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Influence of Globalisation on Consumer Preferences and Brand Choices: Case of the Smartphone Industry in China

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Abstract: The research is based on assessing the influence of globalisation on consumer preference and choices in the smart phone industry of China. The research objectives and questions also consider the influence of globalisation on consumer behaviour and the changes initiated in the regional market as a result of globalisation. The literature review reflected that customers are rational decision makers wherein information is a key part of their purchase decisions. This signifies the importance of engaging with new brands in market and understanding increase in competition in the market as well as changes in quality of products and services. The researcher decided to engage in quantitative analysis with SPSS and Ms-Excel statistical software for the primary data gathered with an online Likert Scale survey performed on 202 Chinese smart phone consumers. The data analysis and interpretation revealed that while consumers value international brands, there is also support for regional brands and the trust factor is more favourable for regional brands. Based on the findings, it was suggested that foreign brands should focus on improving their post purchase consumer service and reduce communication barriers in order to gain support of the consumers.

Keywords: globalisation; consumer preferences; brand choices; the smartphone industry

1. Introduction

Globalisation has been regarded as one of the most transformative forces in the business world, allowing organisations to expand beyond geographical borders and providing consumers with access to a wider range of brands (Camacho et al., 2021). In particular, globalisation has significantly impacted the smartphone industry, a dynamic and rapidly growing segment of the technological market. Over the past decade, competition among the top international smartphone brands has intensified, with new entrants consistently emerging, highlighting the flexibility of the market (Štefko et al., 2019; Liao et al., 2021). In China, rising middle-class affordability has further driven smartphone consumption, creating opportunities for both regional and foreign brands. Apple remains the market leader, but regional brands such as Oppo and OnePlus have also established a strong international presence (Nagoya et al., 2021). This study seeks to explore how globalisation has influenced consumer preferences and brand choices within the Chinese smartphone industry.

The primary aim of this research is to assess the impact of globalisation—both positive and negative—on the Chinese smartphone market. It also examines how globalisation has shaped consumer preferences and behaviour towards brands and explores the changes that have emerged in regional markets as a result. The key questions guiding this

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study include how globalisation has influenced consumer brand preferences, the effect of globalisation on consumer attitudes toward foreign products, and what changes have been triggered in the regional smartphone markets due to the influx of global brands.

As globalisation continues to expand opportunities for both organisations and consumers, the smartphone market has seen intensified competition, especially with the entry of foreign brands that bring better brand appeal and higher-priced products (Ng et al., 2021; Westjohn et al., 2016). From the perspective of Chinese consumers, brands such as Oppo, Vivo, and Xiaomi have made significant strides, both locally and internationally, though they have yet to attain the luxury status of competitors like Apple and Samsung (Sousa et al., 2018). The latter, leveraging their global presence and strong brand image, have captured the higher-end segment of the market, which significantly influences consumer choices.

Although globalisation has long been a subject of debate, much of the research has focused on its macroeconomic effects, such as market strategies and organisational expansion. However, studies on how globalisation affects consumer preferences are still limited. In contemporary markets, where technology plays an integral role, it is easier for both consumers and organisations to adapt to new brands entering the market. Increased competition has provided consumers with more product options, which in turn affects brand loyalty and the factors consumers consider when making purchase decisions (Nagoya et al., 2021; Štefko et al., 2019). This research aims to explore these factors in detail, particularly within the context of China's smartphone industry.

The structure of this research includes an analysis of the influence of globalisation on consumer behaviour and preferences, a review of relevant literature to address existing gaps, and a discussion of the research methodology and tools used to gather and analyse data. The findings will be interpreted in relation to the literature, followed by a conclusion that highlights the key recommendations and limitations of the study, along with suggestions for future research.

2. Literature Review

Globalisation is defined as the process enabling businesses to operate internationally (Xing, 2019), involving exchanges of goods, services, and capital that fuel global economic growth (Abels & Bieling, 2023). This process has become a crucial driver for expanding business and market influence across borders, affecting both organisations and individuals (Shi et al., 2022). It has also provided a platform for businesses to access new markets and expand consumer bases, as seen in foreign direct investment (FDI), which plays a key role in business expansion. FDI improves business conditions, promotes economic stability, and creates opportunities for multinational brands (Abels & Bieling, 2023). For example, Apple's smartphone production in India has strengthened its business while enhancing employment and economic growth. Similarly, Apple's operations in China, supported by local customer service centres, have intensified competition with domestic brands (Gong et al., 2020). However, globalisation's benefits are sometimes hindered by political instability or economic challenges, which can deter foreign investment (Kim & Chao, 2018).

