7ᵗʰ INTERNATIONAL CONSUMER BRAND RELATIONSHIP™[1] CONFERENCE

ROLLINS COLLEGE

13-15 October, 2022 | Winter Park, USA

Conference Proceeding

http://www.consumerbrandrelationship.com

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Reviewers

We express our gratitude 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 on the beautiful campus at Rollins College and look forward to meeting each one of you individually.

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. We are also all passionate about the topic of brand relationships. The success of the event depends on collegial interactions among us. To achieve this, we offer the following event guidelines:

- Dress business causal if possible
- Conference is like a 'think tank', exchange your ideas and thoughts
- Make friends, network and collaborate instead of 'compete' in your research
- Give critical but constructive feedback
- Be respectful by keeping time in mind when presenting
- Let's build a community around this topic
- Have fun

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.

Best Paper Awards

Candidates for the "*Best Paper Award*" included all full papers. 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.

PROGRAM OVERVIEW

THURSDAY, OCTOBER 13, 2022

5.00 – 9.30 pm   Registration, welcome drinks & hors d'oeuvre/ yummy appetizers at *Rice Family Rotunda*

FRIDAY, OCTOBER 14, 2022

7.45 – 8.30 am   Breakfast buffet

8.00 – 10.00 am   Registration (KWR Room 300 - Galloway Room)

8.30 – 8:45 am   Conference kick off | welcome remarks (KWR Room 300 - Galloway Room)

8.45 – 10.00 am   7x7 Presentations

10.00 – 10.30 am   Break

10.30 – 12.00 pm   Session 1: Brand Love and Brand Addiction

12.00 – 12.15 pm   Pick-up Box Lunch

12.15 – 1.00 pm   Keynoter: Aaron Ahuvia

1.00 – 1.15 pm   Mini Break

1.15 – 3.00 pm   Session 2: Brand Passion, Brand Authenticity and Brand Legitimacy

3.00 – 3.30 pm   Break

3.30 – 4.30 pm   Session 3: Other Brand Relationships

4.45 – 5.00 pm   Official Conference Photo

5.00 – 6.00 pm   Campus tour

6.00 – 8.00 pm   Drinks & Dinner in the *Barker's President's House*

SATURDAY, OCTOBER 15, 2022

7.45 – 8.45 am	Breakfast buffet
8.45 – 10.00 am	7x7 Presentations
10.00 – 10.30 am	Break
10.30 – 12.00 pm	Session 4: Brand Hate
12.00 – 12.15 pm	Mini Break
12.15 – 1.00 pm	Meet Greg Marshall, Editor in Chief, *European Journal of Marketing*
1.00 – 2.00 pm	Lunch Break
2.00 – 2.45 pm	Session 5: Religious and Luxury Brand Relationship
2.45 – 3.00 pm	Mini Break
3.00 – 4.00 pm	Session 6: Social Media and Brand Relationships
4.00 – 4.15 pm	Award Ceremony & Special Issue in JPBM
5.00 – 10.00 pm	After Conference Party

DETAILED PROGRAM

THURSDAY, OCTOBER 13, 2022

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Session Chair: Cid Goncalves Filho, Universidade FUMEC, Brazil

Exploring the relationship between customers travelling with children and airline brands Evidence from SKYTRAX consumer reviews
Jiyoon An, Fayetteville State University, North Carolina, United States

Thank You For Being Cool: An exploration of gratitude for cool brands.
Melanie Koskie, Tech University, Louisiana, United States
William B. Locander, Tech University, Louisiana, United States

In Relationships with Tourist Destination Brand
Nivedita Sharma, Independent Researcher, India

Negative Brand Mention in Rap Music: When Criticizing Benefits the Brand and Harms the Rapper

Ghizlane Kasmi, IAE Paris-Sorbonne Business School, France

Géraldine Michel, IAE Paris-Sorbonne Business School, France

Valérie Zeitoun, IAE Paris-Sorbonne Business School, France

Were the Best (at Saving The Planet) and We Know It: Dominant Brands Benefit From Arrogant Green Advertising

Matthew Pittman, University of Tennessee, United States

Tyler Milfield, Villanova University

10.00 – 10.30 am   Break

10.30 – 12.00 pm   Session 1: Brand Love and Brand Addiction

Session Chair: Sabrina Hegner, City University of Applied Sciences, Bremen, Germany

How brand love and brand addiction impact negative consumer behaviors

Marc Fetscherin, Rollins College, United States

Saqib Ali, COMSATS University Islamabad, Pakistan

Muhammad Danish, University of Lahore, Pakistan

Exploring the Antecedents of Hotel Brand Love and Hedonic Values as a Moderator

Soyeon, Western Kentucky University, United States

Laee Choi, Colorado State University-Pueblo, United States

MiRan Kim, Michigan State University, United States

Addicted to you: The role of brand addiction and compulsive buying in consumers' relationships with food brands

Sabrina Hegner, City University of Applied Sciences, Bremen, Germany

Ilaria Curina, Università degli studi di Urbino Carla Bo, Italy

Barbara Francioni, Università degli studi di Urbino Carla Bo, Italy

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12.15 – 1.00 pm	**Keynoter: Aaron Ahuvia**
1.00 – 1.15 pm	Mini Break
1.15 – 3.00 pm	**Session 2: Brand Passion, Brand Authenticity and Brand Legitimacy**

Session Chair: Marina Carnevale, Fordham University, United States

Fueling the passion: The role online brand experiences play in developing harmonious or obsessive brand passion
Jian Zhang, University of Science and Technology Beijing, China
Jian Gao, China Sunac Service, Tianjin, China

