# 4ᵗʰ International Consumer Brand Relationships Conference

**4ᵗʰ International
Consumer Brand Relationships
Conference**

**21-23 May, 2015 | Porto Business School
Porto, Portugal**

*Conference Proceeding*

www.consumer-brand-relationships.org

**4th International**
**Consumer Brand Relationships**
**CONFERENCE**

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**Letter from the Host**



May 21, 2015

Dear Participant,

On behalf of Porto Business School (PBS), I am glad to welcome you to the 4th International Consumer Brand Relationships Conference. PBS is proud to host this unique networking and academic event that brings together practitioners and academics interested in the study of the relationships consumers have with brands.

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

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

I wish you a successful and productive gathering.

Ramon O'Callaghan
Dean
Porto Business School

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A special thanks also to all the sponsors of this even which are

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

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

## Best Paper Awards

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

### Event Guidelines

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

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

- It is a common American practice in an academic setting, where people are learning together and from each other, for participants to address each other, presenters, and staff by their first or given names; this is not intended to be disrespectful or discourteous.

- All members of this community are entitled to respect. All individuals are expected in their communication to demonstrate respect for each person's worth, dignity and capacity to contribute.

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

## Organizer Biographies

**Marc Fetscherin** is an Associate Professor of International Business and Marketing and a Cornell Distinguished Faculty at Rollins College, USA. Has a Master's degree from the University of Lausanne (HEC) as well as from the London School of Economics (LSE), a Ph.D. from the University of Bern and a Post-Doc from Harvard University. Marc has published 3 books, numerous book chapters and journal articles. His articles have appeared in *Harvard Business Review, Management International Review, International Business Review, Journal of Business Research, Journal of Global Marketing, International Marketing Review, European Journal of Marketing, Journal of Consumer Marketing, Journal of Brand Management, Journal of Product and Brand Management, Journal of Place Branding and Public Diplomacy* among other.

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

**Ricardo Cayolla** is an Assistant Professor in IPVC-ESTG* and ISMAI**. Ricardo has a Ph.D. in Marketing and Strategy from the University of Aveiro. Also has done a course of Design Thinking for Business Innovation in ESADE.

As an author, published five books: "Ténis" (2001), "Ténis – Sistema Técnico" (2002), "Ténis – O Poder da Mente" (2004), "Ténis – o que mudou" (2007) and "Tennis: Classical and Modern – Facts and Figures (2015)". Beyond the academic research is also a sports manager, a tennis coach, and with a presence in the media. Ricardo was a professional tennis player and coach of the professional circuit and traveled as a player and coach for over 25 countries.

\* Insituto Politécnico de Viana do Castelo – Escola Superior de Tecnologia e Gestão.
\*\* Instituto Superior da Maia.

**Joaquim Borges Gouveia**, PhD in 1983 University of Porto. He is Full Professor at Department of Economics, Management and Industrial Engineering of University of Aveiro. He is also member of the Board of GALP ENERGIA, SGPS, S.A., since May of 2008, president and founder of the Executive Board of ENERGAIA, since Jun 1999. He is the president of the Portuguese Management Association from November 2013 and President of the Board of National Association of Local Energy Agencies of Portugal from March of 2014. He was member of the Border of Directors of The Foundation for National Scientific Computing (FCCN) since April 1997 to Feb 2008, Vice-President of the Executive Board of Directors of The National Innovation Agency (AdI), between Dec. 2002 to July 2005, member of the Executive Board of the Foundation Gomes Teixeira of the University of Porto, between May 1993 and Sep. 1998, vice-rector of University of Madeira, between Set. 1991 and May 1993, founder of INESC NORTE in 1983 and director and researcher of the INESC from 1985 to Sep. 1991. He has been involved in several National and European projects, taking leaderships of a lot of them. His main research areas of interests are in Energy Management. Energy Policy, Energy Efficiency, Power System Management, Innovation and Technology Management, Supply Chain Management, Services Operations, Networks & Collaborative Work.
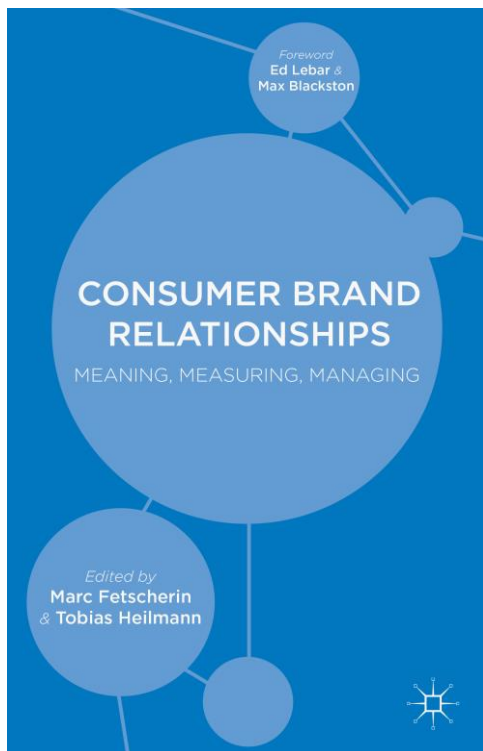
# Consumer Brand Relationships
## Meaning, Measuring, Managing

## Edited By Marc Fetscherin and Tobias Heilmann

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### About the book

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

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

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

Hardback 9781137427106
May 2015 ~~£75.00~~ **£52.50**
~~$115.00~~ **$80.50**

272 pp        216 mm x 138 mm

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

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

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Introduction: Brand Relationships Rule

**PART I: LOVE AND BRAND RELATIONSHIPS**
1. The Role Of Brand Love In Consumer Brand Relationships
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3. Evolution Of Luxury Brand Love Intensity Over Time

**PART II: PERSONALITY AND SOCIAL GROUPS AND BRAND RELATIONSHIPS**
4. The Role Of Product Type And Personality In Brand Love Relationships
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**KEYNOTE SPEAKER: Aaron Ahuvia**



Aaron Ahuvia, Ph.D., is a Professor of Marketing at the University of Michigan-Dearborn College of Business. In 1993 he published the first major scientific study on consumers' love for products and brands, and since then has become the most widely recognized authority on brand love. He is also an internationally recognized expert on the relationship between income and happiness.

Prof. Ahuvia has over 100 academic publications including papers in the Journal of Marketing, the Journal of Consumer Research, the Journal of Personality and Social Psychology, American Psychologist, and other leading journals.

He has won his university's two most prestigious awards, as well as grants totaling over $500,000. He has worked or taught internationally in China, Denmark, Finland, Morocco, France, Germany, India, Israel, Italy, Jordan, Kazakhstan, Rwanda, Singapore, Slovakia, Switzerland, the Netherlands, and Yemen.

He has presented his research or performed consulting services for Procter & Gamble, Audi, General Motors, Ford, Chrysler, GfK Market Research, Herman Miller; and via the Altagamma consortium, Gucci, Versace, Zegna, Valentino, Salvatore Ferragamo, and Beretta firearms. He has been quoted in Time, The New York Times, The Wall Street Journal, and has appeared on popular radio and television shows such as The Oprah Winfrey Show.

**KEYNOTE SPEAKER: Chris Malone**



Chris Malone is Founder and Managing Partner of Fidelum Partners. He leads the firm's Customer Insights and Strategy practice that specializes in helping clients generate sustained customer and employee loyalty.

Chris has over 20 years of sales, marketing, consulting and organizational leadership experience, and a track record of driving growth and profitability. He held senior marketing positions at leading organizations such as Choice Hotels, ARAMARK, Coca-Cola, the National Basketball Association, and Procter & Gamble and has consulted to a broad range of Fortune 500 companies.

Chris is also co-author of the award-winning book, The HUMAN Brand: How We Relate to People, Products & Companies, which was published by the Jossey-Bass division of Wiley Publishing in October 2013. He has delivered over 40 keynote speeches on the insights from his book across North America.

He is also a frequent guest and contributor to CNBC, FOX Business, Bloomberg TV, Wall Street Journal Live, Forbes and Businessweek. Chris holds a bachelor's degree from the University of Maryland at College Park and an MBA from The Wharton School of the University of Pennsylvania.

# Stetik·GROUP

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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.

