

IJBRM®

The IUP Journal of

Brand Management

LIBRARY REF. NO. 07
DATE: 24/12/2020

Vol. XVII No. 3

September 2020

**Anti-Branding: Positive and Negative Effects
on Consumer Perception of Generation Y and Z
with Special Reference to Maggi Noodles in India** 7
Brijesh Awasthi and Masuma Mehta

**Retaining the Cachet of Luxury Fashion Brands
on Social Media Through Storytelling and Narratives** 23
Hemantha Y

**Culture as an Antecedent of Tourist Destination
Choice Behavior** 38
Sabari Shankar R

Case Study
**Canada Goose –
Building a Global Luxury Apparel Brand** 46
K B S Kumar and Indu Perepu



IUP Publications
(A Division of The ICFAI Society)
www.iupindia.in



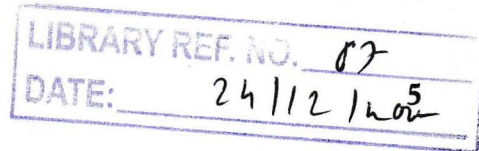
The IUP Journal of
**Brand
Management**

Vol. XVII

No. 3

September 2020

Contents



Focus

**Anti-Branding: Positive and Negative Effects
on Consumer Perception of Generation Y and Z
with Special Reference to Maggi Noodles in India** 7
Brijesh Awasthi and Masuma Mehta

**Retaining the Cachet of Luxury Fashion Brands
on Social Media Through Storytelling and Narratives** 23
Hemantha Y

**Culture as an Antecedent of Tourist Destination
Choice Behavior** 38
Sabari Shankar R

Case Study
**Canada Goose –
Building a Global Luxury Apparel Brand** 46
K B S Kumar and Indu Perepu