Who Is the Brand Creator? the Effect of Different Brand Biographies on the Perception of Brand Personality

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Based on the relationship model this paper investigates the role of different brand biographies and hypothesizes that they lead to different consumer perceptions of brand personality. First results of our exploratory experimental study show that there are significant differences between both brand creators and the perception of brand personality dimensions.

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141. My Brand and I, and Others between Us: The Influence of Interpersonal Relationships on Consumer-Brand Relationships

Marina Carnevale, Fordham University, USA
Lauren G. Block, Baruch College/CUNY, USA

Despite their contextual nature, consumer-brand relationships are assumed to be independent of external interpersonal relationships (e.g., significant others). Across three studies, we show that when a product symbolizes an external relationship (e.g., it was a gift), changes in that relationship may impact consumers’ feelings of self-brand connection and consequently their brand evaluations.

142. Revelatory Experiences: The Brand Backstory and its Impact on Consumers’ Experience of Brand Narratives

Vanisha Narsey, University of Auckland, New Zealand
Cristel Russell, University of Auckland, New Zealand
Hope Jensen Schau, University of Arizona, USA

The “making-of” or “behind the scenes” activities of media brands are increasingly made available to consumers, often revealing the artifices of a brand. We explore consumers’ experience of the brand backstory and the impact this experience has on personal brand narratives.

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144. Consumer Persuasion Knowledge in Non-Conventional Marketplaces: The Case of Branded Prescription Drugs

Marjorie Delbaere, University of Saskatchewan, Canada
Mei-Ling Wei, Saint Mary’s University, Canada

We argue that consumers are beginning to recognize the physician-prescribing situation as a potential persuasion attempt and that the onslaught of Direct-to-Consumer (DTC) advertising has brought about this change in meaning. We investigate the prescribing situation as a mixed-motive situation with high levels of ambiguity; in other words, as persuasion within a non-persuasion environment.

145. The Magic of Numbers and Letters in Alphanumeric Brand Names

Selcan Kara, University of Connecticut, USA
Kunter Gunasti, University of Connecticut, USA

This research explores the effect of number and letter changes in alphanumeric brand names (ABs) on consumers’ reactions to brand extensions. Based on two experiments, we show that processing of number vs. letter changes in ABs lead to a variance in the perceived differences between the new and existing brands.