

In the recent years there could be noticed an intensive internationalization of companies from emerging markets, also Polish firms (e.g. Witek-Hajduk, 2010; Daszkiewicz & Wach, 2013; Jarosiński, 2012). These companies enter and operate both in the highly-developed countries and in the emerging and developing markets. It is why companies from emerging markets must compete both on the foreign and their domestic markets not only with firms and brands from highly-developed but also from emerging countries. Branding has become one of the key success factors and the base for building competitive advantages of firms from emerging countries and a growing significance of international branding in the foreign expansion of these firms is observed. Companies from emerging markets encounter many barriers to brand creation both on the domestic and foreign markets, in it the barrier of the country of brand origin (COBO) effect. Stereotypes about a country shape its image and affect the consumers' perception of companies, brands, and products from that country and consumer behaviour. Taking into account the COBO effect, companies that are the brand owners can adopt various international brand strategies: referring to the origin from the domestic emerging market vs. referring to or suggesting the brand origin from other positively perceived country/region. These strategies may influence consumers' behaviour depending inter alia on the consumers' socio-demographic (e.g. age, gender, income) and psychographic characteristics (consumer ethnocentrism, materialism).

The phenomenon of the COBO effect importance and its adoption in the international brand strategies of companies from emerging countries and their influence on the consumer behaviors still need deeper understanding from both the strategic and consumer behavior perspective.

It is why the aim of the study is the identification, exploration, and understanding of the importance and ways of application of the COBO effect in the international brand strategies of companies from emerging markets and the impact of the type of the international brand strategy applied by the firms from emerging markets in terms of the COBO effect on the purchase intentions of foreign consumers, especially from emerging economies on the example of Polish consumers and taking into account the socio-demographic and psychographic characteristics of consumers. Moreover, the objective of the study is the exploration of the reasons why consumers from the emerging markets ignore or pay attention to the country of brand origin while choosing foreign brands vs. brands of domestic origin. The study will be related to the brands of household products as one of the categories of consumer durables.

The starting point of the research will be the review, critical analysis and synthesis of the literature on the topic of the international brand strategies of companies from emerging countries, COBO effect and their impact on the consumers' purchase intentions. Moreover, the qualitative empirical research in the form of in-depth interviews with managers of international companies from emerging countries operating on the Polish household products market and responsible for the brand strategy will be carried out. To verify the model of relations between the type of the international brand strategy and consumers' purchase intentions, a quantitative empirical research will be conducted using CAWI (Computer-Assisted Web Interview) method on a random nationwide sample of 800-1000 Polish consumers at the age of 18-65 years. To better understand the domestic (Polish) consumers' reasons for purchasing the foreign vs. of Polish origin brands of household products, qualitative empirical research in the form of in-depth, semi-structured interviews with Polish consumers at the age of 18-65 years will be carried out.