When examining consumer behaviour, scholars have long debated the factors influencing preferences. While some suggest consumers are rational decision-makers, relying on brand information (Paik & Zhu, 2016), others argue that consumer needs and marketing can overshadow brand value (Breitinger et al., 2020). The theory of reasoned action stresses the role of information in shaping decisions, while the EKB model highlights the importance of post-purchase experience in forming preferences (Oe & Yamaoka, 2022). Maslow's hierarchy of needs links consumer choices to psychological motivations, such as status and self-esteem, which luxury brands often fulfil (Rashid et al., 2020). Impulse buying is another behaviour where marketing strategies can trigger consumers to prefer high-end international brands like Apple and Samsung (Castillo et al., 2022).

Globalisation has expanded the market for both businesses and consumers, bringing about new expectations for products and services (Liu et al., 2017). International brands, particularly in the smartphone industry, often provide superior post-purchase support, justifying their higher price points compared to regional brands (Lim et al., 2020). In China, Apple's market presence, bolstered by its extensive network of stores and customer service, has paved the way for other brands to compete, each offering unique features to stand out (Lee et al., 2016). As more brands enter the market, consumer bargaining power increases, and competition forces both regional and international companies to offer better services (Gong et al., 2020). Consequently, globalisation has reshaped consumer preferences and brand loyalty, requiring customers to adapt to a wider array of options.

The country-of-origin effect also influences consumer perceptions. This stereotyping can affect how consumers view a product's value, as seen with Chinese electronics, which are often regarded as lower quality compared to Western counterparts (Castillo et al., 2022). In the smartphone industry, brands like Apple and Samsung have capitalised on their country of origin, leveraging their reputation to attract customers globally (Lee & Robb, 2022). However, political factors can impact consumer preferences, as seen in the tension between Chinese consumers and US-based brands (Murwanti et al., 2020). Despite this, the overall influence of the country of origin is limited, with consumers often prioritising product quality, features, and post-purchase services over nationality (Sinulingga & Jokhu, 2021).

Since 2012, the Chinese smartphone market has been a key battleground for both regional and international brands (Satista, 2023). While Apple maintains a strong presence, regional brands like Oppo and Vivo have been gaining ground, even surpassing Apple in some consumer preference surveys (Mangifera & Putra, 2021). Regional brands have responded to foreign competition by upgrading their customer support and product offerings, leading to a more competitive market (Sohaib et al., 2022). This has allowed Chinese brands to expand globally, offering affordable smartphones with standard quality. Brands like Oppo and Xiaomi have maintained steady market shares by providing unique features and strong post-purchase services, while luxury brands like Apple and Samsung continue to thrive as symbols of social status (Satista, 2023).

While globalisation's impact on markets and opportunities is well-documented, consumer preferences are shaped by a multitude of factors, ranging from individual experiences to market dynamics. This study aims to clarify the role of globalisation in shaping smartphone brand preferences in China.

3. Research Methodology

3.1. Introduction

Research methodology discusses the techniques, processes, approaches and methods necessary to conduct a research (Opoku, Ahmed, and Akotia, 2016; Goundar, 2012). This chapter discusses the research methodology to conduct this research. The current study explores the influence of globalization on the changing consumer attitudes, choices and preferences towards the brands in the Chinese smart phone industry. Technological advancement and globalization has affected the growth of regional and international brands (McCann and Acs, 2011). The consumer trends are changing as they are influenced by the multiple brand options available to them. The study specifically focuses the smart phone industry and examines how the foreign and international brands are working, in high competition. Cecere, Corrocher and Battaglia, (2015) argues that international brands are entering the markets with better market competition and brand appeal. Murray, Gao, and Kotabe, (2011) argues that consumer preferences are changing due to the external factors including; price fluctuations, launch of new products, changing market mechanisms, etc. There are multiple factors that influence the decision making process of the customers. The current study examines how globalization has influenced consumer choices and influences, by taking the case of smartphone industry of China. The study examines the

consumer behaviors and attitudes towards the foreign and regional Chinese brands in the smart phone industry. Under this notion, the research study selects a quantitative method, a positivism philosophy, a descriptive design, a survey based data collection method, primary sources of data, and statistical data analysis. The sample is collected using a deductive approach. This chapter discusses the methodology in detail under the sections below:

