Effects of Generic Marketing on Market Shares

Nhat Le
Norwegian School of Economics
Magne Supphellen
Norwegian School of Economics
Rajeev Batra
Ross School of Business, University of Michigan
Alan Mathew Kunnumpuram
Norwegian School of Economics
Rosalie Lai
NHH Norwegian School of Economics

Cite as:
Le Nhat, Supphellen Magne, Batra Rajeev, Mathew Kunnumpuram Alan, Lai Rosalie (2026), Effects of Generic Marketing on Market Shares. *Proceedings of the European Marketing Academy*, 55th, (133863)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026

Effects of Generic Marketing on Market Shares

Abstract

Previous research suggests that generic marketing mainly affects category (and not brand-level) demand. We argue and show that there are brand-level consequences as well, because generic marketing can increase consumer attention to across-brand differences. Using a market share attraction model on 13,616 weekly observations from 20 Norwegian meat categories, we investigate how generic marketing influences brand-level market shares and brand advertising responsiveness. Our findings reveal that high levels of generic advertising reinforce the positive effect of brand-specific advertising, whereas high levels of generic publicity – measured as the total mentions or percentage of negative mentions – attenuates brand advertising effectiveness. Importantly, both generic marketing and website-level image and traffic can redistribute brands' market shares within a category. These results confirm that generic marketing and generic websites have great potential to stimulate brand differences.

Track: Advertising & Marketing Communications