Phonetic Symbolism and Children’s Brand Name and Brand Logo Preference

Stacey Baxter, University of Newcastle, Australia
Tina Lowrey, University of Texas at San Antonio, USA
Min Liu, University of Texas at San Antonio, USA

Phonemes can provide a cue for brand attributes with consumers preferring congruency between a brand’s name-logo and attributes. Since children don’t have adult-level language skills, they may not attach similar meaning to phonemes. In three experiments, we examine the meanings children draw from phonemes and its implications for branding.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1012088/volumes/v40/NA-40

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
151. The Impact of Luxury Brand-Retailer Co-Branding Strategy on Consumers’ Evaluation of Luxury Brand Image: The Case of the U.S. vs. Taiwan

Shih-Ching Wang, Temple University, USA
Primidya K. Soesilo, Temple University, USA
Dan Zhang, City University of New York, USA
C. Anthony Di Benedetto, Temple University, USA

This study investigates whether co-branding of luxury brands and retailers negatively affects attitudes toward the luxury brands, and whether solutions can mitigate the negative effect. We empirically test our hypotheses using samples of consumers from Taiwan and the U.S.

152. My Brand and I: The Influence of Personal Pronouns on Brand Name Preference

Nicole Palermo, Fordham University, USA
Luke Kachersky, Fordham University, USA

In recent years, brand names that include the personal pronouns “I” and “my” have established a unique prevalence in consumer culture. The present research examines if, how, and under which circumstances the usage of “I” and “my” in brand names influences brand perceptions.

153. The Influence of Logo Design Elements on Perceptions of Brand Personality

Aditi Bajaj, Georgia Tech, USA
Samuel Bond, Georgia Tech, USA

Addressing a void in research on logos in consumer behavior, our research focuses on the connections between logo design elements and brand personality inferences. Basing our ideas in literature on branding and design, we suggest that specific logo design elements can be utilized to convey specific brand personality traits.

154. The Impact of Phonetic Symbolism on Stock Performance: Stocks with Stop-Consonant Ticker Symbols Perform Better Than Stocks with Fricative-Consonant Ticker Symbols during First Year of Trading

L.J. Shrum, University of Texas at San Antonio, USA
Tina M. Lowrey, University of Texas at San Antonio, USA
Sarah Roche, University of Texas at San Antonio, USA

The current research extends the notion of phonetic symbolism to stock performance. Because stop (vs. fricative) consonants and back (vs. front) vowels are associated with larger and stronger concepts, we expected that tickers with stop consonants would outperform those with fricatives, and so too would back vs. front vowel tickers. The hypotheses were supported for consonant effects but not vowel effects.

155. Phonetic Symbolism and Children’s Brand Name and Brand Logo Preference

Stacey Baxter, University of Newcastle, Australia
Tina M. Lowrey, University of Texas at San Antonio, USA
Min Liu, University of Texas at San Antonio, USA

Phonemes can provide a cue for brand attributes with consumers preferring congruency between a brand’s name-logo and attributes. However, because children do not possess adult-level language skills, they may not attach similar meaning to phonemes. In three experiments, we examine the meanings children draw from phonemes and the implications for branding.