Problem = High amount of Brands that fail in their globalization process

About the research:

- Snowball Sampling
- Sample of the global population
- Questionnaire
- 4 Global Brands & 4 Local Brands

Determinants of success of Global Brands:

- Brand Leadership
- Brand Creativity
- Brand Strategy Model according to Van Gelder (2005)



Key findings on the determinants:

- Might not work in certain cultures, countries or regions
- Does not apply for Local Brands

Wiko

• Works only on a sample of the global population

Empathy = emotional response that stems from another's emotional state Empathy as an imperative to the success of Global Brands

Empathy as a necessity for success:

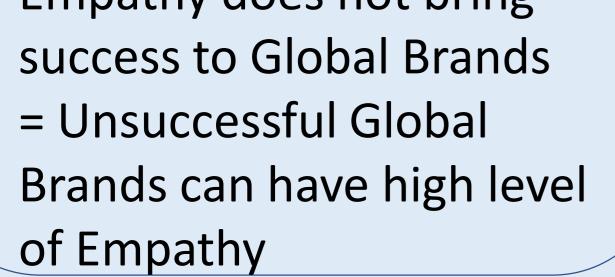
Carrefour

- Low level of Empathy is not possible for successful Global Brands
- Empathy does not bring



Empathy to help determining the success of Global Brands:

• Empathy is not able to better explain the



Detter explain the success of Global Brands
 An improvement to the existing model was not found

Conclusion:

- Empathy is not able to better explain the success of Global Brands, not as a fourth determinant
 of success nor as a moderator
- A moderate to high level of Empathy is required to become a successful Global Brand

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