

An Enigma to Work in Virtual Team in Context of Global Brand Sensitivity and Standing

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ABSTRACT

Hundreds of brands just about the world could be described as “global,” and hundreds more aspire to the same status. To create a global brand position, the first step is to identify commonality among your potential audiences. The global brand position, once identified, can then be communicated efficiently to different targets by utilizing customized key messages. There are many multinational companies, which are actively engaged in global brand management activities. The success of brand positioning and perception is based on the activities performed by teamwork, enthusiasm, ethics, and use of technology. Rather than all these factors, there is also a need to work in team with a proper management learning and justify them with a virtual formulation, which will produce strong brand among the world. But unfortunately for those aspiring global players, there is no one dictatorial method for accomplishment on the world stage. Culture, economic circumstances, and government regulation all vary by country and all exert influence on the evolution of a brand, especially when a brand is managed locally rather than globally (that is, out of a centralized or corporate office). As a result, a global brand may obvious itself differently in different parts of the world. The packaging, the product formulation, the advertising, and sometimes (though rarely these days) even the name might vary. One branding factor has taken on increased significance as the world simultaneously grows larger for brands (as new markets open) and smaller for consumers (as new technology allows news and entertainment to cross borders in real time). That factor is the brand's positioning. The motive of this research article is to analyze the variety of brands and its status in the global market.

Keywords: Branding factors, consumers, culture, economic circumstances, positioning, technology global brands

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INTRODUCTION

For international companies, the branding strategies had a major impact over the trend on the way to augmented globalization. In few years, the need for local market was developed by international firms, underneath a multi-domestic marketing slant. Now the situation is to favor the development of global brands with a unique or same standing in all marketplaces, below a global publicizing style [4]. The main aim of this research article is to interrogation these universal brands really assistance

from an exclusive appearance in all markets. The international companies branding strategies are based on international marketing standers [5]. Some of the brands have good positioning strategies and platform in their country of origin before its vertical integration on the rest of the world. Examples

Is the Mercedes brand image the same in Germany than in other countries?

- And what about Parle-G perception in India versus other countries?

Here, the enigma is to do work and get response/result by $1 + 1 = 11$ theory and not the $1 + 1 = 2$ theory. In Figure 1, we proposed a conceptual framework that is grounded in two theoretical perspective to account for the

relationship among personality characteristics, collective identity, and attitude towards the prepared entry-level branding strategies, which will identify through the conceptual framework theory.

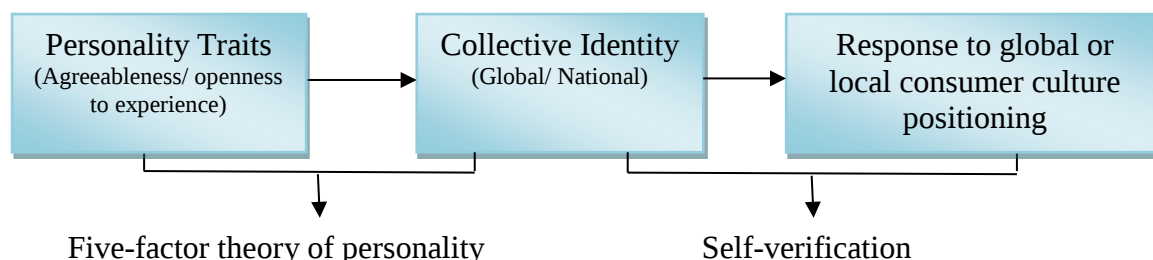


Fig. 1: Conceptual Framework Theory.

The persistence of this article is to observe the stimulus of grade looking for inspiration on professed quality of a universal versus resident brands. For many of the organization, globalization is a success factor; local companies can also obtain inexpensive lead over thoughtful considerate and connectivity with consumers. Because of the associated status, wealth and prestige with the self-identity of a consumer, social standing in a social class reflects the global brand to be preferred by the consumers. It may be possible that because of the cultural differences the global positioning is not possible [2] at the same time and that is the reason to work on a different segmented area with different positioning strategies, which are useful to remove the cultural differences.