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## PROGRAM OVERVIEW

### Thursday, May 21

| | |
|---|---|
| 5:30 - 8:30 pm | Registration *(Main Lobby)* |
| 7:00 - 8:30 pm | Welcome Reception *(Library)* |
| 6:00 - 8:00 pm | You can attend for FREE the **1st Global Consumer Brand Relationships Summit**. |
| | Reserve your seat and register at www.consumerbrandrelationships.com |
| | *(Sonae Auditorium)* |

### Friday, May 22

| | |
|---|---|
| 8:00 - 11:00 am | Registration Continues *(Main Lobby)* |
| 8:00 - 8:15 am | Welcome *(EDP room)* |
| 8:15 - 9:00 am | Breakfast  (Porto Business School Restaurant) and Poster Session 1 (EDP hall) |
| 9:00 - 10:30 am | Paper Session 1 *(EDP room)* |
| 10:30 - 11:00 am | Break (Porto Business School Restaurant) |
| 11:00 - 12:30 pm | Paper Session 2 *(EDP room)* |
| 12:30 - 2:00 pm | Lunch & Keynote Chris Malone (Porto Business School Restaurant and *EDP room*) |
| 2:00 - 3:30 pm | Paper Session 3 *(EDP room)* |
| 3:30 - 4:00 pm | Break (Porto Business School Restaurant) |
| 4:00 - 5:30 pm | Paper Session 4 *(EDP room)* |
| 5:30 - 5:45 pm | Official Photo *(Main Lobby)* |
| 5:45 - 6:15 pm | Free Campus Tour and Reception *(Main Lobby)* |
| 6:15 - 7:00 pm | Reception *(Porto Business School Restaurant)* |
| 7:00 - 10:00 pm | Gala Dinner (Porto Business School Restaurant) and Keynote Aaron Ahuvia. *"Are Some Marketers the Devil Incarnate? How New Science and Ancient Morality Challenge some Corporate Orthodoxies"* |

### Saturday, May 23

| | |
|---|---|
| 8:00 - 9:00 am | Breakfast *(Porto Business School restaurant)* and Poster Session 2 *(EDP hall)* |
| 9:00 – 10:30 am | Paper Session 5 *(EDP room)* |
| 10:30 – 11:00 am | Break *(Porto Business School Restaurant)* |
| 11:00 – 12:30 pm | Paper Session 6 *(EDP room)* |
| 12:30 – 1:30 pm | Lunch & Meet the Editor Session *(Porto B. School Restaurant and EDP Room)* |
| 1:30 – 2:20 pm | Paper Session 7 *(EDP room)* |
| 2:20 – 2:30 pm | Short Break *(EDP hall)* |
| 2:30 - 3:20 pm | Paper Session 8 *(EDP room)* |
| 3:20 – 3:30 pm | Award Ceremony *(EDP room)* |

Porto '***Port Wine Tour'***, free between 3.30pm – 7.00 pm.

**DETAILED PROGRAM**

**Thursday, May 21**

| | |
|---|---|
| 5:30 - 8:30 pm | Registration<br>*(Main Lobby)* |
| 7:00 - 8:30 pm | Welcome Reception<br>*(Library)* |
| 6:00 - 8:00 pm | Attendees of the **4th Consumer Brand Relationships Conference** can attend for FREE the *1st Global Consumer Brand Relationships Summit.* Please register at www.consumerbrandrelationships.com<br>*(Sonae Auditorium)* |

**Friday, May 22**

| | |
|---|---|
| 8:00 - 11:00 am | Registration Continues<br>*(Main Lobby)* |
| 8:00 - 8:15 am | Welcome<br>*(EDP room)* |
| 8:15 – 9:00 am | Breakfast (Porto Business School Restaurant) and Poster Session 1 *(EDP hall)* |

To explore brand meaning of local food brands
Jill Quest, Bournemouth University, UK

Effects of interrelated involvement stimuli on purchase intention
Sina Schmal, Philipps-University Marburg, Germany
Michael Lingenfelder, Philipps-University Marburg, Germany

Branded entertainment: A bibliometric analysis
José Martí Parreño, University of Valencia, Spain
Carla Ruiz-Mafé, University of Valencia, Spain
David Alameda García, Pontifical University of Salamanca, Spain
Elena Fernández Blanco, Pontifical University of Salamanca, Spain

Brand equity transfer: An investigation
Mickey Thakor, Concordia University, Canada

Development and content validity of a loyalty customer store scale
Marina Fabero, Universidad Autonoma of Madrid, Spain
Carmen García, Universidad Autonoma of Madrid, Spain

Exploring local lifestyle values and brand preferences: An illustration for homogenized behavior
Ayse Gokce Guner, Suleyman Sah University, Turkey

9:00 - 10:30 am            **Paper Session 1: Brand Attachment and Brand Passion**
*(EDP room)*

Session chair: Hans Ruediger Kaufmann, University of Nicosia, Cyprus

How can brand experience and transformative experiences act as key drivers of brand attachment?
Sabrina Trudeau-Hamidi, Université de Sherbrooke, Canada
Saeed Shobeiri, Université de Sherbrooke, Canada

Buy original or counterfeit luxury products? The importance of brand attachment, value and self-image
Adriano Ayres, Fumec University, Brazil
Cid Goncalves Filho, Fumec University, Brazil
Euler Alves Brandao, Stetikgroup, Brazil

Exploring antecedents and consequents of brand passion
Diksha Rohra, Indian Institute of Technology Bombay, India
Dinesh Sharma, Indian Institute of Technology Bombay, India

Affinity and attachment in the consumer place brand relationships
Keith Dinnie, BrandHorizons, UK
TC Melewar, Middlesex University London, UK

10:30 - 11:00 am            Break
*(Porto Business School Restaurant)*

11:00 - 12:30 pm            **Paper Session 2: Brand Love and Brand Hate**
*(EDP room)*

Session chair: Cid Goncalves Filho, Universidade Fumec, Brazil

Building relationships with opinion leaders and seekers? The role of content on a brand's website
Vijay Viswanathan, Northwestern University, USA
Mototaka Sakashita, Keio University, Japan

A concerted effort: Traditional and behavioral branding and brand love
Hans Ruediger Kaufmann, University of Nicosia, Cyprus
Agapi Manarioti, University of Nicosia, Cyprus

Why do consumers hate your brand?
S. Umit Kucuk, City University of Seattle, USA

Unexpected findings on materialism, life-satisfaction and brand love
Aaron Ahuvia, University of Michigan-Dearborn, USA
Philipp Rauschnabel, University of Michigan-Dearborn, USA

Antecedents and consequents of brand hate
Sabrina Hegner, University of Twente, The Netherlands
Marc Fetscherin, Rollins College, USA

**12:30 - 2:00 pm**            **Lunch and Keynote Chris Malone, Author of "*The Human Brand*", USA**
*(Porto Business School Restaurant and EDP room)*

| | |
|---|---|
| 2:00 - 3:30 pm | **Paper Session 3: New Brand Relationship Theories**<br>*(EDP room)* |

Session chair: Terrence Witkowski, California State University Long Beach, USA

An extended search for generic consumer-brand relationships
Wolfgang Fritz, Technische Universitaet Braunschweig, Germany

The impact of affective and utilitarian consumer brand relationships on consideration sets and brand equity
Leung Lai Cheung, Lingnan University, China
Ursula Bougoure, University of Newcastle Australia, Singapore Campus, Singapore
Karen Miller, University of Southern Queensland, Australia

The role of in-store actions in building consumer brand relationships
Sarah Mussol, MRM - Montpellier Research in Management, France
Philippe Aurier, MRM - Montpellier Research in Management, France
Gilles Séré de Lanauze, MRM - Montpellier Research in Management, France

The perception of power in consumer brand relationships
Elder Semprebon, Catholic University of Parana, Brazil
Paulo Prado, Federal University of Paraná, Brazil

I love to be unique! I will pay the price! How mass customization causes higher willingness to pay through spotlight effect
Saeedeh Rezaee Vessal, Université Pierre Mendès France – Grenoble, France
Pierre Valette Florence, Université Pierre Mendès France – Grenoble, France
Haithem Guizani, Sciences Po Grenoble-University of Grenoble, France

| | |
|---|---|
| 3:30 - 4:00 pm | Break<br>*(Porto Business School Restaurant)* |
| 4:00 - 5:30 pm | **Paper Session 4: Brand Heritage, Brand Imitation and Brand Authenticity**<br>*(EDP room)* |

Session chair: Chris Malone, Fidelum Partners, USA

Beer, place brand origin and consumer brand relationships
TC Melewar, Middlesex University London, UK
Heather Skinner, Green Corfu, Greece

University brand heritage: Components, measures and outcomes
Altaf Merchant, University of Washington Tacoma, USA
Gregory Rose, University of Washington Tacoma, USA
Mei Rose, University of Alaska Anchorage, USA

Winchester: The making of a heritage brand and its consumer communities
Terrence Witkowski, California State University Long Beach, USA

Typicality impact on brand imitations evaluation and categorization
André Le Roux, IAE, Université de Poitiers, France
Marinette Thébault, IAE, Université de Poitiers, France
François Bobrie, IAE, Université de Poitiers, France

| | |
|---|---|
| 5:30 - 5:45 pm | **Official Photo** *(Main Lobby)* |

5:45 - 6:15 pm                    **Free Campus Tour and Reception** *(Main Lobby)*

6:15 - 7:00 pm                    **Reception** *(Porto Business School Restaurant)*

7:00 - 10:00 pm                   **Gala Dinner** *(Porto Business School Restaurant)*
                                  Keynote Aaron Ahuvia, *"Are Some Marketers the Devil Incarnate? How New Science and Ancient Morality Challenge some Corporate Orthodoxies"*

**Saturday, May 23**
8:00 – 9:00 am                    **Breakfast and Poster Session 2**
                                  *(Porto Business Scholl restaurant and EDP hall)*

Studying children's brand relationships using the CCT approach
Diliara Mingazova, University of East London, UK

The effects of brand heritage on consumers' brand attitudes and purchase intentions
Piotr Chelminski, Providence College, USA
Mark Defanti, Providence College, USA

Willingness to sacrifice in sport: Fans and athletes perceptions
Ricardo Cayolla, University of Aveiro; Higher University of Maia, Portugal
Nuno Pimenta, Higher University of Maia, Portugal

Fostering innovation and creativity in marketing processes and customer experiences
Silvia Cacho-Elizondo, IPADE Business School, Mexico

Collecting Brand Items: An analysis based on the means end chain theory
Olga Pepece, Universidade Estadual de Maringá, Brazil
Paulo Prado, Federal University of Paraná, Brazil

Can healthy eating be cool? A study of celebrities' impact on teens' attitudes towards healthy eating
Filipa Gregório, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal
Luisa Agante, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal

Brand narrative co-creation: Advertising planner perspectives
Allison Baker, Irish International BBDO, Ireland
Valerie Gannon, Dublin Institute of Technology, Ireland

9:00 - 10:30 am                   **Paper Session 5: Brand Relationships, Kids and Social Media**
                                  *(EDP room)*

**Session chair:** Aaron Ahuvia, University of Michigan-Dearborn, USA

A conceptual model of a brand's presence on Facebook - aligned with teenagers' motivations and strategic marketing outcomes
Bruno Monteiro, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal
Luisa Agante, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal

Mobile advergames targeting children: a "portable playground" to build brand relationships with young consumers?
Valerie Hemar-Nicolas, University of Paris Sud, France

**Brand bullying at teenage – The roles of brands in the contexts of bullying**
Samil Aledin, University of Turku, Finland

**Understanding consumer avoidance of brands embedded in advergames: The role of previous experience.**
Carla Ruiz-Mafé, University of Valencia, Spain
Jose Marti Parreño, University of Valencia, Spain
Elena Fernández Blanco, Pontifical University of Salamanca, Spain
David Alameda García, Pontifical University of Salamanca, Spain

**When relationships go wrong: Insights from previous studies**
Rui Lopes, University Institute of Lisbon, Portugal
Sandra Loureiro, University Institute of Lisbon, Portugal

| | |
|---|---|
| 10:30 - 11:00 am | Break |
| | *(Porto Business School Restaurant)* |
| | |
| 11:00 - 12:30 pm | **Paper Session 6: Brand relationships and behavioral outcomes** |
| | *(EDP room)* |

**Session chair:** Samil Aledin, University of Turku, Finland

**Consumer response to divine associations in brands**
Valentina Nedeva, University of Lausanne, Switzerland
Sandor Czellar, University of Lausanne, Switzerland
Felicitas Morhart, University of Lausanne, Switzerland

**The importance of consumer brand relationships for successful service recovery**
Marcelo Nacif Rocha, Fiat Automoveis, Brazil
Cid Goncalves Filho, Fumec University, Brazil

**How am I supposed to live without you? Whys, motivations, and importance of the brand in a daily life.**
Ricardo Cayolla, University of Aveiro; Higher University of Maia, Portugal
Sandra Loureiro, ISCTE – University Institute of Lisbon, Portugal

| | |
|---|---|
| 12:30 - 1:30 pm | Lunch break & **Meet the editors' session** *(Porto B. School Restaurant and EDP room)* |
| | Cleopatra A Veloutsou, Editor *Journal of Product & Brand Management* |
| | Terrence H. Witkowski, Editor *Journal of MacroMarketing* |
| | T.C. Melewar, Former Editor, *Journal of Brand Management* |
| | |
| 1:30- 2:20 pm | **Paper Session 7: Celebrities and Brand Relationships** |
| | *(EDP room)* |

**Session chair:** Cleopatra A Veloutsou, University of Glasgow, UK

**Examining the effects of celebrity endorsements on brand equity and self-brand connection**
Abhishek Dwivedi, Charles Sturt University, Australia
Lester Johnson, Charles Sturt University, Australia
Bob McDonald, Texas Tech University, USA

**Is celebrity endorsement always effective?**
Eliane Cristine Francisco-Maffezzolli, Pontifícia Universidade Católica do Paraná, Brazil
Ricieri Garbelini, Pontifícia Universidade Católica do Paraná, Brazil
Paulo De Paula Baptista, Pontifícia Universidade Católica do Paraná, Brazil

A two-way street: Examining the impact of brand transgressions on consumers' perceptions of celebrity endorsers
Veronica Thomas, Towson University, USA
Kendra Fowler, Youngstown State University, USA


| 2:20 – 2:30 pm | Short Break |
| | *(EDP hall)* |

| 2:30- 3:20 pm | **Paper Session 8: Brand Community, Scarifies and Brand Enthusiasm** |
| | *(EDP room)* |

**Session chair:** TC Melewar, Middlesex University London, UK

You need to measure brand enthusiasm, not loyalty
Trevor Davis, IBM, UK
Anthony Bigornia, IBM, USA

Are Luxury Brands sacred?
Daniela Ott, Kering Group, France

Brand loyalty, brand community identification and self-brand connection as antecedents to oppositional brand referrals
François Marticotte, Université du Québec à Montréal, Canada
Manon Arcand, Université du Québec à Montréal, Canada
Damien Baudry, Université du Québec à Montréal, Canada

| 3:20 – 3:30 pm | Award Ceremony |
| | *(EDP room)* |

Porto '***Port Wine Tour'***, free between 3.30pm – 7.00 pm.


End

**ABSTRACTS**

**POSTER SESSION 1**

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### To explore brand meaning of local food brands
Jill Quest, Bournemouth University, UK

Purpose: This PhD study aims to explore the brand meaning of local food brands from a consumer perspective.
Design/methodology/approach: This study borrows from Hirschman's theoretical framework (1980a, 1998) and specifically focuses on the contribution of the tangible attributes to meaning. It gathers empirical data through consumer-focused, ethnographic methods including shopping trips, kitchen visits and in-depth interviews in its local food Dorset context.
Findings: The data will present findings regarding the sensorial attributes of local food brands, how the tangible attributes connect with the intangible associations, the contribution of functionality to brand meaning and how the tangible attributes contribute towards any hierarchy of meaning.
Practical implications: The practical implications of this study will offer insights for local brand producers/owners in terms of their understanding of brand meaning and may assist in the design of their branding strategies.
Originality/value: This study adds to the growing body of brand meaning literature by exploring the tangible and functional attributes of local food brands together with their interplay with the intangible associations from a consumer perspective.

### Effects of interrelated involvement stimuli on purchase intention
Sina Schmal, Philipps-University Marburg, Germany
Michael Lingenfelder, Philipps-University Marburg, Germany

Purpose: Starting from the notion that product attributes like brand and eco-label evoke involvement (brand involvement and eco-label involvement), interrelated effects of involvement stimuli on purchase intention are analyzed.
Design/methodology/approach: Theoretical framework for the interrelated effects of involvement stimuli is provided based on the Social Judgment Theory of Sherif and co-authors. A convenience sample of 489 test persons were asked to complete a questionnaire relating to televisions as a stimuli of product involvement in the context of a longitudinal analysis with two surveys.
Findings: Empirical data show relationships between product attribute involvement and product involvement. A consumer's level of product involvement positively effects purchase intention.
Research limitations/implications: Focusing on televisions the findings from this study are limited in their generalizability to other product categories. The present study provides further research in involvement stimuli, their interrelationships and the consequences for buying behavior.
Practical implications: Especially for brand management in the entertainment electronics industry brand involvement and eco-label involvement influence product involvement and purchase intention.
Originality/value: This study provides evidence for interrelated effects of involvement stimuli. Because attribute involvement causes information processing and decision-making this is a notable relationship, at least for a managerial point of view.

### Branded entertainment: A bibliometric analysis
José Martí Parreño, University of Valencia, Spain
Carla Ruiz-Mafé, University of Valencia, Spain
David Alameda García, Pontifical University of Salamanca, Spain
Elena Fernández Blanco, Pontifical University of Salamanca, Spain

Purpose: The primary goal of this research is to identify main scholars, universities, research topics, and journals in which branded entertainment articles are published.

Design/methodology/approach: A bibliometric analysis was run on a sample of academic literature retrieved from Web of Science (SCI-EXPANDED, SSCI, and A&HCI) and Scopus.

Findings: Main findings reveal that most of branded entertainment research comes from departments of marketing/management and advertising/public relations. The USA is the country with the highest number of authors contributing to branded entertainment research. Despite branded entertainment is primarily a marketing communications research area a significant number of articles are related to health/children issues. A lack of ethics-related research on the topic suggests an interesting future research area for branded entertainment.

Originality/value: This is one of the first studies running a bibliometric analysis on branded entertainment academic literature.

### Brand equity transfer: An investigation

Mickey Thakor, Concordia University, Canada

Purpose: Brand equity has long been recognized as one of the most important assets of a firm, and a great deal of research has explored how associations are transferred across brands. Most of this research has, however, focused on transfer of favorable associations within a brand family – e.g., from a parent brand to brand extensions. Very few studies have considered transfer of associations across competing brands. The present research is designed to investigate this issue.

Design/Methodology/Approach: We use an experimental approach with multiple brands in this study and conduct 2 studies.

Findings: We find that favorable brand associations do transfer across brands as predicted, but that proximity does not moderate this effect as was predicted.

Research Limitations/Implications: Since this research was conducted in a laboratory context, the extent to which findings can be generalized to the real world remains to be established.

Originality/Value: This work differs from previous work in that, as noted earlier, it looks at transfer of associations across competing brands, an area that has received very little attention. An additional point of difference is that this work focuses on the retail context, using multiple brands rather than two brands as in previous studies.

### Development and content validity of a loyalty customer store scale

Marina Fabero, Universidad Autonoma of Madrid, Spain
Carmen García, Universidad Autonoma of Madrid, Spain

Purpose: This research aims to develop and initially validate a scale to assess consumer loyalty to stores in the Spanish context.

Design/methodology/approach: Twenty-seven items and five dimensions were proposed: Propensity to be loyal, Behavioural loyalty, Word of mouth recommendations, Behavioural intentions and Attitude loyalty. To determine the content validity of scale items two samples of judges were used; 7 experts in marketing research and 20 consumers, rated each item on relevance, congruency and clarity. Item content validity index (CVI) and the asymmetric confidence interval to Aiken's item content-relevance Index (V) were obtained.

Findings: Seven items were discarded based on expert´s ratings on items relevance and consumer´s ratings on congruency. Some other items were modified based on the judges´ opinions resulting in a 20 item multidimensional scale. The final scale is currently being applied in order to perform psychometric analysis to inform of the reliability (consistency and stability) and validity (factorial and predictive) of its scores.

Originality/value: Loyalty is a traditional topic in consumer study, but in the Spanish context, there is no scale with proven psychometric properties that allow adequate measurement. For this reason, we consider it essential to perform a careful study of the content validity, an aspect that has received substantial attention.

**Exploring local lifestyle values and brand preferences: An illustration for homogenized behavior**
Ayse Gokce Guner, Suleyman Sah University, Turkey
Purpose: The paper aims to find out up-to-date descriptions for local lifestyle clusters, to show up information about brand preferences and reveal whether or not there is a convergence in preferences in a developing country.
Design/methodology/approach: Based on the literature review, consumer technology products are determined as the feasible market in questioning lifestyle motivations. 50 brands in Turkish market are asked 291 participants to indicate their top-three preferred brands. Factor, cluster analysis and variance analysis as well as brand preference/lifestyle cluster cross-tabulations are conducted.
Findings: This research highlights that descriptions in VALS2 should be updated in accordance with locality; however, the intertwinement in cluster descriptions is pointed out statistically. The lifestyle clusters, whose difference in factor means partially significant by statistical analysis, prefer the same brands with the same or different line ups, but top three preferred brands stays the same.
Practical Implications: The paper is expected to enhance the decision makers' visions based on derived lifestyle descriptions. Findings also draw attention that psychographic knowledge is solely not enough to understand the youth segment in.
Originality/value: This study adds value to the growing body of literature on consumer lifestyle with a descriptive approach. Since the participants of the study from a developing society, strong homogenization in brand preferences would also provide exact evidence to discussions on homogenized consumer preferences in globalization literature.

**PAPER SESSION 1 - Brand Attachment and Brand Passion**

**How can brand experience and transformative experiences act as key drivers of brand attachment?**
Sabrina Trudeau-Hamidi, Université de Sherbrooke, Canada
Saeed Shobeiri, Université de Sherbrooke, Canada

Purpose: This study investigates the role of brand experience and transformative experiences in shaping superior brand attachment in the context of cosmetic consumption.
Methodology/approach: Structural equation modeling (SEM) method was used to analyze data. The sample consisted mostly of students from a large North Eastern university. In total, 373 participants took part of the study. Self-administered questionnaires contained items from brand experience, self- esteem, self-expression, and the attachment-aversion model of customer-brand relationships scale.
Findings: Empirical data from a survey provided strong support for brand experience and one type of transformative experience. Result showed that brand experiences and transformative experiences positively impact the attachment-aversion (AA) model of customer-brand relationships.
Research limitations/implications: The type of transformative experiences may vary across industries. To improve generalization of our findings, future research could expand on possible transformative experiences across all industries. Future research could also employ varied consumer samples for better representation of the general population.
Practical implications: Understanding the difference between brand experience and transformative experience is a key to a promising future. The findings demonstrate the value of the two concepts on consumers' attachment with brands and decision-makings.
Originality/value: This study is the first in the literature to compare the roles of brand experiential and transformational values in formation of the customer-brand relationships.

## Buy original or counterfeit luxury products? The importance of brand attachment, value and self-image

Adriano Ayres, Fumec University, Brazil
Cid Goncalves Filho, Fumec University, Brazil
Euler Alves Brandao, Stetikgroup, Brazil

Purpose: A significant number of studies are available about counterfeiting, but none explored this problem in consumer-brand relationship approach. In an innovative direction, this research tests the impacts of brand attachment and self-congruence with decisions of purchasing originals and counterfeits and its impacts on self-image.
Methodology/approach: A survey collected 581 questionnaires among women, of C Class that are potential buyers of counterfeits. The hypothetical model was based on Park, MacInnis, Priester, Eisingerich & Iacobucci (2010), Malär, Krohmer, Hoyer & Nyffenegger (2011), Wen-Ruey, Sheng-Hsiung Hsieh & Hung-Chang (2009) and Yoo & Lee (2009).
Findings: According to the results, increasing brand attachment would be a strategy to reduce counterfeit behavioral intentions. Intention of purchase of original products increased self-image, but intention of buying counterfeits does not have impact on self-image. It was also observed that the consumer perceive significant hedonic and economic benefits in counterfeiting.
Practical implications: Managers could communicate that consumer's self-image would not increase, as consumers would not feel good with counterfeits. They also could work to increase brand attachment in order to reduce purchase of counterfeits.
Social implications - For society in general, this paper contributes with strategies that could induce a more ethical consumer-brand relationship behavior thought reduction of counterfeiting.
Originality/value: The research innovates as argument that consumer-brand relationships have a key role in the management of counterfeiting. Brand attachment reduces the intention of buying counterfeits, creating important managerial and theoretical consequences. It also proposes that purchase of counterfeits does not increase self-image, a result that could contribute to managerial strategies.

## Exploring antecedents and consequents of brand passion

Diksha Rohra, Indian Institute of Technology Bombay, India
Dinesh Sharma, Indian Institute of Technology Bombay, India

Purpose: To explore the antecedents of brand passion among consumers and understand its relationship with brand loyalty, resistance to negative information and attitude towards participation (in brand community activities).
Methodology/approach: Semi-structured in-depth interviews were conducted with consumers of brands from the categories of consumer electronics, football clubs, soaps and a spiritual organization.
Findings: Two new antecedents brand admiration and brand experience along with brand trust and brand identification emerged as important antecedents to brand passion. Results suggest that brand passion is strongly related to brand loyalty and resistance to negative information. There are also indications of a link between brand passion and positive attitude towards participation in brand community activities but this seems to be applicable only for brands where consumers derive hedonic benefits.
Practical implications: Brand managers can use this research to gain an understanding of building and sustaining brand loyalty, improving resistance to negative information and extending the understanding of consumer attitude towards participation in brand community activities.
Originality/value: There are few studies exploring brand passion. This study extends the existing understanding of antecedents and consequents of brand passion.

## Affinity and attachment in the consumer place brand relationships

Keith Dinnie, BrandHorizons, UK
TC Melewar, Middlesex University London, UK

Purpose: The present study reviews conceptualizations of affinity and attachment, and applies the affinity and attachment constructs within the context of the consumer-place brand relationship. We identify key issues that require further research in order to advance understanding of the consumer-place brand relationship.
Methodology/approach: Drawing upon existing conceptualizations of brand attachment (Park, Eisingerich and Park, 2013) and consumer affinity for foreign countries (Nes, Yelkur and Silkoset, 2014), we situate the attachment and affinity

constructs within the broader consumer brand relationships literature as well as investigating the relevance of the constructs to the consumer-place brand relationship.

Findings: In the following sections we review the salient features of place brands, consumer brand relationships, and the affinity and attachment constructs.

## PAPER SESSION 2 - Brand Love and Brand Hate

### Building relationships with opinion leaders and seekers? The role of content on a brand's website

Vijay Viswanathan, Northwestern University, USA
Mototaka Sakashita, Keio University, Japan

Purpose: Websites are an important component of a firm's CRM strategy. However, few studies hitherto have examined the role of a brand's website in influencing the relationship between a brand and its customers. Here, we attempt to understand and explain the nature of content that opinion leaders and opinion seekers engage with on a brand's website.

Methodology/approach: A field experiment was conducted in collaboration with a popular sports nutrition brand in Japan. Clickstream data obtained from a 12-week marketing campaign was combined with attitudinal data obtained from a survey of website visitors. Analysis was conducted using an ANOVA approach.

Findings: We find that while opinion leaders do not view product-related content, those with high brand commitment engage more with promotional-related content. Conversely, opinion seekers do not view promotional-related content, those with high brand commitment are engaged more with product related content.

Practical implications: The study helps brands develop an appropriate content strategy to strengthen relationships with 1) opinion leaders who play an important role in spreading positive word of mouth and 2) opinion seekers who are potential customers looking for information.

