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Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

Blended Brand Names: It'S Just Not What You Know, It'S the Sound

Sunny Arora, S P Jain Institute of Management and Research, India

Arti D. Kalro, Indian Institute of Technology Bombay, India

Dinesh Sharma, Indian Institute of Technology Bombay, India

This study explores blended brand names, which are semantically meaningless names containing attribute associations. They are coined for dealing with trademark-related issues. Vowels can connote sound meaning through these names. Attribute associations may reflect products' positioning, which a brand strategist can communicate through the brand name.

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An Investigation of Mobile Social Networking Application Users' Responses to In-App Advertisements

Shing-Wan Chang, Middlesex University, UK
Grigorios Loukidis, King's College London, UK
Keith Drago, Middlesex University, UK

This study sought a greater understanding of millennial consumers' reactions to in-app advertisements on Snapchat, which lacks sufficient academic research. Two hundred sixty-four valid responses were collected in an online survey via Amazon Mechanical Turk, and analyzed by partial least squares SEM (PLS-SEM) modeling. This study contributes to the existing literature.

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Examining Attitude Functions' Antecedents and Consequences in a Cross-National Setting

Paurav Shukla, University of Essex, UK
Dina Khalifa, Glasgow Caledonian University, UK
Thomas Peschken, Glasgow Caledonian University, UK

We empirically examine consumers' need for uniqueness (CNFU) dimensions as antecedents and behavioral intentions as consequences of attitude functions towards luxury brands. In examining the full-spectrum of attitude functions among American, French and Chinese luxury consumers, our results demonstrate the differential impact of CNFU on attitude functions and on behavioral intentions.

Hear What's Here: The Effect of Semantically Congruent Lyrics on Brand Perception

Jose Manu M A, Indian Institute of Management Bangalore, India
Gopal Das, Indian Institute of Management Bangalore, India

The congruency of background music characteristics changing customers' attitudes has been studied by researchers; this study contributes to that literature by adding the concept of congruency of lyrics with the brand's characteristics. Additionally, this paper empirically shows a mediation effect of perceived fit of lyrics on attitude towards the brand.

Role of Visual Elements in Brand Logo Design

Shruti Trehan, Indian Institute of Technology Bombay, India
Arti D. Kalro, Indian Institute of Technology Bombay, India

This study collates a comprehensive list of visual elements of brand logos. We propose a one-stop shop for practitioners to design new logos. Two coders recorded the presence of such visual elements in the top 100 global brands, further divided in eleven product categories. Recommendations suggest the use of specific elements for different categories.