LITERATURE REVIEW

One of the research article published by Akram et al. [1], with a title of a global brand, would suggest knowing the perceived quality of the judgment of consumers towards a product. Simply this article is useful for me to get the insight regarding the perceived quality of the consumer and the enigma to search an identical product from the market. (*World Review of Business Research, Vol. 2, No. 4, July 2012*)

From last few years, the trend of global marketing and advertising is on a pick point. Actually, many articles suggest me

the guidelines to understand the image of the global positioning of these marketing activates. But to learn the cultural differences, particularly, this article helps me a lot and actually, I found the **Hofstede model**, which provides some remarks to apply the model (**The Hofstede Model by Mooij and Hofstede**).

Actually, the enigma is to understand that as per the different positing and segmenting market activities. Here, for every product, place, situation, and segmentation, the positioning is different and that is why, I need to learn, here, the brand positioning in the world. The article, which is useful to me, here suggests me to learn the role of global consumer culture, which is written by **Alden DL and Batra R. (1999). Journal of Marketing, Vol. 63, pp. 75–87.**

RESEARCH METHODOLOGY

Considering that the research acknowledges heterogeneity both within and across the culture, to remove/solve an enigma [3] at a broad strategic level, firms may plan to employ appeals that play into their positioning either direct or through image-based way. To examine the proposed framework, we gathered two independent samples to increase the robustness of our findings. Based on insights gleaned from the first sample, we made minor modifications to the measurements in

the second sample, which we discuss in greater detail in the next section. The data-gathering methods were largely similar for both samples. We identified potential respondents and contacted them with the assistance of upper-level undergraduate business students.

- The research framework is based on to identify the global versus local brand and status seeking motivation on perceived quality by the way of analyzing it.
- More than that there is a need to remove/solve an enigma about to doing work in separation by the way of analyzing image attributes of global brands as well as by the way of identifying key image attributes in the country of origin versus other countries.

Sample size :100

Research type: Causal analysis
(Cause and Effect)

Research instrument: Exploratory
research from secondary source

RESEARCH OBJECTIVE

- (1) To analyze and remove the gap from

the developing and under developing nations about the global brand.

- (2) To know and analyze the difference between local as well as global brand.
- (3) To identify the status seeking brand and its availability in local as well as in a global market.
- (4) To know about the perceived quality through which the actual result can be measured and modified to remove the enigma about the virtual aspect towards the global brand.

HYPOTHESIS

The third test conducted for hypothesis **H3** involved status seeking motivation to know the significant difference with the perceived quality for the global as well as local brands.

Section 1

The Section 1 data analysis is all about the respondents' basic details, such as their gender, age, and income. These data are needed to identify that how much amount a person can use in purchasing a product on the basis of its income.

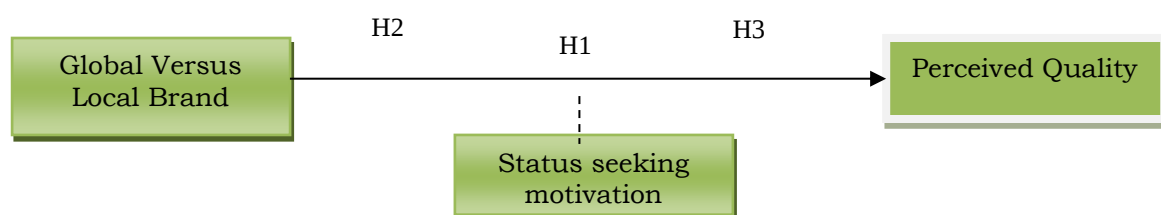


Table 1: Primary Data of the Respondents (Age, Income, and Gender).

Variable	Sample 1	Sample 2
Sample size	67	41
Female	54%	55%
Male	46%	45%
Age		
Mean	35.9 years	39.5 years
18–24 years	30%	17%
25–44 years	36%	43%
Over 44 years	34%	40%
Income (annual household)		
Less than 30,000	20%	11.7%
30,000–45,000	21.8%	25.9%
45,000–90,000	24.8%	23.9%
90,000–150,000	19.4%	20.5%
150,000 and above	14.0%	18%

(Source: Analysis from questionnaire)

Section 2

Data Analysis and Its Interpretation

Table 2: The Differentiation between the Global Brands in their Country of Origin/Other Countries.

Attributes (%)	Global brands in their country of origin (N = 58)	Global brands in other countries (N = 289)
High quality	31.2	24.3
Trustworthy	29.2	17.9
Good value	19.9	16.8
Simple	19.1	17.2
Down to earth	18.8	14.7
Friendly	13.8	14.4
Traditional	20.5	12.7

(Source: Nielsen global brand origin survey)

The above analysis represents that the local brand for the origin country is more

valuable in all the attributes, while the global brands in other countries are friendly rather than the global brands in their country of origin.

