

Make in Incredible India: Nation Equity, Emotions and Globalization

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Abstract

Consumers now have easy access to information about products from around the world, due to the rapid progress in globalization and the development of social media. Since consumers are not always able to readily compare products based on quality, the country-of-origin of the products has an increasing impact of consumer perceptions of the product and subsequent purchase intent. The “Country-of-origin Effect” (COO) is thought to be based on the historical “performance” of the products that originated in the country. For example, beliefs such as “Japanese electronics are good” or “German Engineering is superior” lead to a preference for products from that country. However, the recent development of the concept of “Nation Equity” has shown that in addition to performance, consumers also focus on positive or negative emotions associated with the country. Interestingly, these emotions may originate from historical, political or social factors that are unrelated to the product or company performance, yet, they influence purchase decisions.

This talk will focus on strategies used by countries in promoting tourism and examine their effectiveness from the “Nation Equity” framework. Recent research findings and case studies in tourism advertising will be discussed.

Speaker Profile

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