

Chapter 7

Global Brand and Global Consumers

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ABSTRACT

In this era of digitalization, the world is now at the palm of the consumers due to high connectivity through the Internet. Consumers across the borders are simply a click away from a wide variety of global brands. However, the differences in cultural, political, technological, and environmental forces in the foreign country put the global marketers into a greater challenge to successfully operate their businesses. Hence, the marketers across the borders must be concerned about recent trends and tailored their marketing initiatives to adjust with the changing pattern. To ensure the success of the global brands, marketers should always be careful about several brand relates issues, such as satisfaction, trust, romance, love, and loyalty of the brands. Moreover, given the world as a melting pot of culture, global marketers have no choice but to follow hybridization, creolization, and glocalization strategies. Finally, today's global marketers must be careful enough regarding the digital generations (Gen Y and Z) as they offer themselves as a lucrative but challenging market.

INTRODUCTION

Globalization has been widely considered as a phenomenon which opens the opportunities for global companies to penetrate in any market. Due to the globalization effect, consumers in many countries have access to a large number of brands. The competitions among global and local brands have been increasing mainly in developed and industrialized countries. Lee, Knight, and Kim (2008) suggested that global brands need to comprehend the patterns of the consumers from different countries on i)

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Global Brand and Global Consumers

how consumers select the products from different brands ii) how do consumers differentiate the brand values, and iii) how consumers exhibit the brand behaviour differently. Understanding the consumers' behaviour while choosing brands is beneficial for global and local companies to establish and utilize suitable marketing strategies for target consumers. In this rapid changing digital world, customers have become borderless. The power of web exerts conspicuous changes in the behavior of consumers across the borders. Consumers are more comfortable with online buying rather than visiting brick and mortar stores. Due to this shift in the behavior of consumers, a new phenomenon has become crucial for the marketers – online review and reputation (Gulati, 2019). Since consumers can purchase products through online across the borders, the issues of quality, trust, and review feedback have become crucial for the marketers to grasp the market opportunity as well as to ensure their sustainable development. Hence, branding their offers is undeniable in this cross-border digital market. This book chapter emphasizes on demonstrating an overview of global brands and global consumers. The chapter initially conceptualized the thoughts on global brands, and then it discusses the barriers to global branding. It also provided strategies to overcome the challenges that happen while globalizing the brands. The chapter then discusses the mechanism of developing and managing a global brand and its implications on this digital era across the borders. The researchers also focused on important brand-related constructs which are brand satisfaction, brand trust, brand romance, brand love, and brand loyalty. Then, the chapter highlights the concept of marketing segmentation, fragmentation, hybridization, creolization, and glocalization of the global brands. Several ethical issues regarding global branding are discussed then. The chapter ends by scrutinizing on three distinct dispositional attitudes of global consumers and two promising but challenging cross-border consumer segments.

CONCEPTUALIZATION OF GLOBAL BRANDS

Despite its enormous importance and the availability of a vast volume of research, the conception of a global brand is still volatile (Steenkamp, 2019). The concrete conceptualization of the term “global brand” with a unique consensus among the scholars is yet to achieve. In line with this point, López-Lomelí, Alarcón-del-Amo, and Llonch-Andreu (2019) stated that based on the existing literature, the global brand could be defined from three distinct standpoints. The first approach of defining global brands is grounded on the philosophy of standardization of the company's marketing strategies. According to this viewpoint, brands are going to be considered global if their names, marketing strategies and operations are similar across the globe where they are being offered (Levitt, 1983).

Similarly, Cateora, Gilly, and Graham (2015) defined global brand “as the worldwide use of a name, term, sign, symbol (visual and/or auditory), design, or a combination thereof intended to identify goods or services of one seller and to differentiate them from those of competitors” (p. 382). The second approach to defining global brands is based on the volume of sales generated from the international market. Under this approach, a brand is said to be global, given that its greater portion of the revenue is basically sourced from overseas operations. The third approach of the definition of a global brand is anchored on the perception of the consumers. Brands are to be considered global only when the consumers have the perception of global orientation or standard (Strizhakova, Coulter, & Price, 2008). Recently, the more elaborate definition of a global brand came from Steenkamp (2019) as “a brand that uses the same name and logo, is recognized, available, and accepted in multiple regions of the world, shares the same principles, values, strategic positioning, and marketing throughout the world, and its management

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