

Exploring The Impact of Self on Attitude Toward Western Elite Brands Among Young Educated Jordanians

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Abstract

In this study find that young consumers are a vital segment of Jordanian market. For young consumers, the self-concept is crucial tool which creates attitude towards products knowing that the self-concept is more important for youngsters than it is for elderly. Many western brands target young consumers all around the world, including developing countries, such as Jordan. Previous studies did not give enough attention to how is the attitude for young consumers toward western brands is shaped. The current study aims to examine how self-concept explains social consumption (motivations and attitude) with regarding to elite western brands in Jordan, an Arab Muslim country. More specifically, the proposed study aims to examine the influence of socio-psychological variables namely, self-concept, Reference group, materialism and religion on attitude toward purchasing elite western brands, explore the influence of demographic variables namely, gender, geographical location, income and family size on attitude toward purchasing elite western brands, and provide implications for domestic and global marketing managers, based on the findings of this study.

Data were collected from ٦١٨ Jordanian university students who were studying at eight universities namely, Al Zaytoonah University of Jordan, Yarmouk University, Jordan University, Philadelphia University, Al Ahliyya Amman University, The Hashemite University, The World Islamic Science & Education University, and Jordan University of Science and Technology. The eight universities are good representative of public and private Jordanian universities.

It's found that the hierarchal regression was used to analyze the study data; the results of the ANOVA test demonstrated that the socio-psychological variables, namely, self-concept, Reference group, materialism and religion have a statistically significant influence on young Jordanians' attitude toward western elite brands. Also, demographic variables, namely, gender, income, location and family size, influence young Jordanians' attitude toward western elite brands. We conducted linear regression to explore the impact of each antecedent variable (attitude, Reference group, motivation, self-concept, religion, materialism) on attitude toward western elite brands among young educated Jordanians. Self-concept, Reference group, and materialism have statistical positive significant influence on young Jordanians' attitude toward western elite brands. High income young Jordanians, young Jordanians who live in Amman and young Jordanians who are of small family sizes have more positive attitude toward western brands than low income young Jordanians, young Jordanians who live outside Amman and young Jordanians who are of large family sizes respectively.

It is concluded, the results showed that the luxury consumption of Jordanians is driven by socio-psychological variables, namely, self-concept, Reference group, and materialism. Generally, young Jordanians appreciate luxury western brands more clearly than those unknown.