Originality: This is the first study to explain the nature of content sought by two important segments from a brand's website. And it uses a combination of clickstream and attitudinal data obtained from a natural field experiment to test the theoretical framework.

### A concerted effort: Traditional and behavioral branding and brand love

Agapi Manarioti, University of Nicosia, Cyprus
Hans Ruediger Kaufmann, University of Nicosia, Cyprus

Purpose: The paper aims to trigger a debate in the consumer brand relationship research stream to combine the so far separated internal and consumer focused perspectives to achieve even closer, more authentic, sustainable and profitable consumer brand relationships.

Methodology/approach: This conceptual paper, based on a wide ranging literature review, presents two innovative conceptualizations suggested to be validated by empirical research. A research design and a brief further research agenda for this research stream is provided.

Findings: The synthesis of traditional branding, behavioral branding and brand love is hypothesized to satisfactorily address all three levels of consumer brand relationships (object, self- centered and social engagement) so far not achieved by traditional branding.

Research limitations: Due to the high level of complexity, social media based consumer brand relationships regarded as important for the social engagement level are not included in this paper and suggested for further research.

Practical implications: By the holistic branding perspective adopted by this paper, practitioners are enabled to cross functionally (leadership, HR, Marketing) co-ordinate diverse branding approaches enhancing the efficiency of the overall branding activities.

Originality/value: The paper innovatively synthesizes the so far individually investigated concepts of traditional branding, behavioral branding and brand love with the purpose to improve brand equity.

**Why do consumers hate your brand?**
S. Umit Kucuk, City University of Seattle, USA

Purpose: This study discusses the antecedent roles corporate social responsibility and consumer complaints perform in consumer brand hate and anti-branding activities.
Methodology/approach: The reasons for the existence of anti-brand websites, and how they operate in dynamically changing digital platforms are discussed with literature review and data analysis.
Findings: The findings of this study reveal that (1) there is a direct link between consumer dissatisfaction and brand hate; and (2) there is a partially mediating impact by customer dissatisfaction and corporate social responsibility on consumer brand hate.
Originality/value: This study is the first of its kind investigating the relationship might exist among CSR, consumer complaints and dissatisfaction and consumer anti-branding and hence brand hate. The study is the first study using a non-financial consumer company evaluation tool: brands. Finally, the study proposes some managerial tools how to manage CSR issues and Consumer Complaints in order to control and transform possible consumer brand hate for the benefit of all market players.

**Unexpected findings on materialism, life-satisfaction and brand love**
Aaron Ahuvia, University of Michigan-Dearborn, USA
Philipp Rauschnabel, University of Michigan-Dearborn, USA

Purpose: To better understand how to lead a fulfilling life in a consumer culture.
Design/methodology/approach: Survey data is collected from three samples: a student sample in the US, a probability sample of Facebook users in Germany, and a probability sample of Facebook users in the US. Constructs included life satisfaction, materialism (Richins' and Kasser's measures), and love for a variety of brands as well as involvement with brands in general.
Findings: Materialism was negatively associated with life satisfaction and positively associated with brand love. Yet brand love was positively associated with life satisfaction.  This finding is generally replicated across all three samples yet differs by sex and nationality: the positive relationship between brand love and life satisfaction is significant among American men for 90% of the brands but is only significant for 10% of the brands among German women.
Research limitations/implications (if applicable): This research only begins the process of providing a theoretical explanation for these observations.  In particular, future research is needed to understand why, if brand love and materialism are positively related to each other, they have opposite relationships with life satisfaction?
Social implications (if applicable): Materialism is a social problem in part due to its negative association with happiness. This research hints at the possibility that there may be healthier ways of engaging with brands.
Originality/value: There is a large literature on the negative relationship between materialism and wellbeing. This is the first study to find a generally positive relationship between wellbeing and brand love.

**Antecedents and consequents of brand hate**
Sabrina Hegner, University of Twente, The Netherlands
Marc Fetscherin, Rollins College, USA

Purpose: Recent research has mainly focused on the concept of brand love and neglected the issue of brand hate, though its tremendous effects for brands. The goal of this study is therefore to investigate antecedents and consequences of brand hate.
Design/methodology/approach: This work brings insights from psychological research in a brand management context and investigates the influence of motivations for brand hate and the behavioural outcomes of brand hate. 244 German consumers participated in the survey. The results are analyzed in a structural equation model.
Findings: The results show that negative experiences, identity incongruence, and moral misconduct lead to brand hate, while brand hate influences avoidance of the brand, negative word-of-mouth, and revenge behaviour.
Originality/value: Despite the seriousness of effects brand hate can have on the image of a brand the construct is largely unexplored in research. This study will contribute to the understanding of the concept.

**PAPER SESSION 3 - New Brand Relationship Theories**

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### An extended search for generic consumer-brand relationships[1]
Wolfgang Fritz, Technische Universitaet Braunschweig, Germany

Purpose: Relatively few empirical studies address the question of generic relationships between consumers and brands. But a relationship-oriented brand communication seems to have become increasingly important to companies on a broad and therefore generic basis. In this article, the authors present details of a study on generic consumer-brand relationships conducted in Germany.

Methodology/approach: An existing study by Fritz & Lorenz on generic brand relationships published in German is reanalyzed and extended by adding new variables into the analysis. Furthermore, in order to identify empirically different types of brand relationships, advanced methods of mixture clustering and logistic regression analysis are used. The data analyzed stem from an online survey of more than 900 consumers conducted in Germany. While the methodological approach of the original study by Fritz & Lorenz may be classified as exploratory, because it aimed at discovering relationship types by using traditional clustering methods, the approach of this extended analysis may be interpreted as confirmatory, because the original cluster solution of the Fritz & Lorenz study is reanalyzed empirically by using advanced statistical methods. Furthermore, the research approach of both studies must be counted to the quantitative research paradigm.

Findings: Based on the data of more than nine hundred consumers, four different generic types of consumer-brand relationships emerge, characterized as "best friendship", "unemotional purpose-based relationship", "loose contact", and "happy partnership." The extended data analysis supports this generic four type solution to a high degree. These findings differ from those of prominent studies, e.g. by Fournier and colleagues, who seek to discover brand relationships not on a generic, but more on an individual level by using methods of qualitative and interpretative research. Therefore, the findings add some new knowledge to the research on brand relationships.

Research limitations: The findings presented in the paper are valid for the German market only. Although it is the largest market in Europe, the generalizability to other markets and cultural areas is an open question.

Practical implications: The results of the new analysis suggest that numerous well-known brands often appear within less favorable relationships like "unemotional purpose-based relationship" and "loose contact". These findings indicate important shortcomings of relationship-oriented brand management in many companies and suggest the need for further work in this area.

Originality: The study adds new insights to the research on brand relationships by using an approach designed to discover generic relationship types. Although its scope is limited to Germany, it challenges the generalizability of the dominant qualitatively-oriented research on individual brand relationships to a high degree.

### The impact of affective and utilitarian consumer brand relationships on consideration sets and brand equity
Leung Lai Cheung, Lingnan University, China
Ursula Bougoure, University of Newcastle Australia, Singapore Campus, Singapore
Karen Miller, University of Southern Queensland, Australia

Purpose: Much of the literature on consumer brand relationships (CBR) focuses on better understanding the relationships that form between consumers and brands. Relatively little work however focuses on the consequences of such relationships, such as the impact of CBR on consumer choices (Lee and Kang, 2012). This is surprising given the huge number of brands that are available on the market, all trying to compete for the all-important consumer dollar. In fact, even being considered as a brand from which to choose (in a consumer's consideration set), is increasingly tough for brand managers who struggle to differentiate their brand from other competing offers. Since competition amongst brands is so fierce, understanding how CBRs impact consumer choices, like consideration sets is an important and worthy area of investigation. As such, the purpose of this study is to examine for the first time, the effects of consumer-brand relationships on brand consideration and brand equity.

Methodology/approach: Using a self-completion survey method advocated by Yoo, Donthu and Lee (2000) and Chaudhuri and Holbrook (2001), this study examines the impact of 333 consumer brand relationships on considerations sets and

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[1] *This abstract was taken with kind permission of Wiley-Blackwell from the article „An Extended Search for Generic Consumer-Brand Relationships" by Wolfgang Fritz, Bettina Lorenz, and Michael Kempe, published in Psychology & Marketing, Vol. 31 (11): 976-991 (November 2014).

brand equity in Hong Kong. Two service industries were selected for inclusion in the study; banking and fast food. Three brands per service industry were then selected via focus group discussions. The Banking brands used in this study are Bank of China, Bank of East Asia and HSBC. The fast food brands used in this study are Café de Coral, Fairwood and McDonald's. The data collected were subjected to preliminary data analysis to ensure internal consistency, evidence of convergent validity and discriminant validity and to ensure no common method variance was present. The hypotheses were then tested using SEM via AMOS and Discriminant Analysis.

Findings: The results of this study contribute to the CBR literature in two ways. First, our findings show that CBRs can be segmented into both utilitarian and/or affective brand relationships. Love/passion, self–connection and interdependence comprise affective CBRs while intimacy, brand partner quality and commitment comprise utilitarian CBRs. Second, this study shows that both utilitarian and affective brand relationships impact consideration sets and brand equity, supporting the study's conceptual model and related hypotheses.

