

## **Extending research on consumer brand relationships: Importance of contextual factors**

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### **Abstract**

The purpose of this paper is to argue for the contextual extension of consumer brand relationship research into rural and bottom of pyramid markets of emerging economies such as India. In addition it proposes the importance of contextual factors in devising branding strategy, especially that related to formation and maintenance of long term relationships with consumers. The paper reviews literature related to consumer brand relationships as well as that related to rural and bottom of pyramid markets. In doing so it discusses the possible differences between the urban markets and the rural and bottom of pyramid markets. It further discusses two possible antecedents of dimensions of strengths of consumer brand relationships-consistent availability and word-of-mouth communication. Finally the paper proposes a theoretical framework showing relationships between the variables discussed.

**Key Words:** *Consumer-Brand Relationships, Emerging Markets, Rural Markets, Culture*