Green Advertising on Social Media: Brand Authenticity Mediates the Effect of Different Appeals on Purchase Intent and Digital Engagement
Matthew Pittman, University of Tennessee, United States
Anne Oeldorf-Hirsch, University of Connecticut, United States
Ashley Brennan, University of Connecticut, United States

Is it the last? Make it the best! Understanding Consumers' Tendency to Postpone the Better Outcome
Ozge Yucel-Aybat, Pennsylvania State University, United States
Marina Carnevale, Fordham University, United States

3.00 – 3.30 pm	Break

3.30 – 4.30 pm   Session 3: Other Brand Relationships

Session Chair: Chris Malone, Fidelum Partners, United States

An Investigation of Portrayal of Disability in Brand Ads
Sphurti Sewak, Florida International University, United States
Jayati Sinha, Florida International University, United States

Speak up! Brands' Responsiveness Matters: Consumer Reactions to Brand Communications at the Onset of Crises
Tessa Garcia-Collart, University of Missouri-St Louis, United States
Jayati Sinha, Florida International University , United States

The Financial Impact of Patient Relationships with Orlando Health
Chris Malone, Fidelum Partners, United States
Ken Kozielski, Orlando Health, United States

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SATURDAY, OCTOBER 15, 2022

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8.45 – 10.00 am   7x7 Presentations

Session Chair: MiRan Kim, Michigan State University, United States

Video Viral Advertisement: Is Sharing enough for Brands?
Flavia Braga Chinelato, CENTRUM PUCP, Peru
Cid Goncalves Filho, Universidade FUMEC, Brazil
Daniel Randt, Universidade Fumec, Brazil

The Role of Brand Authenticity in Consumer-Brand Relationships: The Case of Restaurant Brands
Soyeon Kim, Western Kentucky University, United States
MiRan Kim, Michigan State University, United States
Laee Choi, Colorado State University-Pueblo, United States

Finding success through brand repositioning in a rapidly declining market: A longitudinal case study of a college marketing campaign
Samantha Nazione, Berry College, United States
Melissa Clark, Berry College, United States
Basil Englis, Berry College, United States
Nancy Rewis, Berry College, United States

Impact of the brand relationship openness on well-being: Comparative analysis with other sources of social motivation satisfaction

Gonzalo R. Llanos-Herrera, Universidad Finis Terrae, Chile

Cristóbal Barra, Universidad de Chile, Chile

No matter what my brand sells. Brand attachment and consumers response to stigmatized line extension

Fellah-Dehiri Nawel, IAE Paris Sorbonne, France

10.00 – 10.30 am   Break

10.30 – 12.00 pm   Session 4: Brand Hate

Session Chair: Flavia Braga Chinelato, CENTRUM PUCP, Peru

Determinates and outcomes of Brand Hate for Travel Apps

Marc Fetscherin, Rollins College, United States

Ali Saqib, University Islamabad, Pakistan

Muhammad Danish, University of Lahore, Pakistan

Antecedents of Brand Hate: Does Gender matter?

Cid Goncalves Filho, Universidade Fumec, Brazil

Flavia Braga Chinelato, CENTRUM PUCP, Peru

Ennius Marcus, Universidade Fumec, Brazil

When personalities collide: Examining the impact of consumer and brand personalities' interplay on brand hate development

Abhishek Yadav, Indian Institute of Management, Kashipur, India

Somnath Chakrabarti, Indian Institute of management, Kashipur, India

Brand Hate: A Systematic Literature Review and Future Research Agenda

Somnath Chakrabarti, Indian Institute of management, Kashipur, India

Abhishek Yadav, Indian Institute of Management, Kashipur, India

12.00 – 12.15 pm	Mini Break

12.15 – 1.00 pm	Meet Greg Marshall, Editor in Chief, *European Journal of Marketing*

1.00 – 2.00 pm	Lunch Break

2.00 – 2.45 pm	Session 5: Religious and Luxury Brand Relationship

Session Chair: Stacey Brennan, University of Sydney, Australia

Consumer-brand heuristics in luxury hotel reviews

Maria Petrescu, Embry-Riddle Aeronautical University, United States

John Gironda, Nova Southeastern University, United States

Divine Intervention: Religious Brand Names Strengthen Self-Brand Connection

Stacey Brennan, University of Sydney, Australia

Jasmina Ilicic, Monash University, Australia

2.45 – 3.00 pm	Mini Break

3.00 – 4.00 pm Session 6: Social Media and Brand Relationships

Session Chair: Silvia Cacho-Elizondo, IPADE Business School, Mexico

Evolving Consumer-Brand Relationships and Brand-building Models through Immersive Media Strategies: A Conceptual Framework and Practical Applications
Silvia Cacho-Elizondo, IPADE Business School, Mexico

Impact of Hallyu (Korean wave) contents on online platforms to destination branding with mediating role of user satisfaction
Won Ji Chung, Hanyang University, South Korea
Chul Jeong, Hanyang University, South Korea

SMEs E-Brand equity: The role of Social Media Marketing (SMM) and consumer brand relationships
Noor Hasmini AbdGhani, Universiti Malaysia Kelantan, Malaysia
Lydia Hidayu, University Malaysia Kelantan, Malaysia
Yaty Sulaiman, University Utara Malaysia, Malaysia

4.00 – 4.15 pm Award Ceremony & Special Issue in JPBM

5.00 – 10.00 pm After Conference Party

ABSTRACTS

FRIDAY, OCTOBER 14

7x7 Presentations | 8.45 – 10.00 am

Exploring the relationship between customers travelling with children and airline brands Evidence from SKYTRAX consumer reviews

