

Preface

Modern business is no longer confined to a limited locale surrounding a company but is now available to consumers as far as owners and managers are willing to reach. The advent of the internet, social media marketing, and contemporary branding practices allow small, medium, and large-size enterprises to build and reach new regions, demographics, and potential customers. Although the field of modern marketing is expanding, it is not merely enough to create a social media page; rather, it is imperative to create a lasting presence and a global brand that becomes identifiable and easily recognizable.

Global branding is the idea of creating an image and brand that is synonymous with specific traits, such as reliable or family-friendly, leading to increased loyalty, return consumers, and profits. Under this concept, marketing firms look to market a product under the same name internationally using a uniform, coordinated strategy for their good to be the same image whether it is being seen in the United States or Japan.

Though the concept of global branding can be alluring to firms as it can provide them benefits such as the cost effectiveness of utilizing one campaign and creating a common identifier, global branding may not be the best option for every product, service, or company. Issues facing brands and marketing firms, including effectiveness as a successful strategy in one country may not be as profitable in another and image differentiation in different countries, can often outweigh the benefits of a global branding campaign. When deciding whether this is the move for a company, it is imperative for advertising and marketing teams to look at all angles before moving forward with a global branding campaign.

For a company to effectively brand their product on a global level, they must keep the branding strategy consistent, uphold the company's promises while delivering the quality customers expect, and build a positive image while creating reliable relationships. In creating a global brand, a company is to create a positive, reliable image across the world that customers can connect to specific traits such as quality products or luxury image.

The everchanging landscape surrounding the diverse applications of different scientific areas can make it very challenging to stay on the forefront of innovative research trends. That is why IGI Global is pleased to offer this two-volume comprehensive reference that will empower marketers, business professionals, students, researchers, practitioners, and academicians with a stronger understanding of global branding.

This compilation is designed to act as a single reference source on conceptual, methodological, and technical aspects, and will provide insight into emerging topics including but not limited to brand equity, endorsements, consumer perception, customer loyalty, brand recognition, and brand promotion. The chapters within this publication are sure to provide readers the tools necessary for further research and discovery in their respective industries and/or fields.

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Global Branding: Breakthroughs in Research and Practice is organized into seven sections that provide comprehensive coverage of important topics. The sections are:

1. Brand Equity;
2. Brand Loyalty;
3. Brand Management and Customer Engagement;
4. Brand Preference and Buying Behavior;
5. Brand Trust and Reputation Management;
6. Emotional Brand Attachment and Brand Personality; and
7. Social Media and Online Brand Communities.

The following paragraphs provide a summary of what to expect from this invaluable reference source:

Section 1, “Brand Equity,” opens this extensive reference source by highlighting the latest trends in customer loyalty and social media impact on brand. In the first chapter in the section, “Defining the Concept of Brand Equity With Radical Transparency,” Prof. Elena Veselinova and Prof. Marija Gogova Samonikov from Goce Delčev University of Štip, Macedonia analyze how the transformational forces: the tangible worth of intangible assets, the war for top-grade talent, the impressive power of inspired employees, the transparent supply chains, the global impact of NGOs, and the informed global consumer reshape the business landscape. Within the second chapter, “Increasing the Brand Equity of Private Label Brands,” Prof. Tamer A. Awad and Prof. Sahar Mohsen from German University in Cairo, Egypt investigate the different factors affecting the brand equity of private label brands and perceived value in the Egyptian market through surveying hundreds of shoppers across Egyptian commercial districts. Within the next chapter, “Multi-Sensory Fashion Retail Experiences: The Impact of Sound, Smell, Sight, and Touch on Consumer-Based Brand Equity,” the authors, Prof. Bethan Alexander from the London College of Fashion, UK and Prof. Karinna Nobbs from the British School of Fashion, UK, examine how fashion retailers can reinforce their brand through integrating multi-sensory experiences within the physical store, specifically sound, smell, sight, touch, and taste, and analyze if sensory retailing really can have a direct influence on consumer perceptions of a fashion retailer and consequently on the strength of its brand. In a noteworthy chapter, “The Impact of Integrated Marketing Communications on Hotel Brand Equity: Does National Culture Matter?” Prof. Maja Šerić and Prof. Alejandro Mollá-Descals examine the impact of integrated marketing communications (IMC) on the hotel brand equity dimensions (i.e., brand image, perceived quality, and brand loyalty). Moreover, it estimates the moderating effect of national culture on the relationships examined. Within the final chapter of this section, “Evaluation of Celebrity Endorsements on Consumer Perception and Brand Equity in Indian Market,” the authors, Prof. Ankita Sen Negi from AdFactors PR, India and Payel Das from St. Joseph’s Degree and PG College, India, look at the relationship between building brand equity and the celebrity endorsers.

