



# 6<sup>th</sup> INTERNATIONAL CONSUMER BRAND RELATIONSHIP™ CONFERENCE

19-21 May, 2019 | Cancun, Mexico

*Conference Proceeding*

<http://www.consumerbrandrelationship.com>

## Table of Contents

Sponsors.....	5
Platinum Sponsor .....	5
Gold Sponsor.....	5
Reviewers .....	6
Best Paper Awards.....	7
Event Guidelines.....	7
 PROGRAM OVERVIEW.....	9
SUNDAY, MAY 19.....	10
MONDAY, MAY 20 .....	10
TUESDAY, MAY 21.....	11
 DETAILED PROGRAM.....	13
SUNDAY, MAY 19.....	14
MONDAY, MAY 20 .....	14
TUESDAY, MAY 21.....	18
 ABSTRACTS .....	23
MONDAY, MAY 20 .....	24
TUESDAY, MAY 21.....	37





## Sponsors

A special thanks to the following sponsors of this event.

### Platinum Sponsor



### Gold Sponsor



## Reviewers

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 the Ibeorstar Hotel in Cancun, Mexico 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.







# PROGRAM OVERVIEW

**SUNDAY, MAY 19**

5:00 – 8:00 pm      Registration & Welcome drinks at *Las Palmas Bar*

**MONDAY, MAY 20**

8.00 – 10.30 am      Registration (Conference room Miramar 3)

8:15 – 8:30 am      Conference kick off | welcome remarks (Conference room Miramar 3)

8:30 – 10.00 am      7x7 Presentations (7 papers)

10.00 – 10.30 am      Break

10.30 – 12.00 pm      Session 1: *Brand Love and Brand Forgiveness* (5 papers)

12.00 – 1.15 pm      Lunch

1.15 – 3.00 pm      Session 2: *Brand Relationship Theory and Insights* (5 Papers)

3.00 – 3.30 pm      Break

3.30 – 4.45 pm      Session 3: *Brand Attitude, Brand Association, Brand Attachment and Brand Loyalty*  
(4 papers)

4.45 – 5.00 pm      Official Conference Photo

6:00 - 6:30 pm      Drinks at *Las Palmas Bar*

6:30 – 9.30 pm      Gala Dinner in the “*Naga Hibachi*” Restaurant. Business casual.

**TUESDAY, MAY 21**

8:15 – 10.00 am	7x7 Presentations (8 papers)
10.00 – 10.30 am	Break
10.30 – 12.00 pm	Session 4: <i>Brand Hate, Brand Defense and Brand Scandals</i> (5 papers)
12.00 – 12.45 pm	Lunch
12.45 – 1.15 pm	Keynoter: Euler Brandão, Stetik Group, Brazil
1.15 – 1.30 pm	Mini Break
1.30 – 3.00 pm	Session 5: <i>Brand Personality, Brand Tribalism and Moral Relationships with Brands</i> (5 Papers)
3.00 – 3.30 pm	Break
3.30 – 4.30 pm	Session 6: <i>Children and Student Brand Relationships</i> (3 papers)
4.30 – 4.45 pm	Award Ceremony & Special Issue in JPBM
4.45 – 6.00 pm	Drinks and Snacks at <i>La Perla Pool Bar</i>







# DETAILED PROGRAM

**SUNDAY, MAY 19**

5:00 – 8:00 pm                      Registration & Welcome drinks at *Las Palmas Bar*

**MONDAY, MAY 20**

8.00 – 10.30 am                      Registration (Conference room Miramar 3)

8:15 – 8:30 am                      Conference kick off | welcome remarks (Conference room Miramar 3)

8:30 – 10.00 am                      **7x7 Presentations**

**Session chair:** Suzanne Amaro

**Cross-Cultural Comparison of Consumer Engagement with Chatbots for Consumer-Brand Relationship**  
Wanhsiu Tsai, Yu Liu and Chinghua Chuan

**The Impact of nature of Consumer Brand Relationship preference on Brand nick name use**  
Sangeeta Trott

**The language of spokesperson eyes: Enhancing a self-brand connection through direct eye gaze**  
Jasmina Ilicic and Stacey Baxter

**Measuring Country Brand Advocacy as a Multidimensional Construct**  
Suzanne Amaro, Cristina Barroco and Joaquim Antunes

**The role of cooperation and brand strategies within rural wine clusters**  
David Crick and James M Crick



Third Party Can Be a Chance for Consumer-Brand Relationships in Service Recovery Context Anna Mardumyan and  
Anna Mardumyan and William Sabadie

Meaning and Development of Consumer-Brand Loyalty for Health Service Brands  
Cynthia Webster and Helen Siuki

10.00 – 10.30 am            Break

10.30 – 12.00 pm            **Session 1: Brand Love and Brand Forgiveness (5 Papers)**

**Session chair:** Mary Conway Dato-On

Assessing Antecedents of Brand Image and Brand Love in Hedonic Products: A comparative study in USA and Mexico  
Silvia Cacho-Elizondo, Tracy Kizer and Mary Conway Dato-On

Consumer-Brand Relationships for Successful Service Recovery  
Marc Fetscherin, Alex Blandina and Cid Goncalves

Materialism and Brand Love: A Sub-Dimensional Analysis  
Aaron Ahuvia, Philipp Rauschnabel and Aric Rindfleisch

The more reputable, the more engaged: Exploring customer identification and brand love as mediators and comparing  
the product to service industries  
Lae Choi, Miran Kim and He-Boong Kwon

Brand Forgiveness  
Marc Fetscherin and Alexandra Sampedro

12.00 – 1.15 pm                  Lunch

1.15 – 3.00 pm                  **Session 2: Brand Relationship Theory and Insights (5 Papers)**

**Session chair:** Pierre Valette-Florence

**The Era of Emoji Marketing: Strengthening the Consumer-Brand Relationship**

Tessa Garcia-Collart and Jayati Sinha

**The Impact of Psychological Distance for Hedonic Luxury Pursuits**

Faheem Ahmed and Pierre Valette-Florence

**“No period. No opinion”: A study of cultural (counter)discourses and consumer brand relationship repertoires**

Sophie Esmann Andersen and Trine Susanne Johansen

**The Role of Culture and Brands’ Health Messages: Evaluating Hispanic Consumers’ Response to Healthy Eating Appeals**

Tessa Garcia-Collart, Jayati Sinha and Nuket Serin

**Antecedents and consequences of compulsive brand buying (CBB)**

Arnold Japutra, Yuksel Ekinci and Lyndon Simkin

3.00 – 3.30 pm                  Break

3.30 – 4.45 pm                  **Session 3: Brand Attitude, Brand Association, Brand Attachment and Brand Loyalty (4 Papers)**

**Session chair:** Stacey Baxter

The Future Of Loyalty - Key Findings from The Loyalty Report 2019

Scott Robinson

A Spokesperson with any name would not be as Charming: The Phonetic Effect of Spokesperson Names on Personality Perceptions and Brand Attachment

Alicia Kulczynski, Stacey Baxter and Jasmina Ilicic

Brand associations in Professional Team Sports: A Re-Conceptualization

Christof Backhaus, Reinhard Grohs, Oliver Koll and David M. Woisetschlaeger

Spreading of bad news online: how negative online word of mouth and crisis response influence consumer attitudes towards cause-brand alliances

Benedetta Crisafulli, Jaywant Singh and La Toya Quamina

4.45 – 5.00 pm	Official Conference Photo
6:00 - 6:30 pm	Drinks at <i>Las Palmas Bar</i>
6:30 – 9.30 pm	Gala Dinner in the “ <i>Naga Hibachi</i> ” Restaurant. Business casual.



