

5th International Consumer Brand Relationship Conference

18-20 May, 2017 | Porto Business School | Porto, Portugal

Conference Proceeding



Porto
Business School

<http://www.consumerbrandrelationship.com>

5th International Consumer Brand Relationship CONFERENCE

Table of Contents

Letter from the Host	3
Sponsors	4
Platinum Sponsor	4
Gold Sponsor	4
Sponsors	5
Partners	5
Best Paper Awards	6
Event Guidelines	6
Organizer Biographies.....	7
KEYNOTE SPEAKER: Dr. Umit Kucuk	9
KEYNOTE SPEAKER: Dr. Trevor Davis, IBM	10
PROGRAM OVERVIEW	11
THURSDAY, MAY 18	11
FRIDAY, May 19.....	11
DETAILED PROGRAM	12
THURSDAY, MAY 18	12
FRIDAY, May 19.....	12
friday 19 may	19
7x7 PRESENTATIONS – SESSION 1	20
SESSION 1: Brand Love and other positive concepts	23
SESSION 2: Human Brands or Anthropomorphized Brands	25
SESSION 3: Brand Engagement	27
SESSION 4: Brand HATE.....	30
saturday 20 may	32
7x7 PRESENTATIONS – SESSION 2	33
session 5: Brand Relationships Theories	35
session 6: Negative Brand Relationships.....	37
session 7: Brand Addiction, Authenticity and Forgiveness	39
session 8: Brand Trust, Brand Scarifies and New Brands	41
Participant Statistics (As of April 20, 2017)	43
Official Conference Hotel.....	50
From Airport to Porto Business School	50
From Airport to Conference Hotel da Música	51
From Porto Business School to Hotel da Música (both ways).....	52

Letter from the Host

The logo for Porto Business School features the text "Porto Business School" in white serif font on a dark blue background. To the right of the text is a green diagonal bar.

May 18, 2017

Dear Participant,

On behalf of Porto Business School (PBS), I am glad to welcome you to the 5th International Consumer Brand Relationship Conference. PBS is proud to host this unique networking and academic event that brings together practitioners and academics interested in the study of the relationships consumers have with brands.

With this event, we contribute to the appreciation of the nature and power of consumer–brand relationships, and the role they play in contemporary culture and consumers’ lives. We are sensitive to the diverse and varied field of consumers’ brand relationships and the need to understand what this means for theory and practice.

I hope that you will not only gain new knowledge and insights but will use the opportunity to network and exchange experiences.

I wish you a successful and productive gathering.

Ramon O’Callaghan
Dean
Porto Business School



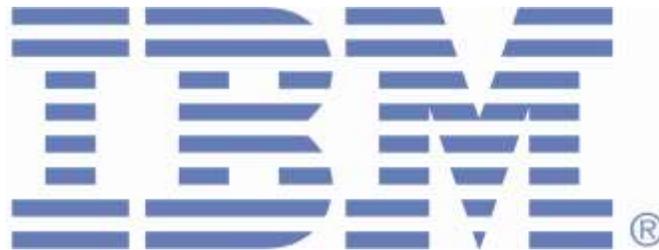
Sponsors

A special thanks to Porto Business School, a sponsor of this event and the host institution.
A special thanks also to all the sponsors of this even which are

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Sponsors



Partners



We express our grateful thanks to all the reviewers who participated in the process of systematically reviewing and selecting all submissions as well as to all our contributors and supporters: participants, authors, speakers, reviewers, discussants, and session chairs.

We wish you a great event, an enjoyable stay at Porto Business School, Portugal and look forward to meeting each one of you individually.

Best Paper Awards

Candidates for the “*Best Paper Award*” included all full papers ranking in the top 15% of the double blind review ratings. The assessment included the following criteria: Fit of the paper to the event, originality of the paper, contribution to brand relationship theory, methodology rigor, practical contribution and quality of communication. When computing the ranking, the reviewers’ confidence was also taken into account. Note, submissions from the organizer were excluded as award candidates.

Event 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 event 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



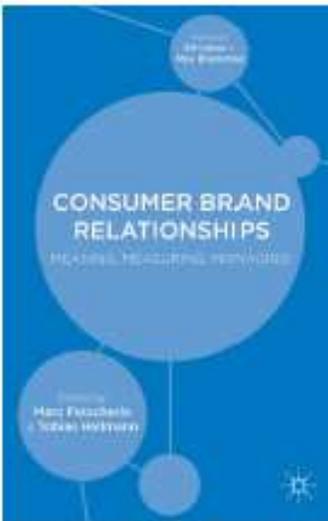
Marc Fetscherin is an Associate Professor of Marketing at Rollins College, USA. Has a Master's degree from the University of Lausanne (HEC) as well as from the London School of Economics (LSE), a Ph.D. from the University of Bern and a Post-Doc from Harvard University. Marc has published numerous books, book chapters and journal articles. His articles have appeared in *Harvard Business Review*, *International Business Review*, *Journal of Business Research*, *Journal of Global Marketing*, *International Marketing Review*, *European Journal of Marketing*, *Journal of Consumer Marketing*, *Journal of Brand Management*, *Journal of Product and Brand Management*, *Journal of Place Branding and Public Diplomacy* among other.

Published books are: *Consumer Brand Relationships: Theory and Practice* (2012). *Consumer Brand Relationships: Meaning, Measuring, Managing* (2015) and *CEO Branding: Theory and Practice* (2015).



Ricardo Cayolla is an invited Professor in PBS, University of Aveiro and ISMAI. Ricardo has a Ph.D. in Marketing and Strategy and has done a course of Design Thinking for Business Innovation in ESADE. Beyond the academic research, Ricardo is also a tennis coach, writer, manager and with a presence in the media. Ricardo has published five original tennis books.

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Consumer Brand Relationships Meaning, Measuring, Managing

Edited By Marc Fetscherin and Tobias Heilmann

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About the book

Consumer Brand Relationships: Meaning, Measuring, Managing aims to advance our understanding of consumers' relationships with brands by focusing on three key questions: first, why are brand relationships important for companies and what do they mean for companies and consumers? Second, how can companies measure these relationships and how they contribute to financial success? Finally, what can companies do to manage these relationships over time and space? Leading experts from all over the world contribute with eleven chapters to this volume. The first part of the book discusses brand trust, brand identification, brand love, brand commitment, brand defense, brand advocacy, and the brand love life cycle and brand love over time. The second part focuses on how personality and social groups affect brand relationships, including how interpersonal relationships influence brand relationships and how different consumer segments such as children and fans relate to brands. The last part of the book focuses on how to measure and how to manage brand relationships by introducing a new framework for consumer brand relationships. The last two chapters examine the 'Brand Equity Relationship Assessment' (BERA) platform and how it delivers real-time assessment of 'brand love' for 4,000 brands across 200 categories.

Consumer Brand Relationships: Meaning, Measuring, Managing provides academics, researchers, and students, as well as marketing and branding managers a set of insights into why, how, and what companies should do to build, measure, and manage brand relationships.

Find out more at www.consumer-brand-relationships.com/

CONTENTS

Introduction: Brand Relationships Rule

PART I: LOVE AND BRAND RELATIONSHIPS

1. The Role Of Brand Love In Consumer Brand Relationships
2. Will You Defend Your Loved Brand? Brand Defense Superseding Advocacy
3. Evolution Of Luxury Brand Love Intensity Over Time

PART II: PERSONALITY AND SOCIAL GROUPS AND BRAND RELATIONSHIPS

4. The Role Of Product Type And Personality In Brand Love Relationships
5. The Personality Of Brand Lovers: An Examination In Fashion Branding
6. The Role Of Brands When Children Share Snack Time With Peers
7. Characteristics Of Consumers' Brand Relationships With Hockey Teams

PART III: MEASURING AND MANAGING BRAND RELATIONSHIPS

8. A New Consumer Brand Relationships Framework Based On A Grounded Theory Approach
9. Creating Brand Equity And Brand Relationships In The Commodity Market
10. Find Love: Discovering And Sustaining The Brand-Bond
11. Measuring And Managing Brand Love: The BERA Platform

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Marc Fetscherin is Associate Professor of Marketing at Rollins College, USA. He is the founder and organizer of the International Consumer Brand Relationships (CBR) Conference which started in 2010 at Rollins College. He received his PhD from the University of Bern, Switzerland and holds two master's degrees, one from the University of Lausanne, Hautes Etudes Commerciales, Switzerland and the other from London School of Economics and Political Science, UK. For more information, visit www.fetscherin.com.

Tobias Heilmann is CEO of campaignfit ltd., Switzerland, a consulting company specialized on empirical brand consulting. Based on scientific tools, he and his team measure, tests and predicts company brand, product/service brand, employer brand, CEO brand and place brand, develops and implements strategies for companies and states. Furthermore, he is an Assistant Professor in Social and Business Psychology at the University of Zurich, Switzerland. He received his Ph.D. in Business Psychology from the University of Zurich and holds a MA in Organizational Psychology from the University of Tübingen, Germany.

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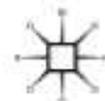
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KEYNOTE SPEAKER: Dr. S. Umit Kucuk

S. Umit Kucuk is a marketing and consumer behavior academic who lives in Seattle, WA. He is a creative thinker who likes to discuss complex concepts in a straightforward manner. He is a versatile statistician researcher with business acumen (MBA and PhD on Marketing). He was a post-doctoral fellow at Darden Graduate Business School in the University of Virginia, where he also studied part of his PhD.

S. Umit Kucuk has taught various marketing, consumer behavior and statistics courses both in the US and abroad, including Bilkent University, University of Washington, Seattle University, Central Washington University, Eastern Washington University, among others.

Publishing scholarly studies has been, and continues to be, a priority for Umit professionally. S. Umit Kucuk recently published two books: "Brand Hate: Navigating Consumer Negativity in the Digital World" and "Visualizing Marketing: From Abstract to Intuitive". He has published over twenty-five articles in peer-reviewed journals. One of his studies was awarded 2010 "Citation of Excellence" award by Emerald Management

Reviews (Listed in the top 50 articles among 15,000 articles published in 2009). His works appear in Antitrust Bulletin, Journal of Brand Management, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Affairs, Journal of International Consumer Marketing, Journal of Retailing and Consumer Services, Marketing Theory, Technovation, among others. Several of his articles have appeared on the "Most Downloaded" and "Most Popular" articles list for their respective publishing journals. He has also presented his studies at various conferences including annual AMS, AMA, EIRASS, WDSI and CBR conferences and served as "Session Chair" positions. He has received conference "Best Paper" awards and received scholarly accomplishments from the conferences he has attended.

Currently, he is collaborating various research projects with scholars who shares the same passion with him. His research interest focuses on consumer brand hate, consumer-generated branding, consumer power and market democracy, digital marketing, online consumer behaviors, marketing metrics and modeling.

KEYNOTE SPEAKER: Dr. Trevor Davis, IBM



Dr Trevor Davis, Distinguished Engineer & Consumer Products Expert, IBM

Trevor is an IBM Distinguished Engineer, consumer industry futurist and expert on good practices for developing and launching sustainable products successfully. In 2010 Trevor was awarded the Dean's Prize at Oxford University for his work on innovation in Fast Moving Consumer Goods (FMCG).

With over 20 years of international business experience in FMCG and agribusiness, Trevor brings deep industry insight and a distinctive point of view to his strategy work in areas such as new business models and digital transformation.

Trevor is a key contributor to IBM's breakthrough work on the changing relationship between consumers and brands: ***"Brand enthusiasm: More than loyalty"***, ***"Ready for prime time? New lessons on building the consumer products brand experience"***, and ***"Generation Z: What brands should know about today's***

youngest consumers."

Trevor is also recognized as a pioneer in application of cognitive computing and big data to brands. For example, in the food, beverage and fashion industries, Trevor is a leader in using machine-learning techniques for consumer insight and analysing business trends. His work – 'Birth of a Trend' - has been featured in Advertising Age, the New York Times and Forbes.

In the field of disruptive innovation, Trevor has advised many well-known companies on how to improve brand building and business performance, and his work features in text books on the topic:

A Beautiful Constraint

The Future of Innovation

The Science of Organizational Change

Creative Approaches to Problem Solving: A Framework for Innovation and Change

As a Member of the IBM Industry Academy Trevor takes a leading role in bringing the IBM Smarter Planet vision to life and is widely quoted in the media and conference circuit on sustainability in relationship to brands (for example in The Manufacturer).

Curiosity has always motivated Trevor. As a teenager he would cycle any distance to find a rare comic book or a cool jacket. "New things have always excited me, so I learnt early on to spot trends and I've not stopped."

Prior to his life in brands, he worked in the automotive and aerospace industries on projects such as saving the world one day of oil production by making cars lighter, and improving reliability for the Space Shuttle.

