



Brand Equity in Colombia's Emerging Market: Understanding Consumer

Preferences for Local vs. Global Brands

Tesis por medio de Doble Titulación

Nicolás Rojas Mayorga

Bogotá, Colombia

2024



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## Appendix

### A - Google Survey/Questionnaire

# Understanding Consumer Preferences for Local vs. Global Brands

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I would like to invite you to participate in a research study that aims to investigate what are the key factors that influence consumer preferences when choosing between local vs global brands in Colombia, and how can businesses leverage this understanding to effectively expand and compete in a globalized marketplace. This study is being conducted by a Master of Science student in Global Business Management, as part of the final Graduating Research Project at Rennes School of Business.

The purpose of this study is to compare the consumer preferences of Colombian young adults when choosing between a global or a local brand for clothing. 5 dimensions will be used to compare the results. The survey is completely **anonymous**, which means that your identity is protected so please answer with complete transparency.

The survey will take approximately **5-10 minutes** to complete. Thank you for your time and participation.

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Age \*

- Under 18
- 18-26
- 27-35
- 36-45
- 46 and above



Gender \*

- Male
- Female
- Other
- Prefer not to say

Educational level \*

- High school diploma or equivalent
- College, no degree
- Bachelor's degree
- Postgraduate degree (e.g., Masters, PhD)

Nationality \*

- Colombian
- Other

Employment Status \*

- Employed full-time
- Employed part-time
- Self-employed
- Unemployed and looking for work
- Student



Instructions:

The questionnaire will involve a linear scale response, so please make sure to indicate appropriately within the scale how you feel towards the statements and questions provided throughout.

I trust **Colombian** clothing brands \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I trust **Global** clothing brands \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How often do you buy clothing products from a **COLOMBIAN** brand? \*

	1	2	3	4	5	
Very rarely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very often

How often do you buy clothing products from a **GLOBAL** brand? \*

	1	2	3	4	5	
Very rarely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very often

I have been buying from **COLOMBIAN** clothing brands over a long period of time \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I have been buying from **GLOBAL** clothing brands over a long period of time \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

How familiar are you with **local** clothing brands based in **Colombia**? \*

	1	2	3	4	5	
Not familiar at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very familiar

How familiar are you with **Global** clothing brands based in Colombia? \*

	1	2	3	4	5	
Not familiar at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very familiar

How confident are you in recalling **COLOMBIAN** clothing brands? \*

	1	2	3	4	5	
Not confident at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very confident

How confident are you in recalling **GLOBAL** clothing brands? \*

	1	2	3	4	5	
Not confident at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very confident



How would you rate the perceived durability of clothing products from **COLOMBIAN** brands, \*  
considering the longevity and resilience of the products:

	1	2	3	4	5	
Very low durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high durability

How would you rate the perceived durability of clothing products from **GLOBAL** brands, \*  
considering the longevity and resilience of the products:

	1	2	3	4	5	
Very low durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very high durability

Considering style, design, and overall visual appeal, please rate the appearance of clothing \*  
products from **COLOMBIAN** brands

	1	2	3	4	5	
Very unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very appealing

⋮

Considering style, design, and overall visual appeal, please rate the appearance of \*  
**GLOBAL** clothing brands

	1	2	3	4	5	
Very unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very appealing

**Colombian** clothing brands are superior to **GLOBAL** brands

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

**Global** Clothing brands are superior to **COLOMBIAN** clothing brands

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

How much do you associate **COLOMBIAN** clothing brands with practical and logical benefits, such as affordability, durability, practicality, or ease of use, when considering purchasing clothing products?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A great deal

⋮

How much do you associate **GLOBAL** clothing brands with practical and logical benefits, such \* as affordability, durability, practicality, or ease of use, when considering purchasing clothing products?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A great deal

How much do you associate **COLOMBIAN** clothing brands with emotional benefits, such as feelings of happiness, confidence, or pride? \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

⋮

How much do you associate **GLOBAL** clothing brands with emotional benefits, such as feelings of happiness, confidence, or pride? \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Please indicate your overall attitude towards the **COLOMBIAN** clothing brands when considering purchasing clothing products: \*

	1	2	3	4	5	
Very negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very positive

Please indicate your overall attitude towards **GLOBAL** clothing brands when considering purchasing clothing products: \*

	1	2	3	4	5	
Very negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very positive

### Thank you for your time and participation

Thank you for completing this questionnaire. Your responses will provide a comprehensive understanding of consumer preferences regarding local and global clothing brands in Colombia, aiding in understanding the factors influencing purchasing decisions, brand association, brand perceived quality, and brand awareness according to Aaker's model within the clothing category.

