

# Brand development associated with local cultural identity in globalization trend

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## **Abstract**

**N**owadays, culture is defined as the spiritual foundation, the goal and motivation for the development of a country. Especially, in the trend of globalization, enterprises need to create necessary competitive edge in the global integration. Besides resources such as capital resources, human resources, equipment... the cultural background of the brand is of crucial importance. It is considered to be a competitive advantage, an identity that distinguishes one business from another and is also an endogenous resource for business development.

From the theoretical point of view, there are many sciences researching about brands. However, none of them approached the brand from a local cultural identity perspective. Meanwhile, the cultural factor is considered as the advantage to build the brand, which is the success lesson of some typical enterprises in Vietnam. However, in practice, many Vietnamese businesses are not successful and have not promoted cultural factors in brand building. There are businesses that only flaunt the form without regard to building and maintaining the core values of local cultural identity.

The subject of this article is the brand of the enterprise in Vietnam from the local cultural identity in globalization trend, with an interdisciplinary approach and qualitative and quantitative method. Structure of the article includes the introduction the concepts, the content of the article will concretize the aforementioned.

**Keywords:** *Brand, branding, enterprise, culture, local cultural identity, globalization.*