Empathy as an imperative to the success of Global Brands

Problem = High amount of Brands that fail in their globalization process

Determinants of success of Global Brands:
- Brand Leadership
- Brand Creativity
- Brand Strategy
Model according to Van Gelder (2005)

Empathy as a necessity for success:
- Low level of Empathy is not possible for successful Global Brands
- Empathy does not bring success to Global Brands = Unsuccessful Global Brands can have high level of Empathy

Empathy as a necessity for success:

Empathy to help determining the success of Global Brands:
- Empathy is not able to better explain the success of Global Brands
- Empathy is not able to better explain the success of Global Brands
- An improvement to the existing model was not found

Key findings on the determinants:
- Might not work in certain cultures, countries or regions
- Does not apply for Local Brands
- Works only on a sample of the global population

Nationalities of respondents:

About the research:
- Snowball Sampling
- Sample of the global population
- Questionnaire
- 4 Global Brands & 4 Local Brands

Empathy = emotional response that stems from another’s emotional state

Conclusion:
- Empathy is not able to better explain the success of Global Brands, not as a fourth determinant of success nor as a moderator
- A moderate to high level of Empathy is required to become a successful Global Brand

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