



Consumer Attitudes towards Global Brands

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Abstract:

In today's emerging world economies of the world is booming, which provides great chances for global corporations. The global brands have expanded a bee line to the global market seize a market share in the growing pie. In today's set-up brands are the basis of consumer association. Global brand is a product that adds other magnitudes that distinguish it in some way from other products intended to satisfy the same need. Globalization is inevitable which has led the entire world to become a market, a global village. Not only has globalization made the world become a real single universal community containing people from various cultures, but also it has aided greatly in the exchange of services and goods, knowledge and information by reducing the international barriers, thus leading to the shrinkage of the world. This study examines consumer attitudes towards global brands.

Keywords: Attitude, Consumer, Globalization, Global brand

1. Introduction

Branding has taken on a greater significance in the past decade as companies begin to see their brands as assets - as valuable and as tangible as their factories and patents. So brands have become more than marketing slogans and icons today, they are now closely monitored by the CEO and CFO, and assessed by industry analysts and pundits. Global brands benefit if consumers see them as part of their local communities with local accountability. Consumers respond very positively to outreach initiatives into the local community. They are more likely to favor companies with such programmes than they are to reject companies who transgress on higher threshold issues. However, these activities need to be relevant though and, if possible, reinforce the basic brand positioning. (Keegan, 2004)

2. Importance of Global Brands

In today's world consumers don't just want products and brands but demand global brands. (Kahal, 2001). Branding has taken on a greater significance in the past decade as companies begin to see their brands as assets - as valuable and as tangible as their factories and patents. So brands have become more than marketing slogans and icons today, they are now closely monitored by the CEO and CFO, and assessed by industry analysts and pundits. Yet many business-to-business marketers and service providers do not practice, or even appreciate, the value of branding in their businesses. The truth is every business, even a commodity supplier, is building a brand through their actions and their presence even if that brand is not being intentionally created and nurtured. They acquire a "position" in the minds of customers and prospects, a position or identity based on exposure and experience with the provider in the context of a competitive marketplace. (Wolfe, 1991)

3. Future of Global Brands

While marketers of global brands clearly face major challenges on the three core issues— localization, politicization and the reaction against homogenization – the future of these brands appears to be a healthy one. (Adler, 1996)

They will need to react creatively to the challenges of wave three branding and some global brands will no doubt fail to make the transition. But in a fluid, time-stressed world consumers will respond powerfully to marketers who strike the right balance between global reach and local feel, between individualized identity and membership of a global tribe. (Adler, 1996)

Brand builders everywhere think they want global brands. But global brand leadership, not global brands, should be the priority. As more and more companies come to view the entire world as their market, brand builders look with envy upon those that appear to have created global brands – brands whose positioning, advertising strategy, personality, look, and feel are in most respects the same from one country to another. It's easy to understand why. Even though most global brands are not absolutely identical from one country to another such as Visa changes its logo in some countries; Heineken means something different in the Netherlands than it does abroad - companies whose brands have become more global reap some clear benefits. (Kotler, 2000)

Managers who stampede blindly toward creating a global brand without considering whether such a move fits well with their company or their markets risk falling over a cliff. There are several reasons for that. (Wolfe, 1991)

First, economies of scale may prove elusive. It is sometimes cheaper and more effective for companies to create ads locally than to import ads and then adapt them for each market. Moreover, cultural differences may make it hard to pull off a global campaign: even the best agency may have trouble executing it well in all countries. Finally, the potential cost savings from "media spillover" – in which, for example, people in France view German television ads -- have been exaggerated. Language barriers and cultural differences have made realizing such benefits difficult for most companies. (Wolfe, 1991)

Second, forming a successful global brand team can prove difficult. Developing a superior brand strategy for one country is challenging enough; creating one that can be applied worldwide can be daunting. (Wolfe, 1991)

4. Research Objectives

4.1 Primary Objectives

- To Study and Understand As To What Are Global Brands.
- To Study the Consumer's Perception about the Global Brands.
- To Identify What Different Types of Entry Strategies Have To Be Considered By Global Brands While Entering a Market.