Section 2, “Brand Loyalty,” includes chapters on emerging innovations for creating loyalty and returning consumers. The first chapter in the section, “E-Satisfaction and E-Loyalty: Two Main Consequences of Online Buying Attributes,” by Profs. Gyaneshwar Singh Kushwaha and Mukesh Kaushal from Maulana Azad National Institute of Technology, Bhopal, India examines the effect of the most important factors of online shopping such as brand, price, and service quality on consumer’s e-satisfaction and e-loyalty comparatively. In the following chapter, “Relationship Marketing as a Mediating Role Between Brand Image and Customer Loyalty in B2B Markets: Evidence From a Manufacturing Company,” the author,

Prof. Eman Mohamed Abd-El-Salam from the Arab Academy for Science and Technology and Maritime Transport, College of Management and Technology, Alexandria, Egypt, examines how brand image, value equity (conceptualized as relationship value), relationship equity (conceptualized as relationship quality), and customer loyalty play a vital role in the Egyptian business-to-business market. It was tested empirically with agricultural business customers of a chemical manufacturer with respect to their main supplier. Within a concluding chapter, “Apps in Hospitality and Tourism: Conceptualization of Branded Apps in Building Traveler Satisfaction and Loyalty,” Prof. Sajad Rezaei from Taylor’s University, Malaysia and Prof. Milad Kalantari Shahijan from Universiti Teknologi, Malaysia focus on the impact of app implementation in the hospitality and tourism sector and conceptually propose how branded apps could yield tourist satisfaction and loyalty. In the final chapter of the section, “Determinants of Attitudinal Loyalty in Retail Banking: Evidence From Nigeria,” the author, Prof. Ernest Emeka Izogo from Ebonyi State University, Abakliki, Nigeria & The University of Hull Business School, Kingston upon Hull, UK, investigates the effects of customer orientation, information sharing, and brand credibility on attitudinal loyalty; examines the mediating effect of brand credibility on the relationships between customer orientation, information sharing, and attitudinal loyalty; and examines the moderating effect of satisfaction on the relationships between customer orientation, information sharing, and attitudinal loyalty.

Section 3, “Brand Management and Customer Engagement,” presents coverage on novel strategies to promote customer interaction and customer retention. The first chapter in the section, “Consumer Relationships With Brands,” by Prof. Rajagopal and Prof. Raquel Castaño from EGADE Business School, Tecnologico de Monterrey, Mexico, addresses how marketing strategies can enhance brand relationships by understanding how brands can connect to consumers. In the second chapter of this section, “How to Drive Brand Communication in Virtual Settings: An Analytical Approach Based on Digital Data (Consumer Brand Alignment and Social Engagement),” the authors, Prof. Silvia Ranfagni and Prof. Monica Faraoni from the University of Florence, Italy, propose an analytical approach that explores brands in virtual environments by creating indicators of consumer brand alignment and comparing them with measurements of social engagement. In the third chapter of the section, “Managing Integrated Brand Communication Strategies in the Online Era: New Marketing Frontiers for Luxury Goods,” the authors, Prof. Fabrizio Mosca and Prof. Cecilia Casalegno from the University of Turin, Italy, examine communicative coherence and the ability of companies to decline providing such consistency across all those channels at their disposal to reach their intended audience, considering that, for luxury goods above all, the selling point has always been the first way to communicate the brand’s identity and its real essence. Within the following chapter, “Choice of National Brand vs. Private Label ‘Me-Too’ New Products in a Multicultural Context: Understanding Consumer Innovativeness,” the authors, Prof. Mónica Gómez-Suárez from the Universidad Autónoma de Madrid, Spain and Prof. Carmen Abril from the Universidad Complutense de Madrid, Spain, explore the effects of consumer innovativeness and risk aversion on this choice in five European countries and the United States. In the fifth chapter of the section, “Brand Positioning Practices in Services Sector: A Study of Banking Brands,” the author, Prof. Nazia Sultana from Osmania University, India, examines and compares the brand positioning practices in services sector with reference to banks. Within the following chapter, “Brand Experiences, Retail Scenarios, and Brand Images in the Fashion Industry,” the authors, Prof. Manuela Valta from University of Udine, Italy and Donata Vianelli from the University of Trieste, Italy, review the main issues related to brand management and customer experience management in a co-creation perspective. In another chapter, “Importance and Role of Retail Brands in a Non-Food Market: A Case Study of DIY Retailing