**TUESDAY, MAY 21**

8:15 – 10.00 am                      **7x7 Presentations (8 papers)**

**Session chair:** Tessa Garcia-Collart

Understanding Pinterest as a Social Media Platform Brand: Users' Perspectives

Anita Basalingappa

The Impact of Favorable Media Coverage of Corporate Social Responsibility Activities on Consumer Perception Metrics and Stock Returns

Samuel Staebler

Revisiting the Destination Brand Box Model: Assessing Implicit and Explicit Attitudes Toward Destinations

Emeline Martin and Sonia Capelli

Luxury Brand Celebrity Endorsements: Three Pairs of Personality Congruence and Consumer Engagement

Sanga Song and Claire Whang

Brand Communities in Real Time

Alicia De la Pena, Bernardo Amezcua and Juana Maria Saucedo

How Cultural Capital Affects Socially Excluded People's Luxury Brand Preferences Toward Subtle and Prominent Logos

Nuket Serin and Jayati Sinha

The Effect of Belief-In-Fate on Hope and Perceived Ad Credibility for Non-Branded Products - Cross Cultural Perspective

Samer Sarofim and Aimee Drolet Rossi

I-branding in an emerging market: An exploratory study for e-commerce enterprises in China

Xinyi Wang and François Colbert

10.00 – 10.30 am            Break

10.30 – 12.00 pm            **Session 4: Brand Hate, Brand Defense and Brand Scandals (5 papers)**

**Session chair:** Aidin Namin

**Brand Hate: Moderating Role of Individual Variables**

Amelie Bottin

**A hierarchy of brand favourable WOM behaviour: Does brand defence supersede brand advocacy against negative WOM**

Mansoor Javed, Janine Dermody and Sarah Quinton

**Brand Hate: Impact of the Fallacious Brand Character and the Moderating Role of the Consumer's Narcissistic Trait**

Oula Bayarassou, Imène Becheur and Pierre Valette-Florence

**A Methodology to Understand Consumer Reactions to Brand Scandals: The Case of Nike, Kaepernick and Social Justice**

Cuauhtemoc Luna-Nevarez and Gerardo Moreira

**Fine-tuning Branding Strategies in the Battle with Consumer Animosity**

Sijun Wang and Aidin Namin

12.00 – 12.45 pm            Lunch

12.45 – 1.15 pm            **Keynoter: Euler Brandão, Stetik Group, Brazil**

1.15 – 1.30 pm            Mini Break

1.30 – 3.00 pm                      **Session 5: Brand Personality, Brand Tribalism and Moral Relationships with Brands (5 Papers)**

**Session chair:** Cynthia Webster

**The Moral Relationships of Brands**

Max Blackston

**A comparison between implicit self-identification to commercial brands and place-brands**

Sonia Capelli and Charlotte Lécuyer

**Exploring the Effects of Brand Personality on Brand Trust, Brand Affect, and Brand Loyalty in the Luxury Hotel Context**

Miran Kim, Laee Choi and Bonnie Knutson

**The Role of Brand Tribalism in Building Consumer-Brand Relationships: A Study about Motorcycle Consumers**

Cid Goncalves Filho, Hans Rüdiger Kaufmann and Thiago Mendes Motta Couto

**Non Profit Organizations Brand Personality; the Must Have Meanings**

Abas Mirzaei, Cynthia Webster and Helen Siuki

3.00 – 3.30 pm                      Break

3.30 – 4.30 pm                      **Session 6: Children and Student Brand Relationships (3 papers)**

**Session chair:** Tina Kasler

**The “Party School” Label can enhance a University brand**

Seung Hwan Mark Lee

Children's brand relationships and brand preference: How preschool aged children influence the consumption of their parents

Tina Kasler

When Erasmus students love the countries where they studied: Exploring the antecedents and outcomes of Country Brand Love

Suzanne Amaro, Cristina Barroco and Joaquim Antunes

4.30 – 4.45 pm                      Award Ceremony & Special Issue in JPBM

4.45 – 6.00 pm                      Drinks and Snacks at *La Perla Pool Bar*





# ABSTRACTS

# MONDAY, MAY 20

## 7x7 Presentations | 8:30 – 10.00 am

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### Cross-Cultural Comparison of Consumer Engagement with Chatbots for Consumer-Brand Relationship

Wanhsiu Tsai, University of Miami, USA

Yu Liu, Florida International University, USA

Chinghua Chuan, University of Miami, USA

Across various industries, Chatbots have been embraced as the highly anticipated next step in the digital evolution. A Chatbot is an artificial intelligence-powered, automated, yet personalized, virtual assistant that are capable of having meaningful conversations with users. This study presents one of the earliest empirical investigations on consumer engagement with brands' Chatbots and the associated perceptual, attitudinal, behavioral, and relational outcomes. Additionally, research has demonstrated the critical role of culture in driving different consumer evaluations of brand communications. Focusing consumers in China and the United States, this study presents a cross-cultural comparison to provide cultural insights to assist international marketers with crafting effective communication strategies using Chatbots to build quality brand-consumer relationships. Specifically, based on the rich literature on computer mediated communication, this study evaluates the effects of social presence and anthropomorphic cues on Chinese and American consumers' online engagement with Chatbots as brand representatives. An actual Chatbot for Red Bull with state-of-the-art technology was built and embedded on a fictitious multimedia website for the brand. Data is currently collected in the U.S. via Amazon MTurk and in China via a local research company. 200 responses will be collected for American and Chinese sample respectively. The findings of this study will advance the emerging research field on Chatbots for relationship management. It will also provide invaluable insights to help marketing and communication professionals capitalize on the power of Chatbots as the new frontier for brands to engage with today's technology-savvy consumers in different cultural contexts.



### **The Impact of nature of Consumer Brand Relationship preference on Brand nick name use**

Sangeeta Trott, ITM-SIA Business School, India

**Purpose:** The main purpose of the study is to find out how the nature of brand relationship (monogamous/polygamous) affects consumer preference for brand nickname use. The study adopts an experimental method for data collection. The study will be divided into two groups viz; monogamous /polygamous .350 students participated for the study. In study 1 of monogamous relationship participants will be randomly assigned three conditions viz, (official, self-generated and other generated brand nickname). **Theoretical:** The study makes an important contribution theoretically as this is the first study of its kind to study the impact of nature of relationship on consumer's preference of brand nick names. It will make a significant contribution to the existing body of literature. **Practical:** The study has great practical implications in the sense as the nature of relationship monogamous vs polygamous and its impact on brand nick names serves as a good source of information about the current and future attitude towards the brand. (La and Martone 2001)

### **The language of spokesperson eyes: Enhancing a self-brand connection through direct eye gaze**

Jasmina Ilicic, Monash University, Australia

Stacey Baxter, University of Newcastle, Australia

We examine the effect of spokesperson eye gaze on self-brand connections. We argue that the phenomenon observed is due to approach/avoidance motivation, whereby spokespeople with a direct gaze enhance consumer self-brand connections, whereas spokespeople with an averted gaze reduce self-brand connections. Across three experiments we manipulate spokesperson gaze through a direct or averted eye gaze. Results demonstrate that the direct eye gaze results in a stronger self-brand connection, than when a spokesperson appears with an averted gaze. We illustrate that perceptions of spokesperson warmth explains the self-brand connection derived from a spokesperson with a direct, as opposed to averted, gaze. We also determine that constricted pupils result in attenuation of our direct gaze-self-brand connection effect, with dilated pupils enhancing the effect.



