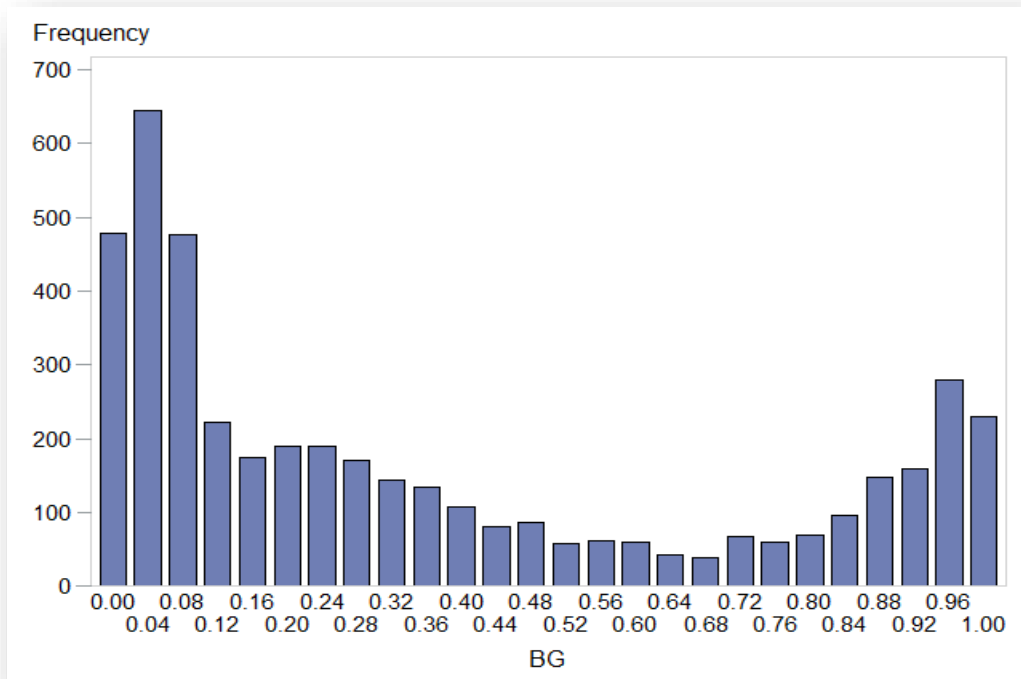


WEB APPENDIXES

Table A1. Summary Statistics of 51 Industries and 50 Countries

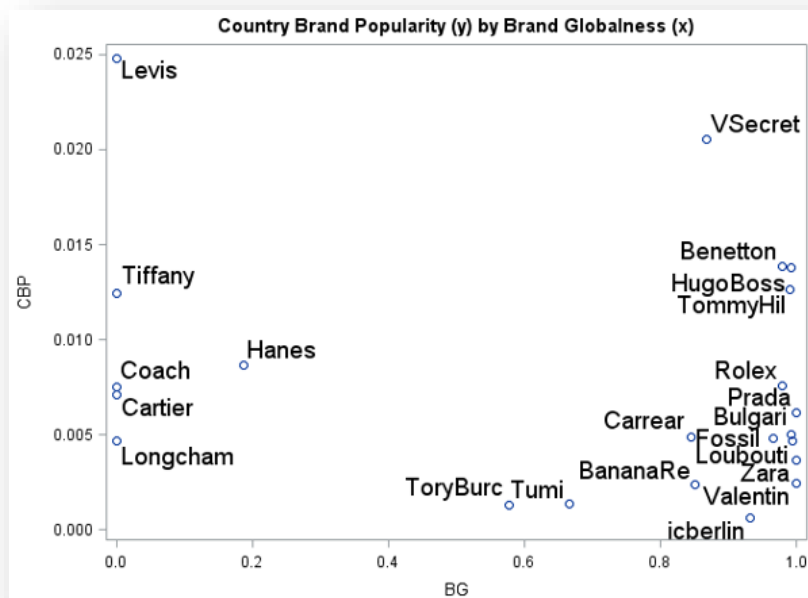
Subindustry	Brand Globalness (mean)	Local Fans (mean)	Country	Brand Globalness (mean)	Local Fans (mean)
Accommodation	0.747	75,805	Argentina	0.624	240,739
Airlines	0.689	228,281	Australia	0.715	81,046
Auto	0.823	332,547	Austria	0.584	34,333
Baby Food	0.296	187,218	Bangladesh	0.717	223,819
Bank	0.476	464,414	Belgium	0.663	41,004
Beer	0.385	653,398	Brazil	0.494	721,611
Camera	0.703	90,826	Bulgaria	0.766	45,361
Chemicals	0.381	343,539	Canada	0.612	81,514
Clothing	0.856	287,840	Chile	0.625	145,285
Coffee & Tea	0.371	422,499	Colombia	0.648	167,767
Computer	0.724	169,147	Croatia	0.746	32,559
Confectionery	0.500	938,876	Denmark	0.782	36,064
Conglomerate	0.555	67,700	Egypt	0.637	354,919
Dairy	0.270	353,768	France	0.713	165,715
Electronics Appliance	0.461	162,852	Germany	0.674	127,834
Electronics Audio	0.802	34,960	Greece	0.734	65,347
E-Shop	0.776	659,340	Hong Kong	0.713	38,403
Fashion Accessories	0.725	82,249	Hungary	0.701	51,693
Fast Moving Consumer Goods	0.443	194,369	India	0.607	585,914
Furniture	0.589	103,413	Indonesia	0.635	282,484
Gambling	0.677	86,861	Iraq	0.757	118,218
Game Developer	0.845	86,130	Italy	0.685	191,469
Gaming Console	0.596	215,195	Japan	0.674	120,076
Health Care	0.510	197,463	Jordan	0.697	93,736
Home & Living: Children	0.504	80,646	Lebanon	0.589	66,237
Home Maintenance	0.459	45,564	Malaysia	0.692	148,906
Housing Services	0.599	149,781	Mexico	0.573	349,257
Hygiene	0.372	499,775	Morocco	0.733	118,844
Industrial	0.761	102,567	Netherlands	0.664	50,488
Insurance	0.501	226,425	New Zealand	0.743	38,224
Jewelry	0.750	146,861	Nigeria	0.542	258,998
Mail & Shipping	0.674	28,223	Peru	0.608	192,517
