

An Empirical Assessment of the Consumer Agency Framework: Evidence from India and China

Abstract

This research empirically validates the Consumer Agency Model which illustrates consumer reactions to the introduction of new Western products to emerging markets. This study represents the first quantitative effort to test the framework in a comparative field study of consumer attitudes towards a franchised business in the two largest emerging markets globally, China and India. It builds on the original model with McDonald's as the prototypical representative of the Western franchise industry. The analysis confirms existence of the Consumer Agency Model with remarkable similarity in both countries. Implications for franchise companies as they target the two investigated markets are provided.