



# Consumer Brand Relationship Colloquium

March 17-19, 2011

Rollins College

Colloquium Program

[www.consumer-brand-relationship.com](http://www.consumer-brand-relationship.com)



## 2<sup>nd</sup> International Colloquium on Consumer-Brand Relationship

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## Letter from the Colloquium Host



March 17, 2011

Dear Consumer-Brand Relationship Colloquium Participant,

It is a great pleasure to welcome you to our 2<sup>nd</sup> International Colloquium on **Consumer-Brand Relationship** here at Rollins.

According to the AMA definition, the creation and management of customer relationship is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationship: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured, and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationship between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationship that form between consumers and branded products, stores, celebrities, companies or even countries. As our forthcoming book, *Consumer-Brand Relationship: Theory and Practice* and the previously published *Handbook of Brand Relationship* (2009) attest, consumer-brand relationship stand as a vibrant and fast-growing research area with roots that span across disciplines and theoretical traditions. Still, brand relationship theory is in its early stages, and there remains much to be learned.

The aim of this colloquium is to advance knowledge about consumer-brand relationship by disseminating new research and best company practices, and by encouraging the evolution of new research ideas and themes.

As we meet to discuss new high quality research ideas in the consumer-brand relationship, I would like to thank everybody for traveling so far and working so hard to contribute to this event here at Rollins.

Sincerely,  
Marc Fetscherin

Crummer Graduate School of Business  
International Business Department  
Rollins College

## Words of Welcome from the Colloquium Organizers

Rollins College is pleased to welcome you to the 2<sup>nd</sup> International Colloquium on **Consumer-Brand Relationship** in Winter Park, FL, United States. The purpose of this colloquium is to advance the knowledge about consumer-brand relationship by disseminating new research and best company practices, and by encouraging the evolution of new research ideas.

This colloquium will provide an ideal opportunity for practitioners, accomplished scholars, young faculty members and Ph.D. students to share and discuss their most recent high quality work with other experts in the consumer-brand relationship field.

Research accepted for presentation at the colloquium covers various topics of interest, including:

- Consumer-celebrity; consumer-retailer; consumer-company; consumer-country; and other specific brand relationship such as those with store or luxury brands
- Cultural differences in brand relationship behavior
- Brand communities and their brand relationship
- Brand relationship typologies and relationship space mapping
- Metrics for the measurement of brand relationship strength
- Brand relationship evolution and process dynamics
- Brand relationship goals, needs, and motivations
- Attachment theory and brand relationship
- Brand love, commitment, interdependence, conflict, and other relational constructs
- Drivers and psycho-social-cultural moderators of brand relationship behaviors
- Brand personality and other brand-specific moderators of relationship effects
- The consequences and outcomes of brand relationship
- Status and trends regarding consumers' relationship with brands
- Strategies for building consumer-brand relationship
- Shareholder, company, and marketplace effects of brand relationship
- Organizational systems and structures for consumer-brand relationship management
- New theoretical perspectives for understanding consumer-brand relationship

We express our grateful thanks to all the reviewers who participated in the process of systematically reviewing and selecting all submissions. Rollins College, Boston University, Indiana University Southeast, and Brunel University, West London are our sponsors for the "Best Paper" awards. We also extend our personal and collective thanks to all our contributors and supporters: participants, authors, speakers, reviewers, discussants, and session chairs. The local organizing committee deserves special words of thanks and recognition for their caring and tireless work in ensuring the quality execution of the colloquium.

We wish you a great colloquium, an enjoyable stay at Rollins College in Winter Park, Florida, and look forward to meeting each one of you individually.

## Colloquium Organizing Committee

## Colloquium Sponsors

We thank the following sponsors for making the 2<sup>nd</sup> International Colloquium on **Consumer-Brand Relationship** possible through their generous contributions.



## Awards and Recognitions

Three awards are granted to papers submitted to the conference: (1) a ***“Best Paper Award,”*** (2) a ***“Best Doctoral Student Contribution”*** award, and (3) a ***“People’s Choice”*** award. The “Best Paper Award” and “Best Doctoral Contribution” award were judged by conference organizers. Candidates for the “Best Paper Award” award included all papers ranking in the top 25% per blind reviewer ratings and for which the lead author was not a doctoral student. All contributions with doctoral students as lead authors were considered for the “Best Doctoral Student Contribution” award. Conference organizers rated finalists based on five criteria: communication and writing style, conceptual rigor, methodological rigor, creativity and innovation, and contribution to brand relationship theory. Submissions from the conference organizers were not considered award candidates. The “People’s Choice” award will be voted on by attendees at the conference, and will recognize the presentation judged as most insightful, engaging, and informative.

## International Colloquium Guidelines

We come from many different countries and traditions but are united in the belief that knowledge is created through a two-way exchange of ideas and experiences.

The effectiveness of the International Consumer-Brand Relationship Colloquium will depend on collegial interactions among us. This will require a good deal of care to ensure that our conduct is respectful, particularly because we are working with a number of cultural norms. To avoid misunderstandings, we offer general guidelines for participants to clarify both the standards and the obligations expected during these next few days.

- It is a common American practice in an academic setting, where people are learning together and from each other, for participants to address each other, presenters, and staff by their first or given names; this is not intended to be disrespectful or discourteous.
- All members of this community are entitled to respect. All individuals are expected in their communication to demonstrate respect for each person’s worth, dignity and capacity to contribute.

If each of us makes an honest effort to ensure that we treat others with professional respect and dignity, all of us will enjoy the maximum possible benefit from working and learning together.



## Organizer Biographies

**Dr. Marc Fetscherin** is an Assistant Professor of International Business and Marketing at the Crummer Graduate School of Business and the International Business Department, Rollins College. He is also an Associate of the Rollins China Center, an Asia Programs Visiting Scholar at Harvard University. He has edited the book *China Rules: Globalization and Political Transformation* (Palgrave MacMillan, 2009) and contributed to numerous books and has published numerous peer-reviewed journal articles in leading international academic journals such as *Management International Review (MIR)*, *International Business Review*, *International Marketing Review*, *International Journal of Market Research*, *International Journal of Emerging Markets*, *European Journal of International Management* and *Chinese Management Studies*.



Marc Fetscherin, Crummer Graduate School of Business & International Business Department, Rollins College, Winter Park, FL, United States.  
E-mail: [mfetscherin@rollins.edu](mailto:mfetscherin@rollins.edu)

**Dr. Michael Breazeale** is an Assistant Professor of Marketing at Indiana University Southeast. Within the past year, he has received the Donald Zacharias Doctoral Level Teaching Assistant of the Year for Mississippi State University, the MSU College of Business Doctoral Student Research Award, and the MSU College of Business Doctoral Student Teaching Award. Mike has published several articles in publications that include *International Journal of Market Research*, *Marketing Management Journal*, and *Journal of Business Research*, and has made numerous conference presentations relating to his research. His primary areas of research encompass retail atmospherics, consumer-brand connections, the consumption of experiences, and emotional branding. His dissertation, "Three Essays on Customer Chemistry," examines the phenomenon of brand love as it relates to retailers and their services.



Michael Breazeale, School of Business, Indiana University Southeast, New Albany, IN, United States. E-mail: [mbreazea@ius.edu](mailto:mbreazea@ius.edu)

**Dr. Susan Fournier** is an Associate Professor and Dean's Research Fellow at Boston University. Her pioneering research launched the consumer-brand relationship discipline and continues to explore the creation and capture of value through branding and brand relationship. Current projects explore how brands drive shareholder value, consumer-generated advertising, brand attachment styles, person-brand management, and the lived experiences of brand flings. Susan received five best article awards for her published work and is the author of many best-selling Harvard case studies on branding. Susan is an active consultant and long-standing member of the Editorial Boards of *Journal of Consumer Research*, *Journal of Relationship Marketing*, *Journal of Business-to-Business Marketing*, and *Marketing Theory*. Prior to BU, Susan served on the faculties of Harvard Business School and the Tuck School at Dartmouth. She also held a VP/Director position at Young & Rubicam Advertising and served in market research roles at Polaroid Corporation and Yankelovich Clancy Shulman.



Susan Fournier, Boston University School of Management, Boston, MA, United States.  
E-mail: [fournism@bu.edu](mailto:fournism@bu.edu)

**Dr. T.C. Melewar** is a Full-time Professor of Marketing and Strategy at Brunel Business School, Brunel University, London, England. He is also the Joint Editor-in-Chief of the *Journal of Brand Management*. He has previous experience at Zurich University of Applied Sciences, Switzerland, Warwick Business School, UK, MARA Institute of Technology, Malaysia, Loughborough University, UK and De Montfort University, UK. TC has edited two books; (1) *Facets of Corporate Identity, Communication and Reputation* and (2) *Contemporary Thoughts on Corporate Branding and Corporate Identity Management*. TC's research interests include corporate identity, marketing communications and international marketing strategy. He has published over 60 papers in refereed journals such as the *Journal of International Business Studies*, *International Marketing Review* and *Industrial Marketing Management*. TC has taught postgraduate programs in countries such as Sweden, Germany, Russia, Georgia, Moldova, France, Malaysia and Indonesia.



T.C. Melewar, Brunel Business School, Brunel University, West London, United Kingdom. E-mail: [t.c.melewar@brunel.ac.uk](mailto:t.c.melewar@brunel.ac.uk)



**KEYNOTE SPEAKER (Lunch): Dr. Aaron Ahuvia**

**Aaron Ahuvia, Ph.D.**, is a Professor of Marketing at the University of Michigan-Dearborn School of Management, holds an appointment at the UM-Ann Arbor School of Art and Design, and a part-time teaching appointment at the Ross School of Business. Aaron received his PhD in marketing in 1993 from Northwestern's Kellogg Graduate School of Management, where he also was an MM (i.e. MBA) student. Aaron received his undergraduate degree in philosophy from the University of Michigan.



Aaron's work covers three main topics: *peace*, *love* and *happiness* – really. While a student in Professor Kotler's PhD seminar, Aaron began studying the ways that interpersonal relationship can be viewed from a marketing perspective. This led to a long collaboration with Professor Mara Adelman researching how friendships and romantic relationship influence, and are influenced by, the commercial marketplace. For his PhD, Aaron investigated consumers' love of objects, brands and activities. Aaron has continued his work in this area and currently has a paper on brand love under 3<sup>rd</sup> review at the Journal of Marketing.

Aaron's second research area, happiness, explores how people can lead happy and meaningful lives within a consumer culture. In particular, Aaron has published on how income, materialism, and culture influence personal wellbeing. As a result of this work, Aaron was invited to represent the fields of marketing and consumer research in Project+, in interdisciplinary research group containing leading experts on happiness and wellbeing from economics, psychology, sociology, political science, philosophy, history, anthropology, religion, neuroscience, and business. Aaron has also served as Vice President of the International Society for Quality of Life Studies (ISQUOLS).

Aaron's final research area, peace, began as a form of personal political involvement but has developed into work on social marketing and also on economic development. Aaron served on the Executive Committee and was a National Spokesperson for Brit Tzedek v'Shalom, a Jewish political organization working in support of a negotiated two-state solution to the Israeli-Palestinian conflict. Through this work he helped grow the organization from 200 to over 50,000 supporters and over 50 chapters nationwide, until it was merged into the J Street organization in 2009. Aaron also worked on economic development issues and on State Department projects in Jordan, Israel, Yemen, Rwanda and Kazakhstan, and has been awarded the first US government grant project in Libya since the lifting of sanctions.

Professor Ahuvia is winner of the 2007 *Distinguished Research Award* which is UM-D's highest campus wide award for scholarship, and the 2001 *University of Michigan-Dearborn Faculty Member of the Year* for research, teaching and service. Five of his papers have been reprinted in collections of major works. In addition to many academic publications, Professor Ahuvia's research has been quoted in *Time*, *The New York Times*, *The Wall Street Journal*, major publications in Europe and Japan, and has appeared on public radio talk shows as well as popular Television shows such as Oprah.

**Selected Publications**

Batra, R. Ahuvia, A. C. and Bagozzi, R., (2011) "Brand Love: its Nature and Consequences," under revision for the Journal of Marketing.

Ahuvia, A. C., R. Batra and R. Bagozzi, (2009) "Love, Desire and Identity: A Conditional Integration Theory of the Love of Things," in *The Handbook of Brand Relationship*, Deborah J. MacInnis; C. Whan Park; Joseph R. Priester eds., published by the Society for Consumer Psychology, 342-357.

Ahuvia, A. C., Batra, R. and R. Bagozzi (2008), "Brand Love: Towards and Integrative Model," *Advances in Consumer Research*, Vol. 35, 176-180.

Carroll, B. A. and Ahuvia, A. C. (2006), "Some Antecedents and Outcomes of Brand Love," *Marketing Letters*, 17(2), 79-89.

Ahuvia, A. C. (2005), "Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives," *Journal of Consumer Research*, 32 (1), 171-184.

