

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

Nationalities of respondents:



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
- Works only on a sample of the global population

Empathy = emotional response that stems from another's emotional state



Empathy as a necessity for success:

- Low level of Empathy is not possible for successful Global Brands
- Empathy does not bring success to Global Brands = Unsuccessful Global Brands can have high level of Empathy

Empathy to help determining the success of Global Brands:

- Empathy is not able to better 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