Research implications/ limitations: According to our results, utilitarian brand relationships are best as they are likely to increase the chances of the brand being included in the consideration set, increase perceptions of brand uniqueness and a consumer's propensity to pay more. These novel results are surprising given the amount of attention dedicated to affective brand relationships, brand love and the building of emotional brands and/or brand connections in recent literature. Whilst the findings of our study contribute to and update the literature in CBRs, there are a number of limitations that should be acknowledged and which serve to direct future research endeavours. First, this study focuses on the dyadic relationship between the consumer and the brand. Future research should expand the realm of this research to include stakeholders such as employees, suppliers and investors. Second, this study relates to a sample of homogeneous Chinese consumers only, so we do not know if these findings will replicate outside this cultural group. As such, future research should replicate the model cross culturally. Third, as this is a theory testing paper, our use of a student sample means caution should be heeded when projecting the results to the population. Future research may benefit by using a panel data to elicit consumer brand relationships from a more heterogeneous sample.

Originality/value: To the best of our knowledge this is the first study to conceptualise and empirically show that CBR's are both affective and/or utilitarian. This is also the first study to examine the impact of CBRs on consideration sets.


**The role of in-store actions in building consumer brand relationships**
Sarah Mussol, MRM - Montpellier Research in Management, France
Philippe Aurier, MRM - Montpellier Research in Management, France
Gilles Séré de Lanauze, MRM - Montpellier Research in Management, France


Purpose: The paper aims to compare the impact goods on consumer-brand relationships
of in-store transactional and relational actions put in place by brand manufacturers of fast moving consumer.

Methodology/approach: The empirical application involves ice cream brands distributed in the super-hypermarket channel. An online questionnaire is developed to test actions implemented by these brands. The sample of 812 actual consumers is split into four groups exposed to one transactional action or one out of three relational actions. MANOVA is conducted to test the hypotheses about differences in the relational variables across the four groups.

Findings: Relational actions bring more relational benefits to the respondents. Individuals exposed to relational in-store actions perceive stronger efforts of the brand and identify more with the brand than those exposed to transactional in-store actions.

Research limitations/implications: The application is limited to only one product category with affective treatment and we used mainly declarative measures of the constructs. The research contributes to the understanding of relationship reinforcement through the implementation of actions.

Practical implications: Operationally, the results of this research provide a useful insight for manufacturer brands in terms of actions to use.

Originality/value: The originality lies in the consideration of in-store actions not only as mechanical tools but also as relational actions.

**The Perception of Power in Consumer-Brand Relationships**

Elder Semprebon, Catholic University of Parana, Brazil
Paulo Prado, Federal University of Paraná, Brazil

Purpose: Power is a variable which has not yet been adequately explored in the literature regarding consumer-brand relationship. Given its importance in the social relationships, the purpose of this paper is to investigate the role of power in consumer-brand relationships.

Methodology/approach: Three experiments were conducted by manipulating the power of brands of shoes (experiment 1 and 2) and notebook (experiment 3) and measuring the level of personal power of consumers.

Findings: The literature shows that power is predominantly asymmetric in relationships (H1). The three experiments provided evidence that, in the presence of brands with high (low) power, consumers consequently feel less (more) personal power. Another assumption is that the perception of brand dependency has a mediating effect in this relationship, since the amount of power is related to the degree of dependence between the parties (H2). The second experiment indicated that brands with high power generate greater degree of dependency and, as a consequence, a decreasing sense of personal power by increasing consumer perception of power asymmetry. The literature also suggests that trust could also reduce this power asymmetry (H3). The third experiment found that, in high levels of trust, the negative effect of brand power, mediated by dependency on personal power, is less intense, when compared to low trust condition. This evidence corroborates the role of trust as a mechanism reducing the power inequality.

Originality: These findings indicate contributions to the study of consumer-brand relationship submitting new enlightenment of the phenomenon from the standpoint of the asymmetric relationship of brand power of and the perception of personal, and the moderated mediation effect of trust and brand dependency on this process.

**I love to be unique! I will pay the price! How mass customization causes higher willingness to pay through spotlight effect**

Saeedeh Rezaee Vessal, Université Pierre Mendès France – Grenoble, France
Pierre Valette Florence, Université Pierre Mendès France – Grenoble, France
Haithem Guizani, Sciences Po Grenoble-University of Grenoble, France

Purpose: The main purpose of this research is to define the internal stimuli of customers to pay more for customized products. We demonstrate customer's higher willingness to pay comes out from overestimation of product uniqueness; spotlight effect is presented as a proper proxy to measure this overestimation.

Design/ methodology/ approach: To test the research propositions, 4 experiments are designed with a total number of 291 participations. Scale items were derived from the literature. For the first experiment, multiple regression analyses were conducted to assess the proposed mediation impact of spotlight effect. One way ANOVA was conducted in the remaining experiments to examine moderating role of product level (luxury vs. non luxury), customized features (hedonic vs. utilitarian), and number of customizing choices.

Findings: The first experiment results reveal that increasing customers feeling of uniqueness through mass customization impacts their overestimation of others' attention to their possession and consequently on their willingness to pay (WTP). In the second experiment we find out that the level of the product considering luxury vs. non-luxury has a moderating role on the relation between mass customization and spotlight effect. We compare the values resulting from customizing utilitarian and hedonic features in the third part of this study. Finally, the impact of the number of choices provided to customization is the last factor studied in this paper in relation to WTP.

Practical implication: This paper offers insights for companies active in selling luxury and non-luxury products and how they can benefit from mass customization, through the customized possibilities provided to their consumers

**PAPER SESSION 4 - Brand Heritage, Brand Imitation and Brand Authenticity**

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### Beer, place brand origin and consumer brand relationships

TC Melewar, Middlesex University London, UK
Heather Skinner, Green Corfu, Greece

Purpose: There is limited examination of the way brand name decisions affect consumer relationships with the place origin and authenticity of products consumed within destinations serving both local inhabitants and tourists. This paper therefore explores the brand architecture decisions made by a Greek island-based microbrewery, examining these decisions in the context of consumer brand relationships with beers that convey a place brand origin.
Methodology/approach: We have adopted a single case study approach, with findings informed by in-depth interviews with the microbrewery owner and senior management team.
Findings: Our findings point to the way in which one company has designed its brand architecture based on a clear understanding of potential consumer perceptions and reactions to clues about place brand origin in its brand names when targeting its main groups of domestic, export, and tourist consumers.

### University brand heritage: Components, measures and outcomes

Altaf Merchant, University of Washington Tacoma, USA
Gregory Rose, University of Washington Tacoma, USA
Mei Rose, University of Alaska Anchorage, USA

Purpose: This on-going inquiry reports work in progress that examines the components, measures and outcomes of university brand heritage
Methodology/approach: Three empirical studies are presented. Study 1 explores the various dimensions and manifestations of university brand heritage. Study 2 utilizes exploratory factor analysis to refine and shortlist items generated. Study 3 experimentally manipulates university heritage in advertising and studies its effects on parents and students (pretest results).
Findings: University brand heritage comprises of three dimensions – stature, symbols and sports legacy. A 26-item scale is developed measuring these three dimensions. Student attitudes and intentions towards the university are expected to be more positive with communications emphasizing a university's heritage.
Research limitations/implications: Provide practical guidelines for how and when to develop promotional materials that extol a university's heritage and how to measure it.
Originality/value: There is scant research on university heritage and its impact on student/parent choice. This inquiry contributes to the academic literature on branding of institutions of higher education.

### Winchester: The making of a heritage brand and its consumer communities

Terrence Witkowski, California State University Long Beach, USA

Purpose: This paper broadens understanding of consumer brand relationships by investigating the marketing history of, cultural references to, and brand communities formed around Winchester firearms.
Methodology/approach: The study combines historical research and writing with preliminary ethnographic data collection and analysis. Written, artifactual, and photographic data sources from the literature and museum collections were examined. Contemporary heritage brand communities were accessed through online data sources including the websites of the Winchester Arms Collector Association and the Internet Movie Firearms Database.
Findings: By the 1880s, company marketing and popular culture references had established the Winchester brand. From the 1890s well into the 20th century, visually striking company promotions made good use of advances in chromolithography. Motion pictures and television contributed new visual meanings and associations to the Winchester brand throughout the 20th century. Evidence suggests the creation of Native American and African-American brand communities in the last quarter of the 19th century. The predominantly white, male, and politically conservative brand communities of today, first organized in the 1980s, focus upon Winchester collecting.
Research limitations/implications: The historical research is in its early stages and additional primary data sources need to be found and consulted. More ethnographic data collecting within the contemporary brand community is also a priority.

Originality/value: This study adds historical data, narrative, and perspective to research on consumer brand relationships. It approaches firearms as brands, as cultural icons, and as objects of consumer communities.

### Typicality impact on brand imitations evaluation and categorization

André Le Roux, IAE, Université de Poitiers, France
Marinette Thébault, IAE, Université de Poitiers, France
François Bobrie, IAE, Université de Poitiers, France

Purpose: This research aims at exploring the impact of an overlooked variable, typicality, on the brand evaluation and the categorization of counterfeits and imitations.