**KEYNOTE SPEAKER (Dinner): Dr. James McAlexander**



Dr. James McAlexander is currently the Dean's Professor of Excellence and Director of the Marketing Program in the College of Business at Oregon State University. He has been a member of the marketing department at OSU for 20 years. Six years ago, he developed the "Close to the Customer Project" as part of OSU's Austin Entrepreneurship Program. The C2C Project is a marketing research center that innovatively partners students and faculty in conducting market research studies for business clients. These teams have worked with such clients and organizations as Oregon Freeze Dry, Oregon Wave Energy Trust, Hewlett-Packard, Kauffman Foundation, SunGrow, Nike, OSU Federal Credit Union, USDA, Gerber, Reser's Fine Foods, and institutions of higher education. Prior to beginning his academic career at Iowa State University, James worked for the Federal Aviation Administration as an Air Traffic Controller and as a Cable Splicer for General Telephone.

Professor McAlexander has established an international reputation for his research in Brand Community. This work began in the early 1990's with John Schouten as they conducted ethnographic research with owners of Harley-Davidson motorcycles and Jeep branded vehicles (published in the *Journal of Consumer Research* and the *Journal of Marketing*). Most recently he has been adapting the model of brand community integration for applications that assist advancement professionals in non-profit organizations and exploring some of the dynamic issues and challenges associated with fostering and building brand communities. McAlexander has consulted and conducted research for such prominent firms and brands as Harley-Davidson, Isuzu, Yamaha, Jeep, Kodak, Nissan, Beltronics, Chrysler, Toyota, Infiniti, Kellogg's, Saturn, and Cadillac.

James has an undergraduate degree in political science, and completed the Ph.D. in marketing at the University of Utah (1987).

**Selected Publications**

McAlexander, James H. (2010), "Communitas Interruptus," European Conference of the Association for Consumer Research, forthcoming.

Schouten, John, James H. McAlexander, and Harold F. Koenig (2007), "Transcendent Customer Experience and Brand Community," *Journal of the Academy of Marketing Sciences* (Fall), 357-368.

Schouten, John, Diane Martin and James McAlexander (2007) "The Evolution of a Subculture of Consumption," in *Consumer Tribes*, ed. Robert Kozinets, Bernard Cova, and Avi Shankar, Boston: Elsevier, 67-75.

McAlexander, James H., Harold F. Koenig, and John Schouten (2006), "Building the Relationship of Brand Community in Higher Education: A Strategic Framework for University Advancement" *International Journal of Educational Advancement*, (February), 107-118.

Martin, Diane, John Schouten, and James McAlexander (2006), "Claiming the Throttle: Multiple Femininities in a Hyper-Masculine Subculture," *Consumption, Markets & Culture*, (September), 171-205.

McAlexander, James H., John W. Schouten, and Harold F. Koenig (2002), "Building Brand Community," *Journal of Marketing* (January), 38-54.

McAlexander, James H., Katsu Fushimi, and John Schouten (2000), "A Cross-Cultural Exploration of Subcultures of Consumption," *Research in Consumer Behavior*, 47-69.

McAlexander, James H., and John W. Schouten (1998), "Brandfests: Servicescapes for the Cultivation of Brand Equity," in *Servicescapes: The Concept of Place in Contemporary Markets*, ed. John F. Sherry, Jr., Chicago: American Marketing Association, 377-402.

John Schouten and James H. McAlexander (1995), "Subcultures of Consumption: An Ethnography of the New Bikers," *Journal of Consumer Research*, 22 (June) 43-61.

***Program at a Glance*****Thursday, March 17**

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5:00 - 9:30 pm	<b>Registration</b> ( <i>Barker and Steinmetz Lobby</i> )
6:00 - 9:30 pm	<b>Welcome Reception</b> ( <i>Barker and Steinmetz Lobby</i> )

**Friday, March 18**

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8:00 - 11:00 am	<b>Registration Continues</b> ( <i>Barker and Steinmetz Lobby</i> )
8:00 - 8:45 am	<b>Breakfast and Poster Session 1</b> ( <i>Barker and Steinmetz Lobby</i> )
8:45 - 9:00 am	<b>Official Colloquium Welcome</b> ( <i>SunTrust Auditorium</i> )
9:00 - 10:30 am	<b>Session 1</b> ( <i>SunTrust Auditorium</i> )
10:30 - 11:00 am	<b>Break</b> ( <i>Barker and Steinmetz Lobby</i> )
11:00 - 12:30 pm	<b>Session 2</b> ( <i>SunTrust Auditorium</i> )
12:30 - 2:00 pm	<b>Box Lunch &amp; Keynote Speaker Dr. Aaron Ahuvia</b> ( <i>SunTrust Auditorium</i> )
2:00 - 3:30 pm	<b>Session 3</b> ( <i>SunTrust Auditorium</i> )
3:30 - 4:00 pm	<b>Break</b> ( <i>Barker and Steinmetz Lobby</i> )
4:00 - 5:30 pm	<b>Session 4</b> ( <i>SunTrust Auditorium</i> )
5:30 - 5:45 pm	<b>Official Colloquium Photo</b> ( <i>TBD</i> )
5:45 - 6:15 pm	<b>Free Campus Tour</b> ( <i>Start at Crummer Building</i> )
6:15 - 7:00 pm	<b>Reception</b> ( <i>Mills Memorial Center, Outdoor patio</i> )
7:00 - 9:30 pm	<b>Gala Dinner &amp; Keynote Speaker Dr. James McAlexander</b> ( <i>Mills Memorial Center, Galloway Room</i> )

**Saturday, March 19**

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8:00 - 8:45 am	<b>Breakfast and Poster Session 2</b> ( <i>Barker and Steinmetz Lobby</i> )
8:45 - 9:00 am	<b>A Retrospective on Consumer-Brand Relationship Research</b> ( <i>SunTrust Auditorium</i> )
9:00 - 10:30 am	<b>Session 5</b> ( <i>SunTrust Auditorium</i> )
10:30 - 11:00 am	<b>Break</b> ( <i>Barker and Steinmetz Lobby</i> )
11:00 - 12:30 pm	<b>Session 6</b> ( <i>SunTrust Auditorium</i> )
12:30 - 2:00 pm	<b>Lunch</b> ( <i>Barker and Steinmetz Lobby</i> )
2:00 - 3:00 pm	<b>Practitioner Panel</b> ( <i>SunTrust Auditorium</i> )
3:00 - 3:15 pm	<b>Awards and Closing Ceremony</b> ( <i>SunTrust Auditorium</i> )

## Detailed Colloquium Program

### Thursday, March 17

**5:00 - 9:30 pm**                      **Registration**  
(Barker and Steinmetz Lobby)

**6:00 - 9:30 pm**                      **Welcome Reception**  
(Barker and Steinmetz Lobby)

### Friday, March 18

**8:00 - 11:00 am**                      **Registration Continues**  
(Barker and Steinmetz Lobby)

**8:00 - 8:45 am**                      **Breakfast and Poster Session 1**  
(Barker and Steinmetz Lobby)

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*Does Self-Confidence Make You More Deceptive in Your Brand Relationship? The Role of Self-Confidence in Abstract versus Concrete Brand Relationship*

Gülen Sarial-Abj, Koc University, Turkey; Zeynep Gürhan-Canli, Koc University, Turkey

*Are Brand Experienced Customers, Brand Lovers, and Committed Consumers More Willing to Sacrifice?*

Sandra Loureiro, Aveiro, Portugal

*Brand Love across Cultures: A Cross-Cultural Study on Wine Consumption, Values, and Preferences*

Silvia Cacho-Elizondo, IPADE Business School, Mexico; Constanza Bianchi, Queensland University of Technology, Australia; Nathalie Guibert, Paris II University, France; Judy Drenan, Queensland University of Technology, Australia; Sandra Loureiro, Aveiro, Portugal; Bill Proud, Queensland University of Technology, Australia; Bertrand Belvaux, Paris II University, France

*Consumer-Brand Connections: Examining Differences between Fashion Apparel and Consumer Electronics Brands*

Nicole Kirpalani, LIM College, USA; Susan Baxter, LIM College, USA; Dudley Blossom, LIM College, USA

*Measuring Cognitive and Emotional Relationship between Readers and Press Title Brands*

Rita Valette-Florence, Wesford Business School, France; Imene Becheur, Wesford Business School, France; Pierre Valette-Florence, IAE de Grenoble, France

*Improving Elderly Care Services: A Brand Love Perspective*

Hannu Pirnes, Laurea University of Applied Sciences, Finland; Arto Rajala, Aalto University, Finland; Hiroo Hagino, Tohoku Fukushi University, Japan

**8:45 - 9:00 am**                      **Official Colloquium Welcome**  
**Welcome: Provost Laurie Joyner, Dean Craig McAllaster, Dr. Marc Fetscherin**  
**& Welcome from Conference Organizers**  
(SunTrust Auditorium)

**9:00 - 10:30 am**

**Session 1: Insights into the Consumer Relationship Equation Side**  
(SunTrust Auditorium)

Chair: Daniel Heinrich, University of Mannheim, Germany

*I Miss My Brand: Brand Deprivation and Consumers' Interpersonal Relationship-Relevant Traits*

Christopher Long, Ouachita Baptist University, USA; Sukki Yoon, Bryant University, USA

*The Evolution of Consumer-Brand Relationship among Teenagers: Surviving the Social Pressure*

Samil Aledin, University of Turku, Finland

*The Brand, Me, and the Other: The Influence of External Social Relationship on Consumer-Brand Relationship*

Marina Carnevale, Graduate Center at City University of New York, Baruch College, USA; Lauren Block, Graduate Center at City University of New York, Baruch College, USA

**10:30 - 11:00 am**

**Break**  
(Barker and Steinmetz Lobby)

**11:00 - 12:30 pm**

**Session 2: Insights into the Brand Relationship Equation Side**  
(SunTrust Auditorium)

Chair: John Wittenbraker, GfK Research, USA

*Do Agreeable/Pleasant Brands Generate More Love and Affective Commitment? A Study of Seven Global Brands*

Imene Becheur, Wesford Business School, France; Noel Albert, Westford Business School, France; Pierre Valette-Florence, IAE de Grenoble, France

*The Hubristic Brand: Transgressing Brand Values in Consumer-Brand Relationship*

Katherine Alex, Independent Scholar, USA

*Framing the Game: How Consumers' Relationship with Brands Depend upon Brands' Relationship with their Competitors*

Jill Avery, Simmons School of Management, USA; Neeru Paharia, Edmond J. Safra Center for Ethics, Harvard University, USA; Anat Keinan, Harvard Business School, USA

*Defining Brand Relationship Based on Image-in-Use and Image Heritage*

Anne Rindell, Hanken School of Economics, Finland; Tore Strandvik, Hanken School of Economics, Finland

**12:30 - 2:00 pm**

**Box Lunch**  
**Keynote Speaker Dr. Aaron Ahuvia**  
(SunTrust Auditorium)

**2:00 - 3:30 pm**

**Session 3: Focus on the Relationship as Unit of Analysis**  
(SunTrust Auditorium)

Chair: Géraldine Michel, Sorbonne Business School, France

*The Influence of Warmth and Competence on Brand Relationship*

Chris Malone, The Relational Capital Group, USA; Susan T. Fiske, Princeton University, USA; Nicolas Kervyn, Princeton University, USA and University of Louvain, Belgium

*Social Perception of Brands: Using the Stereotype Content Model to Map Cognitive and Emotional Reactions in Brand Relationship*

Nicolas Kervyn, Princeton University, USA and University of Louvain, Belgium; Susan T. Fiske, Princeton University, USA; Chris Malone, The Relational Capital Group, USA

*Do Customers' Relationship with Marketers Mitigate or Amplify their Responses to Service Failure? The Role of Relationship Dimensions and Types*

Velitchka Kaltcheva, Loyola Marymount University, USA; Robert Winsor, Loyola Marymount University, USA; A. Parasuraman, University of Miami, USA

**3:30 - 4:00 pm**

**Break**

(Barker and Steinmetz Lobby)

**4:00 - 5:30pm**

**Session 4: Understanding Brand Attachment**

(SunTrust Auditorium)

Chair: Marina Carnevale, Graduate Center at City University of New York, Baruch College, USA

*The Consumer's Passion for a Brand: the Importance of Brand Relationship Constructs*

Noel Albert, Wesford Business School, France; Imene Becheur, Wesford Business School, France; Dwight Merunka, University of Aix-Marseille (IAE) & Euromed Management, France; Pierre Valette-Florence, IAE de Grenoble, France

*Understanding Subconscious Associations of Self Identification with Brands at Frito-Lay*

Aaron Reid, Sentient Decision Science, USA; Padmini Sharma, Frito-Lay Inc., USA; Stephen Springfield, Frito-Lay Inc., USA

*Consumer-Brand Relationship in the Real World: A Practitioner's Point-of-View*

John Wittenbraker, GfK Research, USA

*Brand Love: A Case Study of Tim Horton's*

Glenn Hollis, Tim Horton's, Canada

**5:30 - 5:45 pm**

**Official Colloquium Photo (TBD)**

**5:45 - 6:15 pm**

**Free Campus Tour**

(Start at Crummer Building, Barker and Steinmetz Lobby)

**6:15 - 7:00 pm**

**Reception**

(Mills Memorial Center, Outdoor Patio)

**7:00 - 9:30 pm**

**Gala Dinner & Keynote Speaker Dr. James McAlexander**

(Mills Memorial Center, Galloway Room)



## Saturday, March 19

**8:00 - 8:45 am**

### **Breakfast and Poster Session 2**

(Barker and Steinmetz Lobby)

#### *The Role of Brand Relationship in the Creation of Consumer Generated Advertisements*

Colin Campbell, Monash University, Australia; Daniel Heinrich, University of Mannheim, Germany