Jiyoon An, Fayetteville State University, North Carolina, United States

This study examines the young children consumers' resource constraints with travel service brands through the lens of Transformative Service Research. This paper analyzes Skytrax's airline customer reviews (2003-2015) with the interpretive language R. This chosen language is suitable to investigate the dataset which includes unstructured (e.g., text) and structured (e.g., consumer rating) data, understanding the consumer experience in a more nuanced way. The application of text mining, t-test, and multidimensional scaling has answered the following research questions: how experienced vulnerability is shaped by structural, interpersonal, and intrapersonal constraints and what are the types of consumer-resource interaction in the travel service encounter to understand the constraints. Applying various methods help understand vulnerability in a more nuanced manner rather than seeing vulnerability as a market failure in a reductionist view. This research helps advance the service inclusion framework such as enabling opportunities, offering choice, relieving suffering, and fostering happiness with empirical findings in the travel service encounters. This paper gives insights to understand how young children travelers felt vulnerability and treated as 'out-groups' to received unfavorable treatment in the market practice. Understanding this phenomenon may prevent service exclusion and discriminatory services by executing service inclusion practices in practice, empowering marginalized consumers to invite to value co-creation.

Thank You For Being Cool: An exploration of gratitude for cool brands.

Melanie Koskie, Tech University, Louisiana, United States
William B. Locander, Tech University, Louisiana, United States

Gratitude has emerged in the marketing literature as an important emotion influencing relationships (Palmatier et al., 2009), but has not been integrated into the brand relationship literature. This research proposes the following questions: 1) can cool brands elicit gratitude based on general reciprocity?; and 2) how does gratitude compare with other emotions in brand relationship literature, specifically, emotional brand attachment. A Qualtrics panel was employed to collect 386 online survey responses from individuals, ages 18-39 years, financially compensated for participation. Data for this study are in hand and being analyzed using structural equation modeling. Findings will be presented at the symposium. This research is a starting point that seeks to demonstrate consumer gratefulness for cool brands. Based on FRB, it is expected that gratitude for cool brands will be positively related to sharing intentions. If so, brand managers can use the relationship-building nature of gratitude to both remind and bind consumers to the brand through feedback with their online sharing activity. The limitations of the study are those common with the use of cross-sectional data. This research contributes to marketing literature in three ways: 1) it applies a novel theory, FRB, to explore gratitude for brands in the little used context of general reciprocity; 2) it adds to the nascent research on cool brands; and 3) it integrates the emotion of gratitude with the more commonly measured, emotional brand attachment (e.g. passion, connection, and affection).

In Relationships with Tourist Destination Brand

Nivedita Sharma, Independent Researcher, India

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 influence of social variables like online communities on the same. In-depth interviews with the travel enthusiasts and online travel communities' members and data mining of online platforms. The findings of the study are expected to enhance our understanding of the depth of the tourist brand relationships and its influencing factors.

Negative Brand Mention in Rap Music: When Criticizing Benefits the Brand and Harms the Rapper

Ghizlane Kasmi, IAE Paris-Sorbonne Business School, France
Géraldine Michel, IAE Paris-Sorbonne Business School, France
Valérie Zeitoun, IAE Paris-Sorbonne Business School, France

Rap music is the most downloaded musical genre in the world encompassing growing rates of brand usage. However today, we know little about the impact of brand mentions in rap, especially the effect of negative brand mentions on brands and on rappers. How does a negative brand mention emitted by a rapper impact the brand and the rapper himself? To answer this question, we conducted an experimentation among 428 rap consumers. Based on the boomerang effect, the results show that negative brand mentions emitted by rappers, benefit more the brand than positive brand mentions emitted by rappers. Conversely for the rapper, it shows that negative brands mention impact more negatively the rapper than positive brand mentions.

Were the Best (at Saving The Planet) and We Know It: Dominant Brands Benefit From Arrogant Green Advertising

Matthew Pittman, University of Tennessee, United States
Tyler Milfield, Villanova University, United States

Green advertising is becoming common as brands race to tout their sustainability efforts to consumers. Yet there is still uncertainty regarding how to communicate these efforts to a public that is increasingly skeptical of brands' actual environmental commitment. Contrary to extant research and conventional wisdom, we find that arrogance as a messaging strategy offers potential, but only for brands that have already established dominance in a product market, or for brands where the consumer has already formed a positive brand attachment. Through a set of XXX experiments, we demonstrate that a high market share brand that advertises with an arrogant sustainability message generates increased brand attitudes. Source credibility and an existing brand relationship are the mechanisms for this effect. This paper contributes to marketing literature by (a) answering a call to develop novel communication strategies for green advertising, (b) establishing market dominance as a source credibility cue, and (c) exploring the nature of brand relationships and identity cues.

Session 1: Brand Love and Brand Addiction | 10.30 – 12.00 pm

How brand love and brand addiction impact negative consumer behaviors

Marc Fetscherin, Rollins College, United States

Saqib Ali, COMSATS University Islamabad, Pakistan

Muhammad Danish, University of Lahore, Pakistan

The paper assesses the relationship between brand love and brand addiction on negative consumer behaviors with respect to trash talking, the feeling of anxiety and excessive spending. Based on a sample of 352 fashion brand consumers, our structural equation model shows that while brand love and brand addiction are related concepts, their effects differ when it comes to the dependent variables studied. Brand love alone has no significant effect on these negative consumer behaviors, whereas in the presence of brand addiction as a mediator of brand love, these relationships become significant. This is the first study to empirically assess the relationship between brand love and brand addiction and their effects on three distinctive negative consumer behaviors.