### **Measuring Country Brand Advocacy as a Multidimensional Construct**

Suzanne Amaro, Polytechnic Institute of Viseu, Portugal

Cristina Barroco, Polytechnic Institute of Viseu, Portugal

Joaquim Antunes, Polytechnic Institute of Viseu, Portugal

The purpose of this study is to propose and validate country brand advocacy as a multidimensional construct. It is conceptualized as a formative multidimensional construct that incorporates five different advocacy behaviors: word of mouth (WOM), electronic word of mouth (e-WOM), word of mouth intensity, recommendation and revisit intentions. Based on a sample of 5,511 Erasmus students, the study validates this conceptualization. To the best of knowledge of the authors, this is the first study to apply the concept of brand advocacy to a country

### **The role of cooperation and brand strategies within rural wine clusters**

David Crick, University of Ottawa, Canada

James M Crick, Loughborough University, UK

This study, underpinned by stakeholder theory, investigates how ‘coopetition’, namely, the interplay between competition and cooperation helps to explain owner-managers’ brand strategies. In total, 40 semi-structured interviews took place across 20 firms and analysis involved manual coding. Across the 20 vineyards, interviews involved the owner-manager and Cellar Door Manager. This investigation’s boundary refers to smaller-sized, family-owned vineyards within New Zealand’s wine industry. Secondary data collection also took place, where possible, to provide relevant information on the respective firms. The findings indicate that despite the potential paradox of collaborating with competitors, all owner-managers and Cellar Door Managers recognized the benefits of coopetition to various stakeholders. For example, their own business like brand image (including multiple brand images across particular wine labels), and the wider cluster’s image. In turn, the findings also suggest that coopetition positively benefits other firms in the supply chain like bottling plants, and customers, shops, accommodation providers, etc., via wine sales and tourism. However, the effect on wider stakeholders outside of those rivals engaged in coopetition is not the core focus of this study. In short, the findings suggest that coopetition manifests in particular ways depending

on the product-markets served by rivals, namely, those concentrating on building brands to facilitate core wine sales in comparison to others interested in domestic tourism as part of their business model.

### **Third Party Can Be a Chance for Consumer-Brand Relationships in Service Recovery Context Anna Mardumyan and**

Anna Mardumyan, ESSCA School of Management, France

William Sabadie, Jean Moulin Lyon 3 University, France

The demand for mediation, in which a neutral third party offers advice for resolving a problem, continues to increase steadily, especially in Europe, where European Directive 2013/11 grants consumers the right to access mediation to resolve disputes with sellers. With one field and two experimental studies, this research offers the first empirical demonstration that recourse to a mediator is a form of customer reparation behavior in a service failure and recovery context. Customers with recourse to a mediator look specifically for its neutrality. The mediator's perceived neutrality then has a moderating effect on the relationship between the service recovery response by the mediator and customer-brand relationship quality, which is further mediated by the perceived procedural justice of the mediation process. These findings encourage firms to leverage mediation resources strategically to win back customers, because mediation represents the last chance that the customer gives the firm to resolve the service failure and maintain the relationship with the brand.

### **Meaning and Development of Consumer-Brand Loyalty for Health Service Brands**

Cynthia Webster, Macquarie University, Australia

Helen Siuki, Macquarie University, Australia

While most of the loyalty research focuses on consumer goods, increasingly scholars are examining loyalty to service brands. The intangible, experiential nature of services makes it difficult for consumers to evaluate quality, suggesting that branding for services is crucial. This research takes a consumer perspective to examine the issue of consumer-brand loyalty within the health services sector. Focusing on a health insurance brand, this qualitative research conducted nine focus groups to investigate what consumer brand loyalty means and what health service brands can do to develop and maintain strong relationships with consumers. Findings indicate consumer brand loyalty is a two-

way investment and has to be earned. Loyal consumers care about their relationship with the brand and believe in the brand promise. They trust the brand to be reliable and genuine. To create loyalty, give consumers immediate access to information, structured in a clear and simple way. Personalized services offering consumers greater choice, control and flexibility are highly desired. Brands taking the initiative to engage consumers is seen as a positive move. Consumers want to be empowered but they also want quality service to help make their decisions easier and lives more comfortable. Although exploratory in nature and based on consumers from one health insurance brand, research findings should enable management of similar service organizations to have a better understanding of which marketing strategies are important in creating and strengthening consumer brand loyalty.

## **Session 1: Brand Love and Brand Forgiveness | 10.30 – 12.00 pm**

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### **Assessing Antecedents of Brand Image and Brand Love in Hedonic Products: A comparative study in USA and Mexico**

Silvia Cacho-Elizondo, IPADE, Mexico

Tracy Kizer, Crummer Graduate School of Business, USA

Mary Conway Dato-On, Crummer Graduate School of Business, USA

**Purpose:** Study explores antecedents of brand image and brand love in the hedonic product, tequila, in USA and Mexico. Authors base the investigation on previous consumer brand relationships found in similar hedonic products (e.g., wine) to ascertain if patterns hold. **Design:** Quantitative surveys were distributed in two countries across a common web platform. Authors measured constructs of interest using previously validated scales. Hypotheses were analyzed using structural equations modeling (SEM). Findings confirmed the influence of consumer experience and attitude on brand image. However, the paths to brand image and brand love differed across the two countries. Tequila knowledge did not influence brand image for Mexican consumers, but it did for American consumers. Similarly, tequila knowledge influenced brand love for Mexican consumers, but not for American consumers. **Research limitations:** Future research should explore conditions under which brand image is a predictor of brand loyalty and word-of-mouth recommendation, differences across other geographical markets and hedonic product categories, as well as, moderating role of consumer sophistication. **Originality:** While extensive research on wine as an example of

how hedonic consumption is influenced by brand constructs exists (e.g., Drennan, Bianchi, Cacho-Elizondo, Loureiro, Guibert, and Proud, 2015), there is a paucity of research examining other alcohol hedonic products such as tequila. To the authors' knowledge, this is the first large cross-cultural study on tequila consumption undertaken for scholarly research. Differences found in the pattern of relationships among the constructs suggests ample reason to investigate consumer brand relationships for spirits such as tequila.

### **Consumer-Brand Relationships for Successful Service Recovery**

Marc Fetscherin, Rollins College, USA

Alex Blandina, University of New Hampshire, USA

Cid Goncalves, Universidade FUM, Brazil

Previous research recognizes the importance of service recovery in competitive industry environments, yet little is known about the potential influence of brand relationships and justice in these situations. This research explored how Consumer-Brand Relationships would influence sense of justice and behavioral intentions within service recovery situations. To accomplish that, this work explored how Brand Relationship Quality (BRQ) and justice frameworks interacted in a comprehensive model under real service recovery situations. A survey of 368 respondents formed a model that explained 86% of satisfaction with an automobile brand's service recovery. Findings revealed that all distributive, procedural, and interactional dimensions of justice were moderated by consumers' level of Brand Relationship Quality. Higher levels of BRQ forged by previous consumer-brand interactions drove consumers to better perceptions of justice. Distributive justice presented the highest impact on satisfaction, indicating the necessity of a fair solution as an outcome of service recovery. Thus, Consumer-Brand Relationships are an important antecedent of consumers' evaluations, producing higher perceptions of justice and positive behavioral intentions, such as less complaints, retaliation, and higher purchase intentions.

### **Materialism and Brand Love: A Sub-Dimensional Analysis**

Aaron Ahuvia, University of Michigan, USA

Philipp Rauschnabel, Universität der Bundeswehr München, Germany

Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA

A series of studies explored the relationship between each of the three materialism dimensions (centrality, success, and happiness) and brand love. At least one materialism dimension was almost always related to brand love, but the strength of these relationships was low to moderate. Love for commercial brands and products was found to be much more strongly connected to centrality and success than it was to happiness. Love of money, however, was significantly related to all three materialism dimensions.

### **The more reputable, the more engaged: Exploring customer identification and brand love as mediators and comparing the product to service industries**

Lae Choi, Colorado State University-Pueblo, USA

Miran Kim, Michigan State University, USA

He-Boong Kwon, Colorado State University-Pueblo, USA

**Purpose:** This study explores how customer-based corporate reputation (CBR) influences customer engagement behaviors (CEBs). Incorporating customer identification and brand love as mediators to link CBR and CEBs, and the firm type (product vs. service) as a moderator, the current study investigates the indirect effect of CBR on CEBs through a moderated mediation analysis. **Design/methodology/approach:** A total of 152 usable data were collected through online surveys that measure CBR, CEBs, customer identification and brand love for 10 firms in the product and service industries. Data were analyzed using PROCESS macro and dominance analysis. **Findings:** Results confirm the indirect impact of CBR on CEBs through customer identification and brand love, as well as the positive direct impact of CBR on CEBs. However, there is no difference in the indirect impact between the product and service firms. Additionally, the dominance analysis shows that social and environmental responsibility, a dimension of CBR, has the greatest impact on CEBs. **Originality/value:** This study suggests that a firm-based factor, CBR, is an important predictor of CEBs. It also considers customer attitudinal and emotional responses (identification and brand love) as factors that influence CEBs. PROCESS enables us to test the moderated mediation effect and the dominance analysis allows us to compare the contributions of each dimension of CRB on CEBs.

