadi was launched in 1998, by a Pakistani fashion designer Shamoos Sultan. The aim of this brand is to recuperate the practice of hand woven fabric, which has been an inherent part of rich textile life in East, into a solid new markets all around the world (Fashioncentral.pk, 2016). It is also renowned as the one of the finest fashion brands in Pakistan. Khaadi has already entered into the international market in 2010, by opening its outlets in Dubai, a shopping hub with a multi-ethnic population, Kuala Lumpur, Malaysia, and three in the manifold UK, two outlets in London and one in Birmingham. Khaadi have now built more than 40 outlets in Pakistan and internationally they have stepped into U.A.E., Saudi Arabia, Canada, America, Mexico, Australia, UK, and Malaysia. Khaadi known as Eastern traditional brand now currently developing a Western fashion as it is now stepping in West.

1.2 Aim and Objectives:

Globalization is an unavoidable wonder that is bringing the whole world towards one market, a global village. There are completely new ways and dimensions for marketing brands, not only for national

and regional brands but also for international competitors to recognize, appeal and retain a market. In today's world, markets have become multicultural. It comprises of marketers and consumers of different ethnic background. And they are trying to adapt and respect each other cultures. Unexpectedly, regardless of a lot of progression in cultural branding in international markets, there is comparatively a very less awareness of developing market firms' strategies. Different researchers including Cayla and Arnould (2008); Whitelock and Fastoso (2007); Pecotich and Ward (2007) and Alashban et al. (2002) agreed upon that the literature on International branding and cultural branding in particular is almost infrequent.

The purpose of this research is to discourse the gap that is find in the knowledge by concentrating on making the cultural brands international from the developing markets and how they establish their image in the niche international market by looking at the customers perceptive towards cultural brands. As the research is particularly focusing on the Pakistani clothing brand "Khaadi", that is why this research will also explore the issues such as shifting base power between East and West and how the consumers of the same brand in the two different countries will respond about the brands (Clifton, Simmons and Ahmad, 2003).

Brands are basically concomitant by with customers' attitude. Especially in international markets, this trait plays a significant part to resolve the establishment of a certain brand. In this study, author precisely emphasis on the cultural brands and examine how the brand keep its image the way it is keeping in its home country. In addition to that I also look upon whether the target consumers perceive these brands as similar.

In this research author will evaluate the brand image of the Khaadi in London under two psychological effects ethnocentrism (patriotism) and Nostalgic. This evaluation gives the results by comparing that how brand image of certain brands changes in its country of origin and how its image is perceived in the international market where the target market is niche and how this can effect on a buying of that brand. (Guzmán and Paswan, 2009). The main objectives of the research can be identified as follows:

- To identify and comprehend the perception and role of cultural branding in general.
- To evaluate the practice of establishing cultural brand in international market.
- To examine the association and behaviour of the customer with the cultural specific brand in host/home country.

1.2.1 Research Questions

The research questions developed are:

- Determine role and perception of cultural brands in customers mind as compared to home and host country?

According to Lee et al. (2008), consumers have a different brand image of Khaadi in London than that of in Pakistan. Brands image or perception can be characterised in two major dimensions either the quality or some emotional values. Emotional values in respect to cultural or local brand in international market can be defined as

‘The amount of value that narrates to customers’ sensitivity for a certain brand.’

Customers in London have an Emotional bonding with the cultural brands where as in Pakistan Customers take Khaadi as one of the usual brand in the market.

- To examine the psychological effect indulge in buying of cultural specific brands (Nostalgic/ Ethnocentrism)?

As specified by Yoo et al. (2000), buying behaviour or purchase intentions can be mentioned as customers’ propensity to buy specific brands in contrast to other existing brands. Ethnocentrism effect is basically the impact of patriotism and nationalism while purchasing something associated with certain brands. Whereas, nostalgic effect relates to some emotional link related to specific brand which makes you to buy that brand again and again.

- Evaluate the future of cultural brands in the international markets?

Globalization has made many brands successful. As customers are getting aware of culture brands, its future is now the key concern. Brands success depends on the customer’s attitude and perception of the brands in the international market. Internationalization of brands also have a major influence on the economy of host and home country.

1.3 Structure of Dissertation:

The dissertation is structured in six chapters. The first chapter acquaint with the research question and its purpose. The aim and objectives is also define in it followed by a broad sketch of cultural branding along with a précis of its progression and the strategies that are used to delineate the perception of the brand image in consumers mind in different market places mainly home and host country.

The second chapter encompasses of the literature review of the key topics involved in the research and critical investigation of it. The third chapter will give a thorough understanding of the methodology in which research is prepared.

The next chapter enlightens the data analysis and the results that is concluded from the analysis. In the end conclusion is deducted from the research and combines the commendations for forthcoming study in the field of cultural branding image in niche international market.

2.1 Introduction to Literature Review

The following literature review will deliver a comprehensive view regarding the research topic. Alashban et al. (2002) has pronounced that regardless of its increasing presence, the field of Cultural brands and international branding has inadequate research attention. Still some authors and researchers like Ger (1999), Kapferer (2002) and Eckhardt (2005) investigate an emergent body of literature which lightens these topic that covers the ideas and methodologies that how to make local brands or cultural brand successful (Cayla and Eckhardt, 2007).

In this research, author will stretch a slim introduction to the brands followed by the literature of branding in in international context. After that the review about Cultural brands is specified. It also reflect the outcomes on the image and positioning of the brand in different market places. Most importantly it will share out the significance of customers' attachment to brands and the observed conception of having a certain brand and the psychological objectives of the customers including the ethnocentrism and nostalgic approach.

2.2 Brands- Definitions:

Debbie Millman, in his book 'Brand Bible: the complete Guide to Building, Designing, and Sustaining Brands' define Brand as: "A storytelling raised to plot, often blown up with myth to improve or enrich a product's identity (Millman, 2012)." Brands- whether service, product, corporate or retail, business-to-business or consumers are perceptibly the most significant and sustainable assets that an organization possess.

According to fortune magazine (1997): "Branding will be the only distinctive differentiator between corporations in the twenty first century. Brand equity is a key asset now "(Clifton, Simmons and Ahmad, 2003). According to Seetharaman et al. brand is defined as: "Brand is an asset, when it becomes the theme of any particular business transaction of acquisition and sale, beside that it does not have any physical existence and value." Brands makes both business and consumers valuable. The relationship between the customers and the company can be studied in terms of brand image and brand identity (Nandan, 2005).

There are a lots of concept clarified by different therapist about 'branding', but a very few of them come close to clearly defining what exactly branding is? Brand is basically that kind of word which is widely used but unfairly understood. As stated by Melewar and walker (2003) in their article: "brands are all about information." That indicate that brand is merely the non-generic name for a product that articulate customers with the source of that particular product. Michael Porter, however, gives a simple formula equation for brands that is: "brands are equal to the effective product into distinctive image into added value (Melewar and Walker, 2003)." This image is basically a perception which

customers have in their mind concerning about the quality and attributes of any non-generic product and services, which afterwards known as 'Brands'.

2.3 Brands- in an International Context:

Apart of the financial factor one powerful thing about brand is their ability to cross borders and become international. In this way they are more likely to bind people and cultures together more rapidly and commendably (Clifton, Simmons and Ahmad, 2003). Despite of the fact that brands are becoming more international and global now a days, branding in an international context has a very narrow research. According to Guzman and Paswan (2009), up till 2007, over the time of 31 years, there have been only 40 articles found and studied on international branding. And if looked in to the depth of this literature, the main topics which are under discussion were: Adaptation versus Standardization of brand name and brand (38%), branding strategies internationally (23%), local versus global brand (15%), and Brand architecture and brand image (8%).

