

Revisiting Perceived Brand Localness in Retailing: Conceptualization, Antecedents, and Effects

Florian Weyerhäuser
Saarland University
Bastian Popp
Saarland University

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Abstract

Perceived brand localness (PBL) is a highly accessible but underutilised resource for marketing differentiation. The present research introduces a multidimensional conceptualization of PBL integrating several dimensions from previous literature. An empirical study in retailing identifies specific antecedents of PBL and its influence on two success dimensions. Results show that local consumer culture positioning strategies, nostalgic brand positioning, and localised corporate social responsibility activities significantly increase PBL. PBL's positive influence on brand trust and brand loyalty confirms its crucial role in brand success. Our results demonstrate the importance for retailers to actively integrate local aspects into their branding strategy and activities.

Subject Areas: *Branding; Retailing*