

Accepted Manuscript

Big brands, big cities: How the population penalty affects common, identity relevant brands in densely populated areas

Ted Matherly, Zachary G. Arens, Todd J. Arnold

PII: S0167-8116(17)30069-1
DOI: [doi:10.1016/j.ijresmar.2017.10.001](https://doi.org/10.1016/j.ijresmar.2017.10.001)
Reference: IJRM 1230

To appear in: *International Journal of Research in Marketing*

Received date: 12 August 2016

Please cite this article as: Ted Matherly, Zachary G. Arens, Todd J. Arnold , Big brands, big cities: How the population penalty affects common, identity relevant brands in densely populated areas. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. *Ijrm*(2017), doi:[10.1016/j.ijresmar.2017.10.001](https://doi.org/10.1016/j.ijresmar.2017.10.001)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Big Brands, Big Cities: How the Population Penalty Affects Common, Identity Relevant Brands in Densely

Populated Areas

TED MATHERLY

ZACHARY G. ARENS

TODD J. ARNOLD *

September 20, 2017

Keywords: population; sales; brand commonness; distinctiveness; affiliation; sub-branding

* **Ted Matherly** is Assistant Professor of Marketing at the Spears School of Business, Oklahoma State University. Address: 419A BUS, Oklahoma State University, Stillwater, OK 74078-4011. Phone: 405-744-5139 Fax: 405-744-5180 Email: ted.matherly@okstate.edu

Zachary G. Arens is Assistant Professor of Marketing at the Spears School of Business, Oklahoma State University. Address: 417A BUS, Oklahoma State University, Stillwater, OK 74078-4011. Phone: 405-744-6349 Fax: 405-744-5180 Email: zachary.arens@okstate.edu

Todd J. Arnold is Raymond A. Young Chair and Professor of Marketing at the Spears School of Business, Oklahoma State University. Address: 316 North Hall, Oklahoma State University, 700 N. Greenwood Ave, Tulsa, OK 74106. Phone: 918-594-8596 Fax: 405-744-5180 Email: todd.arnold@okstate.edu

Download English Version:

<https://daneshyari.com/en/article/7240498>

Download Persian Version:

<https://daneshyari.com/article/7240498>

[Daneshyari.com](https://daneshyari.com)