3.2. Research Philosophy

This research adopts a positivist philosophy, a quantitative method, and a descriptive design to explore how globalization influences consumer behavior in China's smartphone industry. Positivism is often applied in quantitative research, where hypotheses are tested through statistical analysis (Antwi & Hamza, 2015). It is important in fields from physics to psychology and is grounded in sensory experience and empirical evidence, eliminating subjective interpretations. In this study, positivism helps objectively examine the influence of globalization on consumer behavior.

Quantitative methods are commonly used in research, focusing on data collection through primary sources (Venkatesh, Brown & Bala, 2013). This study gathers data from smartphone users in China, utilizing a deductive approach. Deductive reasoning is key in understanding consumer attitudes and preferences toward foreign products, making it suitable for analyzing the impact of globalization on China's smartphone industry.

The research design is descriptive, providing detailed knowledge of the subject through systematic evidence (Vogt, Gardner & Haeffele, 2012). The sample consists of 200 Chinese smartphone users, selected via convenience sampling to address accessibility issues (Jawale, 2012). Data is collected using a Likert scale questionnaire, focusing on demographics and globalization's effect on consumer preferences for foreign smartphones.

Data analysis is conducted through SPSS 23, with demographic data presented descriptively. Reliability is tested using Cronbach's alpha, followed by regression and correlation analyses to explore the influence of globalization on consumer preferences (Erickson, 2012).

4. Data Analysis and Findings

4.1. Introduction

This chapter presents the primary data collected by the researcher and its analysis using quantitative method. The researcher has performed an online Likert scale survey among consumers of Chinese smart phone industry with a targeted sample size of 200 responses. The survey was able to gather around 230 responses but some of them were incomplete and has been left out in the final analysis process and hence the total number of sample size included in the data analysis is 202. The following sections present the data analysis with the use of Ms-Excel and SPSS software.

4.2. Demographic Analysis

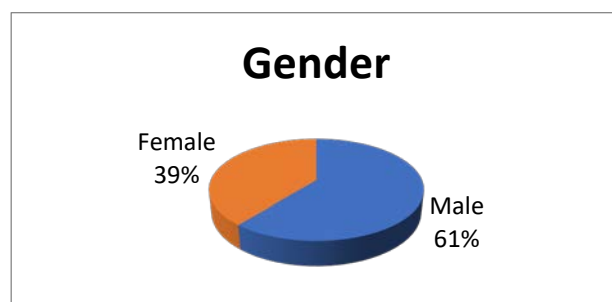


Figure 1. Gender.

The above figure 1 reflects that 39% of the respondents are female and 61% are male. It should be noted that there is a considerable difference in terms of gender and can raise gender biased responses in the outcome.

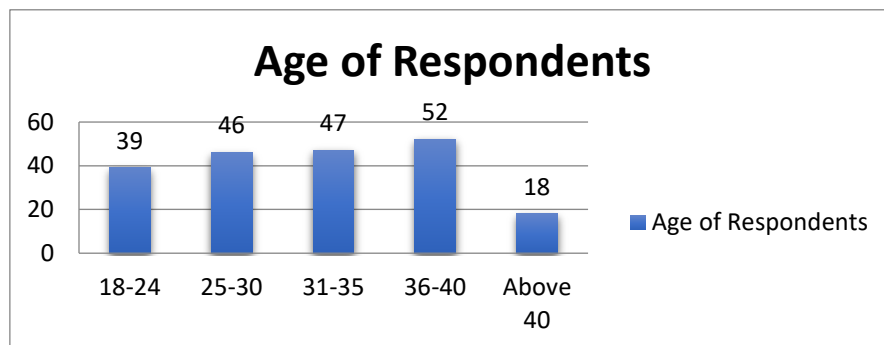


Figure 2. Age of Respondents.

The information regarding age of respondents has been collected to ensure that all the respondents are of mature age and can be included in the data analysis. The above figure 2 highlights that most of the respondents fall in the age group of 36-40 yrs with 52 followed by 47 in age group of 31-35 yrs and 46 in age group of 25-30 yrs. 18 respondents were above 40 yrs of age and remaining 39 falls in the age group of 18-24 yrs.