Methodology/approach: The research design is a 2x2x2 mixed factorial design with repeated measures on a convenience sample of 301 respondents. Data are analyzed using ANOVA.

Findings: Results show that typicality as well as brand name and packaging manipulations impact brand evaluation. Interactions effects analyses show that typicality manipulation affects both brand name and packaging manipulations. Two categorization schemas emerge from the results: under high typicality conditions, any deviation from the brand codes in terms of name and packaging is unacceptable and results in stimuli categorization as fakes. Under low typicality conditions, brand name manipulation impacts brand evaluation, while packaging manipulation is ineffective. Variations in packaging are acceptable and result in stimuli categorization as a genuine item, or a legitimate imitation from a competitor or a private label.

Originality/value: This research demonstrates the impact of typicality on both evaluation and categorization of brand variations according name and packaging. It also shows that brands and product classes are not equal face to counterfeiting and imitation. Findings are discussed regarding brand vulnerability to imitation and counterfeiting, the importance of considering competitive context, brand management, and brand strategy.

**POSTER SESSION 2**

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### Studying children's brand relationships using the CCT approach

Diliara Mingazova, University of East London, UK

Purpose: The purpose of this literature review is to help redress the child's neglected position in current consumer culture theory (CCT) research and provide evidence of our lack of understanding of children's' relationships with brands. Design/methodology/approach: The objectives are achieved by carrying out an extensive review of the current literature on the child's socialisation processes, the child's position in consumer culture, the child's relationships with brands and, consequently, children's identity projects in the context of CCT. This literature review revealed the child's neglected position in consumer research and highlighted our lack of understanding of the children's brand relationships phenomenon.

Findings: This literature review ascertains that our understanding of the child's relationships with brands would be better understood if research using the CCT approach was adopted. Further, this literature review reveals that by combining the CCT approach with Cook's "commercial enculturation" concept, a deeper understanding of could be obtained. Future research, it is suggested here, needs to focus upon such questions as: why are brands important for children in their daily lives? How can CCT and new views on the child socialisation processes be combined in order to explain and better understand children's relationships with brands? And, how do brands support the identity projects of children when viewed through the lense of CCT? Satisfactorily answering these questions, it is suggested here, will provide greater understanding of the child's role and position within consumer culture.

Practical implications: Little is known about how children use brands in their daily lives. Research clearly reveals that children as young as three years of age do have relationships with brands but little is actually known about how these relationships impact on their identity projects. Existing research has not tended to focus on children as consumers in their own right but as within a process becoming an adult. Children's consumption is growing rapidly around the World and is no longer restricted to Western economies. Marketers of products aimed at children would, consequently, gain from having a better understanding of how children use brands in their daily lives.

Social implications: There is evidence to suggest that children of young ages are active consumers, that they do have relationships with brands and that they influence their identity projects. Having a greater understanding of the phenomena would not only be of benefit to marketers no increase economic activity in a socially responsible way, but also to provide benefit to society in that such knowledge would deepen our understanding of how children's identity projects are supported.

Originality/value:   The paper here recommends the adoption of the CCT approach in order to gain a deeper understanding of how children use brands in their daily lives. It argues that children are active participants of the social world and that relationships that they have with brands needs to be better understood in order to improve the lives of children and society at large.

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### The effects of brand heritage on consumers' brand attitudes and purchase intentions

Piotr Chelminski, Providence College, USA
Mark Defanti, Providence College, USA

Purpose: The purpose of this study is to investigate the effects of brand heritage on consumer brand attitudes such as perceived brand social image, brand trust, self-brand connection, consumer purchase intention, and perceived fair price for the product and possible moderating effects of consumer involvement and country of origin.

Design/methodology/approach: We use an experimental approach with a between-subjects design. Using an online survey, we randomly present respondents with either a low or a high brand heritage scenario describing a fictitious brand of formal shoes made in Italy or in the USA.

Findings: As expected, brand heritage has positive effect on the perceived brand social image, brand trust, self-brand connection, and purchase intention. No statistically significant change in the perceived fair price due to brand heritage is observed in the pilot data.

Research limitations/implications: Given the small sample size, we only observed few statistically significant interaction effects. However, the observed trends appear to be in the direction of the hypothesized relationships. Our next step will be to conduct this experiment among a representative sample of U.S. consumers.

Practical implications: An important implication is better understanding of the brand's heritage construct in the context of consumer attitude formation and purchase intentions. If the hypotheses are supported, it would mean that effective communication of a brand's heritage might substantially improve consumer's perceptions of the brand and favorably influence purchase intentions and willingness to pay a higher price.

Originality/value: Best to our knowledge, this is the first study to examine the effects of heritage on consumer brand attitude formation and intentions to purchase, considering level of consumer involvement and country of origin effects as moderators.

## Willingness to sacrifice in sport: Fans and athletes perceptions

Ricardo Cayolla, University of Aveiro; Higher University of Maia, Portugal
Nuno Pimenta, Higher University of Maia, Portugal

Purpose: The aim of this research is to explore the 'willingness to sacrifice' in sport, between two participant groups with distinguishing characteristics: Fans of clubs with strong brands and closely related with commercial aspects and; elite non-professional athletes and not related with clubs with strong brands.

Methodology/approach: Data was collected through 12 semi-structured interviews for fans and 13 semi-structured interviews for athletes. The interviews were recorded and transcribed and the NVivo software was employed to help in content data analysis.

Findings: In this paper we present findings showing that the 'willingness to sacrifice' associated to sport is the outcome of being too committed to its goals and norms.

Practical implications: While athletes may experience specific sacrifices such as pain and injury, there are some sacrifices that appear to be shared between these different groups: sacrificing family activities; sacrificing social activities not related to sport; sacrificing school/professional activities and; having a strong sense of belonging to an exclusive and privileged group.

Originality: Best to our knowledge, this study is the first to cross fans and athletes perceptions considering sacrifice.

## Fostering innovation and creativity in marketing processes and customer experiences

Silvia Cacho-Elizondo, IPADE Business School, Mexico

Purpose: This research explores the capacity for innovation at the level of marketing processes and customer experiences, highlighting its importance for the growth of an organization and also for the reinforcement of consumer-brand ties.
Methodology: Using ground theory we build our research on secondary data, two case studies, press review and websites analysis.

Findings: The insights taken from the companies studied generate some lessons than can help or inspired other companies interested to become more innovative and creative in their marketing process and also in the design of appealing customer experiences that enhance consumer-brand ties.

Practical implications: These lessons emerged in the Mexican context but could also be useful to other companies in emerging markets.

Originality: This paper is part of a larger research exploring innovative and creative practices of Mexican companies. The idea is to expand this initiative to other Latin American countries.

## Collecting Brand Items: An analysis based on the means end chain theory

Olga Pepece, Universidade Estadual de Maringá, Brazil
Paulo Prado, Federal University of Paraná, Brazil

Purpose: The aim of this paper is to achieve a better understanding of the consumer collection behavior, more specifically that of consumers of brand collections. The main objectives of this study are to identify what characterizes a collection according to the perception of collectors and construct and analyze their hierarchy of goals.

Method: Three brands were selected for the purposes of the study, of which two (All Star and Swatch) are international and one (Melissa) Brazilian. These three brands were chosen because they have been on the market for over twenty years in order to avoid choosing a brand that may have been merely a fad and because there are clear signs that they are collected by consumers, as can be seen both in their communication mix and in communities found in relationship websites such as Orkut. For this purpose, a bibliographic review of the subject was conducted and two research projects, one of them qualitative in which collectors and professionals that commercialize the brands under study were interviewed. The association pattern technique was applied using the Latent Class model and a hierarchical value map was constructed. This map is the result of the probability of relationships between different levels of goals (ranging from goals of having (attributes and benefits), to doing (current concerns and consumption intentions) to higher goals of being that are represented by life projects, life themes and values) of consumers and allows us to understand which sub-goals are used to achieve the higher life goals.

Findings: Among the main discoveries of this study are the definition that to be considered a collection of one of the three brands studied it is necessary for the consumer to have purchased at least four items of the same brand, to care for and preserve these goods even after they have lost their original function and to intend to continue purchasing this brand. A curious fact concerning the collection of All Star, Melissa and Swatch brands is that their collectors use the items they collect in different ways from other collectors, such as stamp collectors, which are merely contemplative. Concerning having goals, ten attributes were identified (having a unique style, low price, variety of colors, being made of alternative material, offering a variety of models and patterns, being durable, having exclusive collectors' editions, offering collections with everyday themes, being comfortable and offering lightness). Ten benefits were also identified (differentiation, savings, can be used on different occasions, offers beauty, rejuvenates the wearer/user, shows the mood of the user, does not hurt the body, does not cause allergies, an older item is worth more than a more recent item, shows that the person has a cult personality). When it came to doing goals, in the qualitative stage, eleven goals common to the three brands were identified (showing knowledge of trends, expressing who you are and how you see the world, making an investment, following cultural movements, being happy with life, being part of a group, being a rebel, remembering happy moments, valuing art, making a connection with the brand and showing you are better than other people). Twelve life goals were identified in the qualitative stage (seeking individuality, joviality, pleasure, beauty, modernity, social recognition, freedom, self respect, prosperity, true friendship, wisdom and a sense of achievement). It is worth emphasizing that in the quantitative phase the ten attributes remained while the number of benefits fell to six (savings, differentiation, can be used on different occasions, offers beauty, shows the mood of the user, does not hurt the body); the doing goals were also reduced to five items (showing knowledge of trends, expressing who you are and how you see the world, making an investment, being happy with life and valuing art). Meanwhile, the being goals were reduced by just one item, with eleven remaining of the original twelve (seeking individuality, joviality, pleasure, beauty, being modern, freedom, self respect, prosperity, true friendship, wisdom and sense of achievement).