4.2 Secondary Objectives

- To Understand & Highlight How Global Brands Should Be Positioned In Different Geographic Markets.

5. Literature Review

Branding is a way to differentiate your company, product or service from competitors, and to provide it with a personality that is both unique and appealing to potential customers. It is a multifaceted, multilayered process and discipline. (Keegan, 2004)

A GLOBAL BRAND is one that has the same name, design, and creative strategy everywhere in the world and is marketed in most of the major regional market blocks.

A Global Brand gives a company a uniform worldwide image that enhances efficiency and cost savings when introducing other products associated with the brand name, but not all companies believe in a single Global approach is the best. In addition to companies like Kodak, Coca – Cola,

Caterpillar and Levi's that use the same brands worldwide. Building a global brand is inherent in using a standardized product. Its success depends on a growing convergence of consumer's tastes and preferences and coordination of global advertising and promotion. Also important is the development of communication media with multinational reach, such as the simultaneous transmission around the world of the summer Olympics. This issue is related with 3 brands going truly global. The author has covered a wide spectrum of details mainly, environmental analysis to national and international analysis of brands. (Wehling, 1998.).

6. Global Branding

A GLOBAL BRAND is one that has the same name, design, and creative strategy everywhere in the world and is marketed in most of the major regional market blocks. (Batey, 2002). A Global Brand gives a company a uniform worldwide image that enhances efficiency and cost savings when introducing other products associated with the brand name, but not all companies believe in a single Global approach is the best. In addition to companies like Kodak, Coca – Cola, Caterpillar and Levi's that use the same brands worldwide. Other multinationals such as Nestle, Mars, Proctor & Gamble, and Gillette have some brands that are promoted worldwide and others that are country specific. Among companies that have faced the question of whether or not to make all their brands global, not all have followed the same path. (Keegan, 2004). Building a global brand is inherent in using a standardized product. Its success depends on a growing convergence of consumers tastes and preferences and coordination of global advertising and promotion. Also important is the development of communication media with multinational reach, such as the simultaneous transmission around the world of the summer Olympics. In such cases, because the same transmission is received around the world, firms benefit if the brands featured in the transmission are familiar to the world audience. A successful brand is the most valuable resource a company has. The brand name encompasses the years of advertising, good will, and quality evaluation. Product experience and the other beneficial attributes the market associates with the product. Brand image is at the very core of business identity and strategy. Customers everywhere respond to images, myths and metaphors that help them define their personal and national identities within a global context of world culture and product benefits. Global Brands play an important role in that process. The value of Kodak, Sony, Coca-Cola, McDonalds, Toyota and Marlboro is indisputable. (Batey, 2002).

7. Advantages of Global Branding

The advantages of global branding include economies of scale in advertising. The uniform image can appeal to globetrotting consumers. Global Brands are also important in securing access to distribution channels. In cases in which shelf space is at a premium, as with food products, a company has to convince retailers to carry its products rather those of competitors. Having a Global Brand may help persuade them because, from the retailers standpoint, a Global Brand is less likely to languish on the shelves. (Wolfe, 1991)

8. Benefits Attributed to Global Brands

- **Efficiencies of Scale:** Leveraging production, distribution and marketing expenditures over a greater number of markets can yield significant economies of scale. (Adler, 1996)
- **Global Event Sponsorship:** only globally consistent brands backed by strong marketing budgets can truly leverage (and afford) sponsorship of high-impact events such as the Olympics and the World Cup. (Adler, 1996)
- **Leveraged Agency Relationships:** Firms awarding global advertising accounts can gain greater leverage with external agencies by commanding better service and talent. (Wolfe, 1991)