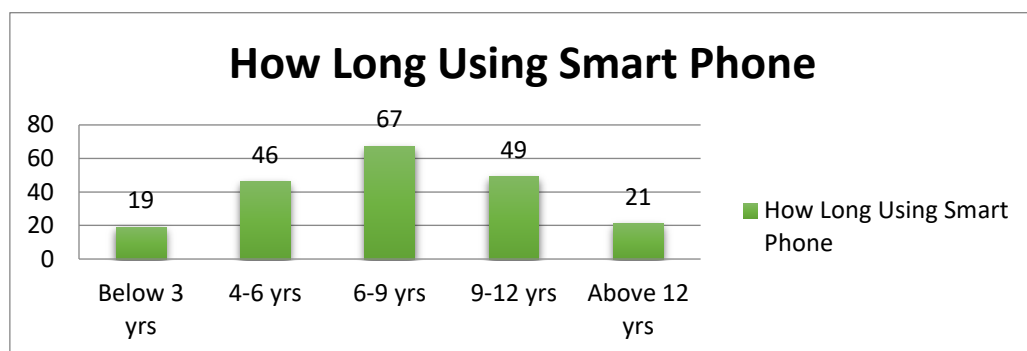


Figure 3. How long using Smartphone?

In order to assess the familiarity of the respondents with smart phones and their usage, the above question in figure 3 has been asked. As per the responses gathered it can be noted that 67 respondents have been using smart phone for a period of 6-9 yrs, followed by 49 using for 9-12 yrs and 46 using smart phones for 4-6 yrs. Only 19 respondents have been using smart phones for a period below 3 yrs and 21 have been using smart phones for over 12 years.

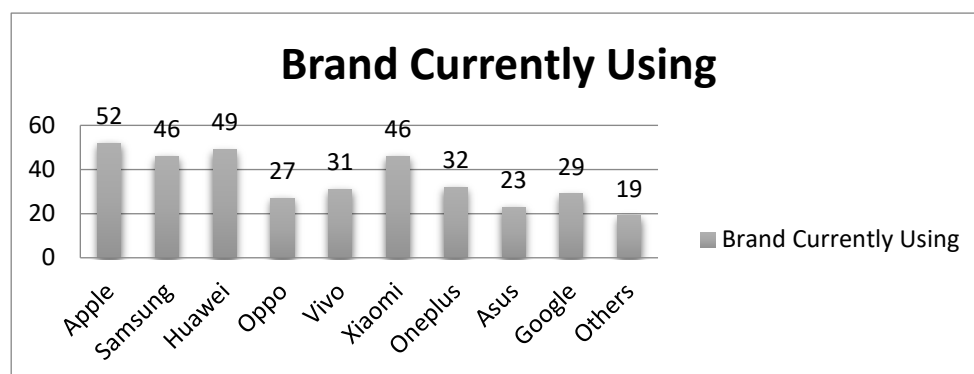


Figure 4. Brand Currently Using.

In Figure 4, it should be noted that respondents were allowed to put in names of multiple brands as some may possess more than 1 phone. According to the responses, 52 respondents have Apple smart phones followed by 49 with Huawei phones. 46 respondents mentioned Samsung and Xiaomi. 31 respondents selected Vivo, 32 selected OnePlus, 27 selected Oppo, 23 respondents selected Asus and 29 respondents selected Google. Brands mentioned less than 20 times have been put in the others category with 19 responses.

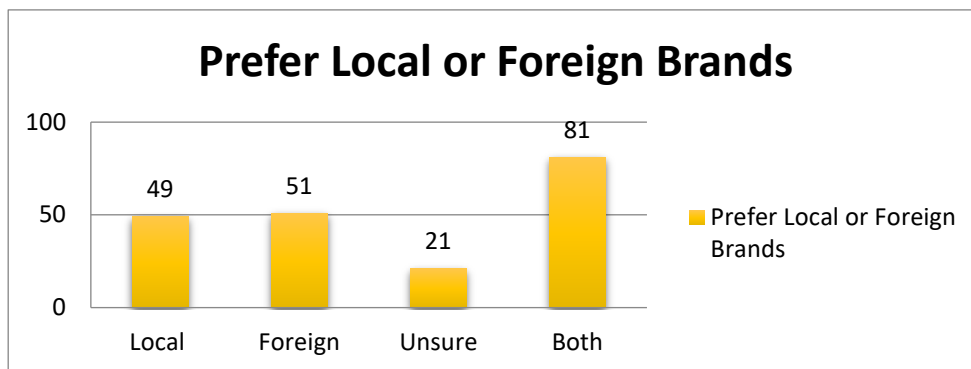


Figure 5. Prefer Local of Foreign Brands.

