

# Components of Perceived Brand Localness: A Refined Conceptual Framework of Local Brand Effects

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# **Components of Perceived Brand Localness: A Refined Conceptual Framework of Local Brand Effects**

## **Abstract:**

A combination of societal, economic, and individual factors (e.g. environmental crisis, political tensions) currently enhances the relevance of Perceived Brand Localness (PBL) for purchase decisions and marketing activities. Despite its acknowledged importance, a comprehensive conceptualisation of PBL, including the numerous aspects which have been used to define PBL, is lacking. Based on previous research, we develop and empirically test a refined model of PBL, showing the effects of perceived local origin, perceived cultural symbolism and perceived local adaptation on perceived brand quality and repurchase intention. Although perceived limited market reach is often considered as a core aspect of PBL, this component surprisingly has no significant effects in our study. Our results show the superiority of a comprehensive conceptualisation of PBL which includes multiple components, as it allows companies and brands to derive more precise implications regarding specific aspects of PBL.

**Keywords:** *Perceived Brand Localness, Branding, Conceptualisation.*

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