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The Strategy of Global Branding and Brand Equity (Lecturer in Strategic Marketing)

Alvin Lee, Jinchao Yang, Richard Mizerski, Claire Lambert

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Why does a customer choose one brand over another? What are the factors which would make an individual more inclined to choose your brand?

This book offers a way to predict which brand a buyer will purchase. It looks at brand performance within a product category and tests it in different countries with very different cultures. Following the Predictive Brand Choice (PBC) model, this book seeks to predict a consumer's loyalty and choice. Results have shown that PBC can achieve a high level of predictive accuracy, in excess of 70% in mature markets. This accuracy holds even in the face of price competition from a less preferred brand.

PBC uses a prospective predicting method which does not have to rely on a brand's past performance or a customer's purchase history for prediction. Choice data is gathered in the retail setting – at the point of sale. *The Strategy of Global Branding and Brand Equity* presents survey data and quantitative analyses that prove the method described to be practical, useful and implementable for both researchers and practitioners of commercial brand strategies.

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