### **Brand Forgiveness**



Marc Fetscherin, Rollins College, USA

Alexandra Sampedro, Rollins College, USA

**Purpose:** This paper explores and discusses the concept of brand forgiveness. It empirically assesses the relationships among three types of brand transgressions, brand forgiveness, and three consumer coping strategies.

**Design/methodology/approach:** A  $3 \times 2$  research design is employed to evaluate the effects of three types of brand transgression (performance, image, and value) and two degrees of severity (high vs. low) for brand forgiveness. Then, this paper employs a  $2 \times 3$  research design, evaluating two degrees of brand forgiveness (high vs. low) together with their effects on three different consumer coping strategies (switching, attacking, and purchasing again). Using a representative sample of 472 U.S. consumers, various hypotheses related to these research designs are tested.

**Findings:** The results show that almost half (48%) of consumers are unlikely or very unlikely to forgive a brand compared to about a third (32%) who are likely or very likely to forgive. The results of ANOVA show that the more severe the brand transgression, the less likely the forgiveness. Consumers who are more likely to forgive are less likely to avoid the brand or engage in attacking behaviors; they are also more likely to purchase the brand again. The results of regression analyses show that consumers witnessing a performance-based brand transgression are more likely to forgive the brand than in the case of image- or value-based brand transgressions. **Originality/value:** This paper explores and outlines the brand forgiveness construct, both theoretically and empirically.

## Session 2: Brand Relationship Theory and Insights | 1.15 – 3.00 pm

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### The Era of Emoji Marketing: Strengthening the Consumer-Brand Relationship

Tessa Garcia-Collart, Florida International University, USA

Jayati Sinha, Florida International University, USA

Brands communicate and engage directly with their consumers using online communications that often contain emojis. While emerging studies have begun to examine the influence of emojis within a marketing context, yet to understand is the influence of emojis on the consumer-brand relationship. In this research, we argue that the

emotions conveyed by emojis improve brand communications with important downstream consequences that help strengthen the consumer-brand dyad. Across three studies, we find that brands that use emojis in online communications are perceived as more human, and thus enhances consumers' self-brand connections. Findings from this research contribute to marketing theory by providing a comprehensive understanding of the influence of emoji marketing on the consumer-brand relationship. Results derived from this study will also allow marketing managers to strategically plan online brand communications to help cultivate the consumer asset by driving connections and nurturing a positive relationship between consumer and brand.

### **The Impact of Psychological Distance for Hedonic Luxury Pursuits**

Faheem Ahmed, Grenoble IAE, Université Grenoble Alpes, France

Pierre Valette-Florence, Grenoble IAE, Université Grenoble Alpes, France

The growth in the luxury sector has called for identifying new ways of appealing to customer segments within emerging markets and assessing which factors lead to the choice of authentic luxury products. The current research assesses the impact of psychological proximity to luxury brands and self-perception traits, on the motivation to buy them in place of counterfeit goods. A mixed dataset from three continents (Asia, Europe, Americas; n=150) based on an experimental design facilitated perceptions of psychological proximity to a luxury brand, which consequently influenced luxury motivations and the intention to purchase authentic luxury goods. The proposed conceptual framework was tested through structural equation modeling to outline how psychological proximity from the brand, traits of self-perception, and shame for counterfeit purchases, influence decision making for authentic luxury brands. According to results of a Partial Least Squares approach, individuals with high self-authenticity traits have a greater motivation to consume authentic luxury when they perceive greater psychological proximity to the luxury brand, leading to high purchase intentions for authentic luxury. Self-conscious consumers are more likely to feel motivated for consuming counterfeit luxury, however, shame can manifest intentions for authentic luxury purchases. The study highlights different psychological processes for consumers of authentic and counterfeit luxury, aiding marketers to identify which features could be employed in advertising and communications to promote greater usage of authentic luxury. The research is limited in its sample size, albeit a diverse respondent set reflects the consumption of luxury by travelers and foreign residents.

### **“No period. No opinion”: A study of cultural (counter)discourses and consumer brand relationship repertoires**

Sophie Esmann Andersen, Aarhus University, Denmark

Trine Susanne Johansen, Aarhus University, Denmark

Purpose: the study explores how cultural (counter)discourses act as repertoires that precondition how consumers relate to brands. The aim is to provide insights into how brand driven ideologies and cultural branding affect consumer brand relationships. Methodology: the study applies a discourse analysis to Instagram posts and comments associated with Bodyformuk's cultural brand strategy #bloodnormal and addresses discursive constructions and counter constructions relating to menstruation, the subject positions they make available for consumers and how these frame ways for consumers to relate to the brand. Findings: the analysis identifies a complex set of dichotomies, male/female, sacred/profane and private/public, which articulates four potential relationship forms and thereby act as repertoires of consumer brand relationships. Research implications: the study points to the complex discourses and counter discourses which frame the relationship consumers potentially can form with brands. It highlights the need for furthering understandings of the context in which consumer brand relationships are forged. Practical implications: the study suggests that cultural discourses precondition consumers to form highly complex, even contradictory, brand relationships. Thus, brand managers can be advised to strategically consider how their brand articulations tap into and repurpose discourses. Originality: the study offers an original contribution to conceptualizing brand consumer relationships as conditioned upon wider cultural discourses as well as to the development of analytic methods which can shed light on how these cultural discourses influence the relationships consumers form with brands.

### **The Role of Culture and Brands' Health Messages: Evaluating Hispanic Consumers' Response to Healthy Eating Appeals**

Tessa Garcia-Collart, Florida International University, USA

Jayati Sinha, Florida International University, USA

NuketSerin, Florida International University, USA

Brands' health appeals to promote wellness and healthful choices can be framed individually or socially. Across two studies, the authors identify the role of self-construal and culture on brands' health appeals and find that Hispanic

consumers display identity incongruent attitudes toward healthy eating appeals. Specifically, the authors show that Hispanics exhibit more positive responses to self-framed versus social-framed healthy eating appeals. Cultural perceptions of healthy eating are highlighted as the underlying mechanism and message framing is identified as a moderator of these effects. The findings of this research integrate message framing, culture and self-construal theory as part of the conceptual model to explain the process behind these contradictory yet novel effects.

### **Antecedents and consequences of compulsive brand buying (CBB)**

Arnold Japutra, University of Western Australia, Australia

Yuksel Ekinci, University of Portsmouth, UK

Lyndon Simkin, Coventry University, UK

Compulsive brand buying (CBB) is increasingly seen as a problem for consumers. It has been linked with many unfavorable outcomes (e.g., debt, guilt). The present study investigates the relationships between CBB and two negative consequences (i.e., trash talking and Schadenfreude) that pose a problem not only for consumers but also for the brands. This study, based on attachment theory, also identifies the antecedents of CBB – brand anxiety, brand passion, brand prominence and past purchasing. The findings of the study support that consumers who exhibit CBB are more likely to exhibit trash talking and Schadenfreude. This study also suggests that consumer age moderates the relationship between brand anxiety, brand passion and CBB. Theoretical contributions as well as implications for managers and policy makers are discussed.

