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EXAMINING THE DETERMINANTS OF INTERNATIONAL BRAND RECOGNITION AMONG MALAYSIAN CONSUMERS IN KUALA LUMPUR

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ABSTRACT

The objectives of the study are to explain the concept of brand recognition and to identify what constitutes consumer recognition of international brands among Malaysian consumers in Kuala Lumpur. Consumers in Kuala Lumpur were chosen as respondents because Kuala Lumpur is the capital of Malaysia. In addition, consumers in Kuala Lumpur also have higher purchasing power compared to other cities in Malaysia. They were also more susceptible to a wide variety of local or international products available in various types of shopping malls. One of the objectives of this study was to examine the relationship between international brand recognition and other variables such as product quality, product design, education and country of origin to measure their degree of influence. Data were collected by using self-administered questionnaires indicated some form of correlation between product quality, product design, education and country of origin and international brand recognition. The number of respondents was 52 and the method used was simple random sampling. The results from numerical investigations revealed that product qualities, country of origin, product design had moderate positive relationship with international brand recognition. Based on the finding, this study may recommend that the number of respondents should be increased in future research and it should be conducted in every state in Malaysia for better and comprehensive results. Other variables should also be added in the future such as user profiles, product feature and other items. In addition, among the variables studied, education had a weak positive relationship with international brand recognition. Therefore, it is recommended that more promotional activities should be carried out to the consumers to provide awareness and information on local or international brands.

Keywords: Brand Recognition, Country of Origin, Design, Quality