PROGRAM OVERVIEW

THURSDAY, MAY 18

3:00 - 8:30 pm	Registration (<i>Main lobby</i>)
3:00 - 8:00 pm	If you want to attend the 2st Global Consumer Brand Relationships Summit , please register separately for this event here www.cbrsummit.com (<i>Sonae Auditorium</i>)

FRIDAY, May 19

8:00 - 8:15 am	Welcome (<i>L.1.12 classroom</i>)
8:15 - 9:15 am	7x7 Presentations (L.1.12 classroom)
9.15 – 9.30 am	Break
9:30 - 11:00 am	Paper Session 1 (<i>L.1.12 classroom</i>)
11:00 - 11:15 am	Break
11:15 – 12:45 pm	Paper Session 2 (L.1.12 classroom)
12:45 – 1:15 pm	Lunch
1:15 – 1:55 pm	Keynoter: Trevor Davis, Will Gen Z See Brands as Just More Fake News?
1:55 – 2:00 pm	Mini Break
2:00 – 3:30 pm	Paper Session 3 (L.1.12 classroom)
3:30 – 3:45 pm	Break
3:45 – 5:00 pm	Paper Session 4 (L.1.12 classroom)
5:00 – 5:10 pm	Mini Break
5:10 – 5:50 pm	Keynoter: S. Umit Kucuk, Love is over, Let's talk about Hate
5:50 – 6:00 pm	Official Photo (<i>Main Lobby</i>)
6:00 - 7:00 pm	Reception (L.1.12 classroom)
7:00 - 10:00 pm	Gala Dinner (L.1.12 classroom)

SATURDAY, May 20

8:00 - 9:00 am	7x7 Presentations (L.1.12 classroom)
9.00 – 9.15 am	Break
9:15 – 10:45 am	Paper Session 5 (<i>L.1.12 classroom</i>)
10:45 – 11:00 am	Break
11:00 – 12:30 pm	Paper Session 6 (<i>L.1.12 classroom</i>)
12:30 – 1.15 pm	Lunch
1:15 – 2:45 pm	Paper Session 7 (<i>L.1.12 classroom</i>)
2:45 – 3:00 pm	Break
3:00 – 4:30 pm	Paper Session 8 & Award Ceremony (<i>L.1.12 classroom</i>)

Porto '**Port Wine Tour**', free between 4.30pm – 7.30 pm.

DETAILED PROGRAM

THURSDAY, MAY 18

3:00 – 8:00 pm Registration
(Main Lobby)

3:00 - 8:00 pm If you want to attend the **2st Global Consumer Brand Relationships Summit**, please register separately for this event here www.cbrsummit.com
(Sonae Auditorium)

FRIDAY, May 19

8:00 - onwards Registration Continues
(Main lobby)

8:00 - 8:15 am Welcome
(L.1.12 classroom)

8:15 – 9:15 am **7x7 Presentations**
(L.1.12 classroom)

Session chair: Sandra Loureiro, Instituto Universitário de Lisboa, Portugal

Examining the role of anthropomorphism on consumer's brand evaluation

Archit Tapar, IIM Indore, India
Ashish Sadh, IIM Indore, India
Aditya Billore, IIM Indore, India
Abhishek Mishra, IIM Indore, India

Pop Music celebrities' worship: when a relationship turns into an addiction

Joana Cruz, University of Minho, Portugal
Antonio Azevedo, University of Minho, Portugal

Counterfeit Evaluations: The Role of Dialectical Processing

Nelson Amaral, American University, USA
Steven Chan, Yeshiva University, USA

A Mixed Method Analysis of Sense of Community and Brand Love in the Zumba Fitness Brand

Reanna Berry, Georgia Gwinnett College, USA
Luis Torres, Georgia Gwinnett College, USA
Phillip Hartley, Georgia Gwinnett College, USA

IKEA Brand Love: Enhancing brand love through brand experiences

Clarinda Rodrigues, Linnaeus University, Sweden
Paula Rodrigues, Universidade Lusíada, Portugal

Consumers' emotional states when consuming counterfeits, original brands or both versions - Third-person-technique in qualitative methodology

Elfriede Penz, WU Vienna, Austria
Barbara Stöttinger, WU Vienna, Austria

Is love online or offline? Brand experience, brand love and brand equity in a fashion retail store

Pedro Rodrigues, Lusíada University – North, Portugal

Pedro Ferreira, UniversityPortucalense, Portugal

Paula Rodrigues, Lusíada University – North, Portugal

Paula Costa, Lusíada University, Portugal

9:15 – 9:30

Break

9:30 - 11:00 am

Paper Session 1: Brand Love and other positive concepts*(L.1.12 classroom)***Session chair:** Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany**The impact of consumer brand relationships on brand purchase likelihood: The moderating effect of type of brand**

Joan Llonch-Andreu, Autonomous University of Barcelona, Spain

Miguel Ángel López-Lomelí, Tecnológico de Monterrey, Mexico

Jorge Eduardo Gómez-Villanueva, Tecnológico de Monterrey, Mexico

Young Consumers' Online Brand Communications Literacy in the context of Social Media

Margaret-Anne Lawlor, Dublin Institute of Technology, Ireland

Aine Dunne, Dublin Institute of Technology, Ireland

Jennifer Rowley, Manchester Metropolitan University, UK

Brand Power and Brand Focus as facilitators of Relationship Quality in the wine sector

Namércio Pereira Cunha, University of Aveiro, Portugal

Sandra Loureiro, Instituto Universitário de Lisboa, Portugal

Branded exhibitions and brand communities of luxury

Elina Koivisto, Aalto University School of Business, Finland

Elina Korpela, Aalto University School of Business, Finland

Pekka Mattila, Aalto University School of Business, Finland

Falling in love with brands: a dynamic analysis of the trajectories of brand love

Tobias Langner, University of Wuppertal, Germany

Daniel Bruns, University of Wuppertal, Germany

Alexander Fischer, University of Applied Sciences of Wedel, Germany

John R. Rossiter, University of Wollongong, Australia

11:00 - 11:15 am

Break

(L.1.12 classroom)

11:15 - 12:45 pm

Paper Session 2: Human Brands or Anthropomorphized Brands*(L.1.12 classroom)***Session chair:** Cid Goncalves Filho, Universidade Fumec, Brazil**The effect of social exclusion on consumer preference for anthropomorphized brands**

Rocky Peng Chen, Hong Kong Baptist University, Hong Kong

Echo Wen Wan, Hong Kong University, Hong Kong

Eric Levy, University of Cambridge, UK

Customer Brand Engagement, Satisfaction and Brand Loyalty: A Comparative Study between Functional and Emotional Brands

Teresa Fernandes, University of Porto, Portugal
 Mariana Moreira, University of Porto, Portugal

3:30 – 3:45 pm Break
 (Porto Business School Restaurant)

3:45 – 5:00 pm **Paper Session 4: Brand Hate**
 (L.1.12 classroom)

Session chair: Euler Alves Brandão, Stetik Group, Brazil

Attention to social comparison information and brand avoidance behaviors

Eunjin Kim, Southern Methodist University, USA
 Ratti Ratneshwar, University of Missouri, USA
 Erin Roesler, Brown Shoe Company, USA
 Tilottama Ghosh Chowdhury, Quinnipiac University, USA

The relationship between Brand Hate, Forgiveness: A Dynamic Analysis

Alexandra Sampiedro, Rollins College, USA
 Marc Fetscherin, Rollins College, USA

I hate this brand! The effect of negative engagement on self-expression word-of-mouth

Sandra Loureiro, Instituto Universitário de Lisboa, Portugal
 Maria Inês Marques, Instituto Universitário de Lisboa, Portugal
 Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany

Theory of Brand Hate

Marc Fetscherin, Rollins College, USA

5:00 – 5:10 pm Break
 (Porto Business School Restaurant)

5:10 – 5:50 pm **Keynote by Dr. S. Umit Kucuk, Love is over, Let's talk about Hate**
 5:50 – 6.00 pm **Official Photo**

6:00 - 7:00 pm **Reception** (Porto Business School Restaurant)

7:00 - 10:00 pm **Gala Dinner** (Porto Business School Restaurant)

SATURDAY, May 20

8:00 – 9:00 am **7x7 Presentations**
 (L.1.12 classroom)

Session chair: Ronald Voorn, University of Twente, Netherlands

Brand Relationships in the Men's Grooming Market: Exploring the Role of Social Media

Ana Rocío Navarro Ruiz, Universidad Loyola Andalucía, Spain
 Pilar Castro González, Universidad Loyola Andalucía, Spain
 Linda Tuncay Zayer, Loyola University Chicago, USA

In Relationship with Tourist Destination Brand

Nivedita Sharma, National Institute of Fashion Technology, India

The Good Samaritan: A study on brand perception and repurchase intention from cause marketing campaigns

Caroline S.L. Tan, University of Tsukuba, Japan
Peter Gordon, Reitaku University, Japan

Time and Repetition Effects of Advergaming on Children Consumer Behaviour

Luisa Agante, Faculdade de Economia da Universidade do Porto, Portugal
Ana Pascoal, Nova SBE, Portugal

Consumer retail relationships in rural India

Anita Basalingappa, MICA, India
Subhas Managuli, Karnatak University Dharwad, India
Ankita Doneriya, India
Sheena Anns Joy, India

Customers' corporate brand relationships in B2B

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

The relationship between luxury socially responsible brands and luxury consumers

Cláudia Braga Da Cunha, University of Minho, Portugal
Paulo Duarte, NECE- Research Center in Business Sciences (University of Beira Interior), Portugal
Susana Costa E Silva, Católica Porto Business School, Portugal
Moritz von Schwedler, University of Minho, Portugal

9:00 – 9:15 am Break

9:15 - 10:45 am **Paper Session 5: Brand Relationships Theories**
(L.1.12 classroom)

Session chair: Chris Malone, Fidelum Partners, USA

Online relationship quality: Testing an integrative and comprehensive model in the banking industry

Isabelle Brun, Université de Moncton, Canada
Lova Rajaobelin, Université du Québec à Montréal, Canada
Line Ricard, Université du Québec à Montréal, Canada

Brands in the context of teenage bullying – A typology of negative outcomes

Samil Aledin, University of Turku, Finland

Consumer-Brand Relationship Development: An Integrative Model

Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany
Cid Gonçalves Filho, Universidade FUMEC, Brazil
Christiane Rocha, Newton Paiva U, Brazil

Consumer Brand Relationships in Rural India: An assessment of the dimensions of their strength

Shubhomoy Banerjee, Institute of Rural Management Anand, India

10:45 - 11:00 am Break
(L.1.12 classroom)

11:00 - 12:30 pm **Paper Session 6: Negative Brand Relationships**

(L.1.12 classroom)

Session chair: Samil Aledin, University of Turku, Finland

The Importance of Consumer Brand Relationships for Successful Service Recovery

Cid Gonçalves Filho, Universidade FUMEC, Brazil

Marc Fetscherin, Rollins College, USA

Marcelo Nacif Rocha, FCA and FUMEC, Brazil

Plinio Rafael Reis Monteiro, UFMG, Brazil

The role of self-determination in negative brand relationships: A focus on the Apple anti-brand community

Laurence Dessart, KEDGE Business School, France

Cleopatra Veloutsou, University of Glasgow, UK

Just Do It! Why Committed Consumers React Negatively to Assertive Ads

Sarah Moore, University of Alberta, Canada

Yael Zemack-Rugar, University of Central Florida, USA

Gavan Fitzsimons, Duke University, USA

Revisiting the Ad Wear-out Effect: The Moderating Role of Self-Brand Connections

Nelson Amaral, American University, USA

Joseph Redden, University of Minnesota, USA

12:30 - 1:15 pm Lunch

1:15- 2:45 pm **Paper Session 7: Brand Addiction, Authenticity and Forgiveness**
(L.1.12 classroom)

Session chair: Sarah Moore, University of Alberta, Canada

Brand Addiction and Compulsive Buying: A tale of two addictive behaviors

Charles Cui, University of Manchester, UK

Mona Mrad, Lebanese American University, Lebanon

Stand By Your Brand: How Brand Personality and Brand Failure Type Shape Brand Forgiveness

Roseann Hassey, University of Cincinnati, USA

When luxury brand authenticity fail: impacts in brand love

Paula Rodrigues, Lusíada University North, Porto, Portugal

Amélia Brandão, University of Porto, Portugal

Paula Costa, Lusíada University, Portugal

From Luxury Brand Desired Identity to DNA Transfer Across Retail Touchpoints: Conceptual Model and Preliminary Results

Jean Boisvert, American University of Sharjah, United Arab Emirates

2:45 – 3:00 pm Break

3:00 – 4:30 pm **Paper Session 8: Brand Trust, Brand Scarifies and New Brands**
(L.1.12 classroom)

Session chair: Laurence Dessart

Neuroscience, Sports and Marketing: a study about football fans

Ricardo Cayolla, Portugal

Fair consumer-brand relationships: Analysis of combined effects toward increased consumer trust

Alexander Blandina, University of New Hampshire, USA

Ellen Cohn, University of New Hampshire, USA

Affect of Consumer Nationalism in Consumer Brand Relationships,

Sandeep Rawat, MICA, India

Anita Basalingappa, MICA, India

The effect of the attitude toward product design on the attitude toward new product brand: implicit and explicit measures

Imene Belboula, University Blida 2, Algeria

4:30 pm

Award Ceremony & Closing remarks

Porto '**Port Wine Tour**', free between 4.30pm – 7.30 pm.

End

FRIDAY 19 MAY

7x7 PRESENTATIONS – SESSION 1

EXAMINING THE ROLE OF ANTHROPOMORPHISM ON CONSUMER'S BRAND EVALUATION

Archit Tapar, IIM Indore, India; Ashish Sath, IIM Indore, India; Aditya Billore, IIM Indore, India; Abhishek Mishra, IIM Indore, India

Purpose: The present study investigates consumers' evaluation of anthropomorphized brand under the influence of negative information. The study empirically examines the role played by consumer's thinking style (holistic and analytic) in moderating the effect of negative information towards evaluation of anthropomorphized brand.

Design/methodology/approach: The study adopts experimental 2 (brands: anthropomorphized /non-anthropomorphized) X 2 (thinking style: analytic / holistic) between-subjects design to evaluate anthropomorphized brand keeping negative information constant.

Findings: The participants with analytic thinking evaluated anthropomorphized brand more unfavorably than non-anthropomorphized brand post exposure to negative information. Also, it was found that holistic thinkers remain indifferent to both anthropomorphized and non-anthropomorphized brand.

Research limitations/implications: While investigating negative occurrences for anthropomorphized brands, it's important to consider the contextual factors at play that are vital to consumers, as negative incidents does not arise in isolation. The present study does not cover significance given to contextual factors. So to deepen the understanding role of such factors and negative information might be consider in future.

Practical implications: The study is expected to help in dealing with negative information by considering the holistic and analytic thinking style of consumers towards anthropomorphized brands. This would help practitioners to embrace strategies that develop holistic thinking amongst consumers when exposed to negative situation.