#### *Brand Engagement in Self-Concept and Engagement with a Specific Brand*

Ronald Goldsmith, Florida State University, USA; Rodoula Tsiotsou, University of Macedonia, Greece

#### *A Brand Alliance Model*

Barbara Lafferty, University of South Florida, USA; Yvette Holmes, Florida State University, USA; Yimin Zhu, Sun Yat-Sen University, China; Ronald Goldsmith, Florida State University, USA

#### *Brand Relationship at Retail: The Impact of Image on Behavioral Intentions of Consumers*

Euler Alves Brandao, UFMG/Stetik Group, Brazil; Reynaldo Maia Muniz, UFMG, Brazil; Cid Goncalves Filho, Fumec University/DataConsumer, Brazil; Gian Franco Rocchiccioli, Stetik Group, Brazil; Gustavo Quiroga Souki, UNA/DataConsumer, Brazil; Renata Livramento, Fumec University, Brazil

#### *Brand Relationship, Brand Love and the Consumer*

Noel Albert, Wesford Business School, France; Marc Fetscherin, Rollins College, USA; Dwight Merunka University of Aix-Marseille (IAE) & Euromed Management, France; Pierre Valette-Florence, IAE de Grenoble, France

#### *Confirmed Single or Dedicated Relationship Type? Exploring Consumer Attachment Predispositions and their Behavioral Effects*

Thomas Foscht, Karl-Franzens-University Graz, Austria; Heike Leitold, University of Graz, Austria; Cesar Maloles, III, California State University, East Bay, USA

**8:45 - 9:00 am**

### **A Retrospective on Consumer-Brand Relationship Research**

Marc Fetscherin, Rollins College, USA; Noel Albert, Wesford Business School, France

(SunTrust Auditorium)

**9:00 - 10:30 am**

### **Session 5: Insights into Brand Building**

(SunTrust Auditorium)

Chair: Noel Albert, Wesford Business School, France

#### *Building Green Brands: Global Consumers and Their Willingness to Pay for Green Causes*

Yuliya Strizhakova, Rutgers University-Camden, USA; Robin Coulter, University of Connecticut, USA; Linda Price, Eller College of Management, University of Arizona, USA

#### *Building Celebrity Brands: Understanding Consumer Responses to Endorser Failures*

Allyn White, Mississippi State University, USA; Cynthia Webster, Mississippi State University, USA

#### *How Employee-Brand Relationship and Employee-Work Relationship Can Turn Employees into Brand Champions through Organizational Identification*

Birgit Loehndorf, University of Vienna, Austria; Adamantios Diamantopoulos, University of Vienna, Austria

#### *Using Brand Parodies to Build Brand Equity: Are Parodies Harmful to the Brand Relationship?*

Géraldine Michel, Sorbonne Business School, France; Ouidade Sabri, Sorbonne Business School; Pierre-Yves Lagroue, Sorbonne Business School, France

**10:30 - 11:00 am**

**Break**  
(Barker and Steinmetz Lobby)

**11:00 - 12:30 pm**

**Session 6: Evolving Trends and Future Directions in CBR**  
(SunTrust Auditorium)

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Chair: Adamantios Diamantopoulos, University of Vienna, Austria

*The Building Blocks of Social Brands: Developing Consumer-Brand Relationship in Social Media Environments*

Daniël G. Muntinga, University of Amsterdam, The Netherlands; Marjolein Moorman, University of Amsterdam, The Netherlands; Edith G. Smit, University of Amsterdam, The Netherlands

*Building Brand Communities through Online Interactions: The Case of Social Media*

Laura Jones, University of Durham, United Kingdom; Hazel Huang, University of Durham, United Kingdom

*Consumer-Brand Linkage in the Digital World: The New Age of Influence*

Melinda Smith de Borrero, TNS Global, USA

*If Consumers Can Have Relationship with Brands, Why Can't Brand Characters Relate to Each Other?*

Stephen Brown, Ulster Business School, United Kingdom

**12:30 - 2:00 pm**

**Lunch**  
(Barker and Steinmetz Lobby)

**2:00 - 3:00 pm**

**Practitioner Panel**  
(SunTrust Auditorium)  
Chris Malone, The Relational Capital Group, USA  
Padmini Sharma, Frito-Lay Inc., USA  
Melinda Smith de Borrero, TNS Global, USA  
John Wittenbraker, GfK Research, USA

**3:00 - 3:15 pm**

**Awards and Closing Ceremony**  
(SunTrust Auditorium)

*Program Subject to Change*

## Abstracts

Friday, March 18

### POSTER SESSION 1

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#### ***Does Self-Confidence Make You More Deceptive in Your Brand Relationship? The Role of Self-Confidence in Abstract versus Concrete Brand Relationship***

Gülen Sarial-Abj, Koc University, Turkey; Zeynep Gürhan-Canli, Koc University, Turkey

*Purpose:* Consumers form relationship with brands in much the same way as they form relationship with other individuals, and the nature of the brand relationship varies across consumers (Fournier 1998; Muniz and O'Guinn 2001). One interesting area in consumer-brand relationship is the investigation of the underlying processes of counterfeit consumption. This research investigates the role of consumer-brand relationship in attenuating counterfeit consumption.

*Design/Methodology/Approach:* These predictions are tested in two experimental studies. In study 1, we test the prediction that self-confidence moderates the effect of consumer-brand relationship (abstract vs. concrete) on intentions to purchase counterfeits. In this study, consistent with previous research, we adopted self-confidence scale from a general consumer self-confidence scale developed by Bearden, Hardesty, and Rose (2001). In study 2, we manipulated both self-confidence and consumer-brand relationship in a between-subjects design. We use self-confidence manipulation consistent with the previous research (Tormala et al. 2007). Moreover, we measured uncertainty about the concrete and abstract outcomes.

*Findings:* Initial findings support the hypotheses that SC moderates the effect of consumer-brand relationship (abstract vs. concrete) on intentions to purchase counterfeits. Specifically, high (vs. low) SC individuals are more likely to purchase counterfeits when they have concrete (vs. abstract) brand relationship. On the other hand, low (vs. high) SC individuals are more likely to purchase counterfeits when they have abstract (vs. concrete) brand relationship. Uncertainty about the concrete and abstract outcomes mediates these effects.

*Limitations:* We believe that further research is needed to fully establish abstract (vs. concrete) consumer-brand relationship and the moderating role of SC in the effect of consumer-brand relationship on intentions to purchase counterfeits.

*Originality/Value:* Theoretically, we show that consumers may have different brand relationship (e.g., abstract versus concrete), which differentially influence the extent to which consumers purchase counterfeits. Prior research characterizes brand relationship in different ways (e.g., love, satisfaction, commitment; Fournier 1998; Gregoire and Fisher 2008). To the best of our knowledge, this is the first paper that characterizes consumer-brand relationship in terms of higher-order (abstract) versus detailed feature-based (concrete) representations. Moreover, by showing the relation between SC and consumer-brand-relationship, we contribute to the literature in consumer-brand relationship. Furthermore, we demonstrate that uncertainty about the concrete and abstract outcomes are important in decisions to purchase counterfeits.

#### ***Are Brand Experienced Customers, Brand Lovers, and Committed Consumers More Willing to Sacrifice?***

Sandra Loureiro, Aveiro, Portugal

*Purpose:* This research reviews the concept of willingness to sacrifice in different perspectives. The proposed model presents the pathway brand experience-> arousal -> positive affect as antecedents of brand love. Willingness to pay more and to sacrifice are regarded as consequents, as well as, commitment

*Design/Methodology/Approach:* First, a group of 20 post-graduate marketing students participated in the study. These students were asked to think about a brand, of any product category, that they really like (as their reference brand), are satisfied with, and have experience of use. Having in mind that brand, participants were invited to write five activities that they liked but would forgo because of the brand (to continue to buy and use the brand) and another five activities that they did not like but in which they would engage because of the brand. The results help to formulate the items to define the construct willingness to sacrifice. Afterwards the questionnaire was built. The data collected process for the second part of the study lasted four weeks (July of 2010). More than 200 people answered the questionnaire, of which 192 fully completed responses. The respondents were split almost equally in terms of gender.

*Findings:* The main findings suggest that stimulating, curious, emotional and brand experience, that consumers identify with their lifestyle, helps to attract and engage the costumer in a love commitment that drives consumers to the willingness to sacrifice.

*Originality/Value:* This is the first attempt to introduce the psychological perspective of the willingness to sacrifice in the consumer-brand relationship.

***Brand Love across Cultures: a Cross-cultural Study on Wine Consumption, Values and Preferences***

Silvia Cacho-Elizondo, IPADE Business School, Mexico; Constanza Bianchi, Queensland University of Technology, Australia; Nathalie Guibert, Paris II University, France; Judy Drenan, Queensland University of Technology, Australia; Sandra Maria Correia Loureiro, Aveiro, Portugal; Bill Proud, Queensland University of Technology, Australia; Bertrand Belvaux, Paris II University, France

*Purpose:* The research is a preliminary cross cultural study on brand love in the wine sector across five countries: Australia, Chili, France, Mexico and Portugal. The main objective is to measure the brand love towards the preferred wine brand using Ahuvia's brand love framework and scale.

*Design/Methodology/Approach:* Data was collected using five independent surveys implemented in each country and handled on a common platform. The survey instrument was first written in English and then underwent a 'double back-translation' process to the other languages.

*Findings:* The expected outcomes are to gain insights at the level of cultural values, preferences and brand attitudes when choosing a wine brand and identify behavioral and attitudinal differences across segments and countries. Furthermore, by comparing countries we expect to better understand the conditions under which brand love is a good predictor of brand loyalty and recommendation. However, in countries with a high tradition on wine consumption, such as France, it is difficult to talk about *wine brands*, the term "brand" could generate some confusion and even create negative reactions.

*Originality/Value:* As far as we know, this is the first large cross-cultural study on wine marketing undertaken at the same time on the same platform and integrating antecedents and consequents of brand love.

***Consumer-Brand Connections: Examining Differences between Fashion Apparel and Consumer Electronics Brands***

Nicole Kirpalani, LIM College, USA; Susan Baxter, LIM College, USA; Dudley Blossom, LIM College, USA

*Purpose:* Although Fournier (1998) examined consumers and brands utilizing the paradigm of the brand relationship, so far it is not known whether certain product categories lend themselves to stronger brand attachments. The present exploratory research investigates whether there are differences in consumer attachments across fashion apparel brands and consumer electronics brands.

*Design/Methodology/Approach:* The survey instrument instructed participants to self-select a consumer electronics and a fashion apparel brand. Participants were instructed to complete relevant scale items for both brand categories and open-ended questions related to their connections to the brands. Participants' brand connections were measured on an 11-point scale for three separate constructs: brand attachment (two items), brand attitude strength (two items), and "separation distress" (a measure of the level of distress if the brand were discontinued (two items) (Park, et al., 2010). There were 146 undergraduate students from a fashion institution who participated in the research.

*Findings:* Overall, the 146 participants chose 13 different consumers electronics brands. Remarkably, 111 participants (76%) chose Apple (or mentioned one of the Apple products such as iPod or iPhone) as the consumer electronics brand they like. In contrast, the 146 participants chose 63 different fashion brands as brands they like. The following brands occurred most frequently: H & M (17 participants; 12%), Forever 21 (12 participants; 8%), J. Crew (9 participants; 6 %). The data suggest significance in the consumer's attachment regarding separation distress, especially as it relates to products/brands that enhance daily living through technology. There is a significant difference between fashion brands ( $M = 8.06$ ) and consumer electronics brands ( $M = 8.61$ ) when it comes to "separation distress" ( $t(145) = 2.249, p = .026; \text{sign.}$ ).

*Research Limitations:* A student population was utilized to collect data. This preliminary study used a convenience sample of undergraduate students at an urban college. The respondents were mostly female, were all students at a fashion oriented college, and therefore more knowledgeable on fashion brands.

*Originality/Value:* The authors believe that the qualitative portion of this research lends itself to an expanded view on the depth and nature of relationship consumers have with brands. The "special" connection to the Apple brand that was uncovered in this research seems to be noteworthy.

***Measuring Cognitive and Emotional Relationship between Readers and Press Title Brands***

Rita Valette-Florence, Wesford Business School, France; Imene Becheur, Wesford Business School, France; Pierre Valette-Florence, IAE de Grenoble, France

*Purpose:* Relying on two scales of emotions and personality specifically designed for magazines and newspapers (Valette-Florence et al., 2009), we develop a research model divided into two routes, evaluative and emotional. This model helps marketers gain a better understanding of mechanisms governing the nature of the relationship between readers and their magazines.

*Design/Methodology:* Survey research.

*Findings:* Our results point out that brand personality influences key cognitive relational concepts (trust and cognitive commitment) whereas emotions influence attachment and affective commitment. On a theoretical side, our work provides researchers new ways for understanding the nature of cross-influences between cognitive and affective concepts. On a practical side, they provide means to improve the key relational connections encompassed within this research (i.e. trust, attachment and commitment).

***Improving Elderly Care Services: A Brand Love Perspective***

Hannu Pirnes, Laurea University of Applied Sciences, Finland; Arto Rajala, Aalto University, Finland; Hiroo Hagino, Tohoku Fukushi University, Japan

*Purpose:* The market for care services to the elderly has undergone considerable upheaval. Traditionally, care services have been publicly financed with less attention paid to cost-performance, the quality of services, and customer satisfaction. From a brand love perspective the present development trend rather leads to anti love than love towards the present elderly care services and service suppliers. Considering the present development trend in elderly clients' attitudes towards service offerings, the research question in this study will be: "Is it possible to change negative brand anti love towards brand love within elderly home care services by modifying service offerings to better respond to clients' wishes?"

*Design/Methodology/Approach:* The field study will be divided into two different stages: 1) preliminary stage and 2) primary stage. In both stages elderly persons are personally interviewed at their own homes using a structured questionnaire and by adding the interviewer's own views of the interviewee and of the situation in the elderly person's home. The interviewers possess the necessary professional knowledge to understand and interpret the respondent's answers correctly.

*Findings:* We can suppose that value formation may be a passive process, which the customer is not even aware of. Especially with elderly persons, value will be uniquely determined by the beneficiary.

*Originality/Value:* The brand love perspective provides interesting, fresh insight into how to understand and improve elderly care services. The cognitive and conscious dimensions are vanishing and the emotional and unconscious are becoming more relevant. Our study provides guidelines when designing and commercializing new elderly care services.

**PAPER SESSION 1**

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**Insights into the Consumer Side of the Relationship Equation**

***I Miss My Brand: Brand Deprivation and Consumers' Interpersonal Relationship-Relevant Traits***

Christopher Long, Ouachita Baptist University, USA; Sukki Yoon, Bryant University, USA

*Purpose:* Particular brands, like significant others, are partners in our daily routines, so it is not difficult to imagine how brands become important to us. Using a brand deprivation exercise that targets daily-use brands, the present study illustrates the connection between consumer-brand relationship and interpersonal relationship-relevant traits. We assessed the quality of consumers' brand relationship both before and after deprivation. In addition, we assessed consumers' need to belong (NTB), which represents trait-level need for interpersonal connection, and we measured their tendencies toward attachment anxiety and attachment avoidance in interpersonal relationship.

*Design/Methodology/Approach:* Ninety college students completed a seven-day brand deprivation exercise, as well as pre- and post-deprivation assessments.

*Findings:* Attachment avoidance negatively predicted brand loyalty at pre- and post-deprivation and brand attitude at pre- and post-deprivation. With respect to changes from pre- to post-deprivation, brand loyalty and brand engagement in self-concept (BESC) declined significantly. Further, the decrease in BESC interacted with participants' trait-level NTB. As NTB increased, so did the rate of decrease of BESC from pre- to post-deprivation.

*Originality/Value:* In the course of finding negative effects of brand deprivation on brand evaluation, including brand loyalty and BESE, we have demonstrated the power of short-term brand separation from regularly-used brands. For brand managers, our findings also point to short-term deprivation's utility as a learning tool, and our results highlight the usefulness of considering consumers' interpersonal relationship processes when making marketing decisions.

***The Evolution of Consumer-Brand Relationship among Teenagers: Surviving the Social Pressure.***

Samir Aledin, University of Turku, Finland.

*Purpose:* In this study, an account of the evolution of consumers' brand relationship during teenage is given. The evolution and dynamics of brand relationship are presented in the form of six empirical trajectory types that are discussed in the light of adolescent psycho-social development. The evolutions are inspired by brand relationship forms and development trajectories (Fournier, Ji) and adolescent development (Erikson, Kegan).

*Design/Methodology/Approach:* This is a qualitative study comprising four personal semi-structured interviews. The interviewees told the "story of their teenage" and (hi)stories of their brands from early to late adolescence. In the idiographic analysis, the brand-relationship trajectories were reflected in the "teenage stories" of each participant. The aim of the cross-case analysis was to identify common patterns, and to provide a structure that would enhance understanding of the trajectories and their phases.

*Findings:* "Untouchables" are brand relationship protected from the threats (e.g., peer pressure) that arise during adolescence. "Recovered"-relationship usually start at childhood, but are overrun by the brands preferred by peers during the early teens only to regain their position at junior high. "Late upgrades" help the teenager to be at social ease during their first two years at junior high, but develop into significant brands during high school. In "Declining identity-creator", a close designer brand turns into an "everyday brand" prior to high school. "Identity first-aid" is a short relationship during the early teenage. Former close brands are overrun by peer-pressured alternatives for fitting in and self-enhancement. "Nest abandonment" entails the replacement of a long-term brand of a parent with a "similar" brand preferred by peers.

*Originality/Value:* The trajectories illustrate the effect of adolescent development on brand relationship during "Affiliation vs. Abandonment" (high concern with being accepted) at early adolescence and "Identity vs. Role Confusion" (experimentation with adult identity) at mid and late adolescence.

***The Brand, Me, and the Other: The Influence of External Social Relationship on Consumer-Brand Relationship***

Marina Carnevale, Graduate Center at City University of New York, Baruch College, USA; Lauren Block, Graduate Center at City University of New York, Baruch College, USA

*Purpose:* Despite their contextual nature, consumer-brand relationship are assumed independent of external social relationship (e.g., significant others). We argue that changes in external social relationship may indeed impact consumer-brand relationship when the brand is associated with the external party; we also explore the underlying mechanism by which such phenomenon occurs.

*Design/Methodology/Approach:* Two experiments investigate whether and how external relationship may impact consumer-brand relationship. In the first study, longitudinal data allows to explore actual relationship that consumers have with brands.

*Findings:* Across two studies we show that changes in an external relationship may impact consumers' feelings of Self-Brand connection, as well as their brand evaluations, because of the affect associated with the external party.

*Research Limitations:* The population of participants in the experiment was limited to students.

*Practical Implications:* This research suggests that consumer-brand relationship might also dissolve (reinforce) because of external personal relationship. In these cases, the brand is actually "innocent." Yet, a detrimental (beneficial) effect to the self-brand relationship might occur and threaten (strengthen) the connection between the self and the brand.

*Originality/Value:* By showing why and how external social relationship may influence consumer-brand relationship, we contribute to existing literature on consumer-brand relationship, as well as on relationship theory and on the influence of self-brand connection, which have not examined to date such effects.



## PAPER SESSION 2

## Insights into the Brand Side of the Relationship Equation

***Do Agreeable/Pleasant Brands Generate More Love and Affective Commitment? A Study of Seven Global Brands***

Imene Becheur, Wesford Business School, France; Noel Albert, Wesford Business School, France; Pierre Valette-Florence, IAE de Grenoble, France

**Purpose:** This research aims to determine whether agreeableness, a brand personality dimension is an antecedent of brand love, and if brand love has an impact on emotional commitment to the brand. Particularly, we test the impact of only one dimension of brand personality scale (developed by Ambroise (2010)) on all dimensions of the brand love scale (developed by Albert (2010)).

**Design/Methodology/Approach:** This study was conducted on a sample of 210 people asked to evaluate brand love, brand personality, and emotional commitment towards seven global brands: Coca Cola, Converse, Hello Kitty, Nina Ricci, Nutella, Playstation, and Starbucks. Measurement scales were adopted from Albert (2010), Ambroise (2010) and Fullerton (2003). These brands were qualified as “lovemarks” by Roberts (2005, 2006). They have virtual communities on “SAATCHI & SAATCHI” website. Moreover, they are among brands with the greatest number of fans on the social network “Facebook”. Finally, all brands studied were global brands. Questionnaires were administrated via “surveymonkey.com”. Our sample consisted of 210 people, including 141 women and 69 men, aged between 18 and 25 years.. Data was analyzed using SPSS and XLSTAT.

**Findings:** Results show significant relationship between the agreeableness dimension of brand personality and brand love. This research has verified the existence of a relationship between brand personality, brand love, and affective commitment. Results show links between the agreeableness dimension of personality, and all the love dimensions for a brand. It has also led to the conceptualization of a model that highlights three concepts from psychology, namely, love, personality and commitment. We demonstrate an impact of brand love on affective commitment to the brand for the overall research model, but not for each brand studied separately.

***The Hubristic Brand: Transgressing Brand Values in Consumer-Brand Relationship***

Katherine Alex, Independent Scholar, USA

**Purpose:** This paper applies the concept of hubris, as explored in classical mythology and literature, to the brand partner in consumer-brand relationship. It distills these hubris-related learnings into a conceptual model to be used as a lens for assessing the potential or actual brand downfalls of Toyota, BP, Ben and Jerry’s and Apple.

**Design/Methodology/Approach:** Case studies of the aforementioned brands’ consumer-brand relationship during potential or actual downfalls are carefully constructed using marketing collateral (commercials), print articles, video interviews and TV programming.

**Findings:** The paper finds that 1) believability moderates the extent to which a brand projecting strong values will attain public acclaim; 2) hubris/humility level and sincerity level moderates the extent to which a brand receiving an initial key challenge to its values either investigates/embraces or downplays/ignores the challenge; and 3) hubris/humility level and sincerity level also moderates the extent to which a brand facing a pivotal, crisis-of-values moment either transgresses or upholds its values.

**Practical Implications:** This paper encourages brands to have the sincerity not to “lead on” the consumer in the brand-consumer relationship – i.e., project brand values that they will be unable to legitimately attain. It also cautions brands to have the humility to heed consumer warnings when professed brand values are challenged.

**Originality/Value:** This paper introduces the concept of hubris on the part of the brand partner in consumer-brand relationship, and presents a conceptual model to guide the brand’s responses to value challenges therein.

***Framing the Game: How Consumers’ Relationship with Brands Depend upon Brands’ Relationship with their Competitors.***

Jill Avery, Simmons School of Management, USA; Neeru Paharia, Edmond J. Safra Center for Ethics, Harvard University, USA; Anat Keinan, Harvard Business School, USA

**Purpose:** A prominent narrative in contemporary consumer culture is one in which “category killer” brands like Amazon, Starbucks, Home Depot, and Wal-Mart are forcing mom and pop independent bookstores, coffee shops, hardware stores and retailers out of business. The narrative tells us that consumers, looking for lower prices and broader assortments, are switching their loyalties from independently owned and operated businesses to big box retailers. Therefore, when big brands move in next door to small brands run by independent businesses, we worry

that sales for the small brands will decrease. In this paper, we explore how consumers' relationship with brands are dependent upon brands' relationship with their competitors, and show that small brands can paradoxically benefit from the competitive presence of a big brand.

*Design/Methodology/Approach:* We conduct a series of laboratory and online experiments using both real and fictional brands. Across the studies, participants are exposed to different brand biographies which manipulate the competitive context of the brands and are then asked to respond to a series of measures designed to assess their brand liking, purchase interest, evaluation of the brand as a relational partner, and real choice.

*Findings:* We show that the competitive context in which a brand operates can affect consumers' evaluation of the brand, purchase interest, and brand loyalty.

*Originality/Value:* Unlike other research on consumer/brand relationship, we provide a process understanding of how consumers assess and relate to brands not in isolation, but as part of a competitive system. Our results show that consumers' evaluation of brands as relational partners are not dependent only on the dyadic interactions between a consumer and a firm, but rather that they are also influenced by the web of relationship the brand is entangled in with other brands.

### ***Defining Brand Relationship Based on Image-in-Use and Image Heritage***

Anne Rindell, Hanken School of Economics, Finland; Tore Strandvik, Hanken School of Economics, Finland

*Purpose:* The present paper defines brand relationship from a time and contextual perspective. We use two new concepts, *image heritage* and *image-in-use*, for understanding the time dimension in brand relationship. We suggest image heritage and image-in-use as units of analysis in consumer-brand relationship. Image heritage and image-in-use capture the dynamic, relational, social, cultural and contextual features of evolving consumer-brand relationship.

*Design/Methodology/Approach:* Literature review

*Findings:* Findings showed differences in consumers' brand relationship due to image heritage.

Different content of associations and memories from the past along the relationship, length of the awareness time span, and main temporal focus vary influencing how the relationship is perceived in the present.

*Originality/value:* The paper presents a definition of brand relationship based on how brand relationship evolve over time. The approach is novel as it takes a time perspective on brand relationship.

## **PAPER SESSION 3**

### **Focus on the Relationship as Unit of Analysis**

#### ***The Influence of Warmth and Competence on Brand Relationship***

Chris Malone, The Relational Capital Group, USA; Susan T. Fiske, Princeton University, USA; Nicolas Kervyn, Princeton University, USA and University of Louvain, Belgium

*Purpose:* Over the past few decades, social psychologists have deduced that as humans evolved, they had to develop an ability to make two kinds of judgments of others quickly and reasonably accurately for survival purposes. In a nutshell, warmth = what are the intentions of this group or individual towards me (i.e. friend or foe, etc.); while competence = what is their ability to act on those intentions (i.e. capable or incapable, etc). We sought to design studies that would apply well established warmth and competence research instruments to consumers' perceptions, emotions and behavior toward well-known commercial brands.

*Design/Methodology/Approach:* In applying the SCM methodology to evaluate consumer-brand relationship, we elected to design and implement two separate studies. The first of these would evaluate consumer perceptions and relationship with eight national brands across four product and service categories. The brands evaluated in the first study included: McDonalds, Burger King, Tropicana, Minute Maid, BP, Shell, Tylenol and Advil. In our second study, we evaluated twenty well-known brands across four general categories: non-profits, luxury brands, popular mainstream brands and troubled brands.