The definition of branding in international context derivate by Whitelock and Fastoso (2007, p. 266) is as follows: "International branding is a field that comes under the subject of international marketing which mainly focus the challenges that companies have to gone through when their brands become international. These challenges narrates the quintessence of the brand in terms of its name, brand visual (e.g., logo, colours), and comprehensive features (e.g., jingles, music and brand personality)."

Researchers' like Cleveland, Laroche, and Papadopoulos (2009) debated that, when the brand become international or cross the borders, as a result, there is increasing need of more philosophies and paradigms, which can be pragmatic to make this arena more comprehensible. Cayla and Arnould (2008) suggested that intercontinental branding should espouse a cultural attitude and move past observing branding as a collective procedure knotted to the Western metaphors of marketing. (Guzman and Paswan, 2009).

After looking at the different and scarce literature on branding in an international context author have to count on on the importance of cultural brands and their image and positioning in the international market.

2.4 Cultural Brands:

The consumer behaviourists are focusing on the interaction between brands and culture for quite long and has been under discussion from diverse outlooks. For example, conferring to McCracken (1986), "A cultural brand acquires its meanings in a three-step transference meaning course: from cultural essential in the social world, to consumer goods, to the individual consumer." O'Reilly (2005), contends that cultural brands are: "Symbolic articulators of consumption and fabrication that are not

only organisationally but also socially built, thus creating them as a cultural singularity.” Hatch and Rubin (2006), label cultural brands as: “Symbols in prevalent culture with their significances depending on specific cultural frameworks.”

The steps of transformation has become additional dominant for brands that represent symbols of an individual’s cultural identity, which in result has given more significance to product ethnicity and consciousness and adaptation of the products to the customers in different part of the world. In specific, Holt (2004) is the one who uses the term “cultural brand” and defines it as: “A performer of, and container for, an identity myth.”

As the literature review found in cultural brands so far, cultural brands can be defined as “brands that symbolise an addition of a cultural identity, including the contiguous myth, a thread that ties consumers to their cultural backgrounds, and connotations (real and imaginary) of all the respectable and pleasing things that have been left behind as well as those which will be experience in the future.”

There are a lot of brands now emerging in the international market reflecting their home countries expertise and specialities. For Instances, BBC from Great Britain, Cohiba cigars from Cuba, Guinness beer from Ireland, and the Asian clothing brands from different countries like China, India, Pakistan and Bangladesh. Gauchos of South America, hookah (or shisha) from the Middle East, and tequila from Mexico are also some of the major illustrations of cultural diversification in international market. (Guzman and Paswan, 2009).

Many researchers in United States gaze into the deepness of the term ‘cultural brands’ and crack into the subject to find out the consumers reactions towards the brands that operates in global environment or went international. Consumers from different cultures may fluctuate or diverge in their assessments of brands. In this research, the main theme is to grasp that how much cross culture factor can affect the brand identity and image. To do so, we are looking forward to a research that has been done on the cross-cultural psychology which defines the different styles of thinking behaviour of consumers towards brands. According to Nisbett et al., there are two types of consumers:

- Holistic thinking, these are basically East Asian societies, and
- Analytic thinking. It includes western societies.

Holistic thinking comprises an alignment to the background of something and relationship with some brands in the past, where analytic thinking involves a neutrality of the object from its context and give an importance on characteristics of the object (Monga and Roedder John, 2007). This research is more focusing on the first type of thinkers. Because as further stated by Nisbett, East Asian customers focus

on relationships between an object and its environment. This is one of the major fact that cultures brand can survive in an international market.

2.5 Cultural Brand image:

Haung (2010) had enlightened that, it is brand image, which helps customers to distinguish different products and support them gauge their quality. Hence, it is the brand image that diminishes the alleged risks and sanction the differential sensitivity and contentment obtains associate with brands. Researchers' like Lindgreen and Vanhamme (2003), Ludden, Schifferstein, and Hekkert (2008), also agreed upon that to strengthen brand image and strengthen the brand, the products should have something special and amazing associated with it to attract consumers (Wu, 2015).

Low and Lamb (2000), defined cultural brand image as: "an emotional or rational bonding perceived by the customers attached to particular brands." Similarly, Aaker (1994) and Garcia Rodriguez and Bergantinos (2001), described cultural brand image as: " cultural brand image is a set of dogmas that customers have in their mind regarding a specific brand, which rely upon some intrinsic and extrinsic characteristic of a market and result in customer satisfaction." In addition to that, researchers like Zeithaml (1988), Aaker (1991) and Keller and Davey (2001), add that it also build a quality perception in the minds of customers, where perceived quality mentions the customer's sensitivity of the overall pre-eminence of a product with respect to its anticipated persistence (Ogba and Tan, 2009).

After knowing the importance of cultural brand image in general. Brand image in international context representing cultural brands is looked upon. According to Hsieh et al. (2004), as the emergence of globalization and the different brands all around the world entering in international markets, the rising issue is that customers have different response related to brand image in different countries. An organization which have step into different market should identify the national characteristics of the particular country to establish successful strategy for establishing brand image. As Keller (2000) has mentioned, "The power of brand lies in the minds of customers". As mention earlier that brand image reflects the internal and external factors of the market, Meengham (1995) and Koubaa (2006) has mentioned internal factor as customers' individual physiognomies and external factors as the set of features and country image perceptions "Umbrella brand-image theory". Umbrella brand-image states that the brand image one way or another is also effected or been prejudiced by the country image of that product. That is one of the research question and hypothesis that what makes customers buy cultural brands whether it is some patriotic bonding related to it or not. Dobni and Zinkhan (1990) states that customer have a habit of recalling the information store in their minds about the brand and the country from where it originate. Brand image comprises of practical and symbolic brand beliefs.

Disparity to that Aaker (1991), argue that brand image is linked to brand associations. Where Brand association are defined as brand's liabilities and assets that include anything "linked" in memory to a brand. This means that the customers buy a particular brand if it has some sort of association with it or some kind of link to it. Farquhar and Herr (1993) describes the associative network model, which demonstrate that a person's memory is made up of links and nodes where links signify relationships like negative or weaker and positive or strong, and nodes embody concepts like brand associations and objects like brands (Koubba, 2008).

2.6 Cultural brand positioning:

Creating an awareness in customers' mind about a specific product and nature of the organization as equated to its competitor is known as brand positioning. It is positioning of the brand that makes a product or brand to stand out among domestic and international competitors in an international market. Effective positioning can be attained in seven ways. Product Attribute, Competitors, Use or Application, Price/quality relationship, Product users, Product class, Cultural symbol.

Cultural brands is basically comes under the product user positioning. As cultural brand positioning in international market depends upon or target the spiritual values, psychological and social values that a customer have for a specific brand. Religious or spiritual values are expressed in some of the products usage like some people are purely vegetarian and some does not eat pork etc. or unleavened bread. These psychological values related to the brands which are bonded with some country or culture may include feelings of affirmative attitude toward the country of origin, cosmopolitanism or some pleasing feelings associated with the product. Brands which are considered to be trendy and chic in their country may be perceived in completely different aspect when they step into international market. For instance, Levi-Strauss, an American jean marketers, have comprehend that their products are quite fashionable in many European and Asian countries. Wearing Levis' jeans makes a statement about the consumer. If we look at the sociological peculiarities, it includes the prominence on feelings of social status or belongings based on use of the product, or influences to family. For example, Heineken, from Holland, is promoted as a premium product in the United States and is positioned to entreaty to the swank consumer.