Originality/value: The study contributes to the existing body of knowledge in exploring consumer-brand relationship and anthropomorphized branding. The present study would offer theoretical and empirical explanation for the underlying process involving negative impact on anthropomorphized brand."

POP MUSIC CELEBRITIES' WORSHIP: WHEN A RELATIONSHIP TURNS INTO AN ADDICTION

Joana Cruz, University of Minho, Portugal; Antonio Azevedo, University of Minho, Portugal

Purpose: This paper aims to discuss the celebrities' marketing strategies in music industry and assess the consequences of celebrity worship of adolescent fans and their implications in terms of engagement, consumer behaviour, lifetime value and electronic Word-of-Mouth (eWOM).

Design/Methodology/Approach: 47 exploratory semi-structured interviews were conducted during Lady GaGa and One Direction's concerts in Portugal. Later, an online questionnaire with 337 valid responses provided data on the worship of four celebrities selected according to their different brand positioning and targets (One Direction, Miley Cyrus, Ed Sheeran and Lady GaGa).

Findings: A segmentation analysis allowed the identification of four clusters with different degrees of Celebrity worship measured by the Celebrity Attitude Scale (CAS) (Extreme, High, Moderated and Low) and Age (15/16 versus 19/20 years old). Younger respondents showed higher scores of CAS which with Loyalty and Brand Love are the significant predictors of eWOM.

Practical implications: This study provides a relevant contribution for celebrities/brand managers to follow strategies that retain loyal and therefore, profitable fans in the short and long term.

Social implications: The engagement in the social media is used by the adolescent fans to feel closer to the celebrity, as if they belong to his/her daily life.

Originality/Value: This paper analyses the determinants of celebrities' worship with different brand positioning and personalities. Moreover this paper provide a set of relevant segmentation criteria acknowledging the role of several psychographic variables."

COUNTERFEIT EVALUATIONS: THE ROLE OF DIALECTICAL PROCESSING

Nelson Amaral, American University, USA; Steven Chan, Yeshiva University, USA

Purpose: We explore the interactions of culture and variations in counterfeits to show that differences in processing authenticity contribute to a more dynamic understanding of counterfeit consumption.

Methodological approach: Five experiments investigate the basic premise that individuals who rely on higher dialectical thinking (e.g. East Asians), will be less sensitive to the extent to which counterfeits differ from their genuine counterparts.

Findings: We provide empirical support for the idea that sensitivity to different levels of change in genuine products varies across cultures, and can be linked to individual differences in cognitive styles.

Research limitations and implications: This research adds to growing work on dialectical processing and provides the first instance in which counterfeits are not treated as a dichotomy (i.e. fake vs. real).

Practical implications: This research provides insight into why different consumer groups (e.g. cultures) differ in their evaluations of counterfeit luxury goods.

Originality/value: This is the first research to investigate the role of dialectical processing on evaluations of counterfeit luxury brands. We also investigate counterfeits as more than a dichotomous classification for the first time."

A MIXED METHOD ANALYSIS OF SENSE OF COMMUNITY AND BRAND LOVE IN THE ZUMBA FITNESS BRAND

Reanna Berry, Georgia Gwinnett College, USA; Luis Torres, Georgia Gwinnett College, USA; Phillip Hartley, Georgia Gwinnett College, USA

Purpose: The purpose of this study is to examine the success of the Zumba Fitness brand. An explanatory sequential mixed methods approach was utilized.

Design/Methodology/Approach: Structural Equations Modeling (SEM) was used to analyze a potential model to predict purchase intentions of Zumba instructors.

Findings: The analysis revealed that Sense of Community, as measured by the scale developed by McMillan and Chavis (1988), mediates the association between Brand Love and Purchase Intentions. Brand Love was measured by adapting the scale of Batra, Ahuvia, and Bagozzi (2012), while Purchase Intentions were measured using the scale adapted from Grewal, Monroe, and Krishnan (1998). Qualitative analysis of Zumba instructor self-written biographical data was also performed. Zumba instructors are allotted a page on the official Zumba website on which they may post a biography describing their background and feelings towards Zumba. Through applying the content analysis techniques of Charmaz (2006), recurring codes emerged that support the findings of the quantitative analysis. Initial assessment revealed that the instructors do refer to strong emotional connections to the brand which represent Sense of Community as evidenced by the codes of Devotion and Inclusivity. Further analysis and thematic development is supported by the initial findings.

Limitations: The main limitation of this research is that only one fitness brand was analyzed; however the research techniques utilized could be applied to other fitness brands. The findings of this study demonstrate that Sense of Community is key in establishing a successful fitness brand, which provides a useful insight to marketers seeking to establish a successful fitness brand.

IKEA BRAND LOVE: ENHANCING BRAND LOVE THROUGH BRAND EXPERIENCES

Clarinda Rodrigues, Linnaeus University, Sweden; Paula Rodrigues, Universidade Lusíada, Portugal

Purpose: Previous research on sensory and experiential branding highlights that brand experiences impact on how consumers relate emotionally to brands. Nevertheless, research on the impact of brand experiences on brand love is scarce. In order to fulfil the identified research gap, this paper aims at investigating how brand love can be enhanced through brand experiences and generate positive word-of-mouth. Furthermore, it explores the mediating effect of the perceived value of brand experience, both utilitarian and hedonic, on brand love.

Design/Methodology/Approach: A survey with IKEA was conducted among Swedish and Portuguese consumers ranging from 18 and 70 years old. The model has been tested using SEM.

Findings: Our findings accounts for the positive relationships between brand experiences and brand love and demonstrates that the effects of brand experience and its moderators on brand love vary for both countries. Moreover, it was shown that brand experience and brand love are a multidimensional construct grounded on cultural aspects. Interestingly, positive word-of-mouth is activated by different brand love dimensions in Portugal and Sweden.

Implications: From a managerial perspective, this paper stresses the key role of brand experiences as enhancers of passionate feelings towards brands in an age when consumers are continuously looking for compelling and pleasurable experiences in the consumption process.

Original Value: Finally, this cross-cultural empirical study investigates for the first time the role of brand experience as an antecedent to brand love, by using two validated scales, namely brand experience and brand love.

CONSUMERS' EMOTIONAL STATES WHEN CONSUMING COUNTERFEITS, ORIGINAL BRANDS OR BOTH VERSIONS - THIRD-PERSON-TECHNIQUE IN QUALITATIVE METHODOLOGY

Elfriede Penz, WU Vienna, Austria; Barbara Stöttinger, WU Vienna, Austria

Purpose: This research investigates whether (luxury) brands, which offer superior functional benefits and through which the owner gains a sense of accomplishment, achieves esteem and social acceptance can be substituted by counterfeits. Consumers increasingly disregard the diminished exclusivity of brands and appear to own both concurrently, original and counterfeit brands. So far, the role of emotions for consumer experiences has been overlooked. This paper investigates emotions and feelings involved in the context of concurrent ownership of original and counterfeit brands.

Design/Methodology/Approach: We apply the typology of emotions developed by Aaker and Williams (1998) where emotions are classified into ego-focused (related to an individual's internal state such as happiness, anger or pride) and other-focused (individual's involvement in social environment such as empathy, shame or peacefulness). The combination of collage-elicitation with a third-person-technique produced non-verbal material that expressed feelings and emotions of 20 females.

Findings: Participants experience emotions in two phases: first, when creating and explaining their collages they take a substitutionary perspective and name ego-focused emotions on behalf of the third person. Second, participants applied and compared the situation with their individual perspective and reported their own feelings and emotions. Turning to one's own perspective, they expressed the same feelings and emotions but at a lesser intensity."

IS LOVE ONLINE OR OFFLINE? BRAND EXPERIENCE, BRAND LOVE AND BRAND EQUITY IN A FASHION STORES

Pedro Rodrigues, Lusíada University – North, Portugal; Pedro Ferreira, UniversityPortucalense, Portugal; Paula Rodrigues, Lusíada University – North, Portugal; Paula Costa, Lusíada University, Portugal

Purpose: This paper examines the contribution of brand experience to brand equity, by fostering a specific and strong emotional response to a brand – brand love. Specifically, it investigates possible differences between online and offline settings of fashion retail brand.

Design/methodology/approach: Based on 794 consumers' responses to a questionnaire (560 offline consumers and 294 online consumers), the research goals were achieved and hypotheses were tested using a structural equation model.

Findings: The findings show that brand experience is important when it comes to stimulate emotional responses, namely brand love, which in turn contributes to reinforce brand equity. The differences between the offline and online settings are striking, since only the sensory dimension of brand experience is negatively associated with brand love.

Research limitations: The results are limited to one specific fashion retail brand and generalizations should be taken carefully.

Practical implications: Managers should pay particular attention to the emotional stimuli a brand offers to consumers. Building on these stimuli through experiences enhances strong emotional responses, contributing to the brand equity.

Originality/value: Research on the paths to brand equity in a retail environment, by examining online and offline settings, are still scarce. Specifically, tracing this path by combining brand experience and brand love, within the framework of the customer-brand relationship theory, has an interesting potential but is still underdeveloped."

SESSION 1: BRAND LOVE AND OTHER POSITIVE CONCEPTS

THE IMPACT OF CONSUMER BRAND RELATIONSHIPS ON BRAND PURCHASE LIKELIHOOD: THE MODERATING EFFECT OF TYPE OF BRAND

Joan Llonch-Andreu, Autonomous University of Barcelona, Spain; Miguel Ángel López-Lomelí, Tecnológico de Monterrey, Mexico; Jorge Eduardo Gómez-Villanueva, Tecnológico de Monterrey, Mexico

Purpose: The literature has identified the different consumer relationships that impact on the brand purchase likelihood; additionally, the marketing literature suggests that the type of brand (local, global or glocal) might have an influence on some of these consumer relationships with brands. However, this proposition has not been empirically researched with a set of local, global and glocal consumer brands that have been previously classified by consumers. Therefore, the purpose of the paper is twofold: (1) To empirically test a model with the key antecedents of consumer brand purchase likelihood with a sample of local, global and glocal brands previously classified by consumers, and (2) To analyse the moderating effects of the type of brand (local, global and glocal) on some of these key antecedents.

Design/Methodology/Approach: The survey produced a set of 1,200 data: 400 sets for global brands, 400 for glocal brands and 400 for local brands.

Findings: The results confirm the importance of the key antecedents previously identified in the literature (brand quality, price, brand familiarity, brand image, brand attitude and brand as social signaling value) in predicting the purchase likelihood of consumer brands of any typology (local, global and glocal). In addition, our results suggest that some of these antecedents are more important than others, and one in particular, brand attitude, has a more intense effect on brand purchase likelihood. Furthermore, our results show that the type of brand moderates some of these relationships, specially the relationship between brand attitude and brand as a signaling value with brand purchase likelihood.

YOUNG CONSUMERS' ONLINE BRAND COMMUNICATIONS LITERACY IN THE CONTEXT OF SOCIAL MEDIA

Margaret-Anne Lawlor, Dublin Institute of Technology, Ireland; Aine Dunne, Dublin Institute of Technology, Ireland
Jennifer Rowley, Manchester Metropolitan University, UK

Purpose: Whilst there is a large body of academic literature pertaining to children's understanding of advertising in the context of traditional media such as TV, substantially less attention has been accorded to the issue of children's online advertising literacy. This paper reports on a research study which explored the nature of advertising literacy amongst young consumers in the context of their use of online social media.

Design / methodology / approach: This study adopted an interpretivist, qualitative approach, comprising focus group discussions, participant observation and in-depth interviews, with a sample of forty-seven girls aged between 12 and 14 years.

Findings / implications: The study illustrates that the participants are being exposed to traditional forms of online advertising within social media. However, the participants are also being exposed to other more subtle and immersive means of brand messaging, for example, the provision of entertaining brand-related content that users then share with each other.

Originality: The findings suggest that the traditional conceptualization of advertising literacy needs to be revisited so as to encompass the current online environment where the nature of commercial messaging is no longer primarily in the form

of paid media (e.g. advertising). As an alternative, the authors propose the Online Brand Communications literacy framework. This framework seeks to encompass the breadth of commercial content that children are being exposed to online and to also acknowledge the convergence between the two marketer-driven forms of content (paid and owned) and consumer-facilitated content (earned media).

Source: Margaret-Anne Lawlor, Áine Dunne, Jennifer Rowley, (2016) "Young consumers' brand communications literacy in a social networking site context", *European Journal of Marketing*, Vol. 50 Iss: 11, pp.2018 - 2040

BRAND POWER AND BRAND FOCUS AS FACILITATORS OF RELATIONSHIP QUALITY IN THE WINE SECTOR

Namércio Pereira Cunha, University of Aveiro, Portugal; Sandra Loureiro, Instituto Universitário de Lisboa, Portugal

Purpose: The purpose of this study is to explore how distributors and wine producers describe the Brand Power and Brand Focus, and also which aspects they most value as facilitating facets of Relationship Quality (RQ).

Design/methodology/approach: The study is based in a qualitative research using an in-depth interview process with wine industry professionals. A total of eleven relationships were analysed, which were developed among top managers of wine producing and distributing companies. These companies were contacted in order to obtain the final sample of 22 distributors and 22 producers interviewed.

Findings: From the collected data emerges a sub-construct related with the first-order construct Long-term Relationship Sustainability, the Brand Focus of the business partners. The research data also calls attention to the first-order construct Power that is related with the Brand Power sub-construct.

Research Limitations: The key limitations related to the study: i) The convenience sampling; ii) The study is focused in a specific industrial sector; iii) The interviewees were instructed to answer from the perspective of the organization.

Practical implications: More than ensuring the best product, it is critical to build a wine brand that has the ability to communicate the uniqueness and authenticity of that wine among thousands of labels.

Originality values: This study explores for the first time a dyadic perspective of wine producers and distributors that identified Brand Focus as new sub-construct of Long-term Relationship Sustainability and Brand Power as new sub-construct of Power, employed to describe the RQ between two important players of the market.