*Findings:* In our first study, consumers rated our warmth and competence dimensions to be highly relevant to their purchase loyalty behavior for all four product and service categories. These findings of our first study clearly indicate that consumers can and do judge brands based on their warmth and competence. In our second study, consumer warmth and competence ratings of brands followed a similar pattern to those found in previous SCM studies of social groups.

*Originality/Value:* Warmth and competence have been widely accepted as universal dimensions of social cognition and behavior. Given that the SCM methodology for evaluating warmth and competence across social groups has been shown to be strongly correlated and predictive of consumer behavior measures for 27 different brands, it seems clear

that the instinctive judgments that guide social relationship are also playing a significant role in consumer-brand relationship.

***Social Perception of Brands: Using the Stereotype Content Model to Map Cognitive and Emotional Reactions in Brand Relationship***

Nicolas Kervyn, Princeton University, USA and University of Louvain, Belgium; Susan T. Fiske, Princeton University, USA; Chris Malone, The Relational Capital Group, USA

*Purpose:* Social psychologists (Fiske et al., 2007) have validated the Stereotype Content Model (SCM), which posits that two fundamental dimensions of warmth (“What are this group’s intentions?”) and competence (“Is that group able to carry out its intentions?”) can effectively map how people perceive social targets. Crossing these two dimensions creates four possible patterns: warm/competent; warm/incompetent; cold/competent; and cold/incompetent. The SCM is a robust model that applies to various social targets. This universality of application to autonomous agents makes us confident that the SCM also applies to brand perception.

*Design/Methodology/Approach:* In two surveys and one experiment, we test whether the Stereotype Content Model can be applied to brand perception. Study 1 checks whether the two dimensions of social perception can map brand perception. On-line adults rated 12 brands on perceived intention and ability (antecedents respectively of perceived warmth and competence). In Study 2, besides intention and ability perceptions, adults rated whether brands in each quadrant elicit the emotions SCM predicts. In an experiment, adults read vignettes about brands described as having good or bad intentions and as being able or unable to enact those intentions. Then we measured the warmth and competence perceptions of the brand as well as the emotions it elicited. This study tests whether intention indeed links to warmth and ability indeed links to competence, thereby allowing us to test experimentally SCM’s emotional predictions with brands.

*Findings:* Our data clearly shows that brand perception resembles social perception and thus that social perception model can inform our understanding of brand perception. Research Limitations and Implications.

This research is based on a small set of brands and uses convenience samples.

***Do Customers’ Relationship with Marketers Mitigate or Amplify their Responses to Service Failure? The Role of Relationship Dimensions and Types***

Velitchka Kaltcheva, Loyola Marymount University, USA; Robert Winsor, Loyola Marymount University, USA; A. Parasuraman, University of Miami, USA

*Purpose:* Prior research has demonstrated that robust relationship with customers may mitigate the negative impact of a service failure on behavioral outcome variables, such as repatronage intentions and word-of-mouth. Yet other research finds that customer relationship may actually intensify this negative impact. In earlier research, customers’ relationship with service marketers were conceptualized as a uni-dimensional construct ranging from a low level of intensity (businesslike service encounters) to high intensity (close, affectively-charged relationship). In this research, we employ a two-dimensional conceptualization—the Personality-Relatedness and Reciprocity (PRR) framework (Kaltcheva and Parasuraman, 2009)—to examine the influence of customers’ relationship with a marketer on responses to service failure.

*Design/Methodology/Approach:* This research involves a scenario-based survey.

*Findings:* We identify the likely responses to failure of consumers who have different types of relationship with the service firm.

*Originality/Value:* We demonstrate that a two-dimensional conceptualization of customers’ relationship with service marketers can account for seemingly discrepant results in the literature.

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**PAPER SESSION 4**

**Understanding Brand Attachments**

***The Consumer’s Passion for a Brand: The Importance of Brand Relationship Constructs***

Noel Albert, Wesford Business School, France; Imene Becheur, Wesford Business School, France; Dwight Merunka, University of Aix-Marseille (IAE) & Euromed Management, France; Pierre Valette-Florence, IAE de Grenoble, France

*Purpose:* While previous studies have demonstrated that brand passion may be influenced by consumer or brand’s characteristics, we demonstrate that Consumer-Brand attributes (brand identification, brand trust and brand

commitment) may influence the passion for a brand. We also highlight the managerial relevance of brand passion by testing its influence on brand commitment, willingness to pay more and word-of-mouth.

*Design/Methodology/Approach:* 1505 respondents have participated to this study using an online questionnaire. PLS approach was used to produce the results.

*Findings:* Our results indicate that brand passion is highly influenced by brand identification and less, but significantly by brand trust. The managerial relevance of this new construct is also pointed out: brand passion may influence brand commitment and word-of-mouth.

*Originality/Value:* for the first time, we demonstrate that brand passion may be linked to brand consumer attributes. Moreover, since there are very few works on brand passion our study come back to interpersonal passion in order to highlight its main characteristics in a consumption context.

### ***Understanding Subconscious Associations of Self Identification with Brands at Frito-Lay***

Aaron Reid, Sentient Decision Science, USA; Padmini Sharma, Frito-Lay Inc., USA; Stephen Springfield, Frito-Lay Inc., USA

*Purpose:* In this applied study, we explored the degree of implicit association of the self with five Frito-Lay brands including Doritos, Cheetos, Lay's, Stacy's and Fritos.

*Design/Methodology/Approach:* We include both a qualitative discovery research phase with brand lovers (consumers with self-described extreme attitudes toward the brands) and a quantitative implicit attitude measurement phase with a representative sample of brand consumers. The study began with a multi-touch qualitative research phase with multiple sessions with 20 high consumers of the brands. First, we conducted telephone depth interviews (TDIs) to set the stage and ask consumers to make a collage that captured the essence of the brand we were studying. At our next meeting in person we had consumers first explain their collage, and we noted the areas of brand relationship that evoked the greatest emotion. This exploratory qualitative phase used projective techniques to probe areas of interest to us. The quantitative research phase was conducted online, with a research instrument that included multiple sections in which data was captured using both explicit questions (e.g. Escalas & Bettman, 2003 scales) and implicit attitude methods. The study was fielded among N=23,475 respondents used for sizing the market and approximately N=1,400 individual implicit association studies were conducted for each of the five brands (total N=7,143).

*Findings:* The use of the implicit associations of the self with the brand was highly predictive of measures of brand value, including attitudinal measures of brand affinity (e.g., "If my grocery store was out of Cheetos I would leave and go to another store to find it.") and willingness to pay a premium for the brand over competitive brands. We call the subset of extreme self-identification consumers the "brand lovers." The data reveal a personality trait congruence between the brand lover and the brand that is differentiating for each of the brands we studied.

*Originality/Value:* We discuss how these self-connections and trait profiles inform marketing and positioning of the brands in the marketplace. Understanding which aspects of the brand connect with the brand lover's identity arms us with the intelligence necessary to amplify the most important brand messages to broaden the brand lover base and explore new territory for brand expansion.

### ***Consumer-Brand Relationship in the Real World: A Practitioner's Point-of-View***

John Wittenbraker, GfK Research, USA

*Purpose:* Commercial marketing researchers typically rely on a simple metrics of loyalty or attitudinal equity to assess consumer-brand relationship quality. Extending Caryl Rusbult's Investment model, we developed a CBR measurement and segmentation model that provides a more diagnostic and actionable assessment of relationship quality.

*Design/Method/Approach:* Our research uses surveys of consumers across multiple product categories and involvement levels. Regression and simple ANOVA are leveraged to examine design and retention rates.

*Findings:* By measuring both competitive brand favorability and psychological investment in the CBR, we classify consumers as: Committed, Switchable, Trapped or Inert. This segmentation is highly predictive of the long-term durability of the relationship and financial outcomes for the brand.

*Implications:* Our model is used in brand tracking work and the evaluation of CRM accounts to predict which customers will stay and which will go. Moreover, it supports a diagnostic driver analysis that provides brand managers with clear guidance for improving the performance of the brand.

***Brand Love: A Case Study of Tim Horton's***

Glenn Hollis, Tim Horton's, Canada

*Purpose:* The purpose is to share how Tim Horton's brand has connected with customers and has grown from a "know" to a "like" to a "love", building a deep and loyal following....and driving frequency....and driving sales.

*Design/Methodology/Approach:* Profile examples of how, through the brand history, Tim Horton's has grown connection with customers (or "Guests").

*Findings:* Tim Horton's is a loved brand, loved because of specific activities developed over time and consistently delivered every day.

*Research Limitations:* For the most part, findings are visual "proof"; not "statistically valid" but subjective based on years of experience, qualitative feedback.

*Practical Implications:* There are specific activities that can be conducted to help move a brand from "good" to "great" and from "liked" to "loved".

*Social Implications:* To be "loved" means you need to be a relevant part of guests' communities, especially social communities.

*Originality/Value:* All original information based on recent history / activity of Canadian guests and their love of the Tim Horton's Brand. The information includes primary data (sales information, qualitative research feedback, advertising material, etc.) and secondary data (Angus Reid Public Opinion Research information).

**Saturday, March 19**

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**POSTER SESSION 2**

***The Role of Brand Relationship in the Creation of Consumer Generated Advertisements***

Colin Campbell, Monash University, Australia; Daniel Heinrich, University of Mannheim, Germany

*Purpose:* The aim of this paper is to form an understanding of creator motivations to produce consumer generated advertisements and the role brand relationship play in relation to those motivations. *Design/Methodology/Approach:* Both the exploratory nature of the proposed research questions, and the lack of an existing theoretical framework directly addressing the study's topic point to a qualitative means of inquiry (Creswell, 2003). As such, an inductive, emergent qualitative investigation using in-depth interviews with advertisement creators was employed.

*Findings:* Analysis of the data garnered from interviews with creators reveal a variety of motivations for creating and sharing an advertisement. We find that motivations for ad creation can be grouped according to when they exert the most effect.

*Limitations:* As this study is qualitative its findings should be viewed as exploratory and conceptual rather than definitive as a convenience sample was used. Similarly, coding of the interviews is subjective and although efforts were taken to minimize such subjectivity, it is possible that different researchers might interpret data differently.

*Originality/Value:* The present investigation into CGA creator motivations reveals the wide range of factors that can motivate a consumer to make an ad. While brand relationship (Fournier, 1998) were found to influence the creation process in some cases, in others they played little role. Instead characteristics of an advertisement alone acted to spur idea generation. Future research might further explore what lends an advertisement such a spark.

***Brand Engagement in Self-Concept and Engagement with a Specific Brand***

Ronald Goldsmith, Florida State University, USA; Rodoula Tsiotsou, University of Macedonia, Greece

*Purpose:* The purpose of this study is to examine the influence of two concepts of brand engagement, brand engagement in self-concept (BESC) and engagement with a specific brand (SBE), on reaction to advertisements.

*Design/Methodology/Approach:* We collected data with an online questionnaire from students in marketing classes at three U.S. universities. Removing unusable questionnaires yielded 299 participants, 191 (64%) women and 108 (36%) men.

*Findings:* Factor analysis showed that the brand engagement items possessed convergent and discriminant validity, and internal consistency was high. The pattern of relationship is consistent across the three brands. The

persuasiveness of the ad has the strongest influence on buying intention, followed by liking the ad, and then SBE. Thus, SBE has an influence on buying intention independent of the ads' effects. SBE, moreover, has a stronger influence on buying intent than BESC. Thus, the former appears to be more useful in studies of consumer reactions to specific brands, while the latter is appropriate for theory testing research of a more general sort.

*Limitations:* The study is limited to the student sample and the brands studied. Further research could study other consumer groups and brands to validate the findings.

*Originality/Value:* The originality of the current paper relies on the constructs and the relationship studied. BESC is a new concept in marketing, and so there is marginal research available on its relationship with other significant variables such as purchase intentions. Moreover, BESC has not been studied in an advertising context. In addition, there is no data regarding the combined effects of the variables studied here, liking the ad, ad persuasiveness, engagement with the brand in the ad, and BESC. Thus, the present study enriches the branding and advertising literature, and provides theoretical and practical implications.

#### ***A Brand Alliance Model***

Barbara Lafferty, University of South Florida, USA; Yvette Holmes, Florida State University, USA; Yimin Zhu, Sun Yat-Sen University, China; Ronald Goldsmith, Florida State University, USA

*Purpose:* Creating brand alliances is a popular way for managers to create synergies with compatible partners for the benefit of both parties. These alliances can be with another brand, another company, a spokesperson, an event, or a cause. Alliances vary in length and in nature, but are designed to encourage customers to buy the brand. This paper proposes a general model of brand alliances that strives to identify the features these alliances have in common and to reveal how alliances work to change consumer brand relationship attitudes and intentions.

*Design/Methodology/Approach:* Conceptual.

*Originality/Value:* The authors also explore the psychological processes consumers go through in evaluating alliances and suggest implications for marketers and directions for future research.

#### ***Brand Relationship at Retail: The Impact of Image on Behavioral Intentions of Consumers***

Euler Alves Brandao, UFMG/Stetik Group, Brazil; Reynaldo Maia Muniz, UFMG, Brazil; Cid Goncalves Filho, Fumec University/DataConsumer, Brazil; Gian Franco Rocchiccioli, Stetik Group, Brazil; Gustavo Quiroga Souki, UNA/DataConsumer, Brazil; and Renata Livramento, Fumec University, Brazil

*Purpose:* The purpose of this study is to investigate the impacts of image of electronics retailers on consumer's behavioral intentions, and identify the dimensions that form image in this industry. This research also intends to propose and test the psychometric properties of a scale that measures electronics retailer's image.