Table 3: Awareness and Usage Levels of Global Brands.

Variable (%)	Global brands in their country of origin (N = 58)	Global brands in other countries (N = 289)
Awareness	86	73
Usage	48	37

(Source: Analysis from questionnaire)

This confirms the strength of global brands in the countries where they have first been created versus other markets where they have been later expanded.

Table 4: Perceived Quality Difference for Global versus Local Brand (Through Test).

Variable	Brand	Respondent measures T-test					
		Mean	Standard deviation	T	df	Sig. (two-tailed)	Mean difference
Overall perceived quality	1	4.52	0.619	24.59	30	0.000	1.25
	2	3.27	0.794	5	2		
Perceived quality of high-status seeking consumers	1	4.54	0.641	17.07	14	0.000	1.25
	2	3.29	0.856	1	9		
Perceived quality of low-status Seeking consumers	1	4.5	0.599	17.66	15	0.000	1.25
	2	3.26	0.731	7	2		

(Source: Analysis from questionnaire)

When respondents were divided into two groups high-status seeking and low-status seeking, it was found that for the high-status seeking group, brand 1 had significantly higher perceived quality than

brand 2. Also, high-status seeking consumers prefer global brands because it does not only indicate wealth but also achievement.

Table 5: Measurement of Perception and Positioning, Global and Local Brand Identification.

Variable	Sample 1	Sample 2
Perception (CR/EVE)	0.90/0.76	0.88/0.71
1. Change	0.33	0.71
2. Belief	0.94	0.92
3. Good quality	0.84	0.88
Positioning (CR/EVE)	0.80/0.57	0.89/0.72
1. Find new alternatives	0.33	0.71
2. Make place in heart	0.94	0.92
3. Satisfaction as per need	0.84	0.88
Global identification (CR/EVE)	0.82/0.48	0.85/0.52
1. I feel like I am living in a global village	0.68	0.76
2. I feel what I do could touch someone all around the world	0.73	0.75

3. I feel like I am “next to neighbors” with people living in other parts of the world	0.76	0.82
4. I feel that I am related to everyone in the world as if they were my family	0.67	0.68
5. I feel that people around the world are more similar than dissimilar	0.60	0.59
National identification (CR/EVE)	0.92/0.61	0.89/0.51
1. Being an Indian plays an important part in my life	0.72	0.65
2. Nowadays I consider being an Indian a special privilege	0.73	0.61
3. My destiny is closely connected to the destiny of the India	0.89	0.89
4. I see my future closely tied to the future of humankind in the India	0.87	0.88
5. My fate and future are bound with that of the Indian people	0.88	0.84
6. One of my most important duties as an Indian is loyalty to my country	0.74	0.68
7. If a stranger were to meet me and mistake me for a non-Indian, I would correct their mistake, and tell them that I am an Indian	0.57	0.49
8. If I were to be born all over again, I would wish to be born an Indian	–	–

(Source: Analysis from questionnaire)

Tables 1–5 are the calculation of the two various samples with two different variables, such as perception and positioning, to identify the different role of two aspects called national brand and global brand perspectives, respectively. It includes some of the country points with the mindset of the people and their belief for the same.

CONCLUSION

The present study suffers from several limitations. Due to time constraint, respondents were acquired via convenience sampling. Future researches are encouraged to replicate the study in other geographical locations.

With globalization as a precedential force for companies to succeed in the marketplace, it has become increasingly important to understand consumers’ perception and factors that influence their purchasing behavior. The concept of brand globalist and locality is an important source of strategic insight to marketers in the automobile industry. Overall findings show that the difference between global and local automobile brand is significant for both high- and low-status seeking groups. Consumers are attracted to global brands as global brands are perceived to be of higher quality. Like many other

developing nations, higher perceived quality in global brands is common for developing countries, such as Malaysia. Despite this, it is important for local companies to note that although globalization helps large companies which can obtain similar advantages as well through understanding and connecting with consumers. The increasing importance and affordability of information technology and the rise of “permission-based” marketing in more highly developed economies are likely to further, not retard trends toward customization at every level – from country to culture, from “tribe” to individual consumer. Thus, brand managers are ever more likely to face the twin challenges of localization versus globalization and individualization versus homogenization. While there is no single or a simple path to be predicted, we hope that our typology of brands and globalization “road map” will provide a useful guide for continuing the journey.

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