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in Spain,” the authors, Prof. Gonzalo Moreno Warleta from Saint Louis University – Madrid, Spain and Prof. Mónica Díaz-Bustamante Ventisca and Prof. María Puelles Gallo from the Universidad Complutense de Madrid, Spain, work to prove the existence of a statistic correlation between consumers’ loyal attitudes and behaviors towards “private labels” and their loyalty towards the store brand name that sponsors these brands. In one of the closing chapters, “Managing Brand Portfolio in a Crisis: The Case of a Pharmaceutical Company in Egypt,” the authors, Prof. Rafic Nadi and Prof. Ahmed Tolba from the American University in Cairo, Egypt, examine the managing a brand portfolio during a crisis by looking at a challenge that one of the leading pharmaceutical companies in Egypt is facing. In the final chapter, “An Empirical Study to Find the Road-Map for Understanding Online Buying Practices of Indian Youths,” the authors, Prof. Subhajt Bhattachary from Xavier Institute of Social Service, India and Prof. Vijeta Anand from Jharkhand Rai University, India, identify the connections between online retail brand association and studding the process to construct brand association with the effects of the different influencers pertaining to online buying.

Section 4, “Brand Preference and Buying Behavior,” explores the consumers’ attachment to specific brands and their activities associated with their purchases. In the first chapter in the section, “Consumer Acculturation and Implications for Brand Preferences,” the author, Prof. Rohini Vijaygopal from The Open University, UK, investigates whether established theories of acculturation are applicable to British Indians and what impact acculturation has on their consumer behavior. In the following chapter, “Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period,” the authors, Prof. Süphan Nasır from Istanbul University, Turkey and Prof. Esra Bal from Işık University, Turkey, investigate the influence of sales promotional tools on consumer buying behavior in an emerging market in the post-recession period. Within the final chapter of this section, “Factors Influencing the Buying Behavior of Female Consumers with Reference to Top Three Brands of Make-Up Cosmetics in Pune City,” Prof. Mukta Srivastava from Allana Institute of Management Sciences, India addresses issues such as factors influencing cosmetics buying behavior of female consumers, the relationship between demographical factors and other influencing factors, and female consumers’ purchase decision-making processes.

Section 5, “Brand Trust and Reputation Management,” discusses coverage and research perspectives on creating reliable brand recognition and trustworthy value. The first chapter in the section, “Differences and Similarities: Brand Trust Offline and Online,” by Prof. Gordon Bowen from Regent’s University London, UK and Prof. Richard Bowen from Facebook, Inc., UK, explores social media usage to create brand connectedness and positive responses. Within another chapter, “Brand Trust Determinants and Customer Switching Resistance: The Case of Mobile Phone Companies in Egypt,” Prof. Ali Ahmed Abdelkader Kafrelsheikh University, Egypt and Prof. Hossam Al- Din Fathy Mohamed from International Academy of Engineering and Media Sciences, Egypt aim to determine and analyze the determinants of brand trust and its relationship with customer switching resistance. In the following chapter, “Antecedents and Consequences of E-News Brand Trust: An Empirical Study of E-News Brand in Indonesia,” authors, Prof. Elia Ardyan from STIE Surakarta, Indonesia and Prof. Vincent Didiek Wiet Aryanto from Universitas Dian Nuswantoro, Indonesia, determine the effect of the antecedents of e-news brand trust and want to determine the consequences of e-news brand trust. In one of the final chapters of this section, “The Importance of Electronics News Brand Trust: The Case of Online Newspapers in Indonesia,” the authors, Prof. Elia Ardyan from STIE Surakarta, Indonesia and Prof. Vincent Didiek Wiet Aryanto from Universitas Dian Nuswantoro, Indonesia, test the importance of trust to increase the loyalty of e-news