Nevertheless, the most significant component while talking about brand positioning strategy in the international market is to position the brand in the customer mind in the cultural perspective. Culture forms an important component in brand positioning. There are three types of culture based positioning strategies:

- Global Consumer Culture Positioning (GCCP)
- Local Consumer Culture Positioning (LCCP)

- Foreign Consumer Culture Positioning (FCCP)

It depends on the different circumstances' and international orientation of the company, which decide that company will choose what type of cultural positioning strategy. A multinational company with a polycentric orientation would have a preference to acclimate its positioning strategy according to the culture of the market where it manoeuvres where the ethnocentric company would have a predisposition to use its domestic cultural element in all the markets (Chattopadhyay and Sarkar, n.d.).

It is important to realize while positioning cultural brands, who is your target market. If the organization and company fails to do so they cannot reach their specific goals. And if companies understand their target market needs, it is easier for them to gain the trust and loyalty of the customers towards the brand.

As the brand positioning of Khaadi is styled, the owner has placed the brand very intelligently in the cities, like Dubai, UAE, America, Australia, London and Birmingham, which are well-known for the multi ethnic population and suitable for cultural brands. More specifically, if London outlets are tested, the owner has again smartly choose the two most renowned places. One for Asian minority like Southall, which is commonly known as 'Little India', as lots of Indian and Pakistani customers exist in that place and the other in Westfield Stratford city, prime shopping location for hundreds of brand and thousands of British shoppers every day. In that way, Khaadi has captured the customer's attention in both East and West London.

2.7 Customers Perception – Ethnocentrism

As more products and brands are becoming global, they are available now almost everywhere no matter where you go. This is all possible because of the global and economic changes, it also make a dramatically changes in the consumer purchasing patterns. According to Andresen and Taylor (2005), the need of time is to understand the importance of ethnocentric affinities of customers' purchase of local and foreign brands. Similarly Fieldhouse (1986) has mentioned that looking at the bright side, globalization have eradicated the geographical barriers among different countries and give a lot of opportunities to different brands, but they also have to pay the price of multifaceted complications in which the prime issue is ethnical background of potential customers and multi- culture. And this is the reason researchers now a days get concerned in scrutinise customers behaviour towards products especially cultural brands.

Jain (2003) defines ethnocentrism as placing your ethnicity at the centre of the world. It is the use and practice of one own country's culture as the standard for mediating other cultures. As mentioned by Andersen (2005), ethnocentrism is the practise of perceiving things only from one group point of view.

Similarly as Fieldhouse (1986) stated that, ethnocentrism describes the belief of preferably one behaviour pattern over all other culture. The reason behind is that everyone is grown up in such a way that they have this solid believe their own culture is the best and most valued.

According to Perkins and Forehand (2010), consumer ethnocentrism is basically the affect in their buying decision which comes from the cognitive thought, which represent the belief that products produced in their own country are superior and some kind of affection toward native products. In addition to that other reasons are ideological and normative reasons, that it is appropriate to purchase products manufactured in our own country (Aziz et al., 2014). According to Shimp and Sharma (1995) the past studies shows that consumer ethnocentrism is linked with several attitudinal attributes like patriotism, cultural openness, conservatism ,nationalism, and collectivism.

2.8 Customer Perception – Nostalgic:

Nostalgic is basically a kind of feeling or emotional state that is associated with the past. It is a compound word which is derived from a Greek words nostos which means back home and algos which means pain. The precise meaning of the word is pain related by back home. According to Hirsch (1992), Nostalgia is a feeling or temperament produced by being reflective about objects, persons, or experiences associated with a previous time. Fairley (2003) defined Nostalgia as "An inclination which can be positive attitude, general liking, or favourable affect, towards objects."

Former researchers gives the conceptual structure of consumer nostalgia behaviour into four types:

- Personal Nostalgia: it refers to person own direct personal memory and experience.
- Interpersonal Nostalgia: it refers to person own experience and memory but not in direct manner, instead it comes from some family member like parents or siblings. It is also consider as common experience and memory.
- Cultural Nostalgia: it refers to the memory which comes with the certain traditional groups.
- Virtual Nostalgia: it refers to the memory which is based on some video materials, books and other non- direct experience of a group.

Many research in the past has proved that there is some link between customer behaviour and nostalgia. And the findings of these research explore that there are physical and immaterial reasons to raise nostalgia. For instance, Brown and Humphreys (2002), nostalgia can be practised through a sense of social belonging initiating from a time period. This means if a customer bought something in early age it is quite possible that he/she will buy it again in their youth. Apart of that several rational factors and some emotive factors were also observed in the previous researches (Sierra and McQuitty, 2007).

Nostalgia is a positive attitude or some favourable affect which customers have towards some specific brand because of some past interaction with the brand. In the research author is concern about looking into nostalgia affect because customers do have some old bonding with the Khaadi brand. The immigrants who recently or a couple years back have moved to host city will definitely have some past relation with the brand in their home country. To have same brand in host country will have positive impact on the customer's behaviour towards the brand.

2.9 Analysis of Literature Review

The literature review has enlighten many factors that determine that there are several strategies and judgements that can be adopted by the organizations which in result can affect them when they decide to internationalize. However, the research questions is mainly focusing upon the brand image and brand positioning of cultural brands whose main target is niche market. And the perception of the target customers about particular brands.

First of all, internationalization of brands and the development of global market have given opportunities to many countries to proliferation their economy. International competition is now the key thing as tariffs' of abroad is reduced, commerce exceeds national borders and markets are liberalized. This give many opportunities to many organization in conducting business across diverse cultures countries. There are many factors that have their influence on the growth of the brand in international markets but most important of them are brand image in host country and the perception of country of origin in the customer's point of view. Although, there are many parameters that customers consider when they are willing to buy anything such as brand itself, quality, price, researchers are observing that there is one more attribute that cannot be ignore and that is country of origin. This led to the buying behaviour of the customers towards cultural brands.

One of the noteworthy opportunity that cultural brands can look up to see the population of the immigrants in the host country so that they can potentially captive customer base. United Nation (2006) estimation shows that around 200 million people live outside their country of origin. And if the amount of international tourists is calculated, according to World Tourism Organization (2007), the amount cross approximately 800 million every year. There is no doubt in that when immigrants came abroad they have to go through a lot of diverse, multifaceted and sometimes even contradictory environmental changes. They familiarise with an acculturation process in which they pick up host country attitudes, behaviours, and values. They have to adapt or integrate into the mainstream of that culture, and sometime abandon their own homeland cultural values. This course is not always charming, and these people try to make new social interactions and develop a certain notch of ethnic

vicinity having a desire to maintain their own cultural values and identity which can keep them tied with their homeland.