9. Major Issues Concerning Global Branding

Everyone is talking about global branding these days, as a follow- up on globalization. We need to be careful how we use the word "global". So often it is used to mean that a company can sell anywhere in the world. But that is not what counts: sales count, and sales only occur when the market is aware of a

company's product or service. There is a world of difference between using the words "global" and "international" in a company name and its marketing/communication... versus actually developing the markets in other countries, one by one. The only way to speak about "global" and really mean it is on the granular level... country by country. (Wolfe, 1991)

The issues of Global Branding don't come to the fore before a company actually has sales -- and significant sales -- in a country. The real question to ask, for most companies, is how to build sales up to the point where the issue of branding becomes important. And for a company who has never done much but accept the occasional orders from another country, this is a big step. (Adler, 1996).

10. General Brand Strategies

Brand strategy is aimed at influencing people's perception of a brand in such a way that they are persuaded to act in a certain manner, e.g. buy and use the products and services offered by the brand, purchase these at higher price points, donate to a cause. In addition, most brand strategies aim to persuade people to buy, use, and donate again by offering them some form of gratifying experience. As branding is typically an activity that is undertaken in a competitive environment, the aim is also to persuade people to prefer the brand to competition. A global brand needs to provide relevant meaning and experience to people across multiple societies. To do so, the brand strategy needs to be devised that takes account of the brand's own capabilities and competencies, the strategies of competing brands, and the outlook of consumers (including business decision makers) which has been largely formed by experiences in their respective societies. There are four broad global brand strategy areas that can be employed:-

Brand Domain. Brand domain specialists are experts in one or more of the brand domain aspects (products/services, media, distribution, solutions). A brand domain specialist tries to pre-empt or even dictate particular domain developments. This requires an intimate knowledge, not only of the technologies shaping the brand domain, but also of pertinent consumer behavior and needs. The lifeblood of a brand domain specialist is innovation and creative use of its resources. A brand domain specialist is like a cheetah in the Serengeti preying on impala and gazelle. The cheetah is a specialist hunter with superior speed to chase, and the claws and teeth to kill these animals. The cheetah is also very familiar with the habits of its prey. It finds ways of approaching, singling out and capturing its prey. The cheetah is one of the most accomplished of hunters within the wildcat species; it catches up to 70% of prey that it hunts. (Hodge, 2000)

11. Strategies for International Branding

There are basically six strategies companies' uses for international branding:

- **Cultivate Established Local Brands-** develops a national brand into an international brand, transport brand value and strategy to more countries. New products or brands may have characteristics (real or imaginary) that also appeal to consumers of other nations. Timotei shampoo, which originated in Scandinavia, is an example: its formula as well as its nature-based imagery seems to appeal to Asians.(Wolfe,1991)
- **Global Platform, Local Adaptations-** develops one global platform, a concept for the world that can carry local products with local values. With respect to the product formula, this is the strategy is followed by Coca Cola and McDonalds. With respect to communications, the Kit Kat "take a break" concept is an example of this global-local approach. .(Wolfe,1991)
- **Create New Brands-** recognizes a global need or wants and develops a new product for this. There are very few successful examples of truly global needs and wants, so this is a very risky strategy. An example is the Nintendo Game boy. .(Wolfe,1991)
- **Purchase Local Brands and Internationalize-** this is a strategy used by major package food companies as Unilever Danone (BSN), Kraft, and Nestle. The purpose of most mergers and acquisitions has been to become owners of a company's brands in order to thrive on local brands

first, then add international brands or harmonize local brands with international brands portfolios. (Wolfe,1991)

- **Develop Line Extensions-** this strategy is particularly used in Global Branding to reap the benefits of global promotion programs. The investment in global sports or event sponsorship is so enormous that trying to catch more products as extensions of one name is an appealing strategy. Examples are Coca Cola Light and Pepsi Max. (Wolfe,1991)
- **Employ a Multi- Local Strategy-** different strategies are developed for different countries for local recognition. The company name is often used as endorsement for quality guarantee (“Nestle, the best of Australia”). (Wolfe,1991)