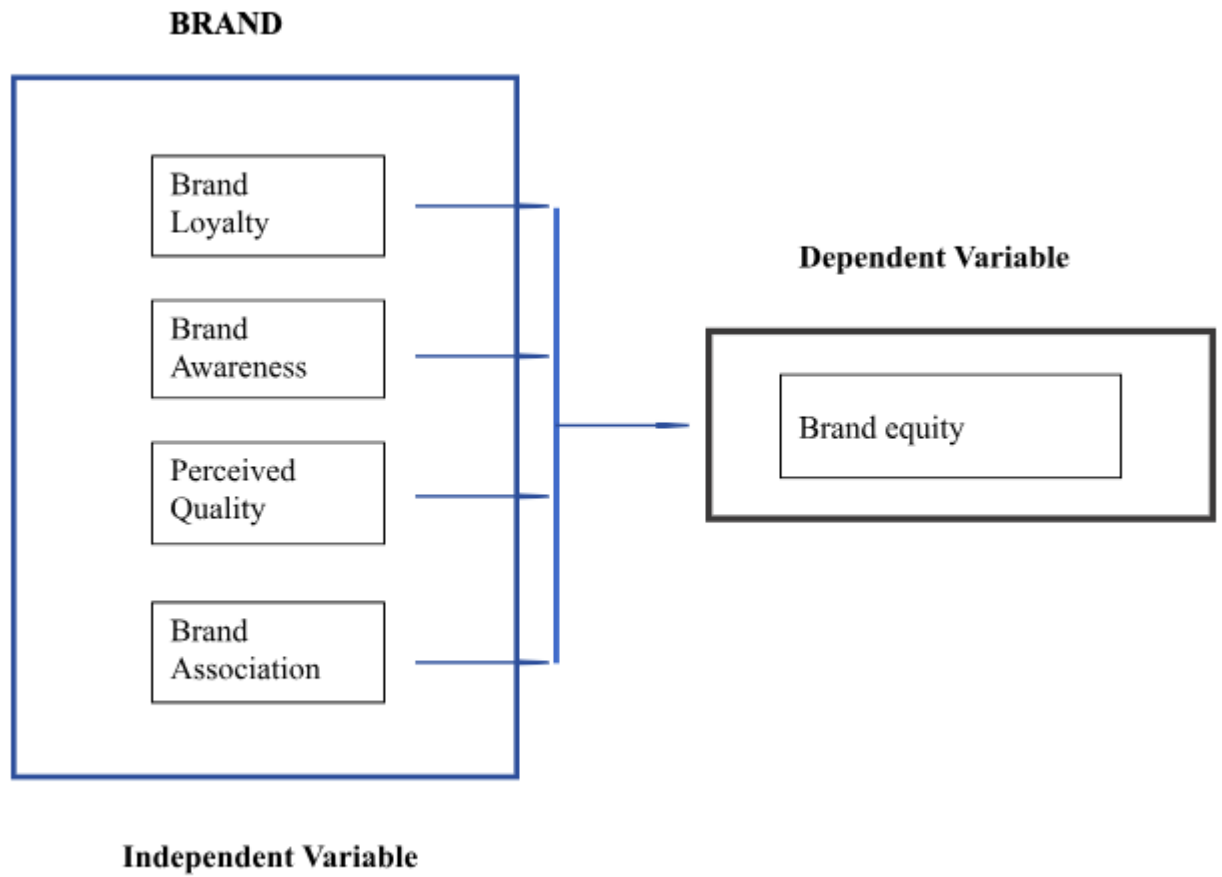
## Tables, Figures and Graphs

Table 1: *Theory Framework for Brand Equity and its Dimensions*

<b>Theory</b>	<b>Dimension</b>	<b>Factor</b>	<b>Reference</b>
<b>Brand Equity</b>	<u>Brand Loyalty</u>	Brand trust	Hawass, 2013. Bilgihan, 2016. Aaker, 1991
		Repeat Purchase	Mckinney & Benson, 2013. Aaker, 1991
		Commitment	Chen, 2017. Byun and Dass, 2015. Aaker, 1991
	<u>Brand Awareness</u>	Brand recall	Aaker, 1996 Radder & Huang, 2008 Keller, 1993 Stokes, 1985
		Brand recognition	Aaker, 1996 Radder & Huang, 2008 Keller, 1993 Stokes, 1985
		Brand dominance	Aaker, 1996 Radder & Huang, 2008 Keller, 1993 Stokes, 1985