## **Session 3: Brand Attitude, Brand Association, Brand Attachment and Brand Loyalty | 3.30 – 4.45 pm**

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### **The Future Of Loyalty - Key Findings from The Loyalty Report 2019**

Scott Robinson, Bond Brand Loyalty, Canada

In partnership with Visa, The Loyalty Report is recognized as the industry's leading report on customer engagement, loyalty attitudes, behaviors, drivers and disruption. The loyalty landscape is in the midst of significant evolution, driven by new technologies, smarter programs, and changing customer needs and expectations. This year, the gloves come off as we pit champions versus challengers in a battle for consumer love and loyalty. Changes in Program Member attitudes and behaviors are reshaping the loyalty landscape and pressuring the status quo. Loyalty Program design does not need to rely solely on the familiar punch of a dividend. It's about hitting smarter and punching above your weight with a superior customer experience that recognizes your best customers. To differentiate and knock out your competition, your loyalty Program must adapt, engage and delight. Join Bond Brand Loyalty's Scott Robinson, VP Design & Strategy, for an informative discussion where you will learn: What drives member satisfaction, and why does experience matter most? How can companies better engage Members and drive redemption behaviors? How can companies compete with Programs that offer richer dividends? How can companies leverage assets in their ecosystem to build member Loyalty? What are some of the best programs this year, and why? The rise and role of paid programs, partnerships and new currencies + more.

### **A Spokesperson with any name would not be as Charming: The Phonetic Effect of Spokesperson Names on Personality Perceptions and Brand Attachment**

Alicia Kulczynski, University of Newcastle, Australia

Stacey Baxter, University of Newcastle, Australia

Jasmina Ilicic, Monash University, Australia

**Purpose:** This paper examines the effect of sounds contained in spokesperson names and brand names on consumer perceptions of brand personality and subsequent brand attachment. **Methodology/Approach:** A pre-test and two experiments were conducted. The pre-test was conducted to confirm that spokesperson name effects replicated those observed in brand name sound symbolism research. Experiment 1 examined the influence of spokesperson name/brand name congruency on personality perceptions. Experiment 2 tested whether spokesperson name/brand name congruency effects were dependent on gender. The mediating effect of personality on brand attachment was also measured. **Findings:** Sound symbolism derived from a spokesperson name was similar to the effects observed for brand names. A sound congruence effect was found. Personality traits were stronger when the brand name and



spokesperson name contained vowel sounds consistent with phonetic symbolism theory; with personality traits mediating the relationship between spokesperson/brand name congruency and brand attachment. Effects attenuated when the gender of the spokesperson was unrelated to the personality trait. Research Limitations/Implications: Advertisers and brand managers are advised to strategically name created spokespeople in congruence with their brand's name and in line with desired personality perceptions as a means to enhance brand attachment, with careful consideration of spokesperson gender. Originality/Value: This research shows that perceptions of brand personality and subsequent brand attachment are influenced by sounds contained in brand names and spokesperson names. Spokesperson gender can interfere with phonetic-based judgments, attenuating phonetic-based effects when the gender of the spokesperson is not associated with the personality trait.

### **Brand associations in Professional Team Sports: A Re-Conceptualization**

Christof Backhaus, Aston Business School, UK

Reinhard Grohs, Seeburg Castle University, Austria

Oliver Koll, University of Innsbruck, Austria

David Woisetschlaeger, Technische Universität Braunschweig, Germany

On the background of the rising economic relevance of professional sports, this paper takes a fresh perspective on conceptualizing brand associations in professional team sports. Despite several attempts that have been made in the literature to structure brand associations and relate these to brand-relevant outcomes, an integrative, holistic, and also concise conceptual framework of the diverse types of brand associations has yet to emerge. This paper develops a novel conceptualization of brand associations and is based on a total of 5,896 top-of-mind brand associations elicited from a representative sample of 4,456 consumers by means of a free association task administered through an online survey. Incorporating associations with both a favorite and a second, random club from an overall total of 36 different club brands, the conceptual model comprises a set of 48 brand associations types organized alongside six groups. Evidence for the validity of the model is provided through a description of consumer-related antecedents and outcomes alongside the set of associations.

## **Spreading of bad news online: how negative online word of mouth and crisis response influence consumer attitudes towards cause-brand alliances**

Benedetta Crisafulli, Birkbeck University of London, UK

Jaywant Singh, Kingston University London, UK

La Toya Quamina, Kingston University London, UK

Cause-brand alliance (CBA) is a popular brand management strategy and entails cooperative ventures between a for-profit brand and a not-for-profit partner in support of a social cause. Notwithstanding its beneficial effects, CBA can be sensitive to consumer sanctions when the not-for-profit partner is in crisis. This study contends that negativity bias operates in affecting consumer processing of negative eWOM following corporate crises. Given its rarity, negative eWOM is likely to affect perceptions toward the entities in CBA, namely the for-profit ally, the not-for-profit partner and the alliance. The effect of negative eWOM is also influenced by crisis responses offering a decision heuristic, for instance, in helping consumers to decide whether to continue supporting the social cause (via donations) and the brand (via purchases). A conceptual model of the impact of negative eWOM on consumer attitudes toward the not-for-profit organization (i.e. the cause), the for-profit brand and the alliance, was tested using a 2 (reviews: positive vs negative) by 2 (crisis responses: deny vs acknowledge/rebuild) between-subjects experiment. The study provides evidence on the negativity bias operating in consumers' evaluations of the culpable, not-for-profit partner. Further, it advances knowledge on the interplay between negative eWOM and crisis response strategies. From a managerial perspective, the findings underscore the need for brand managers to be aware of negativity bias effects resulting from online negative publicity following a crisis. Brand managers are advised to avoid denial of the crisis, but be prepared to acknowledge responsibility to rebuild consumer trust.

# **TUESDAY, MAY 21**

**7x7 Presentations | 8:15 – 10.00 am**

## **Understanding Pinterest as a Social Media Platform Brand: Users' Perspectives**

Anita Basalingappa, MICA, India

**Purpose:** The paper aims to address two questions. First, to explore the meaning of Pinterest as a social media brand from social media users – specifically current Pinterest users. Second, to understand the relationship between Pinterest users and Pinterest as a social media platform brand. **Method:** Data was collected through semi-structured depth interviews. The 120 respondents from across India were Pinterest account holders who were screened for recruitment if they were logging into Pinterest for at least 10 minutes every day and actively participating at least once a week. Interviews were analysed and themes were generated using thematic analysis. **Findings & implications:** The findings will be compiled to understand - what Pinterest means to them, their usage patterns of Pinterest and other social media platforms, the type of connect with Pinterest vis-a-vis other social media platforms, Pinterest as a person, perception of users of Pinterest, relationship with social media platforms and Pinterest in particular, benefits of using Pinterest, assess attitude towards Pinterest, preference to use Pinterest and assessment of how respondents imagine Pinterest and its characteristics through caricatures drawn by respondents. The results of this study will help understand the social media users' perspectives of brand Pinterest. The users can be potential end users as well as potential users to utilise Pinterest as a social media platform to connect to their brand's customers. **Originality/Value:** This study fulfils the gap in literature to view Pinterest as a social media brand and implications for users, consumers and Pinterest as a brand.

## **The Impact of Favorable Media Coverage of Corporate Social Responsibility Activities on Consumer Perception Metrics and Stock Returns**

Samuel Staebler, Tilburg University, Netherlands

Corporate social responsibility (CSR) activities receive strong attention from firms, consumers, research, and the media. For example, newspapers increasingly report news on CSR activities. But does favorable media coverage of CSR affect consumer brand perception as well as financial measures of a firm? Using an event study, this study analyzes the impact of 183 CSR activities published in public media on consumer brand perception and stock returns. Results show that the positive impact of CSR news on consumer brand perception is mainly driven by media presence, type of CSR,

and prior brand reputation. Results also show that despite having an overall positive impact on stock returns, consumer reactions to CSR do not determine that impact. Thus, investors' perception of CSR activities differs from that of consumers: Whereas investors especially appreciate CSR activities of strong companies, consumers appreciate activities from companies that have a poor brand reputation.

### **Revisiting the Destination Brand Box Model: Assessing Implicit and Explicit Attitudes Toward Destinations**

Emeline Martin, Angers University, France

Sonia Capelli, Lyon3 University, France

In an effort to extend the Destination Brand Box Model (Caldwell & Freire, 2004), two studies test the relationship between two levels of place brands (nation and region brands), according to one central question: To what extent do the brand dimensions of a destination brand image attract tourists? Data reflecting implicit and explicit measures, collected from international tourists on the basis of both the Implicit Association Tests (IATs) and surveys, show that the representational and functional dimensions of a destination brand impact differently implicit attractiveness and intentions to visit.