12. Choice of Strategy

The core-marketing dilemma is whether to sell an identical product (a Global Brand) throughout its sales area or to make whatever modifications are needed to account for local differences (a Local Brand). A Global Brand can be a mass brand, looking to satisfy a common product need in all countries, or it can be a niche brand targeted at common niche segments in every country. Local products and brands, although different even in name, maybe are endowed with common values. Conversely, a global product, via its advertising, can be loaded with local values to add local significance. Even if the product or brand cannot be standardized, it can be given global image through advertising. Coca – Cola and Pepsi Cola are beverages, a product category that is basically culture bound. Yet they have been made into global brands by linking global values to the product in global advertising, in both global branding and global advertising, the choice has ton be made between standardization and differentiation. (Terpstra-sarathy, 2003)

13. The Global Local Dilemma

Global target groups consume a growing number of products and services. For cost efficiency reasons, companies prefer to standardize products and advertising directed at those target groups. (Hodge,2000)

14. The Perception of Global Brands

Many successful Global Brands have an international image, but this is not a necessity for success. A brand may be sold worldwide and show all the characteristics of a global brand, but that does not necessarily make it a brand that is perceived as global by the consumers in all the countries. There are few brands that are perceived as global by the consumer. Successful global brands can be perceived as local in certain countries: for example Nivea, a brand of Beiersdorf in Germany. A number of studies have shown that consumers do not care whether brands are domestic or imported, local or global, as long as the brands offer good value for money. It may well be that part of the success of a global is its integration into the local culture. It is the consumer who makes a brand successful by buying it and being loyal to it. Most often the need for a global brand is in the mind of the producer, not in the mind of the consumer.(Kotler,2000)

Most strong brands, even if they are distributed worldwide, still have a strong national base and a very unequal market position in other countries. Moreover, brands that are now classic examples of Global Brands did not become global overnight. Some brands globalize faster than others. Brands that have become strong Global Brands are usually very old. Consumers have good memories, even for brands that have not been advertised for some time. Once a brand is known to consumers, it cannot easily be erased from consumers mind. An interesting example is the German cigarette brand Ernte 23, which had become very weak in West Germany over the past decades, after the Berlin Wall came down; the brand became very strong in Saxony in former East Germany. People remembered the “good old days” which were expected to return after reunification. Particularly in Europe, many brands have a very unequal status in countries other than their home country, for example Danone is a prominent leader in France, but a challenger in Germany and the United Kingdom.(Kotler,2000)

15. Enduring Promise

Although the image of global brands has, in recent years, become tarnished by a limited but acute backlash against “globalization,” many marketers continue to see the development of global brands as an attractive means of realizing a host of goals. Ranging from improved operational efficiencies to more widely leveraged marketing investments, the benefits attributed to global brands in many cases are judged to outweigh the risks. (Keegan,2004)

16. Key Challenges

Beneath each of the top-level challenges in the execution of global brand management lie a number of contributing problems, any one of which may prove damaging to global initiatives. Taken together, these problems point to two key roles for corporate marketers to play in global brand management: first, and most importantly, they must make clear the value—in local marketers’ terms—of pursuing global branding initiatives; and second, they need to provide the requisite support (largely in the form of technology, systems or marketing materials) to simplify local participation in global programs. (Batey,2002)

17. Understanding the Core Problems

17.1 Instilling a Global Ethic

While their support is crucial to effective execution of global brand management, local marketers commonly react negatively because of:

- A fear of erosion of local autonomy—in particular, a reduced control over the use of the brand in local markets—but a continued requirement to maximize local sales. (Hodge,2000)
- A lack of awareness of the brand’s shared characteristics and challenges across markets, and instead a focus on the perceived uniqueness of local markets. . (Hodge,2000)

17.2 Accelerating Knowledge Transfer

Despite the unique opportunities for cross-market knowledge sharing found in companies that brand globally, few such firms can boast of excellence in this area because of:

- Limitations of standard communications systems that restrict idea exchange. .(Hodge,2000)
- Unwillingness among marketers to make the time investment needed to share practices. .(Hodge,2000)
- A lack of awareness of the value of local marketers’ practices or the needs of marketers in other regions. . (Hodge,2000)

Challenge #3: Ensuring Brand Consistency

Local marketers frequently adapt a brand’s message, position or even logo, straying from global brand standards because of:

- Inadequate support provided by corporate marketers—typically in the form of static, inflexible, perishable brand guidebooks—that grossly under serves local needs. .(Hodge,2000)
- The perception by local marketers of little or no benefit in adhering to centrally created or approved marketing materials .(Hodge,2000)

18. Managing a global brand

As More And More companies come to view the entire world as their market, brand builders look with envy upon those that appear to have created global brands – brands whose positioning, advertising strategy, personality, look, and feel are in most respects the same from one country to another. It’s easy to understand why. Even though most global brands are not absolutely identical from one country to another - Visa changes its logo in some countries; Heineken means something different in the Netherlands than it does abroad - companies whose brands have become more global reap some clear benefits. .(Kotler,2000)

19. Global Brand Leadership

Global brand leadership means using organizational structures, processes, and cultures to allocate brand-building resources globally, to create global synergies, and to develop a global brand strategy that coordinates and leverages country brand strategies. That is, of course, easier said than done. For example, companies tend to give the bulk of their brand-building attention to countries with large sales -- at the expense of emerging markets that may represent big opportunities. But some companies have successfully engaged in global brand management. Companies must:

- Stimulate the sharing of insights and best practices across countries;
- Support a common global brand-planning process;
- Assign managerial responsibility for brands in order to create cross-country synergies and to fight local bias; and
- Execute brilliant brand-building strategies.(Hodge,2000)

A companywide communication system is the most basic element of global brand leadership. Managers from country to country need to be able to find out about programs that have worked or failed elsewhere; they also need a way to easily give and receive knowledge about customers -- knowledge that will vary from one market to another. . (Hodge, 2000)

Creating such a system is harder than it sounds. Busy people usually have little motivation to take the time to explain why efforts have been successful or ineffective; furthermore, they'd rather not give out information that may leave them exposed to criticism. Another problem is one that everyone in business faces today: information overload. And a feeling of "it won't work here" often pervades companies that attempt to encourage the sharing of market knowledge. . (Hodge, 2000)

20. Global Branding: Look before You Leap

When Harvard professor Ted Levitt started promoting the idea of global brands, 1984 still sounded futuristic. He sparked a healthy debate between those marketers such as Ford and Gillette who pioneered the creation of standardized global brands, like Fiesta cars or Sensor razors, and more traditional marketers who prefer to think internationally but act locally. (Keegan, 2004)

Global brands that employ uniform marketing tactics around the world succeed because they are able to tap into universal desires. Upscale brands, like Hermes or Vuitton, are by their nature cosmopolitan, promising a lure, world-class brand experience. They depend on uniform presentation in world capitals, because they must be recognizable among aspiring world hoppers to confer status. (Keegan, 2004)

21. Positioning of a Global Brand

The term, "Positioning" has been used in a marketing context since the late 1970's. Since then it has been used and redefined, often by those who missed the point of what positioning really is and its significance.(Wolfe,1991)

Positioning defined: When Al Ries and Jack Trout labeled and defined the term "positioning" in their breakthrough book, *Positioning: the Battle for Your Mind*, they stated anyone in any business will establish a "position" in the collective mind of their customers and the prospects who know about them. That position is built through the accumulation of contacts with the company and its competitors; through their experiences and their impressions based on everything from the color of a salesman's tie to the overnight express service they use. .(Wolfe,1991)

In other words, the position is built through the sum of all the exposures, direct and indirect, positive and negative, that customers experience about you and your competitors. Customers will judge and then label a company/product/service based on these exposures, and it's extremely difficult to dislodge that label once established, whether it be positive or negative. .(Wolfe,1991)

Competitors compound the problem because they, too, have made impressions and have occupied specific positions in the collective customer mind, and they are almost impossible to dislodge. Trying to occupy a position preempted by a competitor is next to impossible. Customers tend to “pigeon hole” and rank suppliers, and only through a major event or circumstance will they wish or need to reevaluate their initial opinions.