Exploring the Antecedents of Hotel Brand Love and Hedonic Values as a Moderator

Soyeon, Western Kentucky University, United States

Laee Choi, Colorado State University-Pueblo, United States

MiRan Kim, Michigan State University, United States

The purpose of this study is to explore how perceived employee empathy influences customer satisfaction, which eventually leads to brand love, in the hotel industry. Furthermore, we investigate the role of customer delight and gratitude as mediators to link the perceived employee empathy and customer satisfaction as well as the moderating effect of hedonic values between customer satisfaction and brand love. A total of 751 usable data were collected through scenario-based online surveys that manipulate the degree of employee empathy (high vs. low) from hotel check-in solutions. The proposed conceptual model was tested using PLS-SEM. The results confirm the direct impact of perceived employee empathy on customer satisfaction, which positively influences brand love, as well as the mediation effects of customer delight and gratitude between perceived employee empathy and customer satisfaction.

In addition, it is confirmed that hedonic values strengthen the impact of customer satisfaction on brand love. This study provides new insights regarding the importance of employee empathy as an antecedent of brand love. The current study also conceptualizes customer emotional (delight and gratitude) and cognitive (satisfaction) responses as factors that influence brand love. Lastly, using the hedonic dimensions of the List of Values (LOV) scale, this study shows that hedonic values stimulate a feeling of brand love derived from customer satisfaction.

Addicted to you: The role of brand addiction and compulsive buying in consumers' relationships with food brands

Sabrina Hegner, City University of Applied Sciences, Bremen, Germany

Ilaria Curina, Università degli studi di Urbino Carla Bo, Italy

Barbara Francioni, Università degli studi di Urbino Carla Bo, Italy

This paper responds to the call for exploring and empirically testing antecedents and positive as well as negative outcomes of brand addiction and compulsive buying behaviour. A survey design using cross-sectional primary data from 402 Italian consumers was used. Hypotheses related to determinants and outcomes of brand addiction and compulsive buying behaviour were tested by means of structural equation modelling. Findings show that brand addiction is positively influenced by consumer resilience, while this determinant has a negative relationship with compulsive buying. Moreover, compulsive buying is positively influence by impulsivity, while this variable has no effect on brand addiction. Brand addiction positively influences life happiness and self-esteem, while it has no effect on emotional overeating. Only compulsive buying has a marginally significant relationship with emotional overeating. Emotional overeating is additionally influenced by impulsivity and the control variables, enjoyment of food and loneliness. Additionally, loneliness negatively influences life-happiness and self-esteem. This research adopts the proposed model from Mrad and Cui (2020) on the relationship between brand addiction and compulsive buying including the outcomes of self-esteem and life happiness, and tested it in another context, food consumption. Additionally, we extended the present research by adding the consumer characteristics, consumer resilience and impulsivity, as determinants to our research model.

Session 2: Brand Passion, Brand Authenticity and Brand Legitimacy| 1:15 – 3.00 pm

Fueling the passion: The role online brand experiences play in developing harmonious or obsessive brand passion

Jian Zhang, University of Science and Technology Beijing, China
Jian Gao, China Sunac Service, Tianjin, China

The internet environment brings many challenges to brands through its intangibility, uncertainty, and information complexity. Inspiring consumers' brand passion is the key to brand success in the internet environment. Based on the dualistic division of harmonious or obsessive brand passion, this study explores the relationship between online brand experiences and brand passion. This study also examines the mediating effect of customer psychological ownership and the moderating effect of gender in this relationship. In this study, we used quantitative analysis approach to test how online brand experience affect brand passion and Mplus 8.0 was used for the structural equation model. Findings: The results indicate that (1) online sensory experiences and online affective experiences have significant effect on both harmonious brand passion and obsessive brand passion; online intellectual experiences and online behavioral experiences positively affect harmonious brand passion; (2) customer psychological ownership mediates the relationship between different online brand experiences and harmonious brand passion; (3)Gender moderates the relationship between online affective experience, online intellectual experience and harmonious brand passion such that the relationship is stronger for women than men. The results of this paper provide some suggestions for marketers to enhance their marketing strategies in an internet environment.

Chen, C., Zhang, J., Bu, X., & Gao, J. Fueling the passion: The role online brand experiences play in developing harmonious or obsessive brand passion. Human Systems Management, (Preprint), 1-14.

Green Advertising on Social Media: Brand Authenticity Mediates the Effect of Different Appeals on Purchase Intent and Digital Engagement.

Matthew Pittman, University of Tennessee, United States
Anne Oeldorf-Hirsch, University of Connecticut, United States
Ashley Brennan, University of Connecticut, United States

This research investigates the effects of digital context on perception of green advertising. We challenge the common advertising practice of posting similar content across platforms by showing how the same ad is received differently by consumers on different digital channels. We use social norms theory (SNT) to build our hypotheses and test them with two experiments. We demonstrate that on a news website, brand quality is the mechanism for the persuasive effect of an appeal (product, environmental, or hybrid). However, on Instagram (Study 1) and Facebook (Study 2), brand authenticity is the persuasive mechanism for generating purchase intent and digital engagement. Results provide converging evidence for brand authenticity as a pivotal factor for green brand success on social media.

Pittman, M., Oeldorf-Hirsch, A., & Brannan, A. (2022). Green advertising on social media: Brand authenticity mediates the effect of different appeals on purchase intent and digital engagement. Journal of Current Issues & Research in Advertising, 43(1), 106-121.

