

When Foreign Brands Appear Local, and Local Brands Appear Foreign: The Asymmetric Effects of Foreign Branding in Developing Countries

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Abstract

Both foreign and local companies frequently name their brands in foreign language on the market of developing countries, and some of them choose to disclose their brands' country of origin to consumers. This research investigates the joint effects between the practices of disclosing the actual country of origin of the brands and the language of the brand names on consumers' purchase intention for foreign brands or local brands in developing countries.

Keywords: *Country of Origin; Foreign Branding; Developing Countries*

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