Originality: As for the result of the Hierarchical Value Map, the life goals that had the strongest connections were being modern and pleasure. To achieve these goals, two of the main current concerns and consumption intentions of the collectors that are used are being happy with life and showing knowledge of trends. For this purpose, the benefits of differentiation and showing the mood of the user are fundamental. In order to achieve these benefits, it is necessary for the brands to offer items that include a variety of colors, exclusive editions and variety of models and patterns.

## Can healthy eating be cool? A study of celebrities' impact on teens' attitudes towards healthy eating

Filipa Gregório, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal
Luisa Agante, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal

Purpose: In adolescence peers become a major influence, however teenagers also look to celebrities to know what is "trending". This study was a first step to understand if celebrities can have a positive influence in adolescents' views of healthy food.

Design/methodology/approach: Research was done to 13 and 14 year olds who were divided into experimental and control groups. The first observed an episode which included a scene of a celebrity eating healthily, followed by a questionnaire focused on attitudes towards healthy eating.

Findings: Results suggest that teens align their attitudes to be the same as the celebrity's. Moreover, celebrities can be stronger role models than peers and this effect will be higher for teenagers who are more easily influenced. In the end, this study shows that celebrities are able to transmit healthy eating habits successfully and effectively.

Research limitations/implications: The main limitation of this study was the frequency with which the teens watched the Show (92% watched less than 2 times per week or never watched), which may be because younger children also watch it and therefore becomes a show "for younger children" in the minds of teens. Further research should be made with a more frequently watched teen TV Show, since stronger results and insights can arise due to the possibility of teen's higher attachment to the TV show and character

Originality/value: This study extends the literature on celebrities influence by using a celebrity to promote healthy eating and therefore aims to contributing to the reduction of diseases related with unhealthy eating habits.


## Brand Narrative Co-Creation: Advertising Planner Perspectives

Allison Baker, Irish International BBDO, Ireland
Valerie Gannon, Dublin Institute of Technology, Ireland

Purpose: The purpose of this research is to explore the perspective of advertising planners on the concept of brand narrative and on the process of brand narrative co-creation.

Design/methodology/approach: In keeping with the exploratory nature of the research qualitative interviews were conducted with 6 planners, 3 from the US and 3 from Ireland.

Findings: The study indicates that narratives are seen as differentiating and defining a brand's core purpose. Brand narratives are seen as tools of strategic alignment across campaigns, across media touch-points and across time. Benefits were seen as increasing emotional resonance and brand salience, countering rogue consumer myths and maintaining brand consistency. The main challenge identified was client resistance and even outright ignorance. Four key players were identified in the brand co-creation process: client, planner, creatives, and consumers. No differences in transatlantic perspectives emerged. Planners see themselves as co-creators of brand narratives with clear views on the concept and process.

Practical implications: Research findings have significant implications for brand owners and managers whose understanding of and participation in the brand narrative co-creation process is underdeveloped.

Originality/value: This research contributes to the literature on brand narrative co-creation. A fourth key player in brand narrative co-creation is identified. The complexity of the brand narrative co-creation process is revealed particularly with respect to client commitment.

## PAPER SESSION 5 - Brand Relationships, Kids and Social Media

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### A conceptual model of a brand's presence on Facebook - aligned with teenagers' motivations and strategic marketing outcomes

Bruno Monteiro, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal
Luisa Agante, NOVA School of Business and Economics, INOVA, Universidade Nova de Lisboa, Portugal

Purpose: This research aimed to propose a conceptual model of Relationship Marketing, embracing the stimuli and strategic marketing outcomes of the adolescent's engagement with a brand, in Facebook (considering teenagers from 15 to 18 years old).
Methodology/approach: Structured questionnaires and in-depth interviews were used. The questionnaire was answered by 106 adolescents aged from 15-18 years old and the interviews were conducted with 10 teens of the same age.
Findings: Facebook has the awareness and potential to support the promotional mix of brands and companies. By operating in digital media, featuring the development of brand communities, brands engage teenagers when activating their intrinsic motivational factors, in respect to brand love, product category involvement, information exchange and collective self-esteem, and resorting to informative, entertaining and interactive marketing (inbound marketing). If brands engage teenagers in each one of these motivational areas, brands build their awareness and image, create a relationship with customers, priming satisfaction, trust and loyalty, and stimulate viral marketing and purchase intention, on Facebook.
Research limitations/implications: Further studies should address this topic, by using larger samples and study of specific brands and campaign programs, over social media.
Originality/value: Brands are emphasising their interest in linking Social networks and Marketing to develop their promotional mix around Social Marketing.

### Mobile advergames targeting children: a "portable playground" to build brand relationships with young consumers?

Valerie Hemar-Nicolas, University of Paris Sud, France

Purpose: While Branded mobile games are increasingly used by brands to communicate with young consumers, this exploratory study aims to take a first step in gaining a better knowledge about children's advertising literacy of mobile advergames, and the extent to which these mobile games may contribute to build a "fair" brand-child relationship.
Design/methodology/approach: A qualitative study based on a child-centric perspective was conducted with twenty children aged 6 to 11 years old. The data collection and analysis used data triangulation based on multiple methods in order to help children express their feelings and thoughts, which included drawings, interviews, and observations.
Findings: Children have a pretty good understanding of advergames, but they do not use this knowledge to hold critical attitudes toward this advertising technique. Advergames contribute to children's brand experience, and promote a pleasure-based relationship with brand. The study suggests the influence of peers on children's susceptibility to advergames.
Research implications: This research contributes to the literature on children's advertising literacy and child-brand relationship by providing a better understanding of the way children decode and use mobile advergames.
Practical implications: From a managerial perspective, the article highlights the potential effectiveness of mobile advergames to build a child-brand relationship based on branded entertainment. However, the study's findings provide some evidence that advergames targeting children raise ethical concerns, and need to be regulated.
Originality/value: Prior research has widely studied the impact of television advertising on young consumers. Conversely, despite the fast-growing development of brand-produced mobile games, little is known about children's perception and responses to advergames. While prior research mostly tackled this issue with quantitative studies, this study adopts a qualitative approach in order to collect children's insights about their advergame experiences.

## Brand bullying at teenage – The roles of brands in the contexts of bullying

Samil Aledin, University of Turku, Finland

Bullying compromises adolescents' safety, inclusion and psychic as well as physical welfare. It tends to peak at the beginning of secondary school. While bullying as a whole is likely to decrease as children get older, direct and indirect verbal and non-verbal methods increase. Since bullying is a form of social interaction, brands through their meanings have an effect on verbal and non-verbal methods adolescents apply in bullying.

Bullying is widely covered in the academic research, but there is a lack regarding bullying using brands. The purpose of this study is to understand the roles of brands in bullying. Research questions are. 1) What are the defining characteristics of brand bullying? 2) What roles do brands have in bullying contexts? This is a qualitative study with 20 students at 8th grade. The interviewees had either observed or personally experienced bullying. Data analysis is conducted by applying Thompson's (1997) hermeneutic framework for interpreting consumer stories. It consists of two stages of part-to-whole iterations: intratextual and intertextual. Whether negative peer interaction using brands is considered bullying depends on the relationship with the sender of the message and repetitiousness. Fake hunting takes place when users of real items make the "suspects" of fake item users to show the origin of their products. Brand-driven selective exclusion refers to a context in which a particular person is included in or excluded from a group based on the brands she happens to wear each day. In addition, insulting remarks on appearance ("ugly") can be made if a teen wears a hypermarket private label, and is as a consequence excluded from a peer group. Attention whoredom implies that users of expensive youth brands are also targets of bullying, and referred sometimes as "attention whores". Finally, the brand-related teenage bullying is not limited to the characteristics of teenagers, but also includes the ones of the parents (e.g. financial stance).

## Understanding consumer avoidance of brands embedded in advergames: The role of previous experience.

Carla Ruiz-Mafé, University of Valencia, Spain
Jose Marti Parreño, University of Valencia, Spain
Elena Fernández Blanco, Pontificial University of Salamanca, Spain
David Alameda García, Pontificial University of Salamanca, Spain

Purpose: To analyse key drivers of brand avoidance intentions on branded videogames (advergames), paying special attention to the role of previous experience.
Methodology/approach: A proposed model of the impact of consumer´s attitudes (attitude towards product placement and attitude towards advergames), affinity towards video games and ethicality on brand avoidance intentions is analysed. We also evaluate the interaction between previous experience and these variables on consumer's brand avoidance intentions. The sample consisted in 423 Spanish individuals. The model was tested using multiple linear regression.
Findings: Findings show that ethicality, positive attitude towards product placement and video games affinity are the main factors leading