Is it the last? Make it the best! Understanding Consumers' Tendency to Postpoone the Better Outcome

Ozge Yucel-Aybat, Pennsylvania State University, United States
Marina Carnevale, Fordham University, United States

Consumers often control the sequence of their consumption pattern (e.g., when food tasting, or listening to a playlist of songs). However, the order they choose to start with may differ: some might ¬prefer enjoying their favorite first, whereas others may keep the best for last. Across two studies we show that long-term (vs. short-term) oriented consumers will be more likely to save the best option for last when presented with a sequence of products as they treasure improvements over time. Furthermore, likelihood of saving the best for last decreases in presence of trade-offs caused by waiting, and in a third study (in progress) we investigate the consequences of doing so on consumers' evaluations and consumer-brand relationship. The current research contributes to the literature on sequence of consumption by showing that time orientation is a critical variable in understanding whether and how some consumers might be more likely to save their favorite item for last. We also introduce the presence of trade-offs as a boundary condition and explain the process underlying the effects. While in study 3 (in progress) we investigate effects of such choices on consumers' overall evaluations and consumer-brand relationships, these preliminary findings carry

practical implications (e.g., for packaging of assorted items, recommendation lists on streaming websites, tasting menus).

Session 3: Other Brand Relationships | 3:30 – 4:30 pm

An Investigation of Portrayal of Disability in Brand Ads

Sphurti Sewak, Florida International University, United States
Jayati Sinha, Florida International University, United States

Brands have increasingly started featuring models from diverse backgrounds to portray that they are inclusive. However, only a handful of forward-thinking brands like Tommy Hilfiger and Target have started including disabled models in their advertisements in recent years. This research explores the downstream favorable brand outcomes when consumers see brand ads featuring disabled models. Using fictitious brands across different product types, we explore various favorable brand outcomes like purchase likelihood, attitude towards the brand, and the ad and purchase likelihood. We later focus our attention on the situations when casting disabled models could potentially backfire. Although brand inclusivity has attracted some attention, much is still unknown. Thus, this research will contribute to consumer diversity and inclusion research streams as well as stigma literature in marketing. The findings will help brands be more open to including diverse models that do not exactly fit "the ideal" and fight the prevailing prejudice towards the disabled who might feel vulnerable in society. Representing them in their advertisements and online brand communications can be an effective way of countering the marketplace stigma surrounding this issue. With the brands increasingly facing the challenge to stand out, inclusive ads can make the consumers view the brand in a more relatable context.

Speak up! Brands' Responsiveness Matters: Consumer Reactions to Brand Communications at the Onset of Crises

Tessa Garcia-Collart, University of Missouri-St Louis, United States
Jayati Sinha, Florida International University , United States

Brand communications during critical times naturally undergo adaptations and may even shift promotional content for more sensitive content to connect with consumers. Thus, it is necessary to understand the most effective communication approach during peak uncertain times, such as the early stages of a crisis. Using a mixed-methods approach and real customer data across four studies, we find that consumers' attitudes, brand engagement (i.e., word of mouth, open email rates, clicks, shares), and self-brand connections significantly increase after visualizing crisis-related (vs. non-crisis) brand messages. Importantly, we find that this effect is more substantial for consumers with lower (vs. higher) social connections. Our findings indicate that during the early stages of a crisis, brands have the opportunity to use their communication platforms to help connect and inform consumers, which yields significant benefits to the brand and especially benefits consumers who feel less socially connected during a crisis.

The Financial Impact of Patient Relationships with Orlando Health

Chris Malone, Fidelum Partners, United States
Ken Kozielski, Orlando Health, United States

Orlando Health is a not-for-profit healthcare organization with $7.6 billion of assets under management that serves the southeastern United States. In early 2019, Orlando Health committed to elevating its patient experience performance to become a top tier health system nationally. To do so, they undertook development of "The Orlando Health Way" to define a new approach to building strong and loyal relationships with patients. The first step in this care experience transformation journey was to design and implement a benchmark study of current patient attitudes, priorities and perceptions relating to Orlando Health. The study would also quantify the impact of patient experiences and relationships on system outcomes, such as visits and payments to Orlando Health. A thorough review of previous patient experience data and insights was conducted and a tailored application of the Brands as Intentional Agents Framework was designed to gather in-depth experience insights from recent patients. Next, online interviews were conducted with a representative sample of over 3,000 recent patients from across the health system. This study generated a rich care experience dataset that was combined with existing patient data, including past visits and payments to Orlando Health. Leveraging this extensive dataset, a cluster analysis segmentation of patients was

developed to quantify the diversity of expectations and experiences among them. Four unique and distinct patient types were identified, each with widely varying attitudes, priorities, perceptions and loyalty to Orlando Health. This yielded in-depth attitudinal and behavioral profiles of each patient type that would be used to personalize care experiences moving forward. Next, structural equation modeling was conducted to quantify the impact of patient relationships on behavior and financial outcomes. The analysis revealed that for every 1 point increase in warmth and competence perceptions (on a 7 point scale), patient loyalty to Orlando Health increased by .42 points. In addition, for every 1 point increase in patient loyalty (on a 7 point scale), actual patient payments and visits to Orlando Health increased by 14-16%. As a result, a focus on improving specific patient perceptions and loyalty would contribute significant increases in Orlando Health visits and system revenue. This study is unique and valuable because it demonstrates that the Brands as Intentional Agents Framework is useful and predictive of patient perceptions, relationships and behavior toward health systems. More broadly, it suggests that the Brands as Intentional Agents Framework can play an important role in measuring, diagnosing, and improving patient experiences with health systems, as well as the financial outcomes needed for their long-term success.

SATURDAY, OCTOBER 15

7x7 Presentations | 8.15 – 10.00 am

Video Viral Advertisement: Is Sharing enough for Brands?