BRANDED EXHIBITIONS AND BRAND COMMUNITIES OF LUXURY

Elina Koivisto, Aalto University School of Business, Finland; Elina Korpela, Aalto University School of Business, Finland; Pekka Mattila, Aalto University School of Business, Finland

Purpose: This paper demonstrates the shift of consumer relationship with luxury brand from a distant affair to an interactive, communal relation.

Design/Methodology/Approach: In this vein, the purpose of this paper is to explore the ways in which consumers' experiences at branded events influence their relationship with the brand in question (Fournier 1998), and in particular, in creating and strengthening the brand community around a luxury brand. The analysis is based on ethnographic observation and 42 semi-structured interviews (Silverman 2006) conducted in two branded exhibitions of luxury brand Louis Vuitton.

Findings: The spectacular exhibition space and the well-scripted experience within it, allows consumers to create links with other consumers, the brand, and its employees.

FALLING IN LOVE WITH BRANDS: A DYNAMIC ANALYSIS OF THE TRAJECTORIES OF BRAND LOVE

Tobias Langner, University of Wuppertal, Germany; Daniel Bruns, University of Wuppertal, Germany
Alexander Fischer, University of Applied Sciences of Wedel, Germany; John R. Rossiter, University of Wollongong, Australia

Purpose: This article presents a study designed to investigate and map the trajectories of brand love. Consumers described experiences related to the initiation and evolution of their relationships with their most loved brand.

Design/Methodology/Approach: Participants were asked to graphically trace the course of their feelings toward their currently most loved brand and to recall the events that influenced those feelings.

Findings: The paths toward brand love followed five distinct trajectories, labeled as “slow development,” “liking becomes love,” “love all the way,” “bumpy road,” and “turnabout.” The formative experiences shaping these trajectories often include individual, personal, and private experiences that are largely outside any marketer’s control.

Source: Langner, T., Bruns, D., Fischer, A., & Rossiter, J. R. (2016). Falling in love with brands: a dynamic analysis of the origins and trajectories of brand love. *Marketing Letters*, 27(1), 15-26.

SESSION 2: HUMAN BRANDS OR ANTHROPOMORPHIZED BRANDS

THE EFFECT OF SOCIAL EXCLUSION ON CONSUMER PREFERENCE FOR ANTHROPOMORPHIZED BRANDS

Rocky Peng Chen, Hong Kong Baptist University, Hong Kong; Echo Wen Wan, Hong Kong University, Hong Kong; Eric Levy, University of Cambridge, UK

Purpose: Prior research has mainly examined the effect of social exclusion on individuals' interactions with other people or on their product choices as an instrument to facilitate interpersonal connection. The current research takes a novel perspective by proposing that socially excluded consumers would be more motivated to establish a relationship with a brand (rather than using the brand to socially connect with other people) when the brand exhibits human-like features.

Design/Methodology/Approach: Based on this premise, we predict and find support in three studies that socially excluded consumers, compared with non-excluded consumers, exhibit greater preference for anthropomorphized brands (studies 1–3).

Findings: Results show that this effect is mediated by consumers' need for social affiliation and is moderated by the opportunity for social connection with other people (study 2). Furthermore, socially excluded consumers differ in the types of relationships they would like to build with anthropomorphized brands, depending on their attributions about the exclusion. Specifically, consumers who blame themselves (others) for being socially excluded show greater preference for anthropomorphized partner (fling) brands (study 3)."

CELEBRITY ATTACHMENT AND ENDORSED BRAND ATTACHMENT: THE MODERATING ROLE OF AGE

Jasmina Ilicic, Monash University, Australia; Stacey Baxter, The University of Newcastle, Australia; Alicia Kulczynski, The University of Newcastle, Australia

Purpose: We propose self-determination needs (including autonomy and relatedness) strengthen younger, not older, adult consumers' attachment to celebrities, which encourages strong brand attachment when the celebrity is paired with a brand in an endorsement context.

Design/methodology/approach: Two studies were conducted. Study 1 examines the moderating role of age on the influence of autonomy and relatedness needs on consumers' attachment to celebrities. Study 2 investigates whether celebrity attachment mediates the connection between self-determination needs and age, and brand attachment.

Findings: Findings indicate that the self-determination needs of autonomy and relatedness encouraged by celebrities become less influential in older consumers' attachment to celebrities. Self-determination needs strengthen younger adult consumers' attachment to celebrities, which also encourages attachment to a brand endorsed by the celebrity.

Research limitations/implications: Brand managers should select celebrities that promote self-determination in their target market or, alternatively, feature celebrities in branded communications in a way that creates an attachment to the celebrity through self-determination. For example, it is suggested that a celebrity encourage the audience to express their originality (autonomy) and promote the perception of belonging (relatedness).

Originality/value: This research shows that consumer attachment to celebrities decreases with age. This research also identifies that self-determination and celebrity attachment influence endorsed brand attachment in young adult consumers.

Source: Ilicic, Jasmina and Baxter, Stacey M. and Kulczynski, Alicia, The Impact of Age on Consumer Attachment to Celebrities and Endorsed Brand Attachment (March 2016). *Journal of Brand Management*, Vol. 23, Issue 3, 2016"

STRONGER BRANDS IN ALL PRODUCT CATEGORIES BASED ON WARMTH AND COMPETENCE?

Ronald Voorn, University of Twente, Netherlands ; Daan Muntinga, University of Amsterdam, Netherlands

Purpose: This paper investigates the open questions whether brand warmth and competence forecast different outcome variables in different ways for different product categories.

Methodology: In an online survey panel respondents (N = 419, Mage = 45, SD = 1.13; 55.1% female) were randomly assigned to one of seven categories and two out of in total 32 brands. Warmth and competence was measured as well as brandattraction, WoM intentions and repurchasing intentions (all scales $\alpha > .75$).

Findings: Warmth and competence predicted WoM intentions to a large extent ($R^2 = .44$, $F(2,817) = 319.4$, $p < .001$), as well as brandattraction ($R^2 = .40$, $F(2,817) = 268.5$, $p < .001$) and repurchase intentions to a lesser extent ($R^2 = .24$, $F(2,582) = 90.3$, $p < .001$). Non-profit category brands scored highest (Mwarmth = 5.5, SD = 1.2 and Mcompetence = 5.1, SD = 1.1). Further, outcomes varied per product categories e.g. for insurance brands competence accounted for 43% of brandattraction ($\beta = .457$, $p < .01$) whilst warmth was not significant, and for banks only warmth was decisive ($R^2 = .47$, $\beta = .550$, $p < .001$).

Limitations/implications: Although limited in the number of brands (and categories), this study re-confirms that non-profit brands score higher on warmth and competence than commercial brands. Additionally, the importance of warmth and competence differs per product category.

Practical implications: Marketers can now determine whether they need to focus on warmth and/or competence.

Originality: This research adds the new insight that different rules apply for each product category.

MATCHING-UP CELEBRITIES' BRANDS WITH PRODUCTS AND SOCIAL CAUSES

Ana Santos, University of Minho, Portugal; Filipa Barros, University of Minho, Portugal; Antonio Azevedo, University of Minho, Portugal

Purpose: This study aims to assess the consumer response in terms of fitness degree and willingness to pay in different scenarios, simulating the launching of new celebrity branded product line considering different combinations of female celebrities with different types of perceived personalities profiles and products/ services with different levels of involvement and social acceptance.

Design/methodology/approach: 335 respondents answered an online questionnaire with a factorial plan corresponding to 20 different celebrity-product matching scenarios: 5 Celebrities/perceived personality (Emma Watson, Jennifer Lawrence, Kim Kardashian, Natalie Portman and Scarlet Johansson) x 4 types of product (lipstick for low involvement; watch for high involvement; eco foundation for "altruistic"; vodka for "controversial").

Findings: Scarlett Johansson obtained the highest fitness degree both in lipstick and watch scenarios. Kim Kardashian was evaluated as the best endorser for a vodka brand while Emma Watson was confirmed as the ideal founder of an eco-foundation. Significant predictors of the willingness to pay were assessed by multiple linear regression for each type of product.

Research/Practical implications: Some recommendations will guide celebrities' brand managers through the celebrity casting process as well for the product selection.

Social implications: Celebrity branding of social causes is also discussed in this paper.

Originality/value: This study explores a gap found in the literature by exploring the matches between female celebrities (with different types of perceived personalities) with products/ services with different levels of social acceptance or social responsibility simulating a celebrity branding context.

THE IMPACT OF PERCEPTIONS OF POLITICIAN BRAND WARMTH AND COMPETENCE ON VOTING INTENTIONS

Chris Malone, Fidelum Partners, USA; Kenyn Cheatham, Fidelum Partners, USA; Aronte Bennett, Villanova University, USA

Purpose: The cultivation and maintenance of a politician brand is becoming increasingly important as politicians seek to connect with constituents. Through the lens of social cognition and group dynamics, the authors aim to understand the drivers of voter evaluations of politician brands.

Design/methodology/approach: The first study uses the social cognition constructs of warmth and competence to measure the impact of perceptions of politician brands. The second study isolates the influence that in-group identity has on voting intent and perceptions of politician brands.

Findings: Social cognition and group dynamics drive responses to politician brands. The research supports the idea that perceptions of warmth and competence are significant predictors of voting intentions. As expected, voting intentions increased significantly when the voter was of the same (vs. opposing) party as that of the candidate.

Research limitations/implications: Conducted during an election year, Study 1 is susceptible to the current political climate. Study 2 addresses this limitation.

Practical implications: This paper shows the depth to which perceptions of candidates and partisan bias impacts voting intent. These findings prove useful in interpreting the outcome of elections during the current year and beyond.

Originality/value: This is the first application of SCM/BIAF to politician brands, which could be of value to politicians and academics alike. The contribution is augmented by the concurrent consideration of the impact of party affiliation and group dynamics.

SESSION 3: BRAND ENGAGEMENT

MOTIVATIONS FOR CONSUMER-BRAND ENGAGEMENT AND CONSUMER-BASED BRAND EQUITY ON FACEBOOK: HOW IMPORTANT IS BRAND GENDER

Leonor Vacas de Carvalho, Universidade de Évora, Portugal; Salim Azar, Université de Cergy Pontoise, France; Joana Cesar Machado, Universidade Católica Portuguesa, Portugal

Purpose: In recent years, Facebook and other social media have become key players in branding activities. Yet, empirical research on consumer–brand interaction on Facebook is still needed, in particular research on consumer motivations for engaging with brands on social media. Understanding these motivations would provide brand managers a better understanding of their consumers. One of the aims of this research is to address this gap and provide additional insights to brand managers on how to adapt their approaches to increase consumers' interaction with brands on Facebook.

Moreover, we intend to understand how brand gender influences consumer motivations to engage with brands on social media.

Design/methodology/approach: Specifically, we look into how brand masculinity and brand femininity - the two dimensions of brand gender influence consumer motivations for consuming and contributing to brand-related content brand on Facebook - which are generally regarded as two critical types of consumer engagement with brand pages. Another aim of this research is to investigate how the two types of consumer-brand engagement on Facebook (consuming and contributing) influence consumer-based brand equity. Ultimately, we aim to study if biological sex has an influence on the motivations for consumer brand engagement or on the relationship between consumer-brand engagement and consumer based brand equity

ATTITUDES TOWARDS LUXURY BRANDS: COMPARING HOMOSEXUALS AND HETEROSEXUALS

Arnaldo Coelho, University of Coimbra, Portugal; Gisela Alves, CECS-University of Minho, Portugal; Cristela Bairrada, University of Coimbra, Portugal; António Correia de Barros, Polytechnic of Porto, Portugal

Purpose: Consumer behavior and their changes represent a very important theme among marketing professionals. This study develops and tests a model to analyse some determinants (Social Influence, Materialism, Success and Vanity) of consumer attitudes towards luxury brands and the intention of purchase in the luxury market.

Design/Methodology/Approach: The group chosen to be investigated was LGBT and hetero too, once it represents a niche of the current society in constant development with a high purchasing power. In order to get the expected results, a questionnaire was developed.

Findings: The result of the research applied to 434 homosexuals and 403 heterosexuals residing in Portugal and Brazil, has shown some differences regarding the literature review, being caused by the specificity and particular characteristics of the sample studied. Data were analysed through a confirmatory factor analysis and structural equations model. The results show that, generally, Social Influence, Success and Physical Vanity has impact on consumer attitudes towards luxury brands and intention of purchase and consumer attitudes towards luxury brands has impact on intention of purchase luxury brands.

Original Value: This research work becomes valuable and relevant because, the reason why homosexuals and heterosexuals individuals purchase luxury products it is not a field well studied before.

BRAND CONSUMPTION RITUALS AND PRODUCT EVALUATION: THE MEDIATION OF BRAND ENGAGEMENT

Zhimin Zhou, Shenzhen University, China; Jiaqi Lyu, Shenzhen University, China; Ling Zheng, Shenzhen University, China

Purpose: Consumers need to put a piece of lemon on the bottle mouth before tasting Corona beer. We call these actions brand consumption rituals (BCR). Vohs et al. (2013) found that ritual behavior, compared to a non-ritual condition, potentiates and enhances consumers' product evaluation, perceived value and the enjoyment of consumption. However, an interesting but unrevealed issue is whether consumers' perception of BCR' symbolic meaning will affect product evaluation? Will brand engagement mediate the relationship between symbolic meaning of brand consumption rituals and product evaluation? Are there moderating effects of the uniqueness and popularity of a BCR?

Design/Methodology/Approach: In order to address the above issues, we designed three experiments. Experiment 1 tested the influence of the BCR's symbolic meaning on product evaluation and the mediation effect of brand engagement. Experiment 2 tested the positive moderating effect of the perceived uniqueness between BCR and brand engagement. Experiment 3 tested the positive moderation effect of the perceived popularity of BCR between BCR and brand engagement.

