Symmetrical Logos Can Harm Brand Equity: the Interactive Effect of Logo Design and Brand Personality on Brand Valuation

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Using experimental results and large field datasets on logo perception and brand valuation, we show that symmetry in logo designs interacts with excitement and competence dimensions of brand personality, negatively impacting brand equity. These effects are unique to symmetry and not driven by other visual characteristics (e.g., complexity, contrast, fluency).

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27-A: Imagine Yourself in Use: Measuring the Construct of Consumption Vision

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In spite of its importance, the consumption vision construct has seen limited adoption in identification of effective marketing communications. The current study aims to clarify this construct and present a measurement tool for future researchers and practitioners.

27-B: Symmetrical Logos Can Harm Brand Equity: The Interactive Effect of Logo Design and Brand Personality on Brand Valuation

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27-C: Message in a Bottle: What a Product’s Shape Tells Us About the Product and Ourselves

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Product packaging plays a critical role in consumers’ purchase decisions. The present research examines how one element of packaging—shape—influences consumers’ self-perceptions and enjoyment of the usage experience. Drawing on extended-self theory, we find that consumers react more favorably toward products with shapes that represent their ideal selves.

27-D: Increasing Spending Behavior After Exposure to Body-Type Package Shapes

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Adam Craig, University of South Florida, USA

The current research investigated whether exposure to product shapes that resemble thin or overweight human body-types can influence subsequent spending behavior. Our results show that, consistent with the stereotypical view that overweight individuals hold low levels of control, exposure to wide product shapes leads to a decreased accessibility of the concept of control (compared to exposure to thin product shapes) and subsequently leads consumers to increase their level of spending on subsequent purchase decisions. We also show that dietary orientation moderates this effect.

27-E: The Role of Imagination in Consumer Contamination

Jessica Gerard, University of Grenoble, France
Jennifer J. Argo, University of Alberta, Canada

The present research focuses on consumer contamination and aims to determine which form of touch is more detrimental to responses towards the product (actual vs. imagined touch) and to demonstrate the role of mental imagery as an underlying mechanism for our effects.

27-F: Does Non-Diagnostic Touch of Business Documents Affect the Judgment of Professionals and Institutions?

Cindy Caldara, University of Grenoble, France
Jessica Gerard, University of Grenoble, France

Two studies show that even when touch is non-diagnostic, it can affect consumers’ confidence on both professional persons and institutional entities (grad school) through the haptic characteristics (paper thickness and/or texture) of their business cards and brochures, respectively. The implications for design of emblematic professional documents are discussed.