Brand Value and its Effect on the Financial Performance in the Mexican Stock Market’s Food-Processing Industry

Jose Sanchez-Gutierrez, University of Guadalajara
Gloria Yaneth Zapari-Romero, University of Guadalajara
Juan Gaytan-Cortes, University of Guadalajara
Jorge Pelayo-Maciel, University of Guadalajara

ABSTRACT

Today, the commercial value of a company exceeds the book value in accounting terms; this is an indication of the brand value. To measure the effect of branding strategies on financial performance represents a challenge and a valuable activity for making business decisions in a competitive global environment. This research proposes a measurement that considers the Mexican corporate stock market for the food-processing industry.

Keywords: Brand Equity, Brand strength, Brand valuation.