

Endorsed Branding of Global Corporate and Global Product Brands: Analyzing Their Importance for Consumers Across Nations

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Abstract

A high number of multinational corporations (MNCs) use their internationally standardized corporate brand as an endorsement to their product brands. Nevertheless, research on those image transfers across nations is rare. To shed light on this issue the authors apply schema theory to analyze the effects of global corporate and global product brand image on consumers' product purchase intentions. They refer to hierarchical data on 8,222 consumer evaluations of a MNC's endorsed strategy across 35 countries in the year 2018. Results of multilevel structural equation modeling show a partial mediation of corporate via product brand image on product purchase intention. Across nations, MNCs can rely on a strong indirect effect of corporate image on product purchase intention and on a direct, however weaker effect. Moreover, national culture and the degree of country development significantly but differently affect these relationships. The results contribute to our knowledge on important global endorsed branding strategy.

Keywords: Endorsed Branding Strategy, Cross National Research, Multilevel Structural Equation Modeling.