### **Luxury Brand Celebrity Endorsements: Three Pairs of Personality Congruence and Consumer Engagement**

Sanga Song, Indiana University East, USA

Claire Whang, California State Polytechnic University, USA

With luxury brand's increasing use of celebrity endorsement on social media, it is necessary to understand how different types of congruence influence its effectiveness. This study extends the existing congruence studies by adding "the self" into the construct. Because social media enables consumers to express their personality through "liking" or "commenting on" the endorsed content, consumer's personality can play a critical role in influencing its effectiveness. Thus, this study investigates how three dimensions of personality congruence of luxury brands' celebrity endorsements on social media (i.e., brand-celebrity (BP-CP), brand-self (BP-SP), and celebrity-self (CP-SP)) influence consumer social media engagement. A total of 378 participants were recruited via Amazon MTurk. A fictitious Facebook post was created for the study. The results showed that BP-CP congruence leads to positive brand attitudes

while CP-SP congruence leads to positive ad (Facebook post) attitudes. Unexpectedly, BP-CP congruence was negatively associated with consumers' ad (Facebook post) attitude. This result may be attributed to the unique characteristics of luxury brands. This study holds implications in suggesting three pair model for luxury celebrity endorsements on social media.

### **Brand Communities in Real Time**

Alicia De la Pena, Universidad Autonoma de Coahuil, Mexico

Bernardo Amezcua, Universidad Autonoma de Coahuil, Mexico

Juana Maria Saucedo, Universidad Autonoma de Coahuil, Mexico

In their quest for health and wellbeing consumers invest considerable amounts of money, time and effort. While some spend countless hours at the gym, others prefer to buy products that help them achieve their health goals. Given that consumers spend more than 5 hours daily using their Smartphones it is easier for them to become part of groups and communities to acquire the knowledge and advice they need to improve their health. This paper aims to explore how individuals in their quest for health and wellbeing, use instant messaging services to engage with health-related brands; becoming part of a digital brand community in which each member plays different roles, that denote their knowledge and engagement with the brand. Using a netnographic analysis the authors analyze the conversations posted on three different Whatsapp groups by sellers and users of an international brand of essential oils. We found that most of the time, individuals use their Smartphones to stay in touch with friends and colleagues with the use of instant messaging services like Whatsapp; allowing marketers to reach consumers in real time. Building on Hollebeeck et al.'s (2017), the authors found that members of the explored digital brand community participate in nine engagement practices. These practices are built on the brand's mission and provide members of the community with functional support, which in turns becomes a tool for selling more products; as well as for building a team of brand advocates that defend the brand against competition.

### **How Cultural Capital Affects Socially Excluded People's Luxury Brand Preferences Toward Subtle and Prominent Logos**

Nuket Serin, Florida International University, USA



Jayati Sinha, Florida International University, USA

Even with increased technology and social media, people feel more socially excluded nowadays. This paper includes one experiment which investigates the effects of luxury brand logos on socially excluded people's product preferences and its underlying impacts. Specifically, this research examines that socially excluded consumers compared to socially included consumers would have a higher luxury product purchase intention with prominent (vs. subtle) brand logos and these effects are mediated by perceived control and moderated by cultural capital. The authors also provide theoretical implications by enhancing the social exclusion literature and extending our understanding of the roles of social exclusion, brand prominence, and cultural capital.

### **The Effect of Belief-In-Fate on Hope and Perceived Ad Credibility for Non-Branded Products - Cross Cultural Perspective**

Samer Sarofim, California State University, USA

Aimee Drolet Rossi, University of California – Los Angeles, USA

This research investigates the effect of belief-in-fate on hope and perceived ad credibility for non-branded products. Compared to Western consumers, Eastern consumers adopt a stronger belief-in-fate. Belief-in-fate is found to mediate the relationship between culture groups and hope for advertised benefits for non-branded products. Leveraging the motivated reasoning theory, hope is predicted to induce advertisement credibility bias. Indian residents perceive ads as more credible than American residents, with hope mediating the relationship between culture and perceived ad credibility. Taken together, the overall model; culture → belief-in-fate → hope → perceived ad credibility is hypothesized and examined.

### **I-branding in an emerging market: An exploratory study for e-commerce enterprises in China**

Xinyi Wang, HEC Montreal, Canada

François Colbert, HEC Montreal, Canada

**Purpose:** Using the case of Hanfu clothing, a rising cultural product originating from the traditional style of Chinese dress, the paper aims to explore the mechanism of i-branding management on customer's perception of brand equity in the emerging electronic market in China, and how the platform integration impacts this relationship.

**Design/methodology/approach:** This article used a qualitative exploratory approach to answer the authors' research questions. The triangulation method was adopted, combining the analysis of the web pages of 271 e-commerce SMEs and 20 in-depth interviews with Hanfu business managers and customers. **Findings:** This article coins a new term, platform integration, along with the theory of resource imitability, to explain the mechanism of the weakened online i-branding effects. Powerful electronic platforms are a double-edged sword. On the one hand sellers' i-branding management capability increases, while on the other hand the problem of i-branding homogeneity emerges. The results reveal that platform integration impairs the effect of i-branding management on brand equity, because of the easiness to replicate the successful branding means and the resulting homogeneity of brand identity. **Originality/value:** This article adds knowledge to the branding literature on the part of branding via the Internet, and shed light on the emphasis of brand uniqueness and differentiation in the online context. Different strategy suggestions are given to industry leaders and follower.

## **Session 4: Brand Hate, Brand Defense and Brand Scandals | 10.30 – 12.00 pm**

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### **Brand Hate: Moderating Role of Individual Variables**

Amelie Bottin, ESTC, France

**Purpose:** The paper aims to investigate the moderating role of individual variables in the relationship between negative brand attitude and brand hate, and between brand hate and two behavioral variables: negative word-of-mouth and brand avoidance. **Design/methodology/approach:** Three studies are conducted to develop and validate the brand hate scale in the French context: one exploratory qualitative study and two quantitative studies (n<sub>2</sub>=284 & n<sub>3</sub>=553). One quantitative study (n<sub>4</sub>=548) is conducted to test and validate the hypothesized relationships. **Findings:** Brand hate scale consists of 18 items spread over five dimensions: fear, violence, aggression, enmity and obsession. Results indicate a positive significant impact of negative brand attitude on brand hate which is positively moderated by

external locus of control. Findings also indicate that brand hate leads to behavioral reactions on the part of consumers. Moreover, actions against the brand allow the consumer to enhance his/her self-esteem. Research limitations/implications: This study calls for the adoption of a dynamic perspective to study brand hate and suggests future research to deepen the understanding of brand hate. Practical implications: This research provides significant insights for brand managers regarding the mechanisms underlying brand hate in order to better manage consumers who express brand hate. Originality/value: The study highlights a broader consideration of brand hate (not only as an emotional concept) and contributes to the understanding of the consumer-brand relationship by demonstrating the roles of self-esteem and locus of control in brand hate.

### **A hierarchy of brand favourable WOM behaviour: Does brand defence supersede brand advocacy against negative WOM**

Mansoor Javed, Oxford Brookes University, UK

Janine Dermody, Oxford Brookes University, UK

Sarah Quinton, Oxford Brookes University, UK

Research suggests consumers' brand communications widely acknowledged as word-of-mouth (WOM) can influence consumer behaviour either positively or negatively through positive-WOM or negative-WOM, where negative-WOM can be detrimental for brands. However, limited research address that how such negative-WOM can be mitigated. Therefore, this study observes brand defence as a superior WOM behaviour that only prevail in cases of negative-WOM crisis and can be mobilised by close consumer-brand relationships, especially brand love. This study categorises brand-favourable WOM as three individual WOM behaviour; brand defence, brand advocacy, and positive-WOM in the form of a hierarchy to enhance understanding of the role of individual constructs in supporting the loved brands, particularly against negative-WOM. The quantitative analysis using two online surveys (cosmetics and consumer-electronics) identified the hierarchical significance of the three brand-favourable WOM behaviour; brand defence, brand advocacy, and positive-WOM. The quantitative analysis demonstrated brand defence, brand advocacy, and positive-WOM as distinct constructs yet demonstrating required relevance, and confirmed the hierarchical relationship between positive-WOM, brand advocacy, and brand defence. The findings confirmed brand defence as a superior WOM, which supersedes brand advocacy, and positive-WOM against negative WOM.

