The Creation and Management of Human Brands

Bianca Grohmann, Concordia University, Canada
Marilyn Giroux, Concordia University, Canada

Celebrities are often the center of marketing campaigns and companies are working hard to establish relationships between consumers and human brands. The goal of this research is to create a measure of the strength of human brands and relate human brands to consumers’ relationships to celebrities, endorsements and co-branding opportunities.

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06-A: The Creation and Management of Human Brands
Marilyn Giroux, Concordia University, Canada
Bianca Grohmann, Concordia University, Canada

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06-B: Selective Revelations: The Brand Backstory and the Creation of the Private Sphere
Vanisha Narsey, University of Auckland, New Zealand
Cristel Antonia Russell, American University, USA

In-depth interviews with brand backstory creators uncover how and why brand backstories may be used in simulating the private sphere. The strategies and aims uncovered ultimately enchant consumers towards the inner-world of the brand, enabling them to reach the core of the brand backstory and experiential authenticity.

06-C: Employee Misbehavior: The Effect of Employee Typicality on Brand Evaluations
Jakob Utgard, BI Norwegian Business School, Norway
Tarje Gaustad, Oslo School of Management, Norway

Despite companies’ investments in recruiting, training, and monitoring, employees sometimes misbehave in ways that hurt the brand. Such misbehavior can spread quickly and potentially turn into media scandals. In two studies, we find that employee misbehavior is more negative for the brand when the employee is seen as a typical (vs. atypical) exemplar of the company’s employees. We theorize that the behavior of a typical employee is seen as a signal of other employees and the company as a whole, whereas behavior of an atypical employee is seen as less diagnostic of the company. Thus, wrongdoing by a typical employee is likely to promote more negative inferences about the brand.

06-D: Brand Salience for the Visually Impaired: An Exploration on Brand Reception and Experience for Blind and Low Vision Audiences
Janice Fung, Humber College Institute of Technology and Advanced Learning, Canada

This study examines the recognition and experience of branded products by blind and low vision audiences. The importance of understanding brand reception and perception through the lens of the visually impaired is intended to increase business value for organizations, enhance information accessibility, improve social equality and enhance quality of life.

06-E: Disproportionate Positivity and Negativity Biases of Brand Extension Information
Joseph W. Chang, Vancouver Island University, Canada
Yung-Chien Lou, National Chengchi University, Taiwan
You Lin, National Sun Yat-Sen University, Taiwan

Under high-accessibility scenarios, negativity extension biases on high-entitativity family brands were more salient. Under low-accessibility situations, the negativity biases of similar extension information on both high- and low-entitativity family brands were more salient, whereas the negativity biases of dissimilar extension information on high-entitativity family brands were more salient.

06-F: Towards a Higher Generalizability of Brand Personality Scales
Theo Lieven, University of St. Gallen, Switzerland

The generalizability of popular brand personality scales is in question. Researchers have reported problems when attempting to replicate existing scales. Since scale creation methods are based on the lexical approach, this study proposes a procedure to enhance generalizability by the collection of synonyms from the dictionary.