

# The Impact of Food Embargo on Firm's Brand Strategy: Evidence from the Russian Food Producers

**Vera Rebiazina**

National Research University Higher School of Economics

**Alexander Krasnikov**

Loyola University Chicago

**Olga Kusraeva**

NRU HSE

## Acknowledgements:

The publication was prepared within the framework of the Academic Fund Program at the National Research University Higher School of Economics (HSE) in 2019-2020 and by the Russian Academic Excellence Project

## Cite as:

Rebiazina Vera, Krasnikov Alexander, Kusraeva Olga (2020), The Impact of Food Embargo on Firm's Brand Strategy: Evidence from the Russian Food Producers. *Proceedings of the European Marketing Academy*, 49th, (64571)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



# The Impact of Food Embargo on Firm's Brand Strategy: Evidence from the Russian Food Producers

## **Abstract**

In the current economic environment characterized by subdued potential growth and anti-globalization rhetoric, the risk of protectionism, trade barriers, and food embargo has risen. The emerging markets experience raise of nationalism which is reflected in increasing preference for domestic brands and negative perceptions of global brands (Lindner, 2016). Protectionist policies have been implemented by many countries despite the fact that most observers agree that the world economy generally benefits from free trade (Baggs, Brander, 2006). Obviously, such actions have impact on marketing and branding strategies of firms hosted in emerging markets (Reagan, 2018). However, the mechanisms underlying such impact are not well understood. We attempt to answer these questions in two studies based on both subjective and secondary data collected about food brands sold in an emerging economy (Russia) and which are (un)affected by trade protectionism. Consequently, we will assess changes in branding activities inspired by the protectionist actions.

**Keywords:** *food embargo; brand strategy; emerging markets*

**Track:** International Marketing & Marketing in Emerging Countries