This question has been asked to assess the preference and attitude of the participants towards foreign and local brands in the Chinese smart phone market. As can be noted in Figure 5, 49 respondents selected local brands and 51 selected foreign brands, 21 were unsure and 81 respondents showed a preference for both.

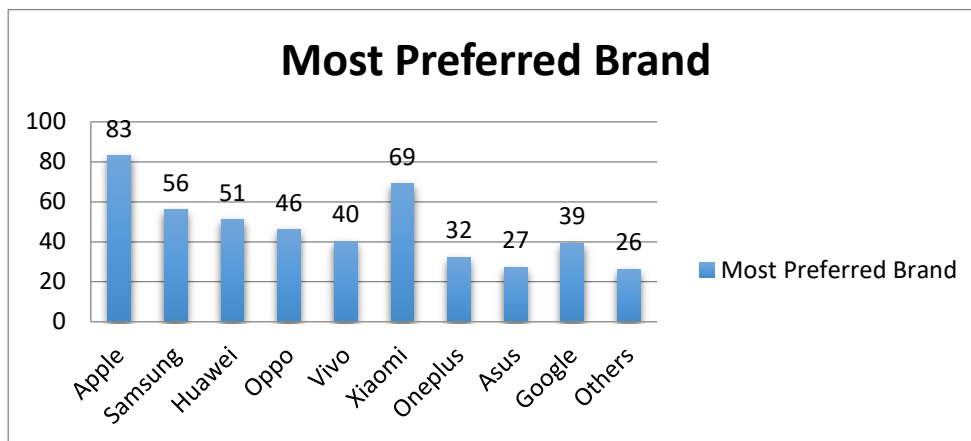


Figure 6. Most Preferred Brand.

The final question asks about the most preferred brand of the participants of survey. The replies in Figure 6 reflect a strong preference for Apple with 83 responses followed by 69 for Xiaomi and 56 for Samsung. Local brands mentioned by respondents include Huawei with 51 responses, Oppo with 46 responses, Vivo with 40 responses, OnePlus with 32 responses and Asus with 27 responses. Google received 39 responses and 26 were put in the others category with less than 20 mentions by the respondents.

4.3. Reliability Analysis

Reliability analysis is performed in order to ensure that the responses given are reliable and can be used for further analysis as per the need of the research. In this case, the

researcher has used Cronbach Alpha Matrix wherein the internal consistency of the responses is measured to check the authenticity of the responses. An outcome of .600 or above is considered to be acceptable in this method.

Table 1. Reliability Analysis.

Case Processing Summary			
		N	%
Cases	Valid	202	100.0
	Excluded ^a	0	0.0
	Total	202	100.0

a. Listwise deletion based on all variables in the

Reliability Statistics	
Cronbach's Alpha	N of Items
0.879	19

Table 1 indicates that the researcher only considered the objective based survey question for this analysis and hence N is 19. The total number of responses considered is 202. The outcome of the analysis is .879 that is marked excellent in terms of reliability and thus can be used for further analysis in the research.

4.4. Factor Analysis

Factor analysis is performed to measure the validity of the dataset and also reduce the overall variables for analysis. The researcher has used LMO and Bartlett's Test of Sphericity for this part. In case of KMO analysis an outcome above or close to .600 is considered acceptable whereas in case of Bartlett's Test of Sphericity, the p value needs to be significant at .000 or below .05.

Table 2. Factor Analysis.

KMO and Bartlett's Test			KMO and Bartlett's Test			KMO and Bartlett's Test		
Kaiser-Meyer-Olkin			Kaiser-Meyer-Olkin			Kaiser-Meyer-Olkin		
	.730			.564			.550	
Bartlett's Test of Sphericity	Approx. Chi-Square	800.754	Bartlett's Test of Sphericity	Approx. Chi-Square	403.710	Bartlett's Test of Sphericity	Approx. Chi-Square	691.101
	df	15		df	15		df	21
	Sig.	.000		Sig.	.000		Sig.	.000

Table 2 shows that the researcher has performed the factor analysis separately for each group of survey questions. The KMO outcomes for the three groups are .730 for the first group, .564 for the second group and .550 for the third group showing acceptable results for all the groups. The Bartlett's Test of Sphericity was found to be significant for all the three groups wherein p was .000.