*Design/Methodology/Approach:* The methodology includes a qualitative phase, with 48 interviews and four discussion groups with consumers, plus a quantitative phase with 490 questionnaires collected. After the scales were validated, a structural equation model was tested.

*Findings:* It was observed that that the Instrumental elements, followed by the factors Products and Appearance/Assistance in the Store were the ones that caused the biggest impact in the retailer's Image. On the other hand, the Image presented a high impact in the purchase intention and word of mouth communication, which is determinant for these retailer's performance in the market. The image scales present good psychometric properties.

*Originality/Value:* This research contributes with the development of Image scale for Electronics Retailers. Also it identifies significant impacts of this image in the behavioral intentions of consumers, what suggests that image is determinant in the consumer's retailer choice process. The image scale can also be applied by retailers in a managerial way as an image diagnosis and comparative measurement with competitors.

#### ***Brand Relationship, Brand Love and the Consumer***

Noel Albert, Wesford Business School, France; Marc Fetscherin, Rollins College, USA; Dwight Merunka, University of Aix-Marseille (IAE) & Euromed Management, France; Pierre Valette-Florence, IAE de Grenoble, France

*Purpose:* The article investigates the relationship between brand love and constructs in the marketing and in the psychology. Several antecedents (brand experience, brand emotions, brand quality, need for affect) and consequences (brand commitment, separation distress, word-of-mouth, well-being and self-esteem) of brand love are



tested. All the antecedents are summarized in three meta-constructs dependent of their nature: affective, cognitive or self-image.

*Design/Methodology/Approach:* 197 respondents have participated in this study using an online questionnaire. PLS approach was used to produce the results.

*Findings:* Our results indicate that the affective meta construct has a higher impact on brand love compared to the cognitive and self-image meta constructs. At a first-order level, brand love is highly impact by brand experience, brand emotions and brand identification.

*Originality/Value:* For the first time, we demonstrate that brand love may have an impact on the consumer's life by influencing his/her well-being and self-esteem. We also test various antecedents to brand love (brand experience, brand emotions, brand satisfaction, brand quality, etc.). Previous studies on brand love have been more interested in its outcomes than its antecedents.

### ***Confirmed Single or Dedicated Relationship Type? Exploring Consumer Attachment Predispositions and their Behavioral Effects***

Thomas Foscht, Karl-Franzens-University Graz, Austria; Heike Leitold, University of Graz, Austria; Cesar Maloles, III, California State University, East Bay, USA

*Purpose:* The purpose of the study was to prove the existence of consumer attachment predispositions in the style of the attachment patterns identified by attachment theory. Furthermore, the attempt was made to find evidence of the quality and structure of the consumer predisposition network and its interrelation with predispositions in personal relationship. Specifically, the role and influence of relationship involvement was investigated. Additionally, this research was directed at investigating the specific responsiveness of consumer attachment styles to a variety of customer relationship marketing instruments, which are used to build and to maintain consumer-retail brand-relationship.

*Design/Methodology/Approach:* The empirical study was addressed to an attachment-sensitive market: the market for children's toys in a central European country. This market is service-intensive and comprises numerous customer retention activities; hence, subjects can give a good account of their consumer relationship interactions. The sample size comprises 545 cases. The attachment state questionnaire adapted a monopolar 6-point rating scale including 40 items for the assessment of personal attachment (Hexel, 2004) and reduced this to 36 brand relevant items.

*Findings:* Preliminary analysis shows a successful replication of the factors of attachment behavior indicating that attachment avoidance might actually show a tendency for reactance in the consumer relationship, while attachment security seems to positively affect customer satisfaction and loyalty toward a retail brand. On the other hand, a slight tendency for increased frustration levels and a fixation to relationship interaction could be identified. It is further planned to investigate to apply SEM, in order to test the underlying hypotheses.

*Limitations/Implications:* Limitations include restriction to the children's toys retail industry and concentration on a high-involvement market. Additionally, respondents evaluated a selected array of relationship marketing tools assessing behavioral intentions. In the future, other instruments could be tested. In contrast to the existing design also experimental research designs could be of interest.

*Originality/Value:* Based on the idea of (general) attachment predispositions and (general) attachment styles the research develops a marketing specific framework of attachment styles, which can be used to better understand the relationship of consumers and retail brands.

## **A Retrospective on Consumer-Brand Relationship Research**

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### ***A Bibliometric Analysis of Consumer-Brand Relationship Research***

Marc Fetscherin, Rollins College, USA; Noel Albert, Westford Business School, France

*Purpose:* This paper examines how scholarly research on Consumer-Brand relationship has evolved since Fournier's (1998) seminal work using bibliometric author co-citation analysis of articles published over the last decade.

*Design/Methodology/Approach:* The bibliography was compiled using the ISI Web of Science database. We searched articles published between 1998 and October 2010.

*Findings:* Our search resulted in 392 papers by 685 authors in 101 journals. The field is notably interdisciplinary, with articles published mainly in business and management research, but also applied psychology, communication and hospitality, leisure, sports and tourism related research. We show the impact of selected institutions, journals, and key articles and authors on the research field and outlines possible future avenues. We found eight core research streams related to consumer-brand relationship. (1) research related to various branding concepts (e.g., Brand

loyalty, brand satisfaction, and brand trust and brand personality); (2) brand commitment; (3) consumer behavior and attitude; (4) brand love; (5) brand community; (6) brand cult and culture; (7) self-connection (e.g., self-congruence, self-presentation, reference group); (8) storytelling theory.

*Limitations:* This research is limited by the database used and takes into account only articles which referenced Susan Fournier's seminal work. We used citation mapping and content analysis to identify core research streams.

*Originality/Value:* The article is singular in using bibliometrics by means of author co-citation analyses to identify, analyze and visualize key articles about Consumer-Brand relationship in the last decade. The results demonstrate the impact of selected institutions, journals, and key articles and authors on the research field, outline research streams and possible future avenues of research.

## PAPER SESSION 5

### Insights into Brand Building

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#### ***Building Green Brands: Global Consumers and Their Willingness to Pay for Green Causes***

Yuliya Strizhakova, Rutgers University-Camden, USA; Robin Coulter, University of Connecticut, USA; Linda Price, Eller College of Management, University of Arizona, USA

*Purpose:* By integrating research on global consumer culture and cause-related marketing, we examine the effectiveness of cause-related marketing in two developed (U.S. and England) and two emerging (Brazil and Russia) markets.

*Design/Methodology/Approach:* The study used an experimental between-subjects design in which the company (global vs. local) and the social cause (global, local, or none) were manipulated. We recruited young adult consumers (N=1608) in four countries: the U.S. (n = 797), Brazil (n = 185), U.K. (n = 317) and Russia (n = 309). All participants had at a minimum a high school diploma and were either in a two- or four-year college. Slightly more female than males participated (between 55 and 60%); age ranged from 17 to 30.

*Findings:* Global citizenship was a significant moderator of consumer willingness to pay for cause-related marketing. In relation to local companies and local brands, those with strong and weak global citizenship expressed willingness to pay the highest premium for the support of local causes (strong global citizenship: M = 14.33%, weak global citizenship: M = 27.16%). Finally, we assessed cross-national differences in consumer willingness to pay for cause-related marketing.

*Originality/Value:* It is the first attempt to evaluate effectiveness of cause-marketing across developed and emerging markets with an emphasis on consumer willingness to pay a premium for such efforts and consumer global citizenship as a moderator of its effectiveness.

#### ***Building Celebrity Brands: Understanding Consumer Responses to Endorser Failures***

Allyn White, Mississippi State University, USA; Cynthia Webster, Mississippi State University, USA

*Purpose:* Celebrity endorsements are a widely used marketing strategy, through which a popular celebrity is paired with the brand in order to enhance brand meaning in the eyes of consumers. However, endorsement strategies are not without risk, as evidenced by popular media revealing celebrities' negative behavior. While much research has addressed factors enhancing endorsement effectiveness, limited research exists that examines the effects of negative celebrity information on consumer responses to the endorser and brand. The current research seeks to understand the potential differentiating effects of failure type (functional vs. nonfunctional) on related consumer attitudes and intentions.

*Design/Methodology/Approach:* Three experiments (between subjects factorial design) are conducted to examine the phenomenon of interest.

*Findings:* Contrary to expectations, results of the first two experiments suggest an absence of significant differentiating effects of failure type, overall, although various exceptions surfaced. The third study is currently in progress.

*Implications:* A plausible explanation for lack of support in Studies 1 and 2 may lie in the relatively unfamiliar (for US consumers) context of the study, soccer. In addition, while actual soccer players were used in the stimuli, the negative information was fictitious for both studies. Consequently, Study 3 utilizes a more familiar celebrity athlete and context (Tiger Woods and golf) and true negative information about the endorser, to examine more fully the effects of negative information type on consumer responses.

*Originality/Value:* To the best of our knowledge, these experiments represent a unique research attempt to disentangle the effects of functional and nonfunctional information on consumer responses to endorsement

strategies. In addition, it contributes to the growing research interest in understanding the important effects of negative information on consumer attitudes and intentions.

#### **How Employee-Brand Relationship and Employee-Work Relationship Can Turn Employees into Brand Champions through Organizational Identification**

Birgit Loehndorf, University of Vienna, Austria; Adamantios Diamantopoulos, University of Vienna, Austria

*Purpose:* In the service industry, frontline employees play an important role in delivering a company's brand promise to its customers. Turning employees into brand champions is therefore a key challenge for those companies. Drawing on social identity theory and social exchange theory, the present study aims to investigate how employee-brand related as well as employee-work related constructs drive employees' in-role and extra-role brand-building behaviors – either directly or through organizational identification (OI).

*Design/Methodology/Approach:* The proposed theoretical model is empirically tested using structural equation modeling. Data is based on a quantitative survey with 132 employees from a regional unit of a major bank.

*Findings:* Employee in-role as well as extra-role brand building behaviors are substantially driven by employee-work related variables – either mediated by OI or directly as reciprocal behavior for feeling personally supported by and being important to the organization. The impact of the included brand-related variables, on the other hand, is mediated for the most part by OI.

*Originality/Value:* These findings make an important contribution to theory and practice, since both OI as well as employee-work related variables have not yet been considered in an internal branding context. Our study reveals the importance of OI as a powerful force for making employees act as brand champions. Moreover, we show that OI can be increased when employees know what the corporate brand stands for and personally perceive it to be important and relevant – which can both be achieved through internal branding programs

#### **Using Brand Parodies to Build Brand Equity: Are Parodies Harmful to the Brand Relationship?**

Géraldine Michel, Sorbonne Business School, France; Ouidade Sabri, Sorbonne Business School, France; Pierre-Yves Lagroue, Sorbonne Business School, France

*Purposes:* Our purpose is to analyse the impact of brand negative parodies for the parodied brand itself. This article follows three objectives: exploring (1) the impact of brand negative parodies on attention, memory, recall, brand attitude and word-of-mouth, (2) the moderating role of brand commitment, and, (3) the effectiveness of brand negative parodies depending of the characteristics of the parody itself.

*Design/Methodology/Approach:* will use quantitative research

*Findings:* These results could provide one indication of how negative parodies impact the brand attitude in affective and cognitive aspects. The main question that we are going to answer is whether or not brand negative parodies are harmful for the brand. If they are, what are the characteristics of a brand negative parody, and, for what type of consumers will it increase its effectiveness and at the same time its harmfulness for the brand. Consequently this research also allows highlighting the characteristics of parody that can influence the effectiveness of this kind of communication (consistence, humor) on the (a) brand attitude change, and (b) word of mouth.

*Originality/Value:* Little attention has been paid on the communication effects of brand negative parodies for the parodied brand itself. The current study addresses this gap in brand negative parodies communication knowledge (1) by utilizing the negativity effect as a guiding framework and (2) by exploring the communication effects of brand negative parody communication on attention, recall, attitudes change, and word-of-mouth. As a brand negative parody is a reaction against a culture by denouncing consumerism to make political and/or social points, subvertisers spread consequently negative attributes about the brand. In that context, the negativity effect as a guiding framework turns to be appropriate in order to explore the communication effect of brand negative parodies on the parodied brand.

## PAPER SESSION 6

## Evolving Trends and Future Directions in Brand Relationship Research

***The Building Blocks of Social Brands: Developing Consumer-Brand Relationship in Social Media Environments***

Daniël G. Muntinga, University of Amsterdam, The Netherlands; Marjolein Moorman, University of Amsterdam, The Netherlands; Edith G. Smit, University of Amsterdam, The Netherlands

**Purpose:** The present study aims to shed light on the brand-side antecedents of brand-related social media use. It makes the case that a) consumers' online brand-related activities on social media platforms such as Facebook, Twitter and YouTube are drivers as well as effects of consumer- brand relationship (de Valck, van Bruggen and Wierenga, 2009; van Doorn *et al.*, 2010), and b) a brand's personality plays a critical role in the materialization of activities and thus in consumer-brand relationship as such. Accordingly, we attempt to develop an understanding of the various roles brand personality attributes may play.