brand readers in Indonesia and to test its antecedents. Within another chapter, “Reputation Management: Creating Identity and Building Corporate Image,” the author, Prof. Aslihan Mihrimah Unutur from Istanbul Commerce University, Turkey, provides insight into how reputation can be managed through brand management, corporate communication practices, and new media strategies. Within the final chapter of this section, “Branding, Bonding, and a Brand’s Reputation: The Pottermore Case,” the authors, Prof. Hazal Baran and Prof. Tuğçe Öztel from Istanbul Commerce University, Turkey, examine punk marketing, reputation management, and brand loyalty through the demonstration of a case study analyzing the website for Harry Potter fans: Pottermore.

Section 6, “Emotional Brand Attachment and Brand Personality,” explores the emotional response consumers attach to specific brands and the creation of these responses by them. In the first chapter in the section, “Building Emotional Brand Personalities: Anthropomorphized Brands,” the authors, Prof. Esra Güven from Celal Bayar University, Turkey and Prof. Volkan Yakın from Abant İzzet Baysal University, Turkey, make a comprehensive explanation regarding the brand personality with benefits, brand personality models, and anthropomorphism, and explain the relationship between anthropomorphic brands and marketing communication through specific examples. Within another significant chapter, “Multisensory Brand Experiences and Brand Love: Myth or Reality?” the author, Prof. Clarinda Rodrigues from Linnaeus University, Sweden, examines the most important research in the field of sensory marketing, brand equity, and brand love that has been published over the past 30 years. Within another chapter, “Brand Revitalization: Reconnecting Emotionally,” the author, Prof. Sabeeha Fatma from Amity University, India, explores the meaning of brand revitalization, its causes, and its symptoms. It also examines the various ways in which a dying brand may be given a new lease on life and the role of emotional connection of the customers with a brand. In the following chapter, “Understanding Doppelgänger Brand Image: The Darker Side to Emotional Branding,” the author, Prof. Sakhhi Chhabra from the Management Development Institute, India, examines the concept of doppelgänger brand image and shows the paradoxical side of emotional branding. In a concluding chapter, “Consumer-Brand Relations: An Investigation Into the Concept of Brand Hate,” the authors, Prof. Ruchi Garg from BML Munjal University, India; Prof. Ritu Chikkara from BML Munjal University, India; Prof. Himanshu Suman from Hero Motocorp, India; Prof. Shashan Pande from Axis Bank, India; Prof. Rahul Sharan from Hero Motocorp, India; and Prof. Tapan Kumar Panda from Jindal Global Business School, India, discuss how the protean character of consumer brand relations (CBRs) in a negative way has not been explored by prior conceptualizations in consumer research. In the following chapter, “Fans and Brands: Delineating Between Fandoms, Brand Communities, and Brand Publics,” Prof. Breanna M. Todd and Prof. Catherine A. Armstrong Soule from Western Washington University, USA delineate fandom from the similar fan-brand communities of brand communities and brand publics. The final chapter of this section, “‘Thy Kingdom Come, Thy Will Be Done’: Attaining Divine Transcendence Through Brand Fandom, Evidence From India,” by Prof. Abhigyan Sarkar from Institute of Management Technology Ghaziabad, India and Prof. Juhi Gahlot Sarkar from IBS Hyderabad, India, discusses the indispensable roles of consumers’ close social relationships with their brands representing a knit brand fandom of like-minded consumers who share common consumption values and attain transcendence through branded consumption.