So positioning is not, as many people interpret it, something a marketer can fabricate in a vacuum, or on a neat cluster analysis based on product features, price and quality. Positioning is all about the perception of your brand in the minds of those who populate your target market(s) as juxtaposed to the perceptions of your competitors. .(Wolfe,1991)

Competitive arenas - product categories: If you wish to occupy a favorable position in your customers’ and prospects’ minds, it’s best not to attempt to try to unseat a competitor from their established position. Rather, attempt to find an equally positive, unoccupied position. If this is not possible, or if you’re seeking a leadership role in a product category, try to reposition your product in another category or create a new category in which to compete. .(Wolfe,1991)

For example, in the mid 1970’s, Tektronix had a hefty lead over Hewlett-Packard in the analog oscilloscope market. Both companies introduced “digital oscilloscopes” in the same time frame, but H-P established a different playing field by naming a category, “digital analyzer”, and forcing Tektronix to compete in this new category where Tek and H-P competed as equals for a while. H-P became the undisputed leader in the new category in less than two years. .(Wolfe,1991)

Positioning in action: By determining what attributes of a particular category of product or service are important to customers, and measuring how individual companies rank in these attributes, the positions of the competitors can be determined. Their strengths and weaknesses are exposed. Thus, you can identify positive, important positions, which are unoccupied (customer needs not being adequately met). You can also determine which positions to steer clear of because of entrenched competition. Moreover, you will be able to differentiate your offerings from competitors in a way that’s meaningful to customers. .(Wolfe,1991)

22. Making a Brand Successful

DEVELOPING a global brand largely depends on the brand's ability to explore fresh avenues and sustain its competitive advantages in terms of economies of scale and productivity. A global brand is one that is perceived to reflect the same set of values around the world and removes national barriers and linguistic blocks while being marketed internationally. The basics of brand building apply to global branding strategy also. For a brand to become successful, a genuine demand or a psychological need must exist in the target market.(Cateora-Graham,2009)

Today, when we look at the global market, we need to realize that at the most basic level all human beings share common physiological and safety needs as explained by Abraham Maslow in his ‘hierarchy of needs’. What separates one customer in one part of the world from another somewhere else are the complex social, cultural and esteem needs each of them has, depending upon the stage at which the civilization/ nation is in the process of development. And despite centuries of technological development, these needs have remained as crucial as ever. At best they have undergone changes or modifications due to cultural and social processes. .(Cateora-Graham,2009)

The real challenges for a brand manager come when he has to make the consumer aware about the product/service offered using a distinctive pattern, perhaps with a name, logo or color, so that the strategy enables the customer to correctly identify and choose the brand from a cluttered basket. The brand's strength is not confined to the degree of reconcilability and the quality of the product offering. Strong global brands cater to strong emotional needs. A brand such as Nike talks about believing in

one's limitlessness, while one such as Rin speaks about destroying dirt, which is presented as a threat that disrupts the neat orderly world that we live in. .(Cateora-Graham,2009)

A strong global brand while addressing a fundamental human motivation caters to this motivation in a distinctive way. It is driven by a distinctive brand idea, with the product being seen in the marketplace merely as an expression of the brand idea. The product merely translates the brand idea into a tangible form, with features and styles, which is delivered to the consumer. For example, the brand idea associated with Dettol is the complete protection it provides users from dirt and infection. The company has adopted this idea across the globe irrespective of the cultural domain it targets. A successful marketing strategy has two options in creating a market presence. It can kill competition by constant communication and advertising or use communication to make customers experience the brand and discriminate in its favor. A strong global brand creates associations in the consumers' mind to make them see differently by guiding consumers to attach distinct functional and emotional benefits and appropriate meanings and beliefs to the brand. As a response to this effort, the consumer is willing to pay a premium for these brands only if they represent added value whether as superior quality or a clear emotional benefit. .(Cateora-Graham,2009)