4.5. Descriptive Analysis

Descriptive analysis is performed in order to ascertain the general trend of responses received from the participants.

Table 3. Influence of Globalisation on Consumer Preferences and Choices.

Influence of Globalisation on Consumer Preferences and Choices					
	N	Minimum	Maximum	Mean	Std Deviation
Superior Quality	202	1.00	5.00	3.9158	1.40286

Post Purchase Service	202	2.00	5.00	3.9356	.98285
More Options	202	3.00	5.00	4.4059	.54959
Strong Competition	202	3.00	5.00	4.3267	.51076
More Features	202	2.00	5.00	4.1931	.81488
Better Brand Value	202	1.00	5.00	3.7921	1.19132
Valid N (listwise)	202				

As Table 3 demonstrated, the first group of objective based survey questions has been analysed in this group. The responses reflect no negative outcomes and the highest mean value was received for the variable of more options with 4.4059 mean. Apart from this the variables of strong competition and more features also received high mean value at 4.3267 and 4.1931 suggesting agreement of consumers. The variables with neutral mean value include superior quality at 3.9158, post purchase service at 3.9356 and better brand value at 3.7921. The responses reflect that consumers are not always confident about the brand value or quality of foreign smart phone brands whereas the market influence of foreign smart phone brands is being positively looked at.

Table 4. Influence of Globalisation on Consumer Behaviour and Attitude.

Influence of Globalisation on Consumer Behaviour and Attitude					
	N	Minimum	Maximum	Mean	Std. Deviation
Changed Expectations	202	2.00	5.00	4.1931	.66718
Better Services	202	4.00	5.00	4.3911	.48921
Increase Price	202	2.00	5.00	4.3762	.59603
Prefer Chinese Phones	202	1.00	5.00	4.1436	.91651
More Trustworthy	202	2.00	5.00	4.4653	.65509
Important Factor	202	2.00	5.00	4.0198	.90306
Valid N (listwise)	202				

In Table 4, the second group of survey questions focus on the influence of globalisation on consumer behaviour and attitude. In this group all the questions were met with positive responses and high mean value above 4.000. The highest mean was received for the variable of more trustworthy at 4.4653, followed by better services at 4.3911 and increase price at 4.3762. The variable of changed expectations received a mean of 4.1931, prefer Chinese phones received a variable of 4.1436 and important factor of post purchase services received a mean of 4.0198. The responses here suggest that consumers agree that foreign smart phone brands have definitely influenced the mechanisms of the smart phone market of China leading to more competition and even changes in the approach of the local brands.

Table 5. Changes Initiated in Regional Markets due to Globalisation.

Changes Initiated in Regional Markets due to Globalisation					
	N	Minimum	Maximum	Mean	Std. Deviation
More Competition	202	1.00	5.00	4.0347	.98435
Upgrade Quality	202	1.00	5.00	3.9554	1.22291
Better Customer Service	202	1.00	5.00	4.3416	.64427
Customer Expectation	202	2.00	5.00	4.1931	.66718
Reduce Brand Loyalty	202	4.00	5.00	4.3911	.48921
Customer Engagement	202	2.00	5.00	4.3762	.59603
Customer Awareness	202	1.00	5.00	4.1436	.91651
Valid N(list-wise)	202				

Table 5 indicates that the final group of survey questions reflect the last objective of the research i.e. changes initiated in the Chinese smart phone market due to globalisation and entrance of foreign brands. In this group only the variable of upgrade quality received a neutral mean of 3.9554 suggesting that entry of foreign brands need not necessarily led to upgrade of quality of local brands. The highest mean value of 4.3911 was received for the variable of reduced brand loyalty followed by customer engagement with mean of 4.3762 and better customer service with mean of 4.3416. The variable of more competition received mean of 4.0347 followed by customer expectations with mean of 4.1931 and customer awareness with mean of 4.1436.