Same conception is probed when the literature of Ethnocentrism and nostalgia is reviewed. Researchers' like Hirsch (1992), Holak and Havlena (1998), Goulding (2001), Braun, Ellis, and Loftus (2002), Schindler and Holbrook (2003) Sierra and McQuitty (2007) also agreed upon that. Batra and colleagues (2000) proposed that these connotations are stronger in developing countries customers. For instance, Americans when went to tourism in a country like China or India they look for McDonald's to get some food. Similarly, Asians traveling in any foreign country may sporadically explore an Asian restaurant in that country. Literature review analyse that in abroad the target consumers will have a additional overstated interpretation of cultural brands as compared to their home country. Yet, the same brand in home country may not lodge alike condescending place in the customers because according to them it is like one of numerous brands. They are exposed to these brands on daily regular basis. In addition to that, although the configuration of connotation between a specific cultural brand and diverse personality dimensions will be comparable across home- and host-country defendants, the complete valuation of the cultural brands from the home country will be highly overstated among host-country consumers, likened with the home-country customers. It is also witnessed that in host country, customers are more prejudiced to buy from their cultural brand under the effect of patriotism and ethnocentrism. And some time their buying behaviour rehabilitated because of the nostalgic effect. Because they have some emotional bonding and likeness towards the cultural brands because they remind them of their cultural identity and uniqueness.

Chapter 3: Research Methodology

3.1 Research Methodology

This chapter comprises of the research architype implemented in this research, with a depiction of the aim and objectives. The philosophy that is commenced for the research and the research design is defined in detail in this chapter. The approaches and analysis of primary data is also outlined in detail. Last but not least, the chapter will label the measure's that will be set in place to certify the validity and trustworthiness of the research. The limitations of this study will also be covered in the end.

3.2 Rationale

Multicultural brands and multicultural marketing is now becoming more active as the ethnic minority group population is increasing and predicted to be increased more in the future by the 2012 Census. This is the foremost motivation why cultural brands are looking ahead to grasp position in the international market, but it is not that humble to establish their brand image in the niche market. Therefore the rationale of my research is to look deep inside the strategies that a cultural brand have to smear to establish its image and position in the international market. My research also highpoint the response of the minority consumers' to see their local cultural brands in in a foreign country. And how its effect their buying.

3.3 Aim

As it is mentioned in the critical literature review, that despite of so much significant the cultural branding has turn out to be, there is not that much exploration been done on the topic. So the aim of my research is just a slight effort and determination to fill the gap by observing a little deep into the cultural brands and how brand maintain its image in the global market, in addition to that witness a difference of relationship of the consumer with these brands in home and host country.

3.4 Research Objectives

- To identify and comprehend the perception and role of cultural branding in general.
- To evaluate the practice of establishing cultural brand in international market.
- To examine the association and behaviour of the customer with the cultural specific brand in host/home country.

3.5 Research Questions

- Determine role and perception of cultural brands in customers mind as compared to home and host country?

- To examine the psychological effect indulge in buying of cultural specific brands (Nostalgic/ Ethnocentrism)?
- Evaluate the future of cultural brands in the international markets?

In order to appropriately scrutinise and discourse the given research objectives and questions, the methodology must be reinforced by a research prototype.

3.6 Research Philosophy

As postulate by Easterby-Smith et al. (2002), the research can be of two types. It can be either basic research which is also referred as pure research or it can be applied research (Saunders, Lewis and Thornhill, 2012). This research is basically an applied academic research whose main objectives is to reconnoitre the cultural branding image in international market and the reaction of customers behaviour comparatively in the host and home country of the brand.

Applied research observes a precise set of situations and conditions, and its eventual goal is to relate the results to some specific circumstances. That is, applied research practices the data from real world application directly. Keith Stanovich, K. (2007), a cognitive scientist and author of a book 'How to think Straight about Psychology' has described applied research as 'to predict a specific behaviour in a very specific setting (Hale and & rarr; 2016).' According to Johnson and Christensen (2005), research philosophy or prototype is a perception that is based on the set of collective expectations, practises, values and concept. In other words paradigm can be defined as purpose of how researcher's think about the development of knowledge. It is basically related to the nature of the world and functions of researchers and combined both of them to conduct an effective study. According to different researchers this study is also been done to predict the behaviour of customers regarding the cultural brand Khaadi. And how this behaviour affect their perception and image of the Khaadi in host country London.

For rational delivery on the methodology, we are using the utmost well-known 'Research Onion' method by Saunders et al (2007). It exemplify the phases that must be enclosed when evolving a research. It provides an effective progression for developing a research methodology.

The outermost layer of the research onion is research philosophy. According to Bryman (2012), there are three foremost research philosophies that provoke the social reality:

- Positivism
- Interpretivist
- Realism

All these approaches to social inquiry replicates contradictory interpretations about the reality and based on the nature of knowledge that is occasionally used. Some of these relate to the social world with the very nature of realism and actuality and are called Ontology. As defined by Denzin and Lincoln (1998) ontology is a ways of constructing reality, how things really are and work. The other notion of knowledge is Epistemology, which is apprehensive with the query of what count as a lawful knowledge.

Monette et al (2005) define two main ontological frameworks for research process: Positivism and Constructionism. According to Newman (1998), positivism assumes that whether we study it or not reality exist independently, as a fact. It is liberated of the judgements and beliefs of the humans. Which means that in practice, this phenomena is unswerving amongst all the subjects. Where in contrast, Ostlund et al (2011), describe constructionism as a social phenomenon that is shaped by observers or group. Generally in this case it is said that no one actually deduce that what is perceived is inferred in the same way between different participants. The key thing is to scrutinize the difference and gradations in the indulgent of respondents thinking (Anon, 2016).

The research philosophy that dominates the cultural branding in an international market comes under the interpretivist or constructionism approach. Many researchers have acknowledged and they themselves have adopted the qualitative approaches in analysing the collected data and information. That is why to acquire the objectives of this research, the philosophy that is preferred for this study is interpretivist.

3.7 Research Approach:

As it is stated earlier that most of the researchers themselves choose 'qualitative approach' while discussing about the internationalization of cultural branding. And to know the perceptions and relation of customers towards cultural brands in the country of origin and international market. The main reason for choosing this approach, as described by (Chan and Marafa, 2013), is that, it is well acknowledged for analysing collected data and information.

According to many researchers like Beiske (2007), Flick (2009), and Bryman and Bell (2011), qualitative approach pursues to ascertain for both new and develop empirically grounded theories. This approach will help in providing the understanding of the behaviours and actions of the customers towards cultural brands in host/home countries from their own frame of reference and will help in examining, modifying and expanding the theory that is under discussion in this research.

As suggested by (Sherman and Webb, 1988), 'Qualitative' implies a direct apprehension with know-how as it is felt, lived and experienced. This approach was espoused as it would be supportive in terms

of examining and accessing the involvement of the people who have experienced the feeling of buying cultural brands in other part of country rather than their own home country.

Similarly, as mentioned above interpretivist which is similar to constructivism philosophy which elucidates and apprehends social science that looks into and cultivate subjective meanings by paying attention to interviewees' interpretations and asking open ended questions to know their sensitivities about certain things. This is exactly what is done in this research by piloting semi-structured interviews by deducing and illustrating whatever was uttered by the interview participant related to the cultural brand 'Khaadi' launched in London. These interviews are constructed for attaining the objectives of this research which later on juxtaposed with the theories listed in this study. It will also help in narrowing the gap which were identified in the literature review.

3.8 Data Collection Methods

(Malhotra, 2010) has described that there are two types of sources from where information can be collected either primary or secondary data. And it is clear that in this research both type of data is used.

The primary data includes the oral and written testimony of interviewees and collected directly by interviewing the participants whereas, the secondary data is used for getting prior knowledge about cultural brands internationalising and the behaviour of customers related to cultural brands. For this purpose data is collected via various documents such as articles, related books, journals, newspapers and official websites of the 'Khaadi' brand. As stated by (Berg, 2007), secondary data is also a demonstration of subjects or person at the time of research but their evidence are official papers which are formed by others but is correlated to a specific area of research interest.

