



Consumer Evaluation of Branding Strategies for Global Vs Local Brands

Punyatoya Plavini

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While introducing a new product to the market, companies invariably evaluate two possible options. They either go for a brand extension which involves the use of an extended brand name, or alternatively opt for altogether a new brand name. Perceived brand globalness affects this decision regarding choice of new brand name versus extended brand name. The book discusses about the impact of brand globalness (global versus local) and branding strategy (new brand name versus extended brand name) on consumer attitude and purchase intention for new products. Then the moderating role of product similarity and concept consistency on the interaction effect was investigated. The book presents the research work using three essays. The research was conducted for both functional and prestige products to present a more generalized finding. The book suggests that firms need to consider perceived brand globalness, product category, new product's level of similarity to original one and new product's concept consistency level before deciding their branding strategy. The research output can aid corporate in deciding the right branding strategy while introducing a new product.

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