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Marketing mix and brand sales in global markets: Examining the contingent role of country-market characteristics

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and developed countries, respectively, product innovation and advertising have significantly larger impacts in emerging markets relative to developed countries. These finding highlights the importance of contingency view of marketing strategy in global markets.

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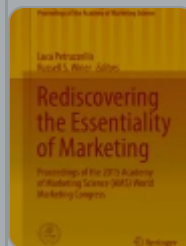
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<http://data.worldbank.org/data-catalog/GDP-PPP-based-table>. PPP data was not available for Argentina and GDP\$ was used instead.

4. It is important to note that as the size of the population that lives below the internationally recognized poverty level (\$2 a day) and the percent of population employed in agriculture sector increases, the income and the net worth divide in a country will be more severe. In other words, fewer numbers of people will disproportionately earn higher incomes and have much greater net worths compared with the “bottom-of-the-pyramid.” Therefore these proxies capture the potential asymmetry in incomes and net worths that [Sheth \(2011\)](#) discusses.
5. We acknowledge that the impact of better design and implementation of

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