3.9 Primary Data (Interviews)

For accomplishing the research objectives of this research which is related to the customers' point of view that how they perceive the same brand in two different countries that is country of origin and host country. The main aim of the interviews is to determine the role of consumers regarding cultural brands; what make them purchase cultural clothes and evaluate and differentiate the feelings and emotions while buying from the same brand but in different countries. The other important factor is to evaluate future of culture brands in the international market and how much they want it.

According to qualitative approach the semi structured interviews are based on open ended questions and it is ensured that they are relevant to the themes. In spite of that the respondents' have given some freedom so that they can add some additional explanations if required. And because of this, the author also have some leeway and liberty to ask further questions in response to momentous replies.

This is the basic difference in structured interviews, where questions are fixed and homogenous and do not have much chance of acclimatizing and inquisitive deeper into subjects of the questions been investigate in research. The advantage of espousing the qualitative research is justly accomplished in interviews, as in some occasions, some of the respondents themselves raised such surplus issues, which helps in getting your research findings more intensely and gave research more rationality.

Though, this thing is also kept in mind not to dissuade from the foremost interview structure subsequently this might have generated irrelevant information. Consequently, the interviews were directed very responsively so that unpremeditated and comprehensible questions were asked while being confident about that not to be monotonous and extraneous.

A table is built by the author which will give the prototype of the questions being asked in the interview. This table includes the key objectives of the research and the theme questions which come under each objectives.

Key Questions	Sub-themed Questions
Determine role and perception of cultural brands in customers mind as compared to home and host country.	<ul style="list-style-type: none"> • What does culture brand mean to customers • Evaluate the cultural brand existence in host country • What is brand image in home country • Behavioural (holistic/analytic) intentions towards the brand
To examine the psychological effect indulge in buying of cultural specific brands (Nostalgic/ Ethnocentrism).	<ul style="list-style-type: none"> • Country of origin's role in product purchase decision • Preference to buy traditional clothes • Extent of effectiveness of brand experience and interaction • cultural brands can affect the market value of local brands
Evaluate the future of cultural brands in the international markets.	<ul style="list-style-type: none"> • Do more cultural brands should step into London

	<ul style="list-style-type: none"> • Factors involve that will helps cultural brands in building the economy of both the countries
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Source: designed by author

3.10 Sampling

The sampling of the interview is done randomly. As the interviewee are basically the Khaadi customers which are in minority, mostly Asians. So the sample size was limited to ten. The subjects were chosen which are local to London to get more realistic and reliable perception of Khaadi launching in London. Khaadi official networking website on Facebook, Instagram and Twitter was used for this purpose to get the customers who purchase from the London outlet. The author also visited the two outlets in London to get in observe the response of the customers in the shop.

3.11 Research Ethics

Before conducting the primary research an ethic approval form application is submitted to the university. Which after strict checking of the relevance of the need of primary research provides an Ethical Approval form which is attached with the dissertation (appendix-1). After the approval, subsequently the interviews were conducted through in person. The subjects that were approached, an introductory letter (appendix-2) were given to them, detailing the research purpose and objectives and all the guidelines to participate in the research. Their interview will be recorded so that afterwards can be listen repeatedly for thorough information.

Moreover, in accordance with the Data Protection Act (1998), all the participants were guaranteed that their confidentiality would be maintained securely stored and will be disposed of after the study.

3.12 Data Analysis Method

Once the interview been completed and the transcripts are written down. The analysis of the data been done by combining both the approaches inductive and deductive. As describe by the (Gibbs, 2008), using the bottom up approach all the interviews are filtered through with appropriate quotes and relevant points using open codes.

As the questioned are designed in themes, similar themes answers are classified together. For profound investigation and consideration some themes are further subdivided. All the data, then, is likened and connected across, to make a complete picture with final results. The proper explanation and design of these themes are discussed in chapter 4 (Data Collection and Analysis) and the result are described in chapter 5 (Conclusions).

3.13 Research Limitations

(Blaxter et al, 2001), has mentioned that a lot of care is prerequisite when collecting a data to make certain that data composed is

- Valid (ingenuous)
- Reliable (honest)
- Generalized (can be pertinent to other groups)

Validity, in qualitative research can have diverse implications. But more precisely it means the appropriateness of the tools, processes and data for research (Leung, 2015). Other than that, Guba and Lincoln have recommended four criteria for mediating the trustworthiness of the qualitative research. These criteria includes credibility, transferability, dependability and confirmability (Socialresearchmethods.net, 2016).

While (Miller and Creswell, 2000), has mentioned that the accuracy of the data collected is directly linked to the perception of the participants and the representors' and readers of the research. In contrast to that (Saunders et al, 2003) orate that, validity is the amount up to which generalize the research findings are.

In quantitative research, reliability refers to exact replicability of the processes and the results (Leung, 2015). This study may lack, some points of reliability, as the procedures may not unescapably produce the right results. The main reason behind this was the limitation of time, which if not present, may permit the stimulating of more information. The interview time is limited to 15 to 20 minutes maximum by keeping the busy schedule of the participants in mind. The hassle of the participant may affect the answers of the questions, which may have different meaning if they have to answer the same question in some other situations. Although the researcher try to avoid the biasness as much as possible.

Qualitative researches are meant to research a precise subject or issue in a definite participants or ethnic group, of a fixated locality in a particular framework, therefore generalizability of qualitative research findings is not taken as an anticipated feature. A practical tactic to evaluating generalizability for qualitative studies is to adopt same criteria for validity (Leung, 2015).

As the limitations described in the above, the outcome of this study may not be generalized as it should be because of these reasons:

- Some false assumptions in some cases where data is interpreted.
- Size of the sample which is confine to 10 only, which is not appropriate up to some extent.
- Time limit, as to conduct the research only three months are given.

- Last but not the least, the qualitative nature of the research itself.

Chapter 4: Finding and Data Analysis

This chapter debate the findings and analysis of the result of primary research that was directed in order to explore the meaning of cultural brands in an international market and how they establish their brand image. And the perception of these brands in the customers minds in foreign market, and how this effect their buying behaviour. The research results is based on the evaluation of one the Pakistani clothing brand 'Khaadi' which is launched just one year back in London. This chapter fulfils the research objectives, which are conferred and outlined in the first three chapters of the research.

As explained in the previous chapter, research methodology, the primary research is resided of semi-structured interviews. This chapter is grounded and comprehended with the analysis of these interviews. The main three themes around which the interviews revolved are:

- Determine role and perception of cultural brands in customers mind as compared to home and host country.
- To examine the psychological effect indulge in buying of cultural specific brands (Nostalgic/ Ethnocentrism).
- Evaluate the future of cultural brands in the international markets.

The semi- structured interviews were conducted between 5th April and 14th April 2016. The participants are the customers which have done shopping from the Khaadi outlet.

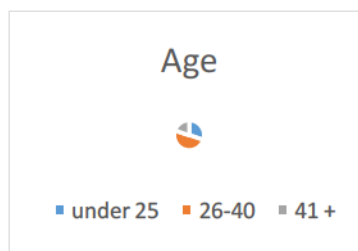
4.1 Data Analysis:

The total numbers of interviews that were carried out are 10. As mentioned above all the interviewees are active customers of Khaadi. As the interview is semi structured based, so the length of the interviews vary for interviewee to interviewee. But then again we tried our level best to stick to our plot and completed the interview and pleat all the appropriate information within 25 minutes time limit.