Flavia Braga Chinelato, CENTRUM PUCP, Peru

Cid Goncalves Filho, Universidade FUMEC, Brazil

Daniel Randt, Universidade Fumec, Brazil

Each year, companies spend over 100 billion US dollars on online advertising worldwide, and 64% of consumers buy products after watching videos (Souki et. al, 2021). The main goal of brands is for their videos to go viral. However, more than knowing what is essential to go viral, it is also crucial to understand its possible consequences to the brands. Thus, to fill this gap, the present study identified antecedents of video sharing and its impacts on brand equity. The researchers selected commercial videos broadcast on YouTube Brazil by large companies from different economic sectors. A survey was conducted with 368 valid questionnaires. The data obtained were statistically treated using the SPSS ™ software and SmartPLS3 to analyze the structural equation model. According to the results, the entertainment value does not produce a significant impact on brand equity but is relevant to impulse ad sharing. On the other hand, social value is the most relevant antecedent of brand equity. This research presents a brand sharing paradox, suggesting that sharing is not enough to impact a brand in viral marketing, as the antecedents of sharing and brand equity are different. Therefore, managers must consider a brand-share alignment strategy when creating online commercial videos to drive viral marketing. This research contributes to interactive marketing, highlighting the differences in ad values that generate sharing and brand equity. Furthermore, it explains the brand-share paradox in viral marketing, suggesting strategies to succeed with viral initiatives in the digital eco-verse.

The Role of Brand Authenticity in Consumer-Brand Relationships: The Case of Restaurant Brands

Soyeon Kim, Western Kentucky University, United States

MiRan Kim, Michigan State University, United States

Laee Choi, Colorado State University-Pueblo, United States

In uncertain times attributable to a global pandemic and corresponding economic downturn, consumers increasingly seek authenticity in the products and services they consume or brands they possess. The purpose of this study is to empirically test the relationships among the three dimensions of brand authenticity (i.e., quality commitment, heritage, and sincerity), brand love, and consumer brand engagement in a restaurant setting. A web-based survey testing the proposed model of brand authenticity will be analyzed through structural equation modeling (SEM). The hypotheses predict that all aspects of brand authenticity are associated positively with brand love, which in turn positively influences consumer brand engagement. Overall, this research seeks to establish the theoretical and managerial importance of brand authenticity and its role in building positive brand-consumer relationships.

Finding success through brand repositioning in a rapidly declining market: A longitudinal case study of a college marketing campaign

Samantha Nazione, Berry College, United States

Melissa Clark, Berry College, United States

Bail Englis, Berry College, United States

Nancy Rewis, Berry College, United States

Sharp declines in college enrollment may cause colleges to revisit their brand value proposition. This longitudinal case study details the process and evaluation of a marketing campaign aimed toward repositioning a college brand over 3 time periods. The objectives of the marketing campaign focused on increasing student and parent awareness of the college, student diversity, and quality student enrollment. The impact of COVID-19 on the campaign was also investigated. Campaign evaluation took place through enrollment data and awareness surveys with prospective parents and students collected for a three-year period both before and after campaign implementation. Surveys with first-year, first time students were used to evaluate the impact of COVID-19 on the college decision-making process. Results over a three-year period since the campaign launched show success regarding increasing parent awareness, overall enrollment, students with high school GPAs of 3.6 or higher, and students of color. Objectives regarding

student awareness and increasing the number of male students have not been met to date. According to first-year, first time students, COVID-19 did not largely influence their choice of college. Branding is an essential tool for colleges to survive enrollment hardships brought on by the pandemic. This case study provides practical steps that can be taken in an evidence-based approach to reposition a college brand during a time of reduced college enrollment.

Impact of brand relationship openness on well-being: Comparative analysis with other sources of social motivation satisfaction

Gonzalo R. Llanos-Herrera, Universidad Finis Terrae, Chile

Cristóbal Barra, Universidad de Chile, Chile

This study explores the relationship between satisfaction of social needs through brands with satisfaction with life. Then, it compares the propensity to satisfy social needs through different entities and how these impact on the satisfaction of social needs through brands. A total of 622 valid questionnaires were integrated to estimate the conceptual models. The models ware tested using structural equation modeling and regression analysis. The results provide evidence of a positive relationship between the propensity to satisfy social needs through brands and life satisfaction. Furthermore, the results indicate that the propensity to satisfy social needs through brands is one of the most important satisfiers of social needs after that obtained through person-person relationships. Adaptations of other scales are needed to corroborate that the findings herein are sufficiently robust and applicable to other circumstances, expanding the scope offered by the satisfaction of social needs. Given that the profile of consumers more likely to satisfy social needs is reflected in more relational behavior in general, companies should perform relational analyses to identify the level of brand relationship openness in the target market. This study raises concerns regarding the consequences that are manifested as a result of consumer-brand relationships in SWL. In this sense, it is necessary to take into account the effects of this association in the social and economic context. This study provides a better understanding of the effect of other relationships, such as person-person and person-pet relationships, on the consumer-brand relationship from a relational perspective focused on relationship and social satisfaction.

No matter what my brand sells. Brand attachment and consumers response to stigmatized line extension

Fellah-Dehiri Nawel, IAE Paris Sorbonne, France

In the context of secular society in France, line extension targeting Muslims customers are negatively judged. This research investigates the impact of a stigmatized line extension strategy on non-Muslims consumer response. The study 1 involved 70 non-Muslims which aim is to investigate the evaluation of stigmatized products (halal vs veil). The study 2 involved 224 non-Muslims, who were assigned to a 2 (High vs. low stigmatized product) x 2 (High vs. low brand attachment) between subjects' design. Stigmatized line extension impact indirectly and negatively consumers behaviors, via social identity threat. We validate that brand attachment moderates the likelihood of non-Muslim consumers negative behaviors toward stigmatized line extension. The importance of line extension strategy and brands targeting different social groups cannot be understated. Social identity threat is the mediating mechanism through which stigmatized line extension increases a negatives behavior toward mainstream brands. Introducing stigmatized line extensions to satisfy out-group consumers in a domestic market is a challenge for marketer. The study contributes to a better understanding of societal phenomena between groups. Our study proposes a rich theoretical framework rooted in stigmatization, social identity threat and brand attachment.