	<u>Brand Association</u>	Prestige	Dubois, Czellar and Laurent, 2005. Daniels, Kunkel and Karg, 2018 Funk & James, 2004
		Hedonism	Dubois, Czellar and Laurent, 2005.

			Daniels, Kunkel and Karg, 2018 Funk & James, 2004
		Rational Benefits	Keller, 1993 Aaker, 1991
		Emotional Benefits	Keller, 1993 Aaker, 1991
		Attitudes	Mitchell and Olson, 2000.
	<u>Perceived Quality</u>	Quality	Aaker 1991 Steenkamp, 1990 Cooper, 1994 Liu, et al., 2014
		Durability	Aaker 1991 Steenkamp, 1990 Cooper, 1994 Liu, et al., 2014
		Appearance	Aaker 1991 Steenkamp, 1990 Cooper, 1994 Liu, et al., 2014

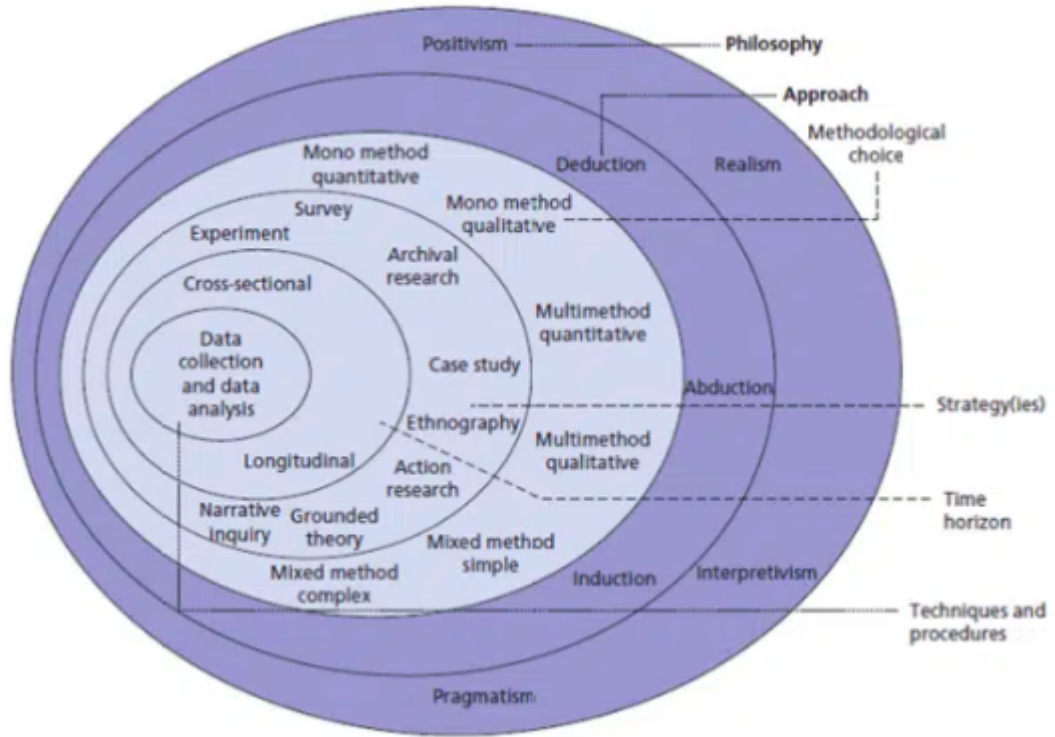
Figure 1: *Brand Equity Conceptual Model*