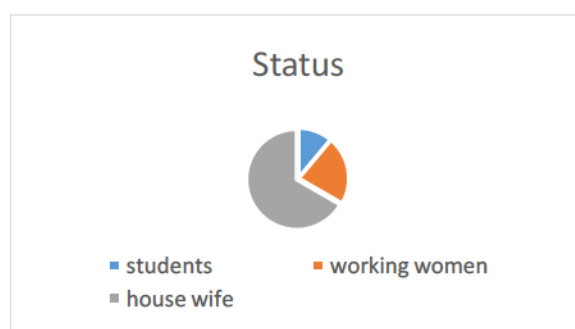
4.2 Demographics:

The first part of the interview is about the demographics of the interviewee. It comprises of the general questions which gives the basic information about themselves. But the two things which affect the results of the research objectives are the age and status of the interviewee. The charts below will give the clear view of the results. As it can be seen that women who are of age segment 26 to 40 are more likely willing to buy cultural clothes. The reason behind this at this age, more women tend to

remain home or they have the strong bonding or past experience with the brand. That is the reason whereas youngster and older women are least interested respectively.



Now, the status of the women give another view of the picture. It can be seen that house wives are the main customers of the cultural brand. The reason behind is that, they have to stay at home and can easily wear their cultural clothes. Where in contrast, for working women it is difficult for them to wear this type of clothes. Same is the case for students and youngster.



4.3 Role and perception of cultural brands in customers mind as compared to home and host country:

The first level of the research is to find out the very concept of cultural brand to the customers? For this purpose the main theme is divided into the sub themes. What does culture brand mean to customers? Evaluate the brand existence in host country? What is brand image in home country? Behavioural (Functional or Affective) intentions towards the brand?

4.3.1 Sub theme 1- defining cultural brands:

As predictable, the interviewees are aware of the real definition of the culture and add them with the brands to define cultural brands. For them cultural brands are the reflection of some set of values which are connected to a particular country. As detailed in the previous chapters that the concept is new and need more literature to completely understand the meaning and concept of cultural brands.

Responses:

The most common answers that most of the interviewee gives about cultural brands is

"... The brand which represents ones' country culture..."

"... Brand which is representing some sort of values to identify their own country..."

"... human belief, behaviour and knowledge that depends on the capacity of some symbolic thought and representation of some country traditions and some specific brand representing all this..."

"... Representation of country norms and values through a brand..."

"... Brand which represent a country tradition, customs and values..."

4.3.2 Sub theme 2- Brand existence in host country:

After knowing that what cultural brand means to customers the next step is to find out how they perceive cultural brand Khaadi which has entered into the London market. The responses of the interviewees are clearly representing their emotional attachment with their home country brand regardless of their buying patterns. As mentioned in literature review that people do have a strong bonding with their home country and especially the Asian community which are acknowledged for their patriotism they always appreciate and demonstrate a strong bonding which they have with their home country.

Responses:

The responses about the perception of the Khaadi is as expected. For example:

".. It's good to see some local brand like Khaadi in the shopping centre like Westfield (..) gives a positive impact that Pakistan is also struggling in the field of Fashion..."

".. Feels proud to see Pakistani brand in international market..."

".. Pleasant surprise to see Asian outfits especially Pakistani brand among the diverse bunch of luxurious brands like M&S, John Lewis, New Look and Debenhams, etc..."

".. Proud moment for me (...) feels like there is something here which belong to us and representing our country. Thanks to Khaadi team..."

"... Pakistan brand Khaadi steps into London is really a proud moment for all the Pakistani immigrants living here..."

4.3.3 Sub theme 3- brand image in home country:

This question is somehow unrelated because the interviewee here cannot give the real assessment and image of the brand in home country. But still this question give us a little interpretation about the cultural brands in home country. As it is debated in the literature review, that brands in home country have less connection as compared to cultural brands in foreign market because customers in home countries take these brands as common. The competition in home market is hard-hitting, lots of substitutes are also available. Whereas, in host country the single brand which solely represent a

culture of a country can gain the whole lot of attention and target market. The responses of the interviewee also portrait the same picture.

Responses:

"...when I told my relatives back Pakistan about Khaadi, they said it's good but here there are lot better brands, trendier and the prices are also reasonable..."

"... It is better to have something, then nothing..."

"... There are much better brands in Pakistan... Still I appreciate Khaadi team to take the initiate... and set its step in London..."

"...a real big thanks to Khaadi for making it happen... don't care there are other good brands in Pakistan..."

"... Khaadi is a big name in Pakistan industry... and now make name in London fashion industry..."

4.3.4 Sub theme 4 - Behavioural (holistic/analytic) intentions:

Debated in literature review, customers in international markets are categorized in two types holistic and analytic. Holistic customers are basically the Asian customers who have some emotions connected with the products they buy whereas analytical customers more focus on quality and value. The data analysis of the interviewee proved that now a days Asian customers are also becoming cautious about the excellence and worth of money. They are trying to keep both things side by side but their main focus is diverting to eminence and quality now.

Responses:

"...Khaadi has been my favourite to buy Asian suits, and the outfits here are totally stunning!! Guess I need to pay them another visit..."

"...Stunning outfits and great prices..."

"...Been shopping from Khaadi for one year now...Great service reasonable prices and quality pieces!!!...How obsessed I am right now with their clothes... It worth every penny..."

"...First time shopping here... fabulous price and quality of clothing... Definitely will shop here again..."

"...Excellent service... I would recommend Khaadi to anyone...!"

4.4 Psychological effect indulge in buying of cultural specific brands (Nostalgic/ Ethnocentrism):

The main research objective and question is to evaluate the two psychological behaviours that influences the buying pattern of the customers when talking about cultural brands. In the literature review we have seen that customers are mostly effected by the patriotism and ethnocentrism while

buying cultural brands. According to many marketing studies as well, most of the time consumers' have a preference to buy those brands that hold some values, traditions and behaviours that match their own country culture. On the second thought, nostalgic can be one of the reason. They have some old connection or buying experience that relate them to that specific brand. Where other customers buy because of functional and rational buying behaviour considering the quality and price of the products. Whereas some people buy just to give present to their friends and family. To evaluate this we have divided this question into sub themes. These sub themes are as follow:

- Country of origin's role in product purchase decision
- Preference to buy traditional clothes
- Extent of effectiveness of brand experience and interaction
- Cultural brands can affect the market value of local brands

4.4.1 Sub theme 1- Role of country of origin:

There are always influence of the country of origin while you buy a certain thing, as pronounced in the literature review. This sub theme is to evaluate what makes customers buy cultural brands from their home country. Globalization has changed the way people contemplate about things and they react according to the current state of affairs and locality. But still, Customers are divert by the country labels. This is the fallouts which replicate from their responses that their buying patterns are completely poles apart and assorted.

Responses:

"... I like Pakistani clothes... they manufacture the finest quality clothes around the world especially in cotton and lawn..."

"... Pakistani clothes are well known for their quality..."

"... obviously if I have to buy traditional clothes why not buy from my own country brands..."

"... I definitely visit any shop tagging Pakistani clothes... and always come out with some good outfit in my hands..."

"... I really feel proud to see any Pakistani shop in the London... it gives me the sense of self confidence..."

4.4.2 Sub theme 2 - Preference to buy traditional clothes:

Immigrants living in host countries do not mostly get the chances of wearing and buy traditional clothes. This is the one of the major drawback that can resist the image and positioning of cultural

brands. Immigrants have so much intercourse with the surrounding that they have almost forgotten their traditional values and cultures. The responses of our interviewee also portrait the same scenario.