4.6. Correlation Analysis

Correlation analysis is performed in order to identify the underlying relationships between the variables of the analysis. In this case, there were many positive correlations observed along with some perfect positive correlations at 1.000**. Variables with correlations at 1.000** include changed expectations and customer expectations, better services and reduced customer loyalty, increase price and customer engagement and prefer Chinese phones and customer awareness. Apart from these other positive correlations were observed with variables such as superior quality and better brand value at .802** suggesting better quality is an indicator of brand value and with post purchase services at .813** also reflecting the importance of post purchase services for better brand value. An important correlation was formed between more features and more competition at .618** suggesting that better quality phones with more features can lead to better competition in the market. Also the correlation between more competition and important factor of post purchase service at .727** suggests the importance of post purchase services provided by smart phone brands for maintain market competition and can also be considered as a valuable factor for gaining competitive advantage. Therefore, it can be noted that factors such as brand value are directly influenced by the features and advantages being provided for the consumers in the smart phone market of China.

4.7. Regression Analysis

The research uses linear regression to validate each of the study's objectives based on data collected from consumer surveys.

For the first objective, which examines how globalisation influences customer preferences and choices, the dependent variable is "more options," while the independent variables include better brand value, strong competition, more features, superior quality, and post-purchase services. The analysis shows a significant relationship ($p = .000$) with an F value of 22.085, and an R^2 value of .360, indicating that these factors explain 36% of the variance in customer preferences.

For the second objective, focused on how globalisation affects consumer behavior and attitudes, the dependent variable is "changed expectations," with independent variables such as trustworthiness, preference for Chinese phones, better services, and price increases. The results show a strong significant relationship ($p = .000$), with an F value of 63.095 and an R^2 value of .617, meaning these factors explain 61.7% of the variance in consumer behavior.

Finally, the third objective, which aims to identify changes in the regional smartphone market as a result of globalisation, uses "customer engagement" as the dependent variable. The independent variables are customer awareness, better service, quality upgrades, reduced brand loyalty, and competition. The analysis reveals a significant relationship ($p = .000$), with an F value of 39.565 and an R^2 value of .549, explaining 54.9% of the variance in market changes.

5. Discussions

5.1. Research Question 1

The first research question is based on assessing the influence of globalisation on customer preferences and choices. As explained by Sohaib, Mlynarski and Wu (2022), globalisation is a phenomenon of a broader scale that directly or indirectly influences the business as well as social structure of a nation. Further explaining, Sohaib, Mlynarski and Wu (2022) mentioned that while globalisation introduces new brands and products in a market, it can increase scope for business houses in a stagnant market and provide more options for consumers thus benefiting the society at large. A similar response was also noted from the participants of the survey wherein variables such as more options received high positive mean at 4.4059 suggesting that globalisation increases the options of products and services available to them. Moreover the variable of strong competition also received a high mean of 4.3267 signifying the role of globalisation in strengthening the local markets by urging firms to compete at a higher level. Scholars such as Rashid et al. (2020) also noted that often multinational firms entering a new market introduce new technology and superior quality products as their preferred strategy to raise customer awareness and also build a potential market base.

Considering the case of the smart phone industry Lee, Kim and Lim (2016) observed that the number of new models being launched by smart phone companies has significantly reduced the shelf life of products and this has brought into limelight other factors such as customer service both before and after purchase of smart phones. The descriptive statistics revealed a neutral mean for post purchase service at 3.9356 in the first survey group but received a positive mean in case of the second group at 4.0198 for the variable of important factor suggesting the role of post purchase services in customer decisions and preferences while selecting brands and products. Looking at the correlation analysis, it can be noted that the variable of post purchase service has formed multiple positive correlations with variables such as better brand value at .813**, with important factor at .685**, with more competition at .799** and with upgrade quality at .846**. These outcomes highlight that customers consider the long-term implications of engaging with a brand even in case of smart phones wherein the brand switching is comparatively low. With new brands being introduced in the market place, customers have benefitted not

only because of more products but also because regional brands have to upgrade their quality of products and services in order to compete with international brands. Therefore, it can be noted that globalisation plays a key role in customer preferences and choices.