Adapted from Aaker's Brand Equity Model (1991)

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Figure 2: *Research Onion Model*



(Saunders et al, 2007)

Figure 3: *Proportion of respondent's gender*

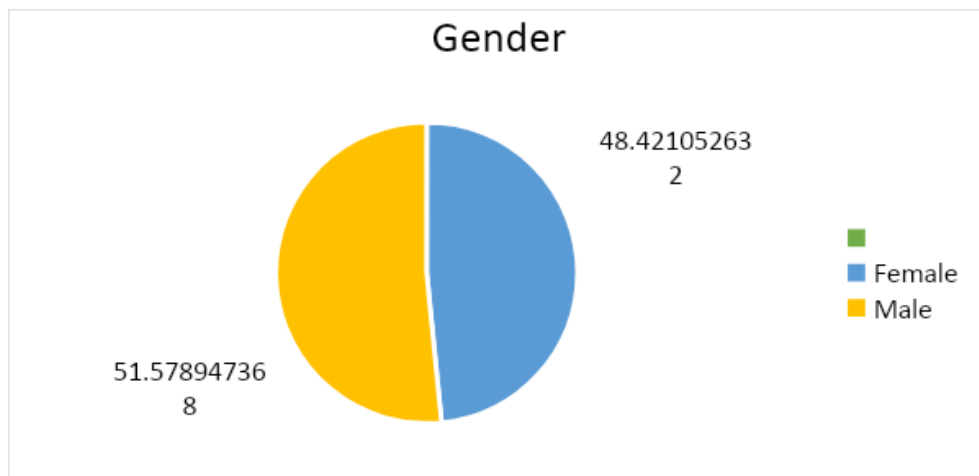


Figure 4: *Proportion of respondent's educational level*

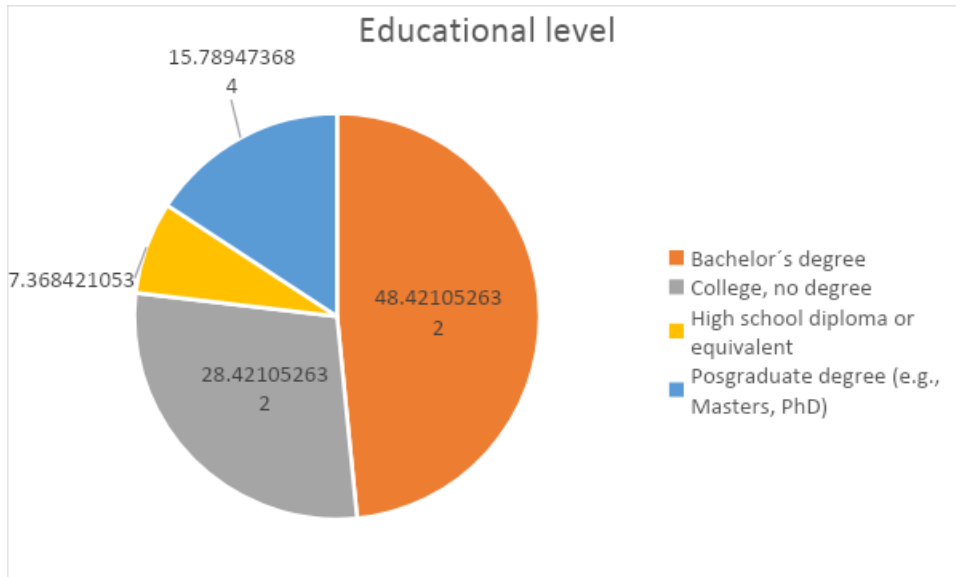


Figure 5: *Proportion of respondent's Employment Status*

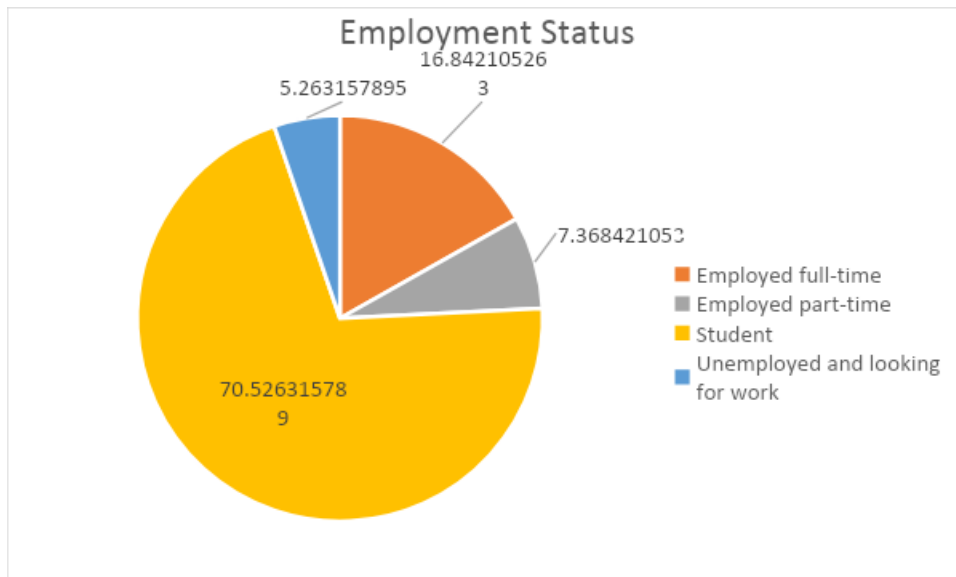


Table 2: *Data Coding for Independent Variables*

VARIABLE	STATEMENT/QUESTION
BL1_Local	I trust <b>Colombian</b> clothing brands
BL1_Global	I trust <b>Global</b> clothing brands
BL2_Local	How often do you buy clothing products from a <b>COLOMBIAN</b> brand?
BL2_Global	How often do you buy clothing products from a <b>GLOBAL</b> brand?
BL3_Local	I have been buying from <b>COLOMBIAN</b> clothing brands over a long period of time
BL3_Global	I have been buying from <b>GLOBAL</b> clothing brands over a long period of time
BAW1_Local	How familiar are you with <b>LOCAL</b> clothing brands based in Colombia?
BAW1_Global	How familiar are you with <b>GLOBAL</b> clothing brands based in Colombia?
BAW2_Local	How confident are you in recalling <b>COLOMBIAN</b> clothing brands?
BAW2_Global	How confident are you in recalling <b>GLOBAL</b> clothing brands?
BAW3_Local	When thinking about clothing brands, how likely are you to think of a <b>COLOMBIAN</b> clothing brand?
BAW3_Global	When thinking about clothing brands, how likely are you to think of <b>GLOBAL</b> clothing brands first?
PQ1_Local	How do you perceive the quality of clothing products offered by <b>COLOMBIAN</b> clothing brands?

PQ1_Global	How do you perceive the quality of clothing products offered by <b>GLOBAL</b> clothing brands?