Responses:

".. On religious occasion like Eid I need to buy some Asian clothes (...), it's quite convenient now that there is a branded cloth shop here..."

".. As a working woman I really don't need to buy Asian clothes... I really need them when I have some family get together or at festivals like Eid..."

".. Don't buy Asian clothes... I am here to buy some clothes for my mother in law to give her as a gift..."

"I am so happy I love Pakistani clothes... I always order them online or ask my relatives to bring some nice shalwar kameez on their trip to Pakistan but now because Khaadi is here I can buy myself from my own taste and proper size..."

"... There are quite local Asian shops here... I buy once from here the quality is good and price are reasonable so come here for the second time to have another look if something new has arrived in their collection..."

4.4.3 Sub theme 3- Effectiveness of brand experience and interaction:

This is the general question about how was their experience doing shopping in Khaadi. The responses is in the term of general answers like good, excellent, average and satisfactory. For the ease and convenience of the readers the author has transformed the answers in the form of chart. The result shows that most of the customers are contented with the effectiveness and interaction of the Khaadi.

Responses:



"... It was great experience... Staff is good... Outfits are good... "

"... everything is up to the mark... prices are little bit high as compare to Pakistan prices..."

"... unique and inspiring interior... outfits are classy... Prices are satisfactory... Overall awesome experience... Looking forward to Khaadi..."

4.4.4 Sub theme 4- Cultural brands can affect the market value of local brands:

This question can be further subdivided in to two parts. As mentioned in the literature review, cultural brands main target is a niche market. So it is not only difficult but impossible to say that they can affect the local brands of host country. Considering at the second part, if the local Asian brands are taken as competitor whose target market are the same, the immigrants, than it can be said that they can give tough competition to the local brands and shops can affect their market. The comebacks of the interviewee gives the same attitudes.

Responses:

"... It can give tough competition to the local shops who are selling replicas of brand... it is good to have original brand..."

"... in my opinion cultural brands are targeting ethnic minorities... so it can be beneficial and affect only Asian brands..."

"...I don't think it really make any difference. I means Asian community is minority here..."

"... may be Asian clothing shop get affected..."

"... local shops that sells Asian replica clothes... Khaadi can be a tough competition to them ..."

"...who will go to the local shops when branded shops are stepping in London market...?"

4.5 Future of cultural brands in the international markets:

Lastly, the author needs to analysis the future of cultural brands from customers' perspective. For this purpose the research questions is further divided into sub themes. Do more cultural brands should step into London? Factors involve that will helps cultural brands in building the economy of both the countries? The replies of the interviewee gives their point of view in this respect.

4.5.1 Sub theme 1- More cultural brands stepped into London:

As the customers responses and feedback is concern they really are willing to see more cultural brands in the host countries. Same statistics is witnessed in the literature review, that as the emerging markets are internationalizing, cultural brands and their importance is getting more hype.

Responses:

"... I think it's a good initiative taken by Khaadi, hoping to see more Pakistani brands in London..."

"... cultural branding is now become a very powerful tool... I think more and more brands should definitely try to get benefit out of this..."

"... Here, we have more Asian shops and less customers... can't agree in having more shops..."

"... it's good to have more Asian brands here... I have no other option before other than buying a western clothes... But as the Pakistani brands are coming here... I can have the access to Pakistani clothes as well..."

"... yes, I am very much excited to see to Khaadi here and looking forward for more Pakistani brands starting their outlets in London..."

"... yes other brands should also come... it give me ease to buy clothes rather than doing online shopping or asking my relatives to send me clothes from Pakistan..."

4.5.2 Sub theme 2- Factors that could help build both countries economy:

Going Global not only help the organization or brand itself to establish, but it also helps the economy of the both host and home countries to flourish. Although cultural brands are targeting only the niche market which is the minority ethnic or immigrant group of the country, however still, as referred in the literature review, the Asian community alone spent £300 billion pounds per year, which can prove to be helping hand in building UK economy. Apart of that, by bring the Pakistani brand in International market, will also help the Pakistani economy to get pretension in foreign market. Pakistani clothes, especially cotton and Lawn fabrics are already been considered as one of the finest textiles in the world. In the interview author wants to discern customer's opinion about the argument. And the responses are in favour of the argument that the major factors are obviously sales, reputation and loyalty of the immigrants or ethnic community towards host and home countries.

Responses:

"... I think Pakistan get more recognition and London will get more sales..."

"... After all it's all about the value of money... which both the counties have in the end..."

"... Reputation for Pakistan and for London more loyalty in the ethnic group and minority..."

"... going international always benefits both the countries... it's always a win win situation I guess..."

4.6 Summary of the Data Analysis:

The main findings of the research will be summarized in the sequences the research question been asked in the interview.

The result of demographics shows that the cultural brands in host country are more influence by the elderly women as they have long lasting relationship and bonding with the brands from their home country whereas the young generation is more influence with the society they are living in and adapt the culture of the host country. In addition to that, the working women has less prejudiced to the cultural brand as compare to the house wives. Because of the dress codes they have to follow

according to the country they are existing in so it is difficult for them to buy and wear their cultural brands in daily basis.

Secondly, if the role and perception of cultural brands in customers mind as compared to home and host country is evaluated. The concept of cultural branding is now becoming familiarize into the minds of customers because of the internationalization. However, there is a way difference in the perception of same brand in home and host country. In home country the competition among brands are quite aggressive where in host country the single cultural brand has a kind of monopoly. Apart of that, customers now, are thinking in more analytical ways rather than in holistic way.

Thirdly, by examining the psychological effect indulge in buying of cultural specific brands (Nostalgic/ Ethnocentrism), the results shows that customers are becoming more rational in their perception now. Apart of the emotional bindings, customers are more likely behaving in practical and analytical ways, that is, more concerned about quality and value of money. In spite of the fact that in host country they didn't get the chance to wear traditional clothes. But for occasionally purpose they want the one of the quality branded shop for shopping, which Khaadi is providing them.

Lastly, by evaluate the future of cultural brands in the international markets, customers are more likely to welcome the cultural brands in international markets. According to them, it can help in building the economy of the host country but also flourish the name of home country in international market.

Chapter 5: Conclusion

5.1. Conclusion:

Globalization is an undeniable phenomenon, and it is leading the whole world into single market, a global village. This has decrease the importance of national borders and put more demand on what customers demand. Customers living in any country have the right to get the same brand thing.

The word 'brand', its applications and its insinuations in altered frameworks has always been a matter of great debate not only in commercial and industrial world but also in educational sector during the last quarter of the century. And because of the globalization factor, brands and branding are now taken into new dimensions. A brand is no longer the property of a single country or belongs to the country where it is originated. They are renown internationally and owned by each and every customer how is buying it. All the way through, different questions have been raised in the mind, such as how a brand is going to make a position in the new city, region or nation. What strategies should be applied to sustain their image and identity to make it more competitive? Customers' perception and loyalty towards brands is a way long debate in itself.

In the last few years, one of the paradigm of brands that is mounting rapidly and whose theoretical reinforcements are being developed and translated into actions are 'Cultural Brands'. Though, regardless of this improvement, substantial knowledge gaps were noted which is also imitated in literature review. The need of time is that, a profound and in-depth research and exploration is required to understand the factual meaning of cultural brands and the effective strategies that can be applied to make its future role efficacious and operative especially in international context.