Section 7, “Social Media and Online Brand Communities,” explores the expanding use of social media in building online brand recognition and organic social media sharing practices. In the first chapter of this section, “Social Media and Online Brand Communities,” the authors, Prof. Madina Ansarin and Prof. Wilson Ozuem from the University of Gloucester, UK, examine whether increased exposure through

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social media influences brand image in technologically-infused marketing environments by drawing on various literature and specific examples. Within the next chapter, “Social Media Brand Communities and Brand Loyalty: An Integrated AHP Approach,” the authors, Prof. Kishalay Adhikari and Prof. Rajeev Kumar Panda from the National Institute of Technology, Rourkela, India, exhibit the contributory role of social media brand communities (SMBC) towards brand loyalty. In another noteworthy chapter, “Social Media Effects in Virtual Brand Communities: The Case of Facebook and Twitter,” the authors, Prof. Eric W. K. See-To from the Department of Industrial and Systems Engineering, Hong Kong Polytechnic University, Hung Hom, Hong Kong; Prof. Pablo Alejandro Del Rio from The Business School, University of Newcastle-upon-Tyne, Newcastle-upon-Tyne, UK; and Prof. Kevin K. W. Ho from the School of Business and Public Administration, University of Guam, Mangilao, Guam, present a new framework integrating the advantages of two well-known approaches, the technology acceptance model (TAM) and theory of planned behavior (TPB), to understand the intention to participate in social networking sites. The following chapter, “The Role of Online Social Interaction in the Recommendation of a Brand Community,” the authors, Prof. Cleopatra Veloutsou from the University of Glasgow, UK; Prof. Laurence Dessart from the University of Glasgow, UK; and Prof. Georgia Maria Arvaniti from the Athens Institute for Education and Research, Greece, focus on the growing role of consumer-brand communities in the online context and in particular brand communities in online strategy games. Within the next chapter, “Social Media Mining for Assessing Brand Popularity,” the authors, Prof. Eman S. Al-Sheikh and Prof. Mozaherul Hoque Abul Hasanat from Al Imam Mohammad Ibn Saud Islamic University, Riyadh, Saudi Arabia, propose a novel hybrid approach of classification and lexicon-based methods to assess brand popularity based on the sentiments expressed in social media posts. In another noteworthy chapter, “Creating Cultural Analogues in Virtual Communities Through Branding,” the author, Prof. Robert Pennington from Fo Guang University, Taiwan, examines the evolution of brands and virtual communities and projects that evolution into future trends. In the following chapter, “Social Identity Matters: Social Media and Brand Perceptions in the Fashion Apparel and Accessories Industries,” Prof. Guida Helal from the American University of Beirut, Lebanon and Prof. Wilzon Ozuem from the University of Gloucester, UK focus on theoretical implications and managerial implications of brand perceptions in the fashion apparel and accessories industries. In a significant chapter of this section, “The Impact of EWOM Referral, Celebrity Endorsement, and Information Quality on Purchase Decision: A Case of Instagram,” the authors, Prof. Randy Danniswara, Prof. Puspa Sandhyaduhita, and Prof. Qorib Munajat from the University of Indonesia, Indonesia, explore factors that have impact on purchase decision on a social commerce. Within the next chapter, “Children Using Social Media to Connect With Others and With Consumer Brands,” the authors, Prof. Katharine Jones and Prof. Mark S. Glynn from AUT University, New Zealand, examine children’s use of social media to connect with each other and to form relationships with brands such as celebrity or person brands. Within a concluding chapter, “Building the Force: Enacting Fan Brand Community Through the Star Wars BB-8 Droid Builders Club,” the authors, Prof. William F. Humphrey from Florida International University, USA; Prof. Debra A. Laverie from Texas Tech University, USA; and Prof. Alison B. Shields, Ithaca College, USA, examine the Star Wars fan community that creates screen-accurate BB-8 replicas and applies the BB-8 builder community to an established framework for brand community. Within the final chapter of this section, “Country Brand Management: Assessing the Role of Social Media in Creating the Image of Marca España (Spain Brand),” Prof. Neus Soler-Labajos and Prof. Ana Isabel Jiménez-Zarco from

Open University of Catalonia, Spain analyze how the Spanish Government has used social media to create and consolidate the Spain Brand image with the aim to establish an image of Spain as an economic and political power among the first countries in the world.

Although the primary organization of the contents in this work is based on its seven sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and emerging trends, the reader can also identify specific contents by utilizing the extensive indexing system listed at the end.