PQ2_Local	How would you rate the perceived durability of clothing products from <b>COLOMBIAN</b> brands, considering the longevity and resilience of the products:
PQ2_Global	How would you rate the perceived durability of clothing products from <b>GLOBAL</b> brands, considering the longevity and resilience of the products:
PQ3_Local	Considering style, design, and overall visual appeal, please rate the appearance of clothing products from <b>COLOMBIAN</b> brands
PQ2_Global	Considering style, design, and overall visual appeal, please rate the appearance of <b>GLOBAL</b> clothing brands
BAS1_Local	<b>COLOMBIAN</b> clothing brands are superior to <b>GLOBAL</b> brands
BAS1_Global	<b>GLOBAL</b> Clothing brands are superior to <b>COLOMBIAN</b> clothing brands
BAS2_Local	How much do you associate <b>COLOMBIAN</b> clothing brands with practical and logical benefits, such as affordability, durability, practicality, or ease of use, when considering purchasing clothing products?
BAS2_Global	How much do you associate <b>GLOBAL</b> clothing brands with practical and logical benefits, such as affordability, durability, practicality, or ease of

	use, when considering purchasing clothing products?
BAS3_Local	How much do you associate <b>COLOMBIAN</b> clothing brands with emotional benefits, such as feelings of happiness, confidence, or pride?
BAS3_Global	How much do you associate <b>GLOBAL</b> clothing brands with emotional benefits, such as feelings of happiness, confidence, or pride?
BAS4_Local	Please indicate your overall attitude towards the <b>COLOMBIAN</b> clothing brands when considering purchasing clothing products:
BAS4_Global	Please indicate your overall attitude towards <b>GLOBAL</b> clothing brands when considering purchasing clothing products:

### Descriptive Statistics

Table 3: *All independent variables*

	N	Minimum	Maximum	Mean	Std. Error	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
BL1_Local	95	2	5	3.99	.092	.893
BL1_Global	95	1	5	3.52	.113	1.100
BL2_Local	95	1	5	2.84	.110	1.075
BL2_Global	95	1	5	4.16	.093	.903
BL3_Local	95	1	5	2.93	.122	1.187
BL3_Global	95	2	5	4.34	.080	.780

BAW1_Local	95	1	5	3.13	.113	1.104
BAW1_Global	95	1	5	4.20	.100	.974
BAW2_Local	95	1	5	3.15	.118	1.148
BAW2_Global	95	1	5	4.17	.094	.919
BAW3_Local	95	1	5	2.98	.116	1.130
BAW3_Global	95	1	5	4.52	.082	.797
PQ1_Local	95	2	5	4.29	.082	.797
PQ1_Global	95	1	5	3.34	.098	.952
PQ2_Local	95	2	5	4.12	.076	.742
PQ2_Global	95	1	5	3.20	.105	1.027
PQ3_Local	95	1	5	3.97	.092	.893
PQ3_Global	95	2	5	4.27	.077	.750
BAS1_Local	95	1	5	2.92	.102	.996
BAS1_Global	95	2	5	3.47	.082	.797
BAS2_Local	95	1	5	3.60	.097	.950
BAS2_Global	95	1	5	3.37	.109	1.062
BAS3_Local	95	1	5	3.96	.110	1.071
BAS3_Global	95	1	5	3.06	.120	1.165
BAS4_Local	95	2	5	4.22	.079	.774
BAS4_Global	95	2	5	3.62	.085	.827
Valid N (listwise)	95					

### Descriptive Statistics

Table 4: Descriptive Statistics - Total mean of each dimension (Local vs Global)

	N	Minimu m	Maximu m	Mean	Std. Deviation
BrandLoyalty_Local	95	1.33	5.00	3.2526	.87074
BrandLoyalty_Global	95	2.00	5.00	4.0035	.61212
BrandAwareness_Local	95	1.33	4.67	3.0842	.88722

BrandAwareness_Global	95	1.67	5.00	4.2947	.66465
PerceivedQuality_Local	95	2.33	5.00	4.1263	.62678
PerceivedQuality_Global	95	2.00	5.00	3.6035	.66185
BrandAssociation_Local	95	2.25	5.00	3.6737	.61028
BrandAssociation_Global	95	1.75	4.75	3.3816	.59569

### Descriptive Statistics

Table 5: *Factors affecting Brand Loyalty*

	N	Minimum	Maximum	Mean	Std. Deviation
BL1_Local	95	2	5	3.99	.893
BL1_Global	95	1	5	3.52	1.100
BL2_Local	95	1	5	2.84	1.075
BL2_Global	95	1	5	4.16	.903
BL3_Local	95	1	5	2.93	1.187
BL3_Global	95	2	5	4.34	.780
Valid N (listwise)	95				

### Descriptive Statistics

Table 6: *Brand Loyalty Final Scores*

N	Minimum	Maximum	Mean	Std. Deviation
Statistic	Statistic	Statistic	Statistic	Statistic

BrandLoyalty_Local	95	1.33	5.00	3.2526	.08934	.87074
BrandLoyalty_Global	95	2.00	5.00	4.0035	.06280	.61212
Valid N (listwise)	95					

### Descriptive Statistics

Table 7: Factors affecting Brand Awareness

		Minimum	Maximum	Mean	Std. Deviation
BAW1_Local	95	1	5	3.13	1.104
BAW1_Global	95	1	5	4.20	.974
BAW2_Local	95	1	5	3.15	1.148
BAW2_Global	95	1	5	4.17	.919
BAW3_Local	95	1	5	2.98	1.130
BAW3_Global	95	1	5	4.52	.797
Valid N (listwise)	95				