The research reconnoitre cultural brands in an international market and how the customers perceive them in host country. Both primary and secondary research is conducted. Secondary research is prepared to identify the different theories and strategies about cultural brands image and positioning in multi-cultural countries. This study delivers a noteworthy impact to the manner in which business organizations from emerging markets are trying to blend in with and compete in developed international markets.

The second objective of the study is to explore the customers' sensitivity of the cultural brands in foreign country. Two psychological effects were considered under study to get the insight of customers' behaviour: Ethnocentrism and nostalgic. It was successfully accomplished with the help of primary research. And the conclusion is drawn as follows:

- ✓ Demographics like age and status of the customers also have a major role in the establishment of the cultural brands image.
- ✓ It is not necessary that customers buying behaviour always drawn with some kind of patriotism and ethnocentrism. To some extent, some customer do have a patriotism factor involved as it is a natural thing especially when you are living in a foreign country. But the matter of fact is, people are more conscious about quality and value of money.
- ✓ Some customers do purchase brands or, specifically cultural brands under the influence of nostalgia behaviour, although this also very from situation to situation and depends on the bond and association that the customer have with the brand in the past.
- ✓ As the organizations are concerned, before they want to go international they should understand the market place where they are trying to establish. Because cultural brands need proper positioning and image building for flourishing in the foreign niche market.
- ✓ As with the passage of time, we have entered into the world of globalization. Customers are becoming more vibrant. No matter to which nationality they belong to, they appreciate and adored more cultural brands. Customers are more likely to try and welcome other ethnics' brands to show their affection towards minority groups.
- ✓ Both home and host country economy is affected by the internationalization of cultural brands. for host country it will increase the sales and money regulation whereas for home country it will increase the fame for the country, which in long run also help in flourishing the economy of the home country.

Chapter 6: Recommendation

6.1 Recommendations:

As every research come up with some recommendations that helps others researchers and readers to get information and knowledge about the research topic. Based on this research, author will proposed recommendations for further and future academic research.

There is a lot of opportunity available that can be considered for further and additional research on the particular area of cultural branding. The research which is available is limited and if the globalization process is also considered with the cultural branding there are significant changes that influence the markets and the way in which they react. Cultural branding and its applications are also fill with opportunities to explore deeper into the characteristics and attributes that can bring success from emerging markets.

The research topic can further be divided in smaller themes as the research question consists of different areas of discussion like cultural brands, which itself is a vast area of study. Secondly, brands going international has a long debate in itself. Brand image and brand positioning are also long research and debateable applications of brands, which individually can be research and study. It also covers customer's perceptions and buying behaviour which can be affected by different psychological factors like nostalgia effect and patriotism and ethnocentrism effect. More research can be done by focusing directly on nostalgic effect to conclude its degree of influence over the customer perception of cultural brands that has cross the borders. Similarly, the patriotism and ethnocentrism alone can have a lot of research in itself while looking customer's perception regarding cultural brands.

Moreover, other cultural brands can be used for more general study of the research. In the same manner with different ethnic immigrant population can be selected for studying, it can also help in providing important insight into the similarities and differentiation for further investigation of cultural brand image in the customers perspective. This research might help in encouraging other researchers to further investigate into the topic with slight different brands and services. Furthermore, they can apply new innovative strategies and approaches for analysing the possible implications of the expansions of cultural brands from both developed and emerging markets to multicultural cities like London, Dubai, etc.

Specific recommendations for further study includes:

- The same research question can be used for study but instead of customer's perception and perspective, expert panel composed of senior executive opinion can be used as interviewee.

- Conducting the same study but increase the amount of time and number of rehearsals associated with the process and determine if conducting the study over a longer period of time would result in a different information.
- Other market developing strategies and applications regarding cultural branding can be used for developing a specific hypothesis designed to compare the results of the research.
- Additional research has been examined for the development of quantitative approaches to identify the success factors of cultural brands in emerging markets.
- The notion that is observed in this study that culture and country of origin sometimes guide consumer's judgement and buying behaviour and some time it does not. This conflicting result can help in making new research and studies in this field of study.
- Last but not the least, the apparent importance of cultural branding is increasing, with new added technologies, which gives researchers a new horizon to look and study in the field of cultural branding in international context and customers perception accordingly.

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 Appendices

Appendix 1: Ethic Approval Form

Date: 30.03.2016

Dear Khalid,

Student Name:	Khalid Maryam
Student ID Number	U1446248
Project Title:	How cultural brands from emerging markets distinguish its brand image in international market from customers' perspective? – A case study on Pakistani clothing Brand 'Khaadi' launched in London.
Project/Dissertation Module Code:	MK7227
Supervisor Name:	Dr. Rula Al-Abdulrazak

I am writing to confirm the outcome of your application to the University Research Ethics Committee (UREC), which was considered at the meeting on **10.03.2016**

The decision made by members of the Committee is **Approve**. The application was accepted subject to amendments, which have now been satisfactorily completed. The Committee's response is based

on the protocol described in the application form and supporting documentation. Your study has received ethical approval from the date of this letter.

Approved Research Site

I am pleased to confirm that the approval of the proposed research applies to the following research site.

Research Site	Student Name/Local Collaborator
Westfield, Shepherd's Bush and Stratford, London	Khalid Maryam

Approved Documents

The final list of documents reviewed and approved by the Committee is as follows:

Document	Tick where included
SREC Application Form	✓
Participant Information Sheet	✓
Consent Form	✓
Questionnaire/Interview guide	✓
Letter of Consent (Organisation or Company)	✓

Approval is given on the understanding that the [UEL Code of Good Practice in Research](#) is adhered to.

Please ensure you retain this letter for your records.

With the Committee's best wishes for the success of this project.

Yours sincerely,




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**Participant Information Letter****Programme of Study: MSc. International Business Management**

Dissertation Title: How cultural brands from emerging markets distinguish its brand image in international market from customers' perspective? – A case study on Pakistani clothing Brand 'Khaadi' launched in London.

Dear Participant,

You are being invited to take part in a research study. Before you decide whether to participate, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

What is the purpose of the study?

The research is carried out as a part of the completion of the post graduate degree. The main and sole purpose of the research is on educational basis. The research is based on the cultural specific brands and their existence in international market. And the behaviour and relationship of brands with the customers.

What will I have to do if I take part?

You have to give audio interview. It will take no more than 15 minutes and will be completed in one sitting. The audio interview can be conducted in a location which is convenient to you. And some of the interviews are conducted on telephone or skype.

What are the possible disadvantages or risks of taking part?

There is no risk or disadvantages in taking part in it.

Do I have to take part?

Your part in this research is completely voluntary. You are under no obligation or pressure. You can withdraw at any time when you desire or feel any kind of discomfort.

What will happen to the information?

Your participation in this study and all information collected will be kept strictly confidential in accordance with the Data Protection Act (1998). Unless otherwise indicated, all personal information and data collected will be coded and anonymised so that you cannot be recognised from it. The collected data will be securely stored on a password protected computer and safely disposed of once the project/dissertation has been completed.

The results of this study will be reported as part of my degree programme and may be further disseminated for scientific benefit. The results will be available to you on request.

Who should I contact for further information or if I have any problems/concerns?

Student id: u1446248@uel.ac.uk

Supervisor id: rula@uel.ac.uk

If you have any queries regarding the conduct of the programme in which you are being asked to participate, please contact:

Catherine Fieulleateau, Ethics Integrity Manager, Graduate School, EB 1.43

University of East London, Docklands Campus, London E16 2RD

(Telephone: 020 8223 6683, Email: researchethics@uel.ac.uk)