Brand communication should also communicate and connect to people. The links between Britannia and health are felt all over the world. This connectivity is the rational jut Successful brands live beyond generations due to this ability to connect. It is also not just a question of satisfying customers of different countries with varied cultural backgrounds, but also one of connecting with new generations of consumers with new sets of values, hopes and ambitions. For a brand to be successful globally, it has to click across the vertical class of generations and horizontal mass of global markets. .(Cateora-Graham,2009)

In a global economy, organizations must reach customers in markets far from their home base. Strong brands act as ambassadors when companies enter new markets or offer new products. They also help in rectifying the corporate strategy to define which initiatives fit within the brand concept. Professional services companies such as Andersen Consulting re-branded as Accenture have realized that conveying a sense of trust and shared mission is as important as technical competence in winning multi-million dollar contracts across the globe. Information and the media have made us all global citizens. This presents an organization with the opportunity to broaden market scope by internationalizing product and service marketing in order to reap the benefits of economies of scale. Citification for people to overcome the extra spending required acquiring the brand. .(Cateora-Graham,2009)

Marketers manage final demand by positioning global products, brands, and services. A company's international product positioning defines the global differentiations of its products from their major competitors. That is, the central benefits of each product are to be determined independently of the country – markets to be served. One of the most basic reasons for taking your firm global is to grow your business. To provide the central benefit defined in the product or the brand positioning statement to individual customers in various country-markets, adaptation of product features or of processes, which result in those features, may be needed. Not only are the cultural, legal, and the economic environments of the served- country markets different, but individual customer expectations and needs vary continuously depending on given circumstances. Such differences have made many companies adapt their product positioning to local market characteristics. Nestle, for example uses the brand name Bolino to offer its instant soups to young French singles as a snack. .(Cateora-Graham,2009)

23. Research Methodology

23.1 Type of Research

Research is a *Descriptive Study*, whereby the object of a descriptive research is 'to portray an accurate profile of persons, events, or situations.

DATA SOURCES

Secondary Data

In my research where the emphasis was on the Consumer's perception about the global brands and the Importance and the Emergence of Global Brands which requires national and international comparisons, secondary data provided me the main source to answer my research questions and address my research objectives. Secondary data include both raw data and published summaries.

23.2 Conclusion & Recommendation

How best to manage a brand internationally largely depends on the factors discussed in this paper. Brand strategy is not a given and needs to be constantly reassessed. Brand managers must decide what is the best course of action for their brands in particular markets, based on an analysis of the relevant internal and external influences on the brands. In certain marketplace the Global Brand is a necessity, whereas in many other cases it is means of exploiting and taking advantage of new opportunities in communications. When a brand goes international it can benefit from the internationalization services. Certain situations make global communication and brand policy easier. They are linked to the product, to the markets, to the force of brand identity and also to the organization of companies. (Kotler, 2000). Social and cultural changes provide a favorable platform for global brands. Under these circumstances, part of the market no longer identifies with the long established local values and seeks new models on which to build its identity. (Wehling,1998).By concluding the dissertation I would like to give my opinion that when a company is planning to make its brand global the above mentioned objectives which are Firstly, the global brand issues and how to build a global brand, Secondly, the global branding strategies, Thirdly, managing a global brand, Fourthly positioning of the global brand and last but not the least localization of global branding, can be studied thoroughly in order to make the brand successful on international levels. The points explained in detail in each objectives holds importance as it contributes in the emergence of a successful global brand. (Cateora-Graham, 2009).

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