Session 4: Brand Hate | 10:30 – 12:00 PM

Determinates and outcomes of Brand Hate for Travel Apps
Marc Fetscherin, Rollins College, United States

Ali Saqib, University Islamabad, Pakistan

Muhammad Danish, University of Lahore, Pakistan

The current study conceptualizes the brand hate concept using Sternberg (2003) theory of hate in the digital context. For this purpose, different brand hate' antecedents and outcomes are identified and empirically tested in the context of travel apps. Using a survey with 549 respondents, our research model of antecedents and outcomes of brand hate for travel apps was tested through PLS-SEM. A multidimensional construct of brand hate (anger, fear and sadness) was used. Cross-sectional data were collected from the travelers of Malaysia. Our results suggested that four determinants (symbolic incongruity, ideological incompatibility, negative past experiences and poor relationship quality) affect travel

App hate, which leads to four outcomes (private complaining, public complaining, App avoidance and app patronage). The current study provides theoretical and managerial implications of brand hate in the context of travel apps.

Antecedents of Brand Hate: Does Gender matter?

Cid Goncalves Filho, Universidade Fumec, Brazil

Flavia Braga Chinelato, CENTRUM PUCP, Peru

Ennius Marcus, Universidade Fumec, Brazil

In recent years, studies about negative aspects of consumer-brand relationships have received increasing attention in academia. On the other hand, more studies are pointing to the importance of understanding consumer gender differences. Consequently, this research proposed to identify gender differences regarding the determinants of brand hate. This research compares the results of two studies, regarding the antecedents of brand hate. The first study was accomplished with 307 consumers of mobile phone operators. The second study accomplished 450 higher education students. The data were treated using structural equation modeling. In both studies, females presented significantly higher weights regarding ideological incompatibility than males. In this sense, findings suggested that females are more sensitive to moral issues and ethical behavior than males. It is also relevant to point out that negative experience is more relevant for males in both samples. In this sense, this research demonstrates that the antecedents of brand hate are different for each gender in both studies. Therefore, firms should execute marketing research to understand gender differences regarding negative brand relationships, to shape brand strategies, and design consumer´s journeys that accomplish these differences. This research extends the studies on the negative consumer-brand relationships revealing significant gender differences related to brand hate antecedents. Finally, it has managerial implications enabling gender-targeted branding and consumer experience strategies.

When personalities collide: Examining the impact of consumer and brand personalities' interplay on brand hate development

Abhishek Yadav, Indian Institute of Management, Kashipur, India

Somnath Chakrabarti, Indian Institute of management, Kashipur, India

Brand hate literature has witnessed exponential growth in the past couple of years, with researchers exploring different brand hate stimuli and behavioral outcomes in diverse contexts (Yadav and Chakrabarti, 2022). While extant brand hate literature encompasses multiple consumer level (e.g., Banerjee and Goel, 2020; Sarkar et al., 2021; Shuv-Ami et al., 2020), brand level (e.g., Bayarassou et al., 2020; Kähr et al., 2016; Zarantonello et al., 2018) and environmental (e.g., Bryson et al., 2021; Dessart and Cova, 2021; Wisker, 2020) antecedents of brand hate, the impact of brand's personality on brand hate development has not been explored yet. Similarly, disorders in an individual's personality can also lead to brand hate (Kucuk, 2016). Therefore, consumers' feeling of hatred towards a brand varies, and some may feel hatred more readily in comparison to others. Furthermore, Kucuk (2018) has established that certain personality types will develop hatred more easily than others. In this study, the authors are assessing the moderating effect of the big five personality traits on the relationship between brand personality and brand hate. Therefore, the objectives of this study are as follows: To assess the impact of brand personality on brand hate development. To assess the moderating effect of big five personality traits on brand personality-brand hate relationship. To assess the impact of brand hate on anti-brand actions.

Brand Hate: A Systematic Literature Review and Future Research Agenda

Somnath Chakrabarti, Indian Institute of management, Kashipur, India

Abhishek Yadav, Indian Institute of Management, Kashipur, India

With the upsurge in academia's interest in understanding the feeling of hatred towards brands in recent years, there is a need to consolidate the relevant literature. Through this study, the authors provide a systematic review of the extant literature on brand hate and shed light upon future research directions. The comprehensive review subsumes a rigorous analysis of peer-reviewed articles using the stimulus-organism-response model to delineate the extant literature. This study also advances a conceptual framework to facilitate the understanding of consumers' hatred for

brands. Finally, the study utilizes TCCM framework to outline future research agenda and offers valuable implications for practitioners.