### Descriptive Statistics

Table 8: Brand Awareness Final Scores

	N	Minimum	Maximum	Mean	Std. Deviation
BrandAwareness_Local	95	1.33	4.67	3.0842	.88722
BrandAwareness_Global	95	1.67	5.00	4.2947	.66465
Valid N (listwise)	95				

### Descriptive Statistics

Table 9: *Factors Affecting Perceived Quality*

	N	Minimum	Maximum	Mean	Std. Deviation
PQ1_Local	95	2	5	4.29	.797
PQ1_Global	95	1	5	3.34	.952
PQ2_Local	95	2	5	4.12	.742
PQ2_Global	95	1	5	3.20	1.027
PQ3_Local	95	1	5	3.97	.893
PQ3_Global	95	2	5	4.27	.750
Valid N (listwise)	95				

### Descriptive Statistics

Table 10: *Perceived Quality Final Scores*

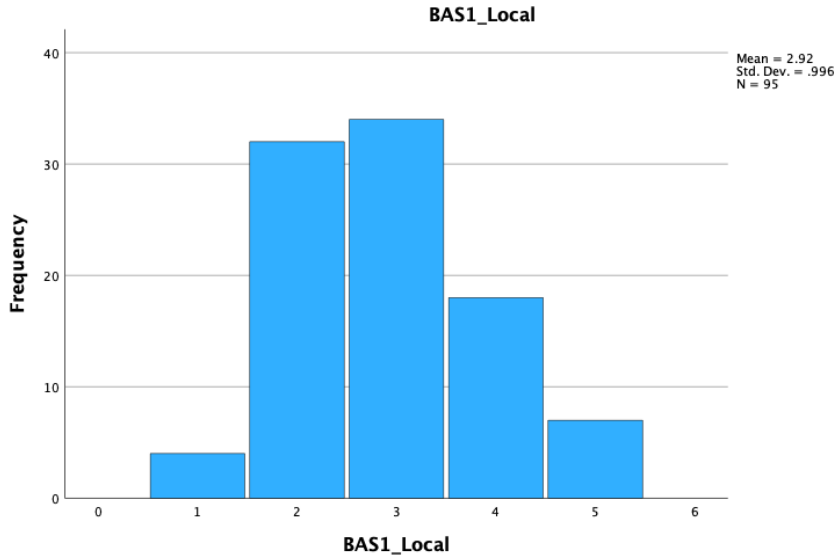
	N	Minimum	Maximum	Mean	Std. Deviation
PerceivedQuality_Local	95	2.33	5.00	4.1263	.62678
PerceivedQuality_Global	95	2.00	5.00	3.6035	.66185
Valid N (listwise)	95				

### Descriptive Statistics

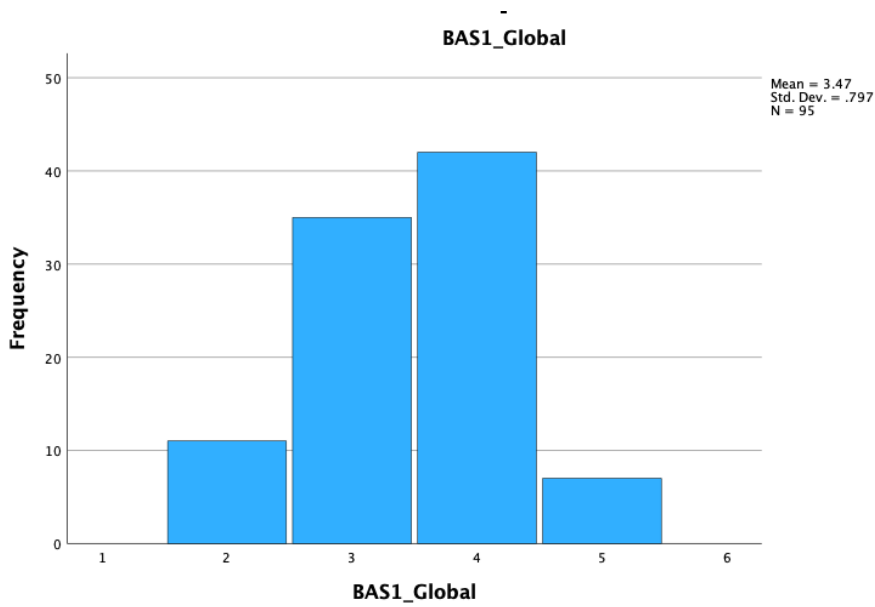
Table 11: *Factors affecting Brand Association*