SPORTS EVENTS AND THE ATTITUDE TOWARD THE BRAND: INVOLVEMENT AND EMOTIONS OF CONSUMERS

Ana Catarina Sampaio, University of Porto, Portugal; Amélia Brandão, University of Porto, Portugal; Paula Rodrigues, Lusíada University North, Portugal

Purpose: This study aims to analyze the drivers of brand attitude in the following context: fit between event-brand, event involvement, event emotions and event attitude.

Design/Methodology/Approach: The research used a questionnaire as a measure of quantitative data collection. The questionnaire was sent to the database of the SCUP through an online server. Only answers from people who have participated in at least one event of the brand were allowed. The questionnaire uses 7-point Likert scales. The theorized relationships were estimated by a SEM.

Findings: Event Attitude shows a positive relation with Brand Attitude. The study also shows that a higher fit between event-brand, corresponds to stronger Positive Event Emotions and weaker Negative Emotions. A stronger Event Involvement is related with stronger Positive Event Emotions and weaker Negative Emotions. The Positive Event-Emotions shows a positive relation on Event-Attitude and the higher the Negative Event-Emotion, the lower the Event-Attitude. The Event-Involvement shows a negative relation with Event-Attitude.

Limitations: Regarding the small sample size, these findings need to be replicated in other independent samples. From a management perspective, the conceptual model of consumer behavior has helped to conclude that investing in brand communication through the use of events can be a good solution for brand attitude.

Original Value: This study analyses the relational aspect of the organization of events and their importance in brand communication. In the literature there are studies related to the sponsorship of events. However, studies about the emotional relationship with the consumer and the event are scarcer.

CUSTOMER BRAND ENGAGEMENT, SATISFACTION AND BRAND LOYALTY: A COMPARATIVE STUDY BETWEEN FUNCTIONAL AND EMOTIONAL BRANDS

Teresa Fernandes, University of Porto, Portugal; Mariana Moreira, University of Porto, Portugal

Purpose: Understanding how consumers engage with and become loyal to brands is a topic of great importance in marketing. The purpose of our study is to understand differences in customer brand engagement (CBE) according to the functional or emotional nature of consumer-brand relationships and its impact on brand loyalty. Additionally, we aim to compare CBE and satisfaction as predictors of brand loyalty, considering the two types of consumer-brand relationships.

Methodology: A cross-sectional survey was applied to two independent samples. Respondents of one of the samples were asked to recall a brand with which they had a functional relationship, while the other respondents were asked to consider a brand with which they had an emotional relationship. To test research hypotheses, a causal model using SEM was developed.

Findings: Results validate CBE as a three-dimensional construct, stronger for emotional than functional brand relationships, and show a significant impact on brand loyalty. Through a comparative analysis, it was also possible to prove that CBE is a better predictor of brand loyalty than satisfaction for emotional brand relationships, while the opposite happens regarding functional brand relationships.

Originality/value: Addressing calls to focus on the impact of specific brand types on engagement, this study allows a better understanding of the moderating role of functional and emotional brands on CBE. This study further adds to the existing body of knowledge by comparing the contribution of CBE and satisfaction to brand loyalty according to the nature of consumer-brand relationships. Overall, our findings enhance knowledge on how consumers engage with and become loyal to brands, and offer important implications for brand managers.

SESSION 4: BRAND HATE

THE RELATIONSHIP BETWEEN BRAND HATE, FORGIVENESS: A DYNAMIC ANALYSIS

Alexandra Sampiedro, Rollins College, USA; Marc Fetscherin, Rollins College, USA

Purpose: Despite the vast research regarding customer brand relationships, and the positive feelings towards brand, there is little research on negative feelings towards brand. Despite the importance of brand hate and brand forgiveness, no research assesses how brand hate evolve over time and how this relates to brand forgiveness. The purpose of this thesis is to address this gap.

Design/Methodology/Approach: We used a multi-method approach. First, we conducted a series of 30 in-depths interviews to explore these concepts and develop our research model. Second, we conducted a survey by using MTurk to obtain U.S. representative sample of 506 respondents.

Findings: Findings show that brand forgiveness can be attained depending on which determinant caused the brand hate. Some determinants lead to higher or lower forgiveness.

Originality/Value: This paper explores and outlines theoretically and empirically the determinants and outcomes of brand hate as well as brand forgiveness. It also provides a useful taxonomy of brand hate.

ATTENTION TO SOCIAL COMPARISON INFORMATION AND BRAND AVOIDANCE BEHAVIORS

Eunjin Kim, Southern Methodist University, USA; Ratti Ratneshwar, University of Missouri, USA; Erin Roesler, Brown Shoe Company, USA; Tilottama Ghosh Chowdhury, Quinnipiac University, USA

Purpose: This study examines across three studies (one survey and two experiments) how Attention to Social Comparison Information (ATSCI) relates to brand avoidance behaviors, with the overarching principle that high ATSCI individuals will seek to keep a low profile in their consumption choices to minimize social risk.

Results: This study finds high (vs. low) ATSCI consumers shun new brands in favor of well-known brands even when the latter have relatively inferior product performance; interestingly, this difference is more evident in the case of low rather than high identity-relevant product categories (e.g., detergents vs. jackets). While high and low ATSCI individuals identify themselves with equally prestigious brands, the former avoid identifying with more distinctive brands. Finally, unlike their low ATSCI counterparts, high ATSCI consumers avoid conspicuous brand logos even in the case of highly prestigious brands.

Originality: This study advances in several ways our understanding of the role of ATSCI as an important individual-difference variable in consumer behavior. It makes an important contribution by demonstrating that some consumers simultaneously use approach and avoidance motives in their brand consumption behaviors.

Source: Kim, E. A., Ratneshwar, S., Roesler, E., & Chowdhury, T. G. (2016). Attention to social comparison information and brand avoidance behaviors. *Marketing Letters*, 27(2), 259-271.

I HATE THIS BRAND! THE EFFECT OF NEGATIVE ENGAGEMENT ON SELF-EXPRESSION WORD-OF-MOUTH

Sandra Loureiro, Instituto Universitário de Lisboa, Portugal; Maria Inês Marques, Instituto Universitário de Lisboa, Portugal; Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany

Purpose: The aim of this ongoing research is to explore the effect of being negatively engaged to online brand communities on the negative self-express e-word-of-mouth.

Design/methodology/approach: Three brands are selected to be the focus of the study (Starbucks, Apple, and McDonald's) and three online brand communities of such brands participate (three anti-brand communities or hate

communities). The online questionnaire was spread in those communities and fulfilled by 350 members of three different brand communities.

Findings: Findings reveal the importance of Brand aversion, Brand influence and Rewards(hedonic) on the consumption-focused self-expression Word-of-mouth.

Originality/value: As far as authors' know, this is the first attempt to explore how dimensions of brand engagement influence negative self-expression word-of-mouth.

THEORY OF BRAND HATE

Marc Fetscherin, Rollins College, USA

Purpose: The branding literature has been dominated by studies investigating positive emotions consumers have for brands. However, the psychology and neuroscience literature suggests negative events and emotions have a greater impact on people's behavior than positive ones.

Design/methodology/approach: Drawing from Sternberg's triangular theory of hate (2003), this paper conceptualizes and empirically tests Sternberg's theory in the context of brands.

Findings: Based on three empirical studies of 371 brands and 1,116 consumers (349, 363 and 404 respectively), the authors provide evidence and validate the applicability of Sternberg's theory to brands as well as demonstrate brand hate consists of three components (negation of intimacy, commitment and passion). Findings reveal brand hate leads to brand avoidance, two indirect vengeance behaviors (private and public complaining) and three direct vengeance behaviors (brand retaliation, brand revenge, willingness to hurt the brand). We also find evidence that combinations of the three components of brand hate lead to different types of brand hate which in turn influence specific behavioral outcomes.

SATURDAY 20 MAY

7x7 PRESENTATIONS – SESSION 2

BRAND RELATIONSHIPS IN THE MEN'S GROOMING MARKET: EXPLORING THE ROLE OF SOCIAL MEDIA

Ana Rocío Navarro Ruiz, Universidad Loyola Andalucía, Spain; Pilar Castro González, Universidad Loyola Andalucía, Spain; Linda Tuncay Zayer, Loyola University Chicago, USA

Purpose: The purpose of this research is to explore how social media influences men's consumer-brand relationships within the context of a fast-growing market—male grooming goods. Social media has been an important force in influencing the consumer-brand relationship. Indeed, the Internet and mobile technologies have brought many changes in our culture and, since culture has changed, branding must change too. Also, in a time where gender roles are rapidly shifting and the acceptance of men's consumption of grooming products is accelerating. How men navigate these brand relationships and the influence that social media has on these relationships is of utmost relevance to not only marketing practitioners who wish to capitalize on these behaviors but it is also of importance to extending the theoretical boundaries of the consumer-brand relationship framework.

Design/Methodology/Approach: The methodology used was in-depth interviews and, even though the sample was limited to Spain, the participants were both from rural and urban areas. This will probe into the grooming products they use, the longevity and attachment to these brands, the roles these brands play in their lives, and the influence that social media had on their decision-making and consumption practices. Moreover, the existing research on the male grooming market is largely in a North American context; the current study explores men in Spain--a context in the midst of shifting cultural norms.

IN RELATIONSHIP WITH TOURIST DESTINATION BRAND

Nivedita Sharma, National Institute of Fashion Technology, India

Purpose: This study aims at understanding brand meanings and imageries that tourists have towards their most preferred destination. It examines how tourists develop relationships with the destination brand and the influences of social variables on the same.

Methodology: In-depth interviews with the travel enthusiasts and online travel communities members.

Findings: The findings of the study are expected to enhance our understanding of the depth of the tourist brand relationships and its influencing factors.

Limitations: The geographical context of the study may be a limiting factor in the generalization of the findings.

THE GOOD SAMARITAN: A STUDY ON BRAND PERCEPTION AND REPURCHASE INTENTION FROM CAUSE MARKETING CAMPAIGNS

Caroline S.L. Tan, University of Tsukuba, Japan; Peter Gordon, Reitaku University, Japan

Purpose: Previous studies have explored the components of cause marketing and the implications on consumer behavior. Among the key findings, it has been proven that cause type and proximity strongly influence consumer support, where cause campaigns that focus on close proximity and primary needs have been found to be more successful. This study investigates consumer brand perception, repurchase intent and willingness to pay towards brands, both domestic and foreign that run similar cause marketing campaigns, while the effect of mediation from consumer support on brand perception is also explored.

Design/Methodology/Approach: Data is collected using a 2x2x2 between-subjects factorial design where subjects are provided eight different news articles that reflected the different compositions of the three factors (cause type, tragedy acuteness and company type) followed by a questionnaire using semantic differential scales accordingly.

Original value: This study seeks to contribute in not only the cause marketing field factoring in cultural aspects in understanding how consumers perceive brands from the perspective of product and corporate.

TIME AND REPETITION EFFECTS OF ADVERGAMES ON CHILDREN CONSUMER BEHAVIOUR

Luisa Agante, Faculdade de Economia da Universidade do Porto, Portugal; Ana Pascoal, Nova SBE, Portugal

Purpose: The goal of this project is to understand whether advergames have time impact on children's preferences and choices for certain types of products and brands, and whether repeated exposure is significantly relevant in shaping these behaviours. Past literature has focused essentially on the immediate effects of single exposures to advergames, and therefore this study will reduce the existent gap in the literature.

Design/methodology/approach: A sample of 104 children aged 6-9 years old was used, divided into three groups in an experimental design setting.

Findings: The paper results confirmed the existence of all the expected effects, and thus exposure to advergames has immediate and longer effects on the child's preferences and choices of the brand depicted on the advergame and on that product category. Results also suggest that repeated exposure to the advergame enhances all the effects on the brand, but not on the product category.

Originality/Value: Although previous literature had already showed time and repetition effects, this article highlights the extent of these effects with children and reflects on the ethicality of using advergames with children.

CONSUMER RETAIL RELATIONSHIPS IN RURAL INDIA

Anita Basalingappa, MICA, India; Subhas Managuli, Karnatak University Dharwad, India; Ankita Doneriya, India; Sheena Anns Joy, India

Purpose: It has been a rough road uphill for marketers to enter the rural markets in India where 72.2% of India lives in 6,41,000 villages. The purpose of this study is to explore the nature of customer relationships in rural retail.

Design/Methodology/Approach: Data was collected through structured depth interviews, and observation. Respondents were retail outlet owners in villages. Sample for this study is drawn from peri-urban villages of Karnataka, Gujarat, Madhya Pradesh and Kerala. The choice of the villages is based on the population of the village, number of retail outlets in the village and its proximity to a city. 45 retail outlets from 12 villages were interviewed. Thematic analysis of the interviews are presented.

Findings: Communities living in rural areas have a strong social connect. The advantages for the rural retail outlet are: 1) a loyal set of customers, 2) shield from competition, 3) continuous feedback through an ongoing dialogue to serve customers better, and 4) partnership from customers to grow business profitably.

Acceptance of mobile phone usage is high among the communities in rural areas. Electronic gadgets such as television and radio were used to attract customers to visit their outlets. There exists a synergy and symbiotic relationship in the group. Hence there was a high degree of awareness of needs, wants and demand and intent to help each other.

Originality/Value: A part of this study was presented in 2013 in a conference at Indian Institute of Management, Ahmedabad, India where only the abstract was published. Customer relationships in rural retail has not be studies and hence this paper fulfills the gap in literature.

CUSTOMERS' CORPORATE BRAND RELATIONSHIPS IN B2B

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

Purpose: The purpose of this study is to introduce customers' corporate brand relationships in B2B markets into the research field of consumer-brand relationships (CBR).

