

institutional-based trust. Also, trust has an important role in international markets because it determines the purchase intention of consumer from different contexts.

*Keywords: animosity, trust, COO, purchase intention, emerging and developed markets.*

## **Development And Validation Of A Trust Scale For Global Brands In Germany, India, And South Africa – Constraints To Hofstede's Cultural Framework**

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Due to its inherent advantages a global branding strategy has received more and more interest of brand managers over the years. Especially the fast-growing emerging countries are building a focus of global branding. Additionally, recent studies show that consumer trust is an essential condition for brand success. This practical relevance of trust for the success of brands stands in sharp contrast to the lack of research on trust in emerging countries. This paper wants to close the gap for the emerging countries of India and South Africa as well as show a comparison with a developed country. Therefore this paper presents the development of an intercultural valid brand trust scale based on an intensive literature review. The results show both the limitations of Hofstede's cultural framework and the need for further explanations.

*Keywords: global brands, brand trust, emerging countries, intercultural scale validation*

**Session 07.05:**

### **Marketing of Public and Non-Profit Organisations**

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**Session title: Stakeholders & Market Orientation 1**

**Room: B201**

**Session chair: Gabriele Troilo, Bocconi University & SDA School of Management**

### **Place Branding: A Multiple Stakeholder Perspective**

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Cities increasingly brand themselves as an attractive place for tourists, investors, business and workforce. Yet, most place branding efforts do not take the diversity