	N	Minimum	Maximum	Mean	Std. Deviation
BAS1_Local	95	1	5	2.92	.996
BAS1_Global	95	2	5	3.47	.797
BAS2_Local	95	1	5	3.60	.950
BAS2_Global	95	1	5	3.37	1.062
BAS3_Local	95	1	5	3.96	1.071
BAS3_Global	95	1	5	3.06	1.165
BAS4_Local	95	2	5	4.22	.774
BAS4_Global	95	2	5	3.62	.827
Valid N (listwise)	95				

Graph 1: *Brand Association for Local brands - Bar Chart*



Graph 2: *Brand Association for Global brands - Bar Chart*



### Descriptive Statistics

Table 12: *Brand Association Final Score*

	N	Minimum	Maximum	Mean	Std. Deviation
BrandAssociation_Local	95	2.25	5.00	3.6737	.61028
BrandAssociation_Global	95	1.75	4.75	3.3816	.59569
Valid N (listwise)	95				

### Descriptive Statistics

Table 13: Colombian Local brands' Final Scores for each of the four dimensions

	N	Minimum	Maximum	Mean	Std. Deviation
BrandLoyalty_Local	95	1.33	5.00	3.2526	.87074
BrandAwareness_Local	95	1.33	4.67	3.0842	.88722
PerceivedQuality_Local	95	2.33	5.00	4.1263	.62678
BrandAssociation_Local	95	2.25	5.00	3.6737	.61028

### Descriptive Statistics

Table 14: Global brands' Final Scores for each of the four dimensions

	N	Minimum	Maximum	Mean	Std. Deviation
BrandLoyalty_Global	95	2.00	5.00	4.0035	.61212
BrandAwareness_Global	95	1.67	5.00	4.2947	.66465

PerceivedQuality_Global	95	2.00	5.00	3.6035	.66185
BrandAssociation_Global	95	1.75	4.75	3.3816	.59569

Table 15: Brand Equity Final Score for Local and Global Brands

	N	Minimum	Maximum	Mean	Std. Deviation
BrandEquity_Local	95	2.10	4.71	3.5342	.62302
BrandEquity_Global	95	2.54	4.88	3.8208	.45107
Valid N (listwise)	95				

Figure 6: Two step Cluster - Gender against Brand Equity

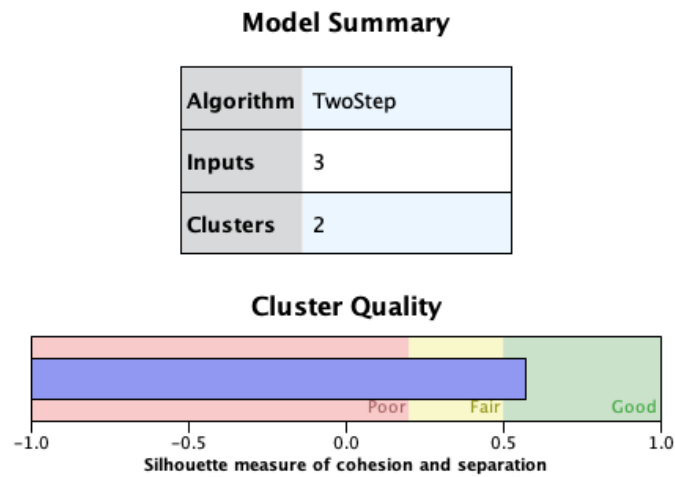


Figure 7: Brand Equity scores given by Gender

## Clusters

Input (Predictor) Importance  
 1.0
 0.8
 0.6
 0.4
 0.2
 0.0

Cluster	1	2
Label		
Description		
Size	 51.6% (49)	 48.4% (46)
Inputs	Gender Male (100.0%)	Gender Female (100.0%)
	BrandEquity_Global 3.94	BrandEquity_Global 3.69
	BrandEquity_Local 3.37	BrandEquity_Local 3.71