Yadav, A., & Chakrabarti, S. (2022). Brand hate: A systematic literature review and future research agenda. International Journal of Consumer Studies, 00, 1–28. https://doi.org/10.1111/ijcs.12772

Session 5: Religious and Luxury Brand Relationship | 2:00 – 2:45 PM

Consumer-brand heuristics in luxury hotel reviews

Maria Petrescu, Embry-Riddle Aeronautical University, United States

John Gironda, Nova Southeastern University, United States

This paper aims to assess the basic heuristics for consumers in evaluating and creating word-of-mouth about luxury hotel brands and analyze the impact of deception in online consumer reviews. We employed a two-study mixed-methods approach, utilizing interpersonal deception theory and social proof theory as lenses by which to conduct our analyzes. For the first study, we conducted a qualitative conceptual mapping analysis, examining online consumer reviews to identify key concepts and their relationships in the context of luxury hotel brands. In the second study, the themes were further examined using a fuzzy-set qualitative comparative analysis (fsQCA) to analyze their causal complexity and association between variables to determine how they influence the perceived helpfulness of online reviews for luxury hotel brands. The results underline the importance of functional, objective variables, such as the number of reviews and stars for social proof heuristics and the objective, analytic tone as interpersonal communication heuristics. Consumers use a combination of social and interpersonal communication heuristics to extract information from reviews and manage deception risk. This study contributes to the literature on consumer-brand relationships by providing a framework of heuristics that consumers use when evaluating luxury service brands and contributes to word-of-mouth and online reputation research by highlighting factors that may make online reviews more helpful in general.

Divine Intervention: Religious Brand Names Strengthen Self-Brand Connection

Stacey Brennan, University of Sydney, Australia

Jasmina Ilicic, Monash University, Australia

Marketers frequently use spiritual abstract religious words in their brand naming practices (e.g., Soul earbuds and headphones). While research has examined the role of religious priming on moral behaviors, no research to date has examined the role of religious primes in brand names and its influence on consumer-brand perceptions and relationships. Across three experiments we examine the effect of religious brand names on self-brand connection. We examine the mediating role of brand morality perceptions along with the conditional effect of brand logo color and moral self-identity. Results of Study 1 show that a brand is perceived as more moral when a religious brand name is adopted. Study 2 extends the model to include self-brand connection, and shows that brand morality mediates the effect of religious brand name prime on self-brand connection, when consumers maintain a moderate to high moral identity. Specifically, when consumers place high importance on moral self-identity, heightened brand morality perceptions from exposure to a religious brand name will result in a stronger self-brand connection. Finally, Study 3 demonstrates that perceptions of brand morality weakened when a religious brand name was presented in a black logo. The results of our studies are the first to provide evidence of religious brand name priming influencing brand morality perceptions and fostering a self-brand connection.

Session 6: Social Media and Brand Relationships | 3:00 – 4:00 PM

Evolving Consumer-Brand Relationships and Brand-building Models through Immersive Media Strategies: A Conceptual Framework and Practical Applications

Silvia Cacho-Elizondo, IPADE Business School, Mexico

Brands have always sought innovative and creative ways to communicate and interact with their customers (internal and external) as a way to differentiate themselves and compete. Digital and virtual environments have generated new creative and immersive platforms for brands, but they also represent new challenges for brand-building, positioning and differentiation. Herein, the question is how companies and brands could better engage their audiences and

communicate with them in these immersive platforms without losing relevance and strategic vision for their brand-building processes. Unfortunately, a well-structured theoretical framework to guide marketers and academics in this new field is still lacking. This research attempts to respond to this gap by proposing a conceptual framework and practical applications that could be used as a preliminary guide to assess how companies and brands could take advantage of these immersive environments. Our initial hypothesis is that immersive media have the potential to develop stronger and more authentic consumer-brand relationships, at least for some customers segments, in the challenging hybrid world.

Impact of Hallyu (Korean wave) contents on online platforms to destination branding with mediating role of user satisfaction

Won Ji Chung, Hanyang University, South Korea

Chul Jeong, Hanyang University, South Korea

This paper aims to understand how Hallyu contents on online platforms can contribute to engage better on destination image and have an impact on visit intention. The direct-indirect-moderating relationships were assessed by applying covariance-based SEM, mediating and multi group analysis. An online survey was conducted to collect data from 217 Hallyu content audiences from 23 countries around the world. The finding supports direct positive links between Hallyu satisfaction on destination image and visit intention. But Hallyu audiences' perceived content attractiveness, emotional value and engagement showed multidimensional approach to destination branding. The study further illustrates the mediating effect of Hallyu audiences' satisfaction on the indirect relationships between the dimension of Hallyu audiences' behavior. The future research might extend to mixed method and explore the framework of qualitative research and obtain big data from Hallyu audiences from social media. The insights provided by the research suggest promoting interactive, safe and sustainable Hallyu contents for the potential visitors. Originality/value- The present study has genuine attempt to identify the significance of the Hallyu contents on online platforms on consumer behavior and contribute towards healthier destination branding on the internet for young adults.

SMEs e-brand equity. The role of social media marketing (SMM) and consumer brand relationships

Noor Hasmini AbdGhani, Universiti Malaysia Kelantan, Malaysia

Lydia Hidayu, University Malaysia Kelantan, Malaysia

Yaty Sulaiman, University Utara Malaysia, Malaysia

This study aims to investigate the impact of CBR as a mediator toward the relationship between SMM and e-brand equity in SMEs context. The study employed the quantitative research design concerning on electronic survey method with the sample size of 300 participants. Result reveal the significant relationship between consumer's perception toward SMM activities of brand building and e-brand equity in SMEs context. Surprisingly, the findings revealed a significant impact for certain CBR dimensions as mediator. The study provided several theoretical and practical implications that can benefit the SMEs in further enhanced their strategic marketing decision for excellent performance achievement.

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4. Click Register.
5. In the next pop-up, type in your username (email) and the password that was sent to your mobile device.
6. Click **Log In** and enjoy the free wifi!

Travel information

Conference Venue and official conference hotel

Rollins College
1000 Holt Avenue
Winter Park, FL 32789
United States

- Welcome reception: Rice Family Pavilion on Thursday 5.00pm - 9.30pm
- The conference on Friday & Saturday takes place at the Kathleen W. Rollins Hall
- Conference Gala Dinner takes place at the President's house (Barker House, building 600 on the map attached).

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