5.2. Research Question 2

The second research question in this research is based on understanding the role of globalisation in influencing customer behaviour and attitude. As observed in the data analysis segment, all the questions related to this question received a high mean value from the respondents of survey. Variables such as changed expectations, more trustworthy and preference of Chinese phones are directly related to the behaviour and personality traits of consumers of the smart phone industry. The variable of changed expectations received a high mean value of 4.1931 suggesting that customers have higher expectations from the smart phone market since introduction of international brands due to globalisation. As noted in literature review, scholars such as Sinulingga and Jokhu (2021) and Castillo et al. (2022) mentioned that entry of a superior product in the market also urges the competitors to upgrade their products in order to remain in the competition and also fulfil the changed expectations of the consumers. On the other hand, the response for variable of more trustworthy at mean of 4.4653 shows that the trust of respondents still favour the local brands of the smart phone market. This shows that while foreign brands may bring new features and services into the market, the country of origin factor can influence the decisions and choices of consumers. Lee and Robb (2022) mentioned that often big multinational brands form ventures with regional organisations in order to reduce the impact of country of origin from consumer decision making by aligning with a regional and familiar name. For brands such as Apple, they have opened production centres in China giving employment and also improving the technological market space in order to garner support for their brand. Considering theoretical concepts such as reasoned action theory, Liu, Tao and Tsai (2017) noted that consumers are rational decision makers that are guided by the information available about brands and products in the market. Therefore, factors such as features of smart phones, longevity, quality, post purchase services, price comparison, etc all contribute in their decision making and availability of new brands are often considered by them. Moreover customer needs and expectations are changing with introduction of new technology and products in the market that can be directly related with the process of globalisation leading to market expansion and development. Therefore, it can be observed that globalisation can influence the behaviour and attitude of customers towards smart phone brands.

5.3. Research Question 3

The final question of the research focuses on identifying the changes initiated in the smart phone market of China as a result of globalisation. The question directly refers to the final group of questions in the survey questionnaire. Most of the variables in this group received a high positive mean above 4.000 suggesting agreement from the participants except the variable of upgrade quality with a neutral mean of 3.9554 suggesting consumers think that entry of foreign brands does not necessarily upgrade quality of products in the market. On the other hand, variables such as increase customer awareness and customer engagement received positive mean values at 4.1436 and 4.3762 respectively signifying that globalisation can increase awareness and engagement of customers with brands. Relating this with the theoretical analysis, scholars such as Murwanti, Putra and Praswati (2020) mentioned that globalisation by introducing new brands and products also increases the curiosity among the customers and hence boosts their activity towards information gathering and communicating with these brands in order to know them better. The variable of customer expectations also received a mean of 4.1931 that correlates with the above statement proving its validity. Gong, Zhu and Zhu (2020) however criticised that globalisation can often hamper the regional brands as smaller brands and firms

may not be able to compete with the resources of multinational organisations and are eventually pushed out of the competition. On the other hand Abels and Bieling (2023) argued that in order enter new markets, international brands often enter into ventures with regional brands to reduce risks and increase the scope of knowing the market in a better way. This benefits the regional firms with additional resources and operational expertise of doing business at a larger scale and the international brands can leverage their brand value to operate in the local market. Another variable related to this question is that of increase prices that received a mean of 4.3762 suggesting that entry of firms with international brand value can often lead to increase in prices of products. Liu, Tao and Tsai (2017) reflected that price is also an indicator of quality of products and in an effort to maintain competitiveness regional brands often boost up the price of their products to match that of international brands. These are some of the integral and fundamental changes that are initiated as a result of globalisation.

6. Conclusion

This research analyses the influence of globalisation on consumer preferences and choices in China's smartphone industry, with objectives focusing on how globalisation impacts customer behavior and changes in the regional market. The literature review explores globalisation and consumer behavior, revealing that consumers make rational decisions, and globalisation introduces new brands, enhancing customer awareness, engagement, and expectations. Increased competition improves product and service standards, benefiting consumers. A quantitative analysis using statistical software evaluates survey data, which aligns with the literature. While foreign brands are preferred, regional brands still receive strong support and trust from consumers.

The first objective examines how globalisation enhances consumer choice, increases competition, and improves product quality, which is consistent with findings from the literature. The second objective investigates the impact of globalisation on consumer behavior, revealing that consumers value post-purchase service and continue to support regional brands, even though they recognize the advantages of international brands. The third objective identifies changes in the regional market, finding that globalisation increases competition, consumer awareness, and engagement, while reducing brand loyalty to local brands. Enhanced customer service also emerges as a key change resulting from globalisation in the regional market.

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