### **Brand Hate: Impact of the Fallacious Brand Character and the Moderating Role of the Consumer's Narcissistic Trait**

Oula Bayarassou, Grenoble Alpes University, France

Imène Becheur, Qatar University, Qatar

Pierre Valette-Florence, Université Grenoble Alpes, France

The objective of this study is to explain to what degree brand hate is triggered by various elements namely, the brand behavior itself, the consumer's own character, and/or the interaction between these two elements. In our conceptual model, we suggest that the two dimensions of brand hate (active and passive hate) (Zarantonello et al., 2016) are determined by the brand's fallacious character (Ambroise et al., 2005) and the feeling of brand betrayal (Grégoire and Fisher, 2008). The consumer's narcissistic trait (Ames et al., 2006) plays a moderator role in the relationship between the two brand hate dimensions and the desire for revenge (Grégoire, Tripp and Legoux, 2009) or for forgiveness (Xie et Peng, 2009).

### **A Methodology to Understand Consumer Reactions to Brand Scandals: The Case of Nike, Kaepernick and Social Justice**

Cuauhtemoc Luna-Nevarez, Texas A&M University - San Antonio, USA

Gerardo Moreira, Sacred Heart University, USA

Brands have long been affected by scandals of different scopes and impacts. Examples of brand scandals include the E.coli outbreak that sickened dozens of Chipotle's consumers in 2015 and the outrageous case of a passenger violently removed from a United Airlines flight in 2018. Brand scandals usually cause an immediate response from the public, which can lead to thousands of consumer mentions on social media sites, blogs and news sites. The analysis of this type of user-generated content (UGC) can help firms gain valuable consumer insights, which can be further translated into actionable intelligence. This research proposes a 3-step methodology using Nike as a case study. The methodology includes three text analytics tools: word frequency analysis, story network analysis, and sentiment analysis. Overall, the findings provided by the three methods may improve a firm's decisions regarding its brands, products and/or services.

### **Fine-tuning Branding Strategies in the Battle with Consumer Animosity**

Sijun Wang, Loyola Marymount University, USA

Aidin Namin, Loyola Marymount University, USA

This study investigates the impacts of various branding elements on alleviating the negative influences of consumer animosity toward the country of origin. Previous studies had shown that strong brand-country association with a country could lead to a more negative consumer attitudes related to animosity of that country of origin (COO) (Russell and Russell, 2010) based on the social psychology literature on category-based stereotypes (e.g., Liu and Johnson 2005). However, scant research exists to guide international brands in selecting various branding elements to reduce or increase the brand-country association given the target foreign country's animosity levels. Our study addresses this research gap of high strategic relevance for MNCs by exploring the mechanisms through which branding elements such as brand names' foreign pronunciation, symbols, central themes, and appearance of spokesperson could alter the strength of brand-country association, which in turn moderates the negative influences of consumer animosity.

## **Session 5: Brand Personality, Brand Tribalism and Moral Relationships with Brands | 1.30 – 3.00 pm**

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### **The Moral Relationships of Brands**

Max Blackston, BlackBar Consulting, Israel

In the current politically polarized environment, brands are increasingly being used as social-political actors by activist corporate management. In order to examine both the effects on their traditional function as creators of profitable businesses, as well as the likely effectiveness of brands in this new role, the author has extended Blackston's CBR model, based on the principles of relationship psychology, into the social-political arena. In a Proof of Concept study involving 20 brands in 4 different product categories, consumers' perceptions of brands' moral underpinnings - the



moral equivalent of brand image - were measured using an adaptation of Jonathan Haidt's methodology for measuring people's "Moral Foundations." Applying the methodology to brands proved to be appropriate, inasmuch as respondents readily identified the brands that shared their own moral/political values - conservative or liberal. Brand preference however is influenced not just by brands' Moral Foundations, but also by Brand's Attitudes - consumers' interpretation of the beliefs, intentions and values of the brand. The Moral Relationships construct - combining Moral Foundations and Brands' Attitudes - provides a more significant explanation of brand preference and purchasing behavior. Moral Relationships, by embodying the often contrasting values of diverse groups of consumers, can bridge the gap that otherwise risks polarizing brands' consumer targets into "red" and "blue" segments.

### **A comparison between implicit self-identification to commercial brands and place-brands**

Sonia Capelli, Magellan Research Lab - Lyon University, France

Charlotte Lécuyer, SAF Research Lab - Lyon University, France

Purpose: This study aims to compare self-brand identification for commercial brands and place-brands.

Design/methodology/approach: An Implicit Association Test using "self" and "other" concepts and place and commercial brand logos is used to assess consumer-brand identification via the response latency (measure of association time). Three French regions are selected to reproduce the data collection. Findings: Commercial brands create more self-brand identification than place-brands. Within commercial brands, Global commercial brands create more self-brand identification than local commercial brands. Within place-brands, democratic place-brands create more self-brand identification than participative place brands. Research implications/limitations: This research provides a new method to measure self-brand identification and shows that inducing consumer in branding process does not enhance self-brand identification. Practical implications: Brand managers gain insights into the ability of various brands categories to enhance self-brand identification. Global commercial brands seem to be the better lever whereas participative place-brands seem to be useless to create identification. Originality/Value: Brand literature never considers identification via an implicit method whereas self-brand identification process is mainly unconscious. In using this method, this article emphasizes results opposite to the ones shown in previous research using explicit methods.

## **Exploring the Effects of Brand Personality on Brand Trust, Brand Affect, and Brand Loyalty in the Luxury Hotel Context**

Miran Kim, Michigan State University, USA

Lae Choi, Colorado State University-Pueblo, USA

Bonnie Knutson, Michigan State University, USA

To obtain the clearer insight into the guest-brand relationship in the hospitality industry, the goal of this study is to examine the impact of brand personality dimension-sincerity, excitement, competence, sophistication brand trust and affect - on loyalty in the luxury hotel context. To test these relationships, luxury hotel guests in the U.S. were selected as the sample for this study. Prior to the main survey, a pilot study (n=30) was conducted with the luxury hotel guests to confirm the questionnaire for this study. The core data collection is currently in progress via self-administered online survey using a web-based survey tool, Qualtrics) through December 2018. The results of the regression indicated that brand sincerity personality, excitement, competence, and sophistication had significant positive relationships with brand trust and affect. Brand trust and affect also had significant positive relationships with brand loyalty. In addition to the baseline model testing, dominance analysis was used to test the relative importance of each dimension of brand personality on brand trust and brand affect. Competence was founded to be the dominating dimension to increase brand trust as the functional aspects, reliable and intelligent, are closely related to cognitive responses, trust. However, sincerity has a similar impact on brand affect to competence as brand affect is more influenced by emotional aspects, such as honest and cheerful. Similarly, the influence of excitement was found to be greater on affect than on trust. This research can make a valuable contribution to relationship marketing literature, especially in the hospitality business sector.

## **The Role of Brand Tribalism in Building Consumer-Brand Relationships: A Study about Motorcycle Consumers**

Cid Goncalves Filho, Universidade FUM, Brazil

Hans Rüdiger Kaufmann, HDWM, Germany

Thiago Mendes Motta Couto, Universidade FUMEC, Brazil

Purpose: This paper conceptually integrates brand tribalism under the anthropological perspective with self-expressiveness, the influence of social networks and brand relationship, factors which are so far not addressed in a

single study. The paper contributes to close another gap in the literature as most of the studies of brand tribalism do not relate to high involvement categories. Methodology/approach: A quantitative survey research was carried out with 336 respondents being members of official motorcycle groups. Structural Equation Modelling (SEM) was used to process the results. Findings: Brand tribalism can explain 80% of the consumer-brand relationship. Tribalism was formed especially due to the sense of community and its social structure. The results demonstrate that consumers who are members of tribes, will encourage the sharing of experiences, because the brand is self-expressive. Research limitations/implications: The managerial implications relate to knowledge on how to invest in communities of self-expressive brands, and effectively communicate actions in social networks to build a stable relationship between the consumer and the brand. Managers are consulted to focus on a sense of community (harmony) and social structure (unity). Originality/value: The main contributions of this work are: (i) to verify how social networks and self-expression influence brand tribalism; (ii) evaluate brand tribalism from an anthropological stance as a unified construct, seeking to validate its antecedents' and consequences and (iii) verify the influence of brand tribalism on the consumer-brand relationship in a self-expressive category.

### **Non Profit Organizations Brand Personality; the Must Have Meanings**

Abas Mirzaei, Macquarie University, Australia

Cynthia Webster, Macquarie University, Australia

Helen Siuki, Macquarie University, Australia

Purpose: In the social sector with 1.57 million organizations in the US (National Center for Charitable Statistics, 2016), non-profit organizations (NPOs) compete for limited resources. This research explores personality traits among NPOs across different sectors. While there is extensive research on for-profit or commercial branding, few studies investigate non-profit or social branding. As a result, most NPOs adopt commercial branding strategies, despite the differences among commercial and NPO brands (Venable et al. 2005). Previous research indicates that NPOs are expected to incorporate certain characteristics into their brand personality, such as compassion, dynamism and trust. We call these characteristics “must have” NPO brand personality traits. Methodology/approach: This study investigates NPO brand personalities employing a text mining and content analysis approach. Data consisted of the user generated reviews on nine selected NPO facebook pages, three brands across three non-profit sectors.

Findings: Our preliminary results show that differences exist across the three NPO sectors. Attributes like “making a difference” “life changer” and “empowering” emerge as important for poverty NPOs. Being helpful, humanitarian and educating are among the top personality traits for community NPOs. For environment NPOs, caring for the planet is a key personality trait in terms of guardians and “stewards of earth”. Originality/value: This is the first study to explore NPO brand personalities across different sectors. Given the ever-increasing competition for donations and talent, identifying non-profit brand personalities is becoming crucial in differentiating NPOs. Therefore, this research fills an important gap in the NPO branding literature offering both theoretical and empirical contributions.

## **Session 6: Children and Student Brand Relationships | 3.30 – 4.30 pm**

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### **The “Party School” Label can enhance a University brand**

Seung Hwan Mark Lee, Ryerson University, Canada

University administrators have shied away from being identified as a Party School, fearing the repercussions of negative public perceptions that will hurt their recruitment efforts. However, findings from this research demonstrate that, the Party School label can be beneficial to a university’s brand image under certain conditions. Universities with higher academic reputation receive a boost in their brand image when labeled a Party School. On the other hand, the Party School reputation has a negative effect on universities with lower academic reputation. Recommendations are provided to administrators on how to leverage these findings for enhancing or protecting the university brand.

### **Children’s brand relationships and brand preference: How preschool aged children influence the consumption of their parents**

Tina Kasler, Corvinus University of Budapest, Hungary

From birth onwards, children consume an extensive amount of products, ranging from various foods, to clothing and toys, simultaneously influencing the purchasing behavior of their parents. Children’s brand preferences are being

taken into account in approximately one fifth of all purchase decisions (Page, Sharp, Lockshin and Sorensen, 2018). Concurrently, purchase behavior of adults is prone to change through the experience of major life events (e.g., the birth of a child) (Koschate-Fischer, Hoyer, Stokburger-Sauer & Engling, 2018). The purpose of this study is to explore what child-brand relationships and preferences exist at pre-school level. Furthermore, the study aims to find out how these brand relationships impact the family's purchase behavior. In-depth interviews were conducted among the parents of preschool (3-7 year-old) children in Hungary. The sample of size N=15 was then analyzed via NVivo. Findings from the qualitative study confirm that children develop relationships with brands even at such a young age. However, their brand preferences are only detectible within food and beverage products. Likewise, most respondents recalled switching brands from the food and beverage industry due to their children's preferences. The current research may be supportive when considering the future of children's food marketing and even tackling the issue of childhood obesity. Even though literature in the child consumer behavior field is vast, research is scarce regarding the brand relationship phenomena. The current study can be of great use to brand managers, to help build strong relationships with young consumers and their families.

### **When Erasmus students love the countries where they studied: Exploring the antecedents and outcomes of Country Brand Love**

Suzanne Amaro, Polytechnic Institute of Viseu, Portugal

Cristina Barroco, Polytechnic Institute of Viseu, Portugal

Joaquim Antunes, Polytechnic Institute of Viseu, Portugal

**Purpose:** The purpose of this paper is to explore the antecedents and outcomes of Erasmus students' who fall in love with the country where they study for a short period of time. **Design/methodology/approach:** An online survey was distributed aimed at people who had done Erasmus. A total of 5,511 valid responses were obtained. **Findings:** The results evidence that country brand love has a significant impact on e-WOM, WOM, WOM intensity, recommendation and revisit intentions. Moreover, the Erasmus experience and the country brand image have a positive relationship on country brand love. **Research limitations/implications:** The study highlights the importance that Erasmus students have on promoting a country. Thus, destination management organizations should be aware of this important segment and create strategies to attract them. **Originality/value:** This is the first study to apply the concept of brand love to a



country. Furthermore, it is also the first study to examine the importance of Erasmus Students in promoting the host country.





# Stetik GROUP

## We think different to make a difference

In a world of similarities increasing between brands, the search for a competitive differential became essential. We, of Stetik Group, believe new market challenges require innovative solution based in each context. Because of this, we developed a methodology for the diagnosis, the analysis and the problem solution, analyzing each case individually, with the implementation by Occhi Observatory, an enterprise of the Group. By means of this unique strategy, we offer a sustainable model for the differential's construction of our clients' brands.

## Discover the many possibilities of competitive differentiation for your company.

Advertising Agency  
**pro brasil**  
PROPAGANDA

Consumer Observatory  
**occhi**

Vide Production  
**CASAMARVORE**

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VICTORINOX

COMPANION FOR LIFE

PUSCHLAV (SWITZERLAND), 2005

## THE HELPER

During an excursion in 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 reached under our window asked for assistance. I figured my Victorinox Swiss Army knife. A few minutes later following some uncertain negotiation, the train began moving again. The conductor later returned my Swiss Army knife, saying he'd used it to fix the loose dead bolt of the brake train. He thanked me sincerely – 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.

Swiss Army knives

Online Switzerland, August 2005

Victorinox products are a companion for life. What a companion have you had with Victorinox products? Share your story at [victorinox.com](http://victorinox.com)



SWISS COMPANIES OUTLINED THEMSELVES TO HELP CELEBRATE FOUNDATION | WWW.VICTORINOX.COM



## **CBRA. World's pioneer on Consumer/Brand relationship studies.**

Meet CBRA, a community that develops advanced knowledge about the relation between brands and its consumers.

Bringing together academics and professionals from the whole world with the mission of exchanging ideas and experiences, support events and encourage researchers related to business, brands and consumption.

Join our community of experts.  
Visit **[consumerbrandrelationship.org](http://consumerbrandrelationship.org)**  
and become a partner.





## Travel information:

### Conference Venue and official conference hotel

IBEROSTAR CANUN

Zona Hotelera, 77500 Cancún

Mexico

<https://www.iberostar.com/en/hotels/cancun/iberostar-cancun>

### Location of Iberostar Cancún

Iberostar Cancún is located in Cancún, Mexico's Hotel Zone, an area of unrivaled beauty, renowned for having the finest white sand beaches and turquoise crystal clear waters in the Caribbean. Conveniently situated just 15 minutes from the Cancún International Airport, our 5-star luxury resort is easily accessible to major tourist attractions in the region such as archaeological sites, shops, restaurants, and entertainment spots.

Directions from Cancún International Airport. Distance: 11 miles



