Mood Awareness and Brand Extension

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This study explores the effects of mood on brand extension. A 2 (mood level: good vs. bad)*2 (mood awareness: motivational vs. backdrop)*2 (brand extension type: product similarity vs. brand concept similarity) experiment was designed to examined the hypotheses, and there were 160 respondents random assigned in the above conditions. The results show that in the backdrop mood (unconscious) situation, good mood leads to higher acceptance to brand extension than bad mood, and there is no difference between the acceptances of two modes of brand extension. In motivational mood (conscious) situation, mood will influence consumers’ attitude via biasing information process. The happy consumers prefer the brand concept similarity extension, while the bad mood consumers incline to accept the product characteristic similarity extension more.

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such as ER, House, Law and Order, or CSI mentioning particular sicknesses, murders, or accidental deaths that may proximately affect a particular segment more so than others can be considered to maximize favorable receptivity of guilt appeals.

References


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This study primary explored the effects of mood on brand extension. Previous research indicated that mood did influence consumers’ acceptance of brand extension (Kahn, 1995; Menon and Kahn, 1995). For example, consumers with positive mood may adopt more diverse brand extensions than consumers with negative mood (Barone, Miniard, and Romeo, 2000). In other words, the happy ones can accept the larger difference between extension brand and parent brand than the sad ones. In spite of rich evidence that show the influence of mood on brand extension, there was little research discussing the mechanism behind the influence process.

Furthermore, previous research about the relationship of mood and brand extension neglected the issue of the mode of brand extension. When firms execute brand extensions, there are at least two types of extension policy (Park, Milleberg, and Lowson, 1991); the first is to focus on the similarity of brand concepts or brand image, for example, Rolex watches extended to its bracelets series. The other is to emphasize on the similarity of product characteristics, such as Timex watches extended to its timekeepers. Therefore, the objective of this study is to discuss if mood has the same influence on these two types of brand extension and the mechanism behind the influence process.

Actually, mood influences consumers’ attitudes in a quite complicated way, and the purpose of this study is to probe that in various mood awareness (conscious and unconscious) and mood level (good mood and bad mood), the consumers’ acceptance and preference to brand extension may be different. There are two mood awareness condition should be discussed: motivational mood and backdrop mood (Luomala and Laaksonen, 2000). As to the motivational mood, people experience mood in a conscious way and can aware of the source of mood; this kind of mood may involve cognition process. As to the backdrop mood, people are just in good or bad mood without being aware of it.

Mood awareness is the critical factor that influences whether mood influence attitude directly or via cognition components (Xia, 2007). When consumers are under backdrop mood and doesn’t aware the source of mood, the mood can reflect to the attitude directly. It means good mood lead to more acceptance of brand extension, while bad mood lead less preference to the brand extension.

On the contrary, when the consumers are under motivational mood and can aware the sources of moods, the mood effect is indirect and involved cognition elements. It means in motivational mood, good mood leads to the heuristic thinking approach, and consumers will care more about the heuristic cues (Monroe, 2003; Suri and Monroe, 2003), for example, the brand image. On the contrary, bad mood leads to the systematic thinking style (Bless, Bohner, Schwarz, and Strack, 1990; Bless, Mackie, and Schwarz, 1992; Mackie and Worth, 1989; Sinclair, Mark, and Clore, 1994; Worth and Mackie, 1987), and the consumers will pay more attention to the attributes that related to the product itself (Xia, 2007).

When applying the above discussion to brand extension, it is suggested that in backdrop mood (unconscious situation), mood influences brand extension attitude directly; It leads to the hypothesis 1: