An Associative Network of Franchising Brand

Audhesh Paswan
Department of Marketing and Logistics
College of Business Administration
University of North Texas
Denton, Texas 76203-7231
Tel: 940-565-3121
E-Mail: PaswanA@unt.edu

Retno Tanding Suryandari
Doctoral Candidate
Department of Marketing and Logistics
College of Business Administration
University of North Texas
Denton, Texas 76203-7231
Tel: 940-369-8317
E-Mail: Retno.Suryandari@unt.edu

Presented at the 28th Annual
International Society of Franchising Conference

Ernest N. Morial Convention Center
New Orleans, Louisiana, U.S.A.

February 21-23, 2014
An Associative Network of Franchising Brand

Abstract

Franchising is a well-established and accepted retail format, and has attracted lots of attention from researchers. However, only a few have investigated the notion of branding in a franchising context. Using the data for top 100 Global Franchise brands from Franchise Direct this study attempts to understand the associative network of franchise brand. The results indicate that the brand image of a franchise firm is positively associated with the age and size of the franchise firm, and the extent to which they offer financial assistance to franchisees. In comparison, franchise firms that have high franchise fee tend to ranked lower on a brand image scale. In return, a strong brand image not only helps in future expansion, franchise firms with better brand image are also likely to have stronger bargaining power in the market place.