Payment	0.434	333,291	Philippines	0.708	236,216
Pets	0.329	212,979	Poland	0.702	143,213
Phone	0.508	891,819	Portugal	0.728	81,521
Retail	0.536	1,053,457	Romania	0.749	92,566
Retail Food	0.381	1,342,932	Saudi Arabia	0.495	68,637
Services Agency	0.787	26,137	Serbia	0.781	63,185
Soft Drink	0.372	1,146,931	Singapore	0.706	31,596
Spirits	0.510	268,587	South Africa	0.685	86,438
Sporting Goods	0.768	326,457	South Korea	0.603	96,006
Stationery	0.515	111,667	Spain	0.720	103,729
Telecom	0.314	1,381,202	Sweden	0.756	35,705
Toys & Games	0.606	117,509	Taiwan	0.696	107,914
Transportation	0.515	85,126	Thailand	0.621	249,993
Travel	0.540	168,935	Turkey	0.612	241,108
Travel Booking	0.468	286,737	U.K.	0.667	142,293
Utensils	0.395	92,087	U.S.	0.490	721,270
Water	0.200	167,870	Venezuela	0.633	147,476
Wellness Services	0.673	47,125	Vietnam	0.614	204,133
Wine	0.542	100,640			

Figure A1. Distribution of Brand Globalness

Examples of very low Brand Globalness	Examples of very high Brand Globalness
Auto: <ul style="list-style-type: none"> • Peugeot • Tata Nano • Yamaha Retail: <ul style="list-style-type: none"> • Macy's • Sam's Club • Walmart Airlines: <ul style="list-style-type: none"> • Aeromexico • Alitalia • Turkish Airlines Fashion: <ul style="list-style-type: none"> • Coach • Levi's • Longchamp 	Auto: <ul style="list-style-type: none"> • BMW • Corvette • Honda Retail: <ul style="list-style-type: none"> • IKEA • Marks and Spencer • Tesco Airlines: <ul style="list-style-type: none"> • KLM • SAS • American Airlines Fashion: <ul style="list-style-type: none"> • Benetton • Prada • Victoria's Secret

Figure A2. Examples of Brand Globalness (BG) and Country Brand Popularity (CBP)

a) BG by CBP for the Fashion Industry



b) Comparative CBP of Victoria's Secret and Christian Louboutin