Design/Methodology: We employ understanding from relationship marketing relating to how relationships start, develop and end. This approach has been called for by Breazeale and Fournier (2012) urging for inspirational settings from relationship management in the B2B context. Earlier studies on consumer-brand relationships within CBR have focused on consumers (Fetscherin and Heinrich, 2015; 2014) on the B2C markets. As far as we know, all studies within CBR actually focus on customers, for example studies in the context of brand communities, despite the name of the research field.

Findings: We take in this study a temporal perspective on brand relationships among customers in the B2B setting. We argue that customers in B2B also form brand relationships in their stakeholder networks.

THE RELATIONSHIP BETWEEN LUXURY SOCIALLY RESPONSIBLE BRANDS AND LUXURY CONSUMERS

Cláudia Braga Da Cunha, University of Minho, Portugal; Paulo Duarte, NECE- Research Center in Business Sciences (University of Beira Interior), Portugal; Susana Costa E Silva, Católica Porto Business School, Portugal
Moritz von Schwedler, University of Minho, Portugal

Purpose: The purpose of this article is to explore the relationship between luxury brands and their motivation to produce luxury socially responsible goods in response to the increase in consumers' demand for sustainable luxury.

Design: Based on the literature, the different perspectives and findings of distinct scholars, the authors developed a conceptual model that establishes a connection between luxury brands' symbolic identity and their motivations to engage in a CSR approach.

Findings: The authors established a relationship between luxury brands' positioning and their driving forces that compel luxury brands to be involved in the production of luxury socially responsible items. Moreover, the creation and development of the conceptual model allowed the researchers to identify four distinct categories of luxury brands labeled Democratic luxury brands, Limited Edition luxury brands, Extensively Rare luxury brands, and One-of-a-kind luxury brands.

Originality / value: This paper tries to enhance scholars and practitioners' knowledge about luxury socially responsible brands and their motivations to engage in a fruitful relationship with luxury socially responsible consumers.

SESSION 5: BRAND RELATIONSHIPS THEORIES

ONLINE RELATIONSHIP QUALITY: TESTING AN INTEGRATIVE AND COMPREHENSIVE MODEL IN THE BANKING INDUSTRY

Isabelle Brun, Université de Moncton, Canada; Lova Rajaobelina, Université du Québec à Montréal, Canada
Line Ricard, Université du Québec à Montréal, Canada

Purpose: This paper examines online relationship quality as a multidimensional, integrative construct comprising trust, commitment and satisfaction. Important antecedents of the construct identified in traditional relationship marketing and e-commerce literature (classified respectively under 'relationship characteristics' and 'website characteristics') are also investigated.

Design/methodology/approach: A Web-based questionnaire is administered to 476 online banking users, members of a large consumer panel. Data is analysed using structural equation modeling.

Finding: They largely support the proposed framework as the model explains 95.3% of online relationship quality. Results demonstrate that website characteristics (in order of importance: ease of use, website design, information quality and security/privacy) are especially important for fostering online relationship quality in the banking sector. The moderating

effect of gender and age are also examined while highlighting telling differences (greater impact of perceived relationship benefits for men and Generation Y, communication for women, ease of use for women and security/privacy for Baby Boomer).

Originality: This paper is one of only a few to consider online relationship quality as a multiple-order construct and to examine the effects of both traditional and electronic variables as well as the moderating power of consumer characteristics, these findings make important contributions to online relationship quality theory.

Source: Brun, Isabelle, Rajaobelina, Lova and Ricard, Line. 2016. «Online relationship quality: Testing an integrative and comprehensive model in the banking industry», *Journal of Relationship Marketing*, vol 15(4), p. 219-246.

BRANDS IN THE CONTEXT OF TEENAGE BULLYING – A TYPOLOGY OF NEGATIVE OUTCOMES

Samil Aledin, University of Turku, Finland

Purpose: Brands with their diverse meanings have an effect on the daily interaction and relationships of adolescents with their peers. Particularly at early teenage, brands can be considered as helpful partners in “striving for mastery”. Striving for mastery involves understanding ourselves and our surrounding social world, as well as applying that understanding with a view to controlling our outcomes in our daily lives. One of the negative outcomes of striving for mastery is bullying which consist of diverse direct (e.g. name calling) and indirect (e.g. exclusion) forms of aggression. The purpose of this study is to understand the negative outcomes of brands. Research questions are: (1) Do negative brand-driven outcomes exist prior to the acts of bullying with brands? (2) What bullying types grounded in brands can be found?

Methodology: This is a qualitative study, in which the primary data is comprised of 23 personal interviews with Finnish (10) and American (13) teenagers aged between 13 and 18. Data analysis was executed applying Thompson’s hermeneutic framework for interpreting consumer stories. Thompson’s framework consists of two stages of part-to-whole iterations.

Findings: The negative outcomes of brand bullying include “brand-triggered readiness”, a stressful stage that precedes the actual acts of bullying with brands. The emerged types of brand bullying are: Brand interrogation (incl. Standard and fake hunting), Wealth-related disdain, Attention whoring, Group reputation management and Brand-driven ignorance.

Originality Academic research on bullying is very limited from the perspective of brands. This study generates an in-depth understanding of brand-related aggression among adolescents.

CONSUMER-BRAND RELATIONSHIP DEVELOPMENT: AN INTEGRATIVE MODEL

Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany; Cid Gonçalves Filho, Universidade FUMEC, Brazil; Christiane Rocha, Newton Paiva U, Brazil

Purpose: The relationship between Consumers and Brands (Consumer-Brand Relationships - CBR) is one of the topics with greatest expression in the contemporary marketing. However, there is an absence of a well-defined plan about the specification of an extensive CBR model and its empirical test (Kim et al. 2013). This study aims to contribute for the validation and creation of an integrative model of multiple CBR stages.

Design/Methodology/Approach: In this sense, a on line survey with 427 consumers was carried out. The structural model presented a nomological consistence (GoF 65.88%).

Findings: In the first stages of relationship, awareness, image, attachment and trust on the brand presented themselves as being fundamental to the establishment of a relationship. Brand attachment appear as relevant antecedent of Commitment. As word of mouth grows in importance, due to the social networks, results suggests that development of attachment/love is becoming a fundamental challenge in order to obtain results in the market.

Original Value: The main contributions of this research are in order to consolidate of a CBR’s integrative model. The CBR’s stages model presented consistency because: (a) hypothetical relationships have foundation on previous studies; (b)

relationships between the constructs of each stage are significant, suggesting integration; (c) the level of explanation of the fourth stage (results) and the model as a whole, are relatively high, pointing to nomological consistency (R^2 - 72 % to 83.8%); (d) relationships between the constructs of distinct stages are significant, suggesting an valid nomological chain of effects. In this sense, this study contributes for the search of a CBR integrative model, in order to understand the phenomenon in this relevant theoretical field.

CONSUMER BRAND RELATIONSHIPS IN RURAL INDIA: AN ASSESSMENT OF THE DIMENSIONS OF THEIR STRENGTH

Shubhomoy Banerjee, Institute of Rural Management Anand, India

Purpose: Consumer markets in rural India have undergone significant changes recently. A shift from commoditization to branded consumption (Nielsen, 2011) and a move towards aspirational consumption (Accenture, 2015) are being seen as a recent phenomenon in these markets. The proposed research aims to explore CBR in the rural consumer setting. Guided by the metaphoric transfer of the brand as a relationship partner; the research focuses on the strength of CBR in the context of the target consumers. The strength of CBR has been measured by the concept of Brand Relationship Quality (BRQ).

Design/Methodology/Approach: The research, which is work-in-progress, looks at the various dimensions of BRQ, the inter-relationships of the dimensions and instrumental factors like influencers and the distribution intensity of brands in determining BRQ. It also looks at the behavioural outcomes of strong CBR. The qualitative data collected during the exploratory research; through in-depth-interviews; guides the quantitative phase to elaborate and extend the findings of the exploratory research. The data collection in the quantitative phase is being conducted with the help of a survey questionnaire, aimed at rural consumers of Gujarat. Initial hypothesis tests (basis data from 174 consumers) have been done using regression analysis and the findings have been provided.

Findings: This is a work in progress and further model testing is proposed to be done using Structural Equation Modeling.

SESSION 6: NEGATIVE BRAND RELATIONSHIPS

THE IMPORTANCE OF CONSUMER BRAND RELATIONSHIPS FOR SUCCESSFUL SERVICE RECOVERY

Cid Gonçalves Filho, Universidade FUMEC, Brazil; Marc Fetscherin, Rollins College, USA; Marcelo Nacif Rocha, FCA and FUMEC, Brazil; Plinio Rafael Reis Monteiro, UFMG, Brazil

Purpose: Although the literature recognizes the importance of service recovery, little is known about the potential influence of brand relationships in these situations. Therefore, this research was designed to explore how Consumer-Brand Relationships influence a sense of justice and behavioral intentions in service recovery situations of the automotive industry.

Methodology: A survey was conducted with a sample of 368 valid questionnaires. The respondents were restricted to consumers who had recently completed service recovery processes. A hypothetical model was tested via structural equation modeling.

Findings: The model explained 86% of satisfaction with service recovery. Distributive justice was the construct that presented the highest impact on satisfaction with consumer's recovery procedures. Findings revealed that evaluations and perceptions of justice depended on the level of Brand Relationship Quality (BRQ).

Original Value: This research aims to fill a gap in the literature regarding the integration of two theories in service recovery framework: justice and Consumer-Brand Relationships (CBR). Previous research points in this direction but they focus on specific elements of CBR and its direct relations with behavioral intentions, not exploring how previous consumer-brand relationships influence the process. In this sense, results demonstrate that when a brand goes bad,

higher levels of consumer-brand relationship quality drive consumers to more positive behavioral intentions. Findings also suggest that brands that have stronger relationships with consumers are more successful in service recovery, especially in high involvement markets such as the automotive industry.

THE ROLE OF SELF-DETERMINATION IN NEGATIVE BRAND RELATIONSHIPS: A FOCUS ON THE APPLE ANTI-BRAND COMMUNITY

Laurence Dessart, KEDGE Business School, France; Cleopatra Veloutsou, University of Glasgow, UK

Purpose: This paper uses self-determination theory to explain negative brand relationships and behaviour. Taking the case of Apple hate communities on Facebook, the study identifies reasons why consumers hate a brand and engage in collective actions against it. Specifically, the findings reveal new reasons for brand hate: Apple undermines consumer's needs of competence, autonomy and relatedness, and as a result, consumer power.

Design/Methodology/Approach: Using netnographic data over the course of 4 years, this study examines the phenomenon from the consumers' perspective and explain how it manifests itself in the anti-brand community.

JUST DO IT! WHY COMMITTED CONSUMERS REACT NEGATIVELY TO ASSERTIVE ADS

Sarah Moore, University of Alberta, Canada; Yael Zemack-Rugar, University of Central Florida, USA; Gavan Fitzsimons, Duke University, USA

Purpose: Research shows that assertive ads, which direct consumers to take specific actions (e.g., Visit us; Just do it!), are ineffective due to reactance. However, such ads remain prevalent.

Design/Methodology/Approach: We reexamine assertive ads, showing that their effectiveness depends on consumers' relationship with the advertised brand. Across studies, we compare committed and uncommitted consumers' reactions to assertive ads. We find that because committed (vs. uncommitted) brand relationships involve stronger compliance norms, assertive ads create greater pressure to comply for committed consumers.

Findings: Specifically, we propose and show that committed consumers anticipate feeling guilty if they ignore an assertive message, creating pressure to comply. Pressure to comply increases reactance, which paradoxically reduces compliance, ultimately leading to decreased ad and brand liking as well as decreased monetary allocations to the brand. Our results show the perils that assertive ads pose for marketers and their most valuable customers.

REVISITING THE AD WEAR-OUT EFFECT: THE MODERATING ROLE OF SELF-BRAND CONNECTIONS

Nelson Amaral, American University, USA; Joseph Redden, University of Minnesota, USA

Purpose: Prior work on ad wear-out effect have focused on the cognitive mechanism responsible for this effect. The present research investigates a potential affective mechanism which has previously only been proposed by researchers. Moreover, evidence for the affective component of the ad wearout effect is provided by investigating an important moderator for this well-established effect – consumers' a priori feelings about the advertised brand.

Design/Methodology: The present research relies on experimental methods, each utilizing a different brand with brand self-connections being measured and manipulated. Two experiments embed advertisements in an online magazine, the third in a popular television sitcom. Two experiments rely on survey measures, one provides eye-tracking data.

Findings: Through three experiments we show that high self-brand connections to advertised brands inoculate consumers against the negative effects of ad wearout and that there is an important affective component which accounts for the moderating effect of self-brand connections.

Research Implications/Limitations: The proposed research demonstrates, for the first time, the strategies that consumers will undertake to combat self-generated threats to their relationships with brands.

Practical Implications: The present research reveals an important moderator that can inform practitioners about the effectiveness of high frequency advertising strategies to different consumer groups.

Originality/Value: The first evidence for cognitive and affective mechanisms for the moderating role of a priori brand attitudes are provided.

SESSION 7: BRAND ADDICTION, AUTHENTICITY AND FORGIVENESS

BRAND ADDICTION AND COMPULSIVE BUYING: A TALE OF TWO ADDICTIVE BEHAVIORS

Charles Cui, University of Manchester, UK; Mona Mrad, Lebanese American University, Lebanon

Purpose: This study examines whether brand addiction leads to negative or positive consequences, and how it compares to compulsive buying in the fashion consumption context.

Design/methodology/approach: To test the hypothesized relationships in a structural equation model, a survey of 325 was conducted using a sample of 325 responses from American participants.

Findings: The results indicate that brand addiction and compulsive buying are conceptually distinct and mutually exclusive as evidenced by the discriminant validity. Brand addiction is driven by both concern for physical appearance and status consumption, while compulsive buying is driven by status consumption but not by concern for physical appearance. Brand addiction seems to involve positive outcomes in life happiness, self-esteem and no direct negative outcome in debt, whereas compulsive buying involves negative outcomes. The findings indicate that brand addiction may lead to compulsive buying behavior, therefore, the tendency of compulsive buying is expected to weaken the positive effects of brand addiction.

Originality/value: This study demonstrates that brand addiction as an addictive consumption behavior is different from compulsive buying in that it does not involve direct negative consequences in consumers' life affairs.

STAND BY YOUR BRAND: HOW BRAND PERSONALITY AND BRAND FAILURE TYPE SHAPE BRAND FORGIVENESS

Roseann Hassey, University of Cincinnati, USA

Purpose: This paper assesses brand failures (violations of implicit or explicit expectations for brand performance). —are inevitable and can come with a hefty price tag to companies. Specifically it assesses why is it that seemingly minor brand failures can have significant repercussions, whereas comparably major violations can go relatively unnoticed?

Methodology/Design: Drawing from research on brand personalities, this paper propose that (i) brand personalities impact consumers' expectations regarding brand performance, (ii) violating these expectations heightens the severity of the brand failure, and (iii) this difference in severity determines brand forgiveness. In particular, it propose that the brand's dominant personality—namely, whether warm or competent—elicits different expectations regarding brand performance.

Results: Three experiments test these hypotheses and, in doing so, surprisingly reveal that consumers more readily forgive, rather than censure, brands failures which violate their expectations (Experiments 1 – 3). Moreover, these failures are shown to induce this unexpected result by heightening the credibility of the brand (Experiment 2). Finally, this effect is shown only for those consumers most likely to use brand failures to re-evaluate the brand (Experiment 3).

Originality: These findings then, though contrary to expectations, offer novel insight into the importance of brand personality as a basis for brand forgiveness as well as the most effective means for strategists to engage in effective brand recovery.

WHEN LUXURY BRAND AUTHENTICITY FAIL: IMPACTS IN BRAND LOVE

Paula Rodrigues, Lusíada University North, Porto, Portugal; Amélia Brandão, University of Porto, Portugal; Paula Costa, Lusíada University, Portugal

Purpose: This paper aims to verify if brand identification, social responsibility image and brand love of luxury brands are affected by the negative emotions towards the brand as a result of a perception of faults in the authenticity of the brand, leading to less attractive behaviors of Consumer response.

Design/methodology/approach: Based on a total of 219 consumers, respondents evaluated if the negative emotions toward the brand in results of the perception of fails in the authenticity of the luxury brand affect the brand identification, the brand social responsibility and the brand love. CFA and SEM were used to assess these relationships in the conceptual model proposed.

Findings: The results suggested that negative emotions towards the brand negatively influence brand identification, brand social responsibility and brand love. Additionally, brand identification and brand social responsibility have a positive influence on brand love of luxury brands. The brand love is used to explain the purchase of brand accessories.

Research limitation/implication: The main limitation belongs to the data collection. Another limitation is that the perception of the brand authenticity about Dior brand has not been measured. Knowing that luxury brands should be as authentic as possible so as not to create negative consumer emotions helps managers to be aware of certain management practices.

Originality/value: There is still scarce literature that examines the negative aspects of the emotions in the consumer-brand relationship. In the luxury market, any perceived flaw in the authenticity of the brand can give rise to negative emotions that will have consequences in the consumer-brand relationship. An interesting aspect that also results from this study is the importance of brand social responsibility in increasing brand love context.

FROM LUXURY BRAND DESIRED IDENTITY TO DNA TRANSFER ACROSS RETAIL TOUCHPOINTS: CONCEPTUAL MODEL AND PRELIMINARY RESULTS

Jean Boisvert, American University of Sharjah, United Arab Emirates

Purpose: The goal of this paper is to establish and model the underlined dynamics driving luxury brand DNA transfer from Brand Custodians to consumers through the three main retail touchpoints i.e. store design/experience, frontline employees and online factors (e.g. websites & social media)

Design/Methodology/Approach: A series of exploratory assessments have been conducted with brands (Sephora, Swarovski, Chalhoub Tryano, Chalhoub Level Kids, Chalhoub Level Shoes, Christofle and Baccara). Based on semi-structured questionnaire, these assessments included in-depth interviews with managers, employees and consumers

Findings: Transfer of luxury brand DNA is currently not optimal due to a lack of understanding of such process caused by a dilution of the information from head offices to key retail touchpoints. Store design may be at the mercy of the designers, frontline employees may lack proper training as well as online specialists not focusing on the key luxury DNA factors driving consumer commitment to the brands.

Research Implications: This study provides logical thinking (flow chart) to brand custodians to a better understanding as to how luxury brand DNA transfer from their creative conceptualization of the brand heritage and identity to consumer perception and commitment leading to purchase intention and loyalty.

Originality/Value: Despite all current efforts deployed by luxury brand custodians, previous research does not provide enough knowledge regarding the understanding of brand DNA transfer to retail touchpoints often due to supply chains not properly geared to establish that transfer. Our study attempts to close this gap by providing a new logical way of thinking that will help carry out DNA transfer and identify the weak elements limiting the process.

SESSION 8: BRAND TRUST, BRAND SCARIFIES AND NEW BRANDS

NEUROSCIENCE, SPORTS AND MARKETING: A STUDY ABOUT FOOTBALL FANS

Ricardo Cayolla, Portugal

Purpose: The tribal character of the affective link between football fans and their teams is a well-recognized phenomenon. Other forms of love such as romantic or maternal attachment have previously been studied from a neuroimaging point of view. Here we aimed to investigate the neural basis of this tribal form of love, which implies both the feeling of belongingness and rivalry against opposing teams.

Design/methodology/approach: A pool of 56 participants was submitted to an fMRI experimental design involving the presentation of winning and losing football moments of their loved, rival or neutral teams.

Findings: We found recruitment of amygdala and reward regions, including the ventral tegmental area (VTA) and substantia nigra (SN), as well as other limbic regions involved in emotional cognition, for 'positive vs neutral' and 'positive vs negative' conditions. The latter contrast was correlated with neuropsychological of fanaticism in the amygdala and regions within the reward system, as the VTA and SN. The observation of increased response patterns in critical components of the reward system, in particular for positive content related to the loved team, suggests that this kind of non-romantic love reflects a specific arousal and motivational state, which is biased for emotional learning of positive outcomes.

FAIR CONSUMER-BRAND RELATIONSHIPS: ANALYSIS OF COMBINED EFFECTS TOWARD INCREASED CONSUMER TRUST

Alexander Blandina, University of New Hampshire, USA; Ellen Cohn, University of New Hampshire, USA

Purpose: Trust between consumers and businesses is a dynamic process that leads to both positive and negative outcomes. Therefore, it is imperative to identify factors that maximize consumer trust and minimize consumer trust reduction. In pursuit of this, previous researchers studied procedural justice and consumer-brand relationships. Procedural justice provides psychological benefits that increase consumer trust because the business indicates its potential supportive behavior in future interactions (Blader & Tyler, 2009). Whereas, consumers have many different relationships with brands similar to interpersonal relationships that can influence consumer trust. For example, positive relationships elicit commitment to the brand increasing consumer trust, while negative relationships lead to consumers feeling forced to use the brand's products decreasing consumer trust (Fournier, & Allen, 2012). However, researchers have overlooked the potential combined effects these factors may have towards facilitating consumer trust despite parallels between each variable. For instance, an abusive consumer-brand relationship is defined as treating consumers with disrespect (Miller, Fournier, & Allen, 2012).

Findings: Results of the current study suggest that consumers perceive whether their consumer-brand relationship is positive or negative. This information is then used to guide their perceptions of procedural justice, which influences consumer trust and predicted subsequent consumer behavior. The current study utilizes a correlational approach therefore further research should be performed utilizing a fully experimental approach to examine how procedural justice may influence the formation of consumer-brand relationships. However, the current research has produced the first empirical evidence that examines the combination of factors that may affect consumer trust and behavior.

Original Value: Previous researchers have overlooked this combination, leaving an empirical gap in the literature and potential explanation for previously unaccountable consumer behavior.

AFFECT OF CONSUMER NATIONALISM IN CONSUMER BRAND RELATIONSHIPS

Sandeep Rawat, MICA, India; Anita Basalingappa, MICA, India

Purpose: The purpose of the paper is to explore the affect of consumer nationalism in consumer brand relationships.

Methodology: This research is based on depth interviews of twenty one respondents. The respondents were drawn from brand loyalists, functional brand consumers and those who were critical about the brand offering. Depth interviews were subjected to thematic analysis.

Findings: This study contributes to understanding of what drives consumer nationalism and how it affects consumer brand relationship. All respondents showed positive affect to home grown brands and product quality mediated the strength of consumer brand relationship. The brand loyalists and moderate respondents had positive affect of nationalism moderating product quality which in turn mediated consumer brand relationship. Consumer nationalism did not affect consumer brand relationship positively for respondents who were critical of the product quality of the brand.

Implications: This study contributes to understanding of what drives consumer nationalism and how it affects consumer brand relationship. Brands using consumer nationalism in their managerial actions tend to strengthen consumer brand relationship. For some brands, their endorsers and promoters are intertwined with the image of the brand journey. For such brands that are intercepted by an endorser who is also the cofounder with nationalistic tendencies, consumer nationalism tends to strongly influence the consumer brand relationship across cognitive, affect, conative and action stages. Brands with altruism and shared value in their business model tend to benefit from consumer nationalism affecting consumer brand relationships.

Originality/Value: This study contributes to understanding of what drives consumer nationalism and how it affects consumer brand relationship. This fulfils the gap in literature to link consumer nationalism with consumer brand relationships for national brands.

THE EFFECT OF THE ATTITUDE TOWARD PRODUCT DESIGN ON THE ATTITUDE TOWARD NEW PRODUCT BRAND: IMPLICIT AND EXPLICIT MEASURES

Imene Belboula, University Blida 2, Algeria

Purpose: This study attempts to investigate whether consumers' attitude towards product design that they are exposed to have an influence over their attitude towards new product brand and purchase intention of the product.

Approach/Methodology/Design: A total of 369 respondents participated in this study. Various methods of measuring attitudes have been developed. In order to examine the automatic activation of implicit attitudes toward product design and new product brand, the present research employed a priming procedure.

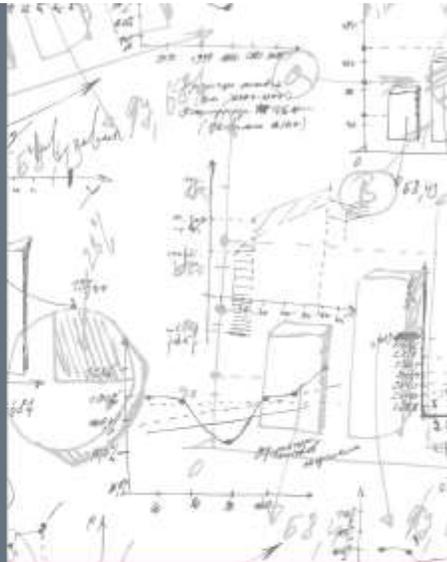
Findings: Explicit consumers' attitude toward product design has positive and significant effects on their attitude toward brand as well as on their purchase intention. Explicit Attitude toward new product brand fully mediates between attitude toward product design and purchase intention. Additionally, results from regression demonstrated that the effect of implicit consumers' attitude toward product design has positive and significant effects on their attitude toward brand but not on their purchase intention. Experimental results suggest that joint use of implicit and explicit measures provides a more accurate evaluation of attitude toward product design and product brand.

Participant Statistics (As of April 20, 2017)**Total Participants: 57****Countries Represented: 19**

<i>Country</i>	<i>Number</i>
Algeria	1
Australia	1
Austria	1
Brazil	3
Canada	2
China	1
Finland	3
France	1
Germany	1
India	4
Ireland	1
Japan	1
Netherlands	1
Portugal	13
Spain	2
Sweden	1
United Arab Emirates	1
United Kingdom	7
United States	12
<i>Grand Total</i>	<i>57</i>



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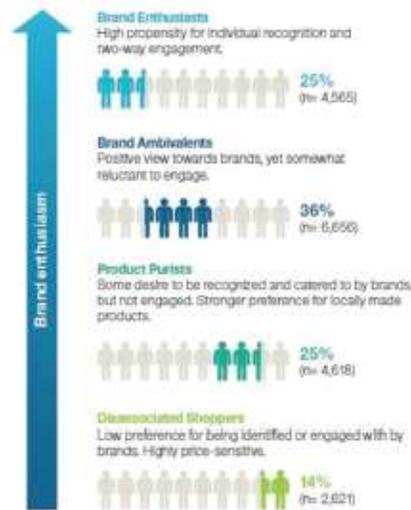


Brand enthusiasm: More than loyalty

How today's consumers want to engage with your brand

To better understand the shifting consumer-brand relationship, the newest IBM Consumer Products Study surveyed over 18,000 consumers across 12 countries and 6 continents.

Figure 1
Four consumer clusters reveal distinct levels of brand enthusiasm and preferences for being engaged



Source: IBM Institute for Business Value Consumer Survey 2014, n= 18,462.

Four consumer clusters based on brand enthusiasm

A cluster analysis of our survey results reveal four primary consumer groups with varying degrees of brand enthusiasm (see Figure 1). While each cluster has representatives in every country, income level and age bracket, the primary demographic makeup of each suggests interesting cultural and generational implications on brand attitudes in 2014 (see Figure 2).

Figure 2
Brand Enthusiasts and Brand Ambivalents represent the next generation of young, growth market spenders, while Product Purists and Disassociated Shoppers denote traditional market Boomers



Source: IBM Institute for Business Value Consumer Survey 2014, n= 18,462. Growth Markets include China, India, Brazil, Mexico, Russia and South Africa. Traditional Markets include USA, UK, Germany, France, Australia and Japan. Millennials = Aged 18-35. Baby Boomers = Aged 55+.

To read the full version of the study, visit ibm.com/services/us/gbs/thoughtleadership/brandenthusiasm



VICTORINOX

COMPANION FOR LIFE

PUSCHLAV (SWITZERLAND), 2005

THE HELPER

During an excursion to the Swiss mountain region of Puschlav, our train stopped suddenly on the tracks. Curious, my wife and I stuck our heads out of the window to see the trouble coming from ahead of the train. The train conductor and driver had disembarked the train, discussing rapidly how best to deal with the problem. Finally, a passenger seated under our window asked for a pocket knife. I dug out my Victorinox Swiss Army Knife. A few minutes later following some creative engineering, the train began moving again. The conductor later returned my Swiss Army Knife, saying he'd used it to fix the loose dead end of the brake hose. He thanked me enthusiastically – as if I were a hero. I decided to suggest to the Swiss Federal Railways (SBB) that all members of the train crew be equipped with Victorinox Swiss Army Knives.

Dietmar Fortmann, August 2005

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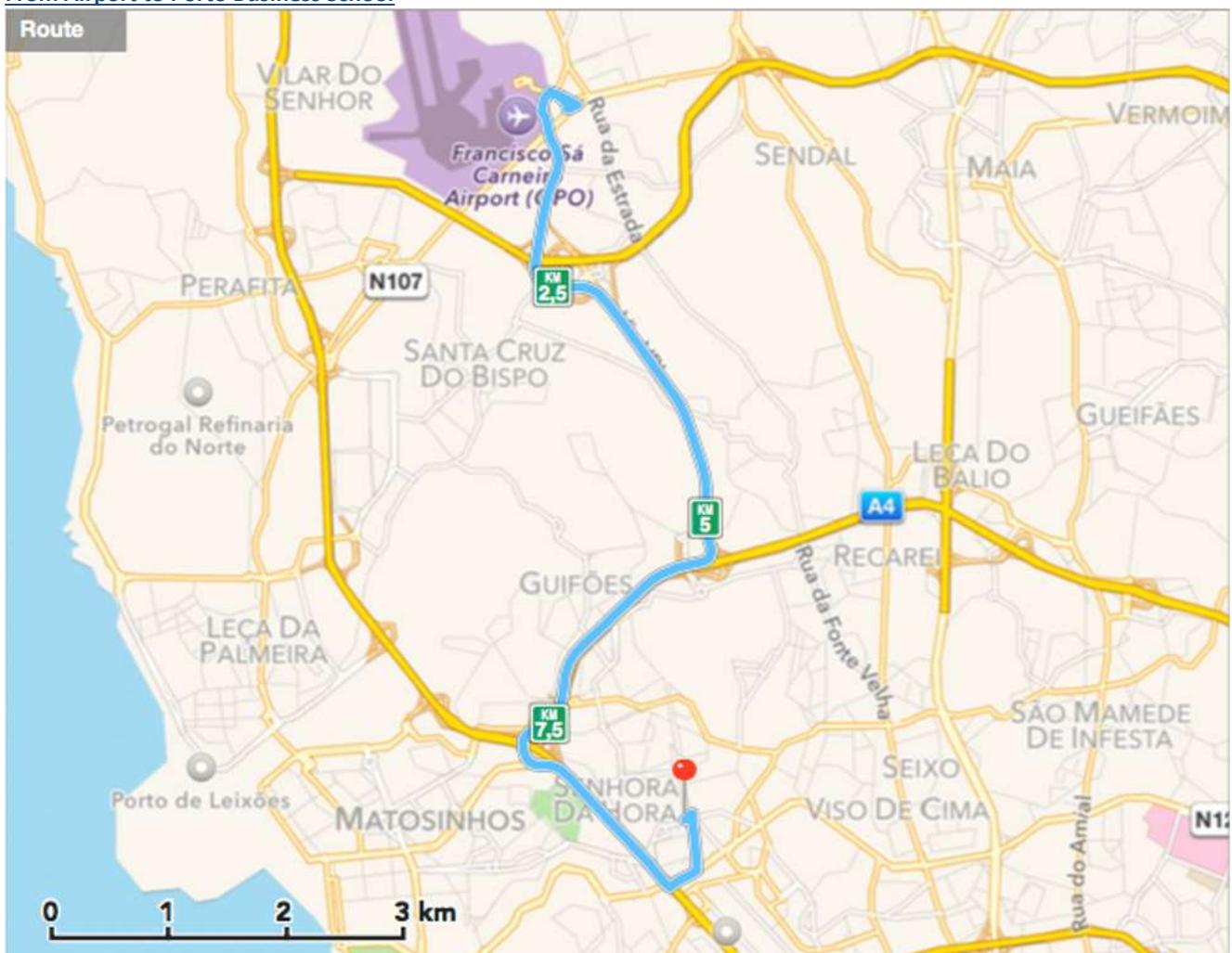


Travel information:**Conference Venue - Porto Business School Venue Map**

Porto Business School
Avenida Fabril do Norte, 425
4460-312 Matosinhos
<http://www.pbs.up.pt/>

Official Conference Hotel

Hotel da Música
Mercado do Bom Sucesso
Largo Ferreira Lapa
21 a 183, 4150-323 Porto
<http://www.hoteldamusica.com/>

From Airport to Porto Business School

- **By taxi (7-10 minutes)**

Taxis from Porto airport offer their services 24 hours, waiting for passengers at the taxi ranks located on floor 0 in terminal of Arrivals, and just outside the building.

The journey from the airport to the Hotels usually takes between 7 and 10 minutes. Its service costs approximately 15 euros.

www.antral.pt

- **By Metro:**

Departure Station: Aeroporto

Destination Station: Senhora da Hora

Trip Time: 13' 38"

Waiting Time: 30'

Travel Tickets: Signature: Z3 (36,00€) | Single Travel Ticket: Z3 (1,50 €)

From Airport to Conference Hotel da Música

- **By Metro:**

Departure Station: Aeroporto

Destination Station: Casa da Música

Trip Time: 22' 05"

Waiting Time: 30'

Travel Tickets: Signature: Z4 (47,10€) | Single Travel Ticket: Z4 (1,85 €)

From Porto Business School to Hotel da Música (both ways)

- **By Metro:**

Departure Station: Senhora da Hora

Destination Station: Casa da Música

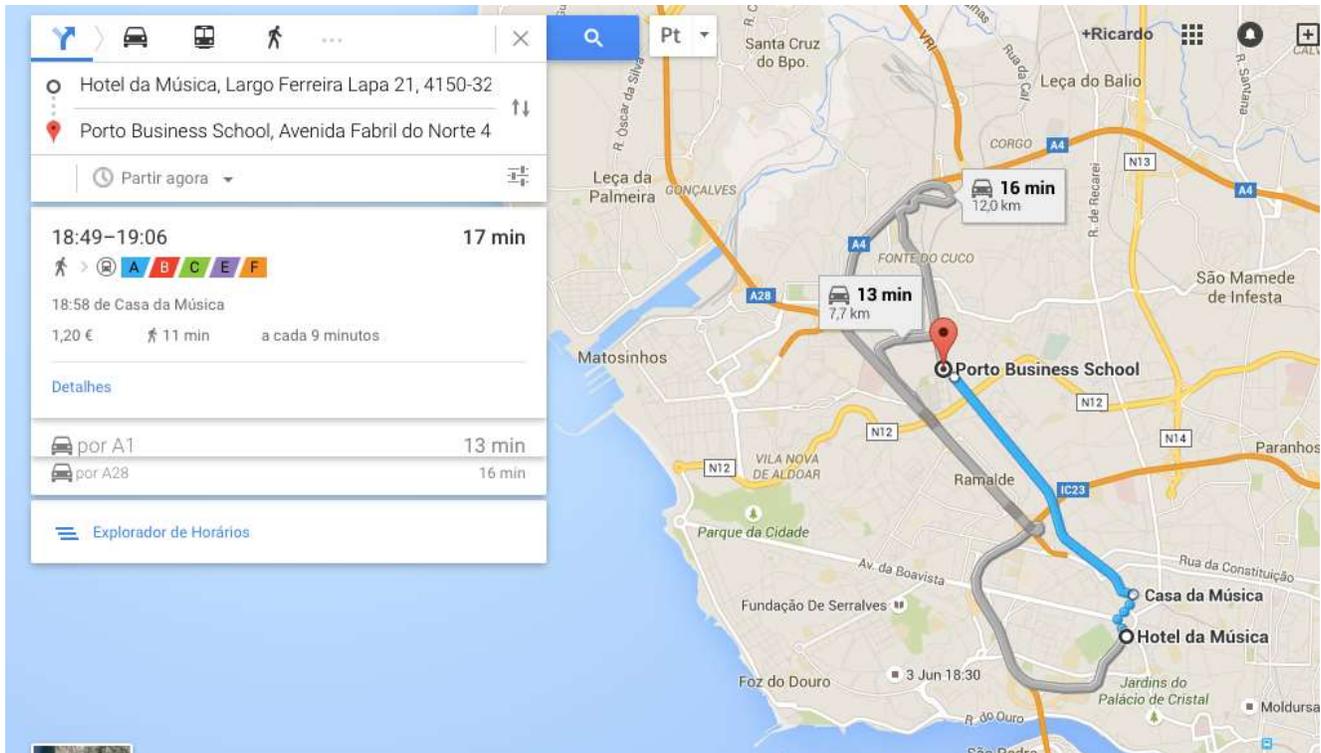
Trip Time: 7' 52"

Waiting Time: 4'

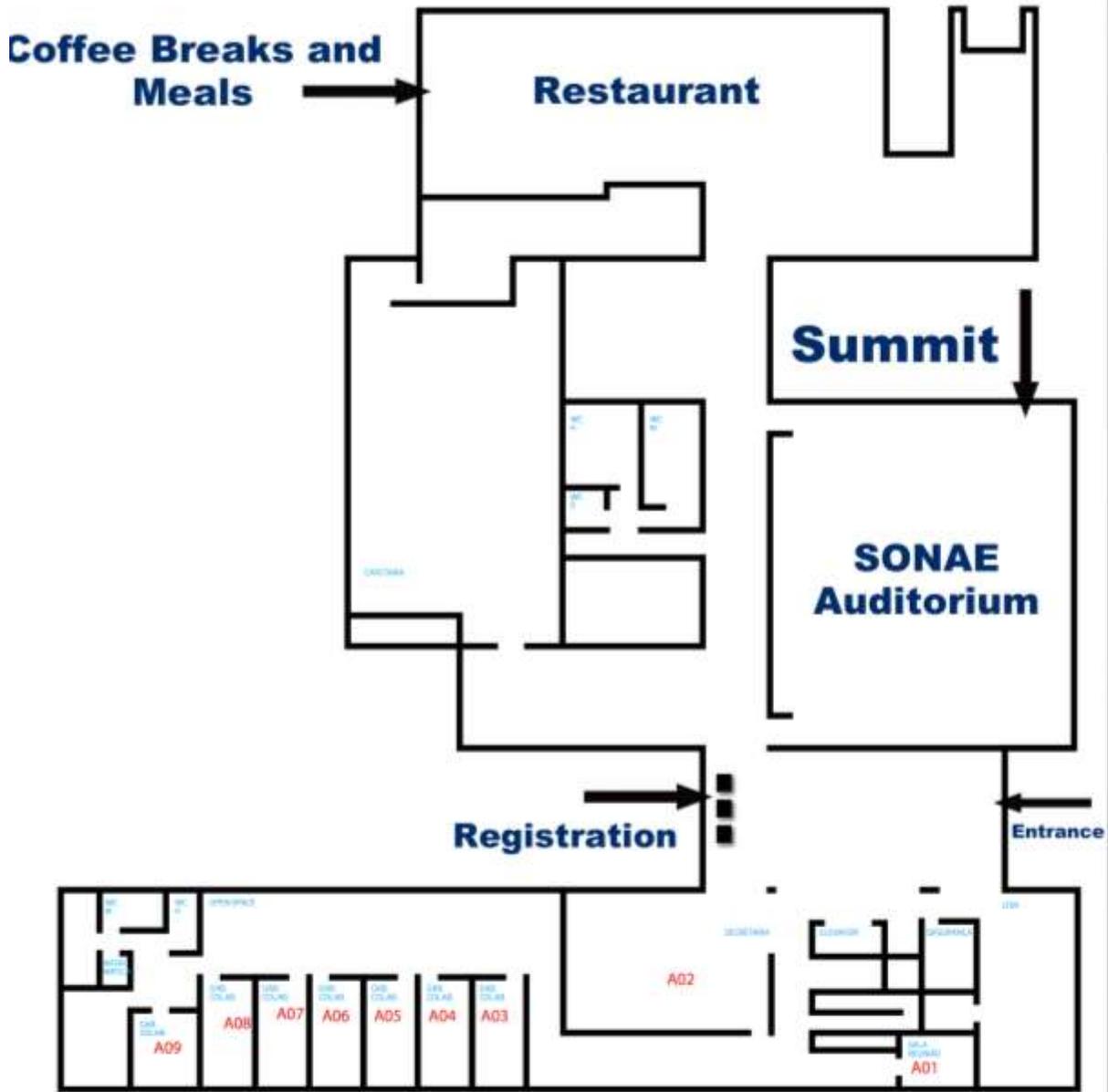
Travel Tickets: Signature: Z2 (30,10€) | Single Travel Ticket: Z2 (1,20 €)

http://www.metroporto.pt/en/PageGen.aspx?WMCM_PaginaId=16201&estacaoOrigem=10&estacaoDestino=

15



Detailed Porto Business School Map (Ground Floor Map)



Avenida Fabril do Norte, 425

Floor 0

Wireless Internet Access

Wireless internet access will be provided **for free**, and we will have an individual from IT services present to support you. S/he will be able to assist you in setting up your laptop for wireless access.

Special Thanks to....

Mimosa Pinto, Diogo Rozeira and Miguel Macedo.

We apologize in advance for any editing errors or typos.

For more information

www.consumerbrandrelationships.com