**Design/Methodology/Approach:** A survey was distributed among the members of eight Facebook brand groups. Brand group pages were solicited based on their relative distribution over the Rossiter-Percy grid, developed by Rossiter, Percy and Donovan (1991). The survey was distributed among the Kleenex, Doritos, Dove, Heineken, H&M, Sony, Mini Cooper, and Nikon groups, and completed by 315 participants (11 - 65 years of age, Mage= 27.9, SD = 9.8, 56.7% male).

**Findings:** This paper presents analysis in progress. However, some basic descriptive analyses may give a first indication of this study's results. First, preliminary results derived using OLS regression analyses suggest that the brand personality attributes *emotional* ( $\beta = .239, p < .001$ ) and *active* ( $\beta = .157, p < .001$ ) can be consistently understood as principle brand personality attributes associated with COBRAs. Second, OLS regression analyses using brand relationship as the independent variable and COBRAs as dependent variable suggest that consumers that exhibit stronger relationship with a brand also tend to engage in more active COBRAs ( $\beta = .381, p < .001$ ). Third, mediation analysis using a Sobel test indicates that the influence of the variable brand experience on the dependent variable COBRAs is significantly moderated by brand personality ( $z = 5.07, p < .001$ ). Fourth, as self-brand personality correlation increases as the COBRA level increases, we infer that people that engage in increasing amounts of COBRAs for a brand also exhibit higher degrees of self-congruency with that brand.

**Originality/Value:** Social media offer companies enormous marketing opportunities. Research has indicated that the impact of consumers' interactions with and about brands on social media is much stronger than a company's traditional marketing and advertising activities (Brown, Broderick and Lee, 2007; Trusov, Bucklin and Pauwels, 2009; Villanueva, Yoo and Hanssens, 2008). Brand-related activities on social media may thus well hold the future for brand communications (Varadarajan and Yadav, 2009).

***Building Brand Communities through Online Interactions: The Case of Social Media***

Laura Jones, University of Durham, United Kingdom; Hazel Huang, University of Durham, United Kingdom

**Purpose:** This study investigates consumers' brand community activities through the use of social media. The focus of the paper is not only on how consumers interact among themselves, but also on their online communication with the brand companies.

**Design/Methodology/Approach:** Online interaction was observed through a netnographic approach, which adapts the ethnographic method to studying online cultures and communities (Jupp 2006: 193). Three brands with active online communities but with different levels of symbolic and functional values were selected - : *Dell* (high involvement, functional product), *Starbucks* (low involvement, symbolic product) and *Toyota* (high involvement, symbolic product). Among various social media sites, eleven websites were chosen for *Dell*, nine for *Starbucks*, and five for *Toyota*. The data collected included posts which dated from March 2008 to August 2010.

**Findings:** The results identified three types of online community practices: knowledge based, interpersonal, and empowerment practices. Unlike offline brand communities where brands are not necessarily welcomed, these online brand communities appreciated the interactions with their brands. In turn, these consumer-brand interactions fostered emotional bonding between the members and brands.

**Originality/Value:** This study demonstrated that social media provided a venue for the community members to negotiate brand values and meaning with the brand companies. Through these negotiations, the boundaries between consumers and brands became somewhat blurred. Thus, the on-going dialogue with and between consumers deepened consumer-brand relationship (Fournier 1998) through a collective power (O'Guinn and Muñiz 2009).

***Consumer-Brand Linkage in the Digital World: The New Age of Influence***

Melinda Smith de Borrero, TNS Global, USA

*Purpose:* Marketers have been struggling to come to grips with a new paradigm of “Influence”, in which their “communications” with consumers are no longer one-way, but are part of an ongoing two-way conversation. The Marketing Industry is at various stages of success in grasping the implications of this new world. For more than a generation, the “normal science” of the research community has used survey-based methods that attempt to gauge how consumers are reacting to marketing stimuli. This is the various flavors of “advertising tracking” or “brand tracking” we have all grown up with. As an industry, we are still trying to come to grips with the rapidly-growing irrelevance of these models. We will present a new framework of Influence, which we call Influence 3.0. This framework starts from the consumer-brand perspective and links to various tradigital information sources which are based on listening to what consumers are “saying” and observing how they are “seeking” information and what they are “seeing”.

*Originality/Value:* Examples (with data) of this framework’s use will be shown, as well as perspective on where we can go next.

***If Consumers Can Have Relationship with Brands, Why Can’t Brand Characters Relate to Each Other?***

Stephen Brown, Ulster Business School, United Kingdom

*Purpose:* According to Fournier (1998, p.345), marketers’ use of animated brand characters is a blatant strategy that brands “need not engage...to qualify as active relationship partners”. This may be so, but being blatant has not impeded the progress of Tony the Tiger, Charlie the Tuna, Aleksandr Orlov or indeed Hello Kitty. Nor has it diminished the relationship that many consumers appear to enjoy with iconic brand animals. This paper considers such relationship.

*Design/Methodology/Approach:* Although anthropomorphised brand characters have traditionally been treated as isolated individuals – in the one-beast-one-brand arrangement that advertisers’ prefer – the Oscar-winning animated movie *Logorama* depicts a world where manifold brand mascots interact, often violently. Using a narrative approach, this work-in-progress presses *Logorama*’s approach into academic service.

*Findings:* The preliminary findings indicate that Fournier’s (1998) fifteen-category Typology of Consumer-Brand Relationship Forms can be found in a milieu where brand characters co-exist.

*Limitations:* The study is still a work-in-progress, with all the shortcomings that this implies.

*Practical Implications:* These are primarily pedagogic, since IP and copyright issues automatically arise when competing brand characters share the same narrative space.

*Originality/Value:* The originality of this paper comes as much from the form as the content of the presentation.

**Participant List** (As of March 14, 2011)

Last Name	First Name	University	Country
Abbot	Rachael	Rollins College	USA
Ahuvia	Aaron	University of Michigan-Dearborn College of Business	USA
Albert	Noel	Wesford Business School	France
Alex	Katherine	Boston University MBA Graduate, 2010	USA
Alon	Ilán	Rollins College	USA
Avery	Jill	Simmons College	USA
Baxter	Susan	LIM College	USA
Becheur	Imene	Wesford Business School	France
Beuttenmuller	Paul	Rollins College	USA
Brandao	Euler	UFMG	Brazil
Braun	Justin	Rollins College	USA
Breazeale	Michael	Indiana University Southeast	USA
Brown	Stephen	University of Ulster	UK
Cacho-Elizondo	Silvia	IPADE Business School	Mexico
Campbell	Colin	Monash University	Australia
Carnevale	Marina	Graduate Center at City University of New York	USA
Conway Dato-on	Mary	Rollins College	USA
Coulter	Robin	University of Connecticut	USA
Diamantopoulos	Adamantios	University of Vienna	Austria
Dydynska	Kasia	Rollins College	USA
Fetscherin	Marc	Rollins College	USA
Fisher	Julia	Rollins College	USA
Fournier	Susan	Boston University	USA
Géraldine	Michel	Sorbonne Business School	France
Goldsmith	Ronald	Florida State University	USA
Goncalves Filho	Cid	FUMEC	Brazil
Granin	Vsevolod	Rollins College	USA
Harte	Meghan	Rollins College	USA
Heinrich	Daniel	University of Mannheim	Germany
Hollis	Glenn	Tim Horton's	Canada
Huang	Hazel	University of Durham	UK
Jones	Laura	University of Durham	UK
Junkerman	Lisa	Rollins College	USA
Kaltcheva	Velitchka	Loyola Marymount University	USA
Kervyn	Nicolas	Princeton University	USA
Killian	Matt	Rollins College	USA
Kirpalani	Nicole	LIM College	USA
Lafferty	Barbara	University of South Florida	USA
Lamar	Lucia	Rollins College	USA

Leitold	Heike	University of Graz	Austria
Loehndorf	Birgit	University of Vienna	Austria
Long	Christopher	Ouachita Baptist University	USA
Loureiro	Sandra	Aveiro	Portugal
Malone	Chris	The Relational Capital Group	USA
Marpaung	Andreas	Rollins College	USA
Marshall	Greg	Rollins College	USA
Matulich	Serge	Rollins College	USA
McAlexander	James	Oregon State University	USA
Melewar	T.C.	Brunel	UK
Merunka	Dwight	University of Aix-Marseille (IAE) & Euromed Management	France
Muntinga	Daniel G.	University of Amsterdam	The Netherlands
Pavitt	Gregg		
Pirnes	Hannu	Laurea University of Applied Sciences	Finland
Price	Linda L.	University of Arizona	USA
Reid	Aaron	Sentient Decision Science	USA
Rindell	Anne	HANKEN School of Economics	Finland
Rocha	Julio	Rollins College	USA
Samil	Aledin	University of Turku/ School of Economics	Finland
Sarial Abi	Gulen	Koc University	Turkey
Sharma	Padmini	Frito-Lay	USA
Sillen	Katja	Maastricht University	The Netherlands
Smith de Borrero	Melinda	Taylor Nelson Sofres -- WPP/Kantar Group Company	USA
Strizhakova	Yuliya	Rutgers University-Camden	USA
Tome	Patricia	Rollins College	USA
Valette-Florence	Pierre	IAE de Grenoble	France
Valette-Florence	Rita	IMUS-IREGE Annecy	France
White	Allyn	Mississippi State University	USA
Wittenbraker	John	GfK	USA

**Total Participants: 68****Countries Represented: 14***List of Country Distribution*

Country	Total	Country	Total
Australia	1	Mexico	1
Austria	3	Northern Ireland	1
Brazil	2	Portugal	1
Canada	1	The Netherlands	2
Finland	3	Turkey	1
France	6	United Kingdom	3
Germany	1	USA	40





Since 1885, Rollins has been educating students for global citizenship and responsible leadership and empowering graduates to pursue meaningful lives and productive careers.

#### Arts & Sciences 2008-09 Facts

First-year student SAT  
mid-range was 1110-1300

Total undergraduate  
enrollment 1,785

Student-to-faculty ratio of 10:1

29 majors, 39 minors, and  
pre-professional programs in  
health and law

3/2 programs in accelerated  
management, pre-engineering,  
and environmental management

More than 173 full-time faculty  
(94 percent hold a Ph.D. or the  
highest degree in their field)

21 Endowed Chairs in A&S

#### Awards and Rankings

For the fifth consecutive year, Rollins College ranked number one among 117 Southern master's-level universities in the annual rankings of "America's Best Colleges," released by *U.S. News & World Report*.

Rollins is consistently recognized by *Peterson's Competitive Colleges*, *Barron's Guide*, and *The Princeton Review* as being among the finest private, liberal arts colleges in America.

#### Student Success

Students at Rollins receive an applied liberal arts education that fosters academic excellence by providing engaged learning and research experiences in and outside of the classroom. During the 2008-09 academic year, five Rollins students and one alumnus were awarded: a **American Graduate Fellowship**, a **Boren Scholarship**, and **four Fulbright Awards**.

#### Faculty Internationalization Efforts Have Transformative Impact

According to the Institute of International Education, Rollins ranks among the top 25 colleges and universities for its study abroad programs. The College has also achieved recognition in *The Chronicle of Higher Education* as a leading institution for its efforts to provide international experiences to faculty.



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Today's global economy demands that successful executives have first-hand international business experience. That is why all our full-time, Corporate and Saturday MBA students are required to participate in a global research and study project overseas.

Offering a truly global classroom, the Rollins MBA at the Crummer Graduate School of Business seeks to diversify the way its students learn and apply business thinking skills. Rollins MBA students participate in national and international consulting projects in real business environments solving real business problems.

### **Rankings**

- *Forbes* - #36 in nation, #1 in Florida
- *BusinessWeek* - #23 in nation, #1 in Florida
- *Entrepreneur* and *The Princeton Review* - #22 in nation for entrepreneurship studies
- *U.S. News & World Report* - #1 in the South among master's-level universities

### **Faculty**

World-renown authors and publishers, with over 90+ textbooks written including:

- *Financial Accounting*, Dr. Jane L. Reimers
- *Supervision Concepts & Skill Building*, Dr. Samuel C. Certo
- *Sales Force Management*, Dr.'s Mark W. Johnston and Greg W. Marshall
- *Core-Satellite Portfolio Management*, Dr. J. Clay Singleton

Published articles included in:

- *The Journal of International Business Studies*
- *Multinational Business Review*
- *Journal of Marketing*
- *International Marketing Review*
- *Journal of Business Research*

### **Small class sizes**

- Averaging 40 students per class
- One of the lowest student-to-professor ratios in the nation

### **AACSB accreditation**

Learn more about the Rollins MBA at [mba.rollins.edu](http://mba.rollins.edu)



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## Announcing a New PhD Degree in Management.

**Boston University** is now offering a PhD in several areas of management, including

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Boston University School of Management is phasing out its Doctorate in Business Administration (DBA) and has reconfigured the program to increase the research component, while maintaining the high level of faculty collaboration, teaching experience, and dissertation defense. Doctoral programs in management are now PhD only.

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**Boston University** School of Management







## Marketing Department

### Our Mission and Philosophy

Our mission is to inform the practice of marketing by providing a deeper understanding of the customers who interact with services, products, companies, selling environments, and brands. We strive to be recognized as a first-class research department, with steady publication of managerially-relevant research on the customer-focused firm. Our efforts are sensitive to three meta-trends affecting marketing: 1) a paradigm shift from exchange to stakeholder relationships; 2) an increasingly collaborative and consumer-controlled world; and 3) increased accountability for marketing performance. We believe in marketing as a true multidisciplinary function—to do good marketing, managers not only have to be masters of psychology, sociology, culture studies, and economics, they also have to align their strategies with organizational business models, structures, and plans. Our research and teaching considers this integration. We are committed to advancing knowledge in theoretical and methodological domains to support our substantive goals.

### Recent and Forthcoming Publications

Lou, Xueming and C.B. Bhattacharya (2009), "The Debate Over Doing Good: Corporate Social Performance, Strategic Marketing and Firm Idiosyncratic Risk," *Journal of Marketing*, 73 (6), 198-213

Bickart, Barbara, Maureen Morrin and S. Ratneshwar (2010), "Does it Pay to Beat Around the Bush? The Case of the Obfuscating Salesperson", Boston University School of Management Working Paper.

Brooks, Charles, Patrick Kaufmann, and Donald Lichtenstein (2008), "Trip Chaining Behavior and Multi-Purpose Shopping Trips: A Field Experiment and Replication," *Journal of Retailing*, 84 (1), 29-38.

Chandran, Sucharita (2010), "The Effect of Semantic Cues on Consumers' Perceptions of Price Promotions," Boston University School of Management working paper

Fournier, Susan and Lara Lee (2009), "Getting Brand Communities Right," *Harvard Business Review*, April, 105-111.

Kumar, Rithee, Frederic Brunel, and Suchi Chandran (2009), "When Good Looks Kill: Consumer Responses to Visually Attractive Products," Boston University School of Management working paper.

Lawrence, Benjamin, Susan Fournier and Frederic Brunel, (2009), "Consuming the Consumer-Generated Ad," Boston University School of Management working paper.

Pai, Seema and S. Siddarth (2008), "The Impact of Online Buzz on Purchase Decisions: The Case of Motion Pictures," Boston University School of Management working paper.

Srinivasan, Shuba and Dominique M. Hanssens (2009), "Marketing and Firm Value: Metrics, Methods, Findings and Future Directions," *Journal of Marketing Research*, 46 (3), 293-312.

Trudel, Remi and June Cotte (2009), "Does It Pay to Be Good?" *MIT Sloan Management Review*, Winter, 50 (2), 61-68.



### Research Faculty

C.B. Bhattacharya, Professor and Everett Lord Fellow

Barbara Bickart, Associate Professor

Frédéric F. Brunel, Associate Professor and Dean's Research Fellow

Sucharita Chandran, Assistant Professor and Peter Paul Professor

Susan Fournier, Associate Professor and Dean's Research Fellow

Jonathan Hibbard, Assistant Professor

Patrick J. Kaufmann, Professor and Department Chair

Seema Pai, Assistant Professor

Remi Trudel, Assistant Professor

Shuba Srinivasan, Associate Professor

### Contact Information

Pat Kaufmann,  
Marketing Department Chair

Boston University  
School of Management  
595 Commonwealth Avenue  
Boston, MA 02215  
(617) 353-2670

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**Email:** [joinbbs@brunel.ac.uk](mailto:joinbbs@brunel.ac.uk)

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## Airport to Rollins

### Orlando International Airport (MCO)

1 Airport Blvd  
Orlando, FL 32827

(407) 825-2001

Head East on Airport Blvd

1.3 miles

Continue onto S Semoran Blvd/ FL-436

10.9 miles

Turn Left at Aloma Ave/FL-426

2.9 miles

Turn Left at S Park Avenue

### Rollins College

1000 Holt Avenue  
Winter Park, FL 32789

Total Driving Estimate:

30 minutes



## Rollins Venue Map

### *Colloquium Location*

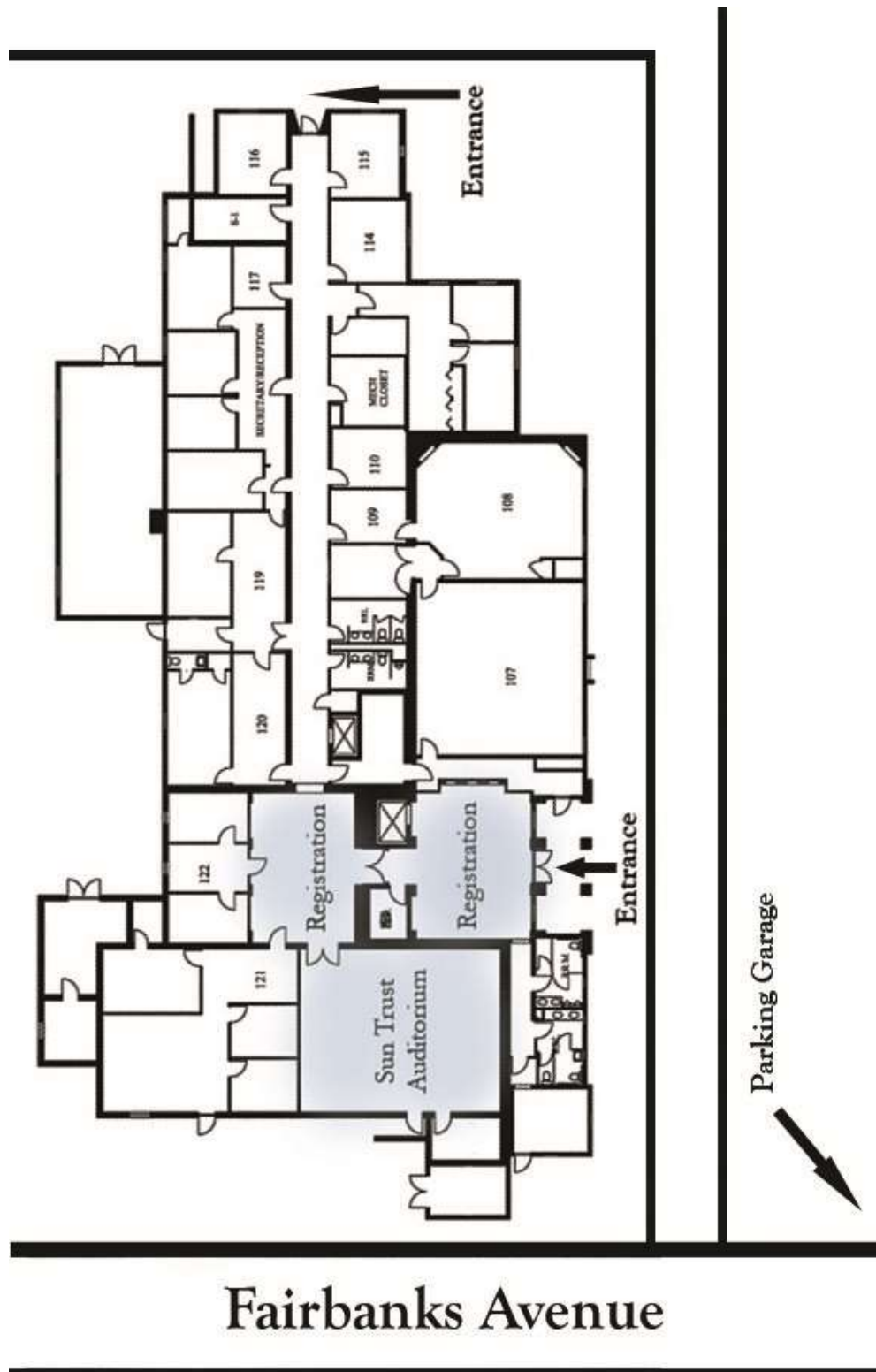
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Crummer Graduate School of Business  
Crummer Building  
1000 Holt Ave  
Winter Park, FL 32789  
United States

### *Registration*

Crummer Building (1<sup>st</sup> floor)  
Thursday, March 17, 5:00 - 9:30 pm  
Friday, March 18, 8:00 - 11:00 am



*Detailed Crummer Graduate School of Business Map (First Floor Map)*



## Parking at Rollins

All Consumer-Brand Relationship Colloquium participants will have access to free parking at the Rollins parking garage across Fairbanks Rd. directly next to the Crummer Building. To get the free pass, please bring the ticket received at the parking garage gate with you to the registration desk. When leaving, please ask one of the Colloquium volunteers to validate the ticket. Your ticket will then be stamped with the Rollins logo, and when shown to the man working at the garage gate, you will not be required to pay any fee.

## Hotels Nearby

### ***The Park Plaza Hotel***

307 Park Avenue South  
Winter Park, FL 32789  
United States  
(407) 647-1072

Start out going NW on E Comstock Ave 0.1 miles  
Turn Right onto S Park Avenue 0.1 miles  
307 S Park Avenue is on the Left

*Total Driving Estimate* 1 minute  
*Total Walking Estimate* 3 minutes

### ***Best Western/Mt. Vernon Inn***

110 South Orlando Ave  
Winter Park, FL 32789  
United States  
(407) 647-1166

Start out going West on Holt Avenue 0.1 miles  
Turn Right onto S Park Avenue 0.3 miles  
Turn Left onto Morse Blvd W. 0.9 miles  
110 S Orlando Avenue is on the Left

*Total Driving Estimate* 5 minutes  
*Total Walking Estimate* 25 minutes

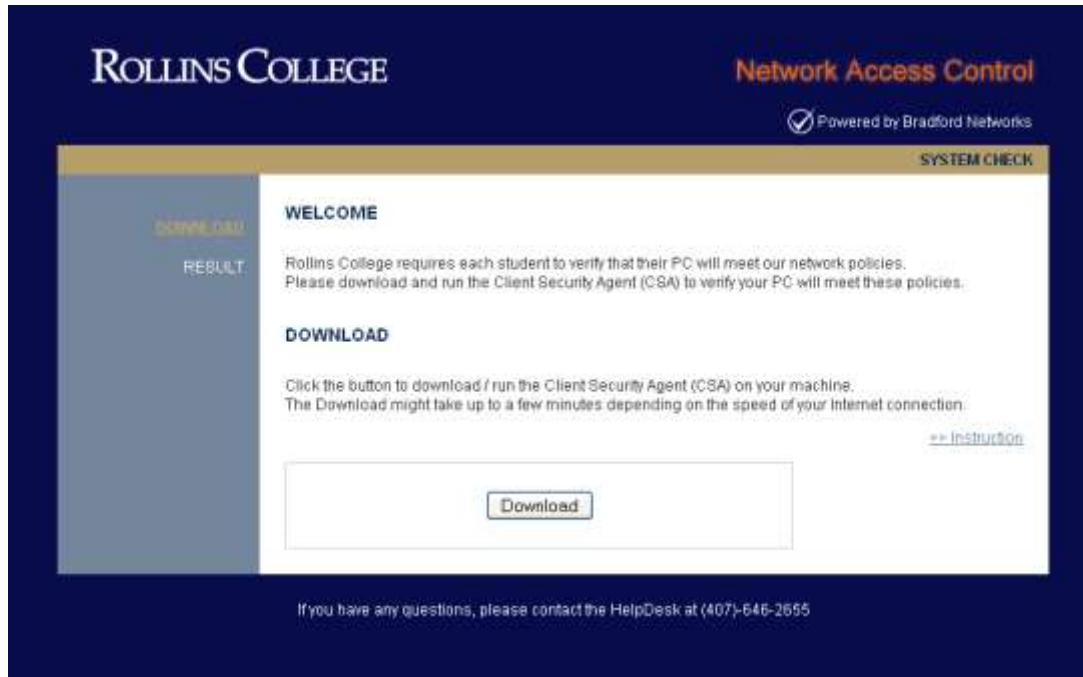




## Wireless Internet Access

Wireless internet access will be available, and we will have an individual from IT services present on Friday, March 18<sup>th</sup> from 8:00-11:00 am. He will be able to assist you in setting up your laptop for wireless access.


You may verify that your computer will work on our network by visiting and running the scan at the following link before arriving: <http://ns8200.rollins.edu> The site will appear as follows:



Upon arrival, each guest will need to follow the link: <http://ns8200.rollins.edu/registration/GuestLogin2.html>  
The site will appear as follows:

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Network Access Control


Powered by Bradford Networks

GUEST REGISTRATION

RESULT

WELCOME GUEST USER

To connect to the network, you are required to login and download a Client Security Agent (CSA) application to your PC, which will verify that your system meets the campus network security policies.

This application is a proactive tool to help us ensure each PC attaching to our network is safe and secure. After running the required tests, the application will automatically uninstall itself from your PC.

DOWNLOAD

Please enter your name and the name of the person you are visiting, and select your device type. Then click the button to download / run the Client Security Agent (CSA) on your machine.

[=> Instruction](#)

Guest Name :

Person you are visiting

Days Active

Parent 1 day

Device Type

Please select one

Download

If you have any questions, please contact the HelpDesk

*The colloquium organizers would like to thank the following people for their invaluable assistance*

*Paul Beuttenmuller*

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*Matt Killian*

*Karla Knight*

*Craig McAllaster*

*Ken Miller*

*Caroline Ocampo*

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*Kim Warren*

*Debra Wellman*

*We apologize in advance for any editing errors or typos.*

For more information

[www.consumer-brand-relationship.com](http://www.consumer-brand-relationship.com)