Measuring Category Brand Relevance: A Cross-Country Study

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Abstract
This paper focuses on the measurement of the overall importance of brands for consumer decision making (i.e., category brand relevance) across multiple categories and countries. While brand equity measures for specific brands have attracted a large body of literature, the question of how important brands are within an entire product category and to which extent category brand relevance (CBR) differs across categories and countries has been neglected. We introduce CBR, which is a category-level measure, not brand-level measure of brand relevance, as a new construct to the marketing literature. We develop a conceptual framework to measure CBR and drivers of CBR, test our framework empirically with a sample of more than 5,700 consumers and show how these constructs vary across 20 product categories and five countries (France, Japan, Spain, UK, and US). Our results suggest a high validity of the proposed CBR measure and show substantial differences across categories and countries. Our findings have important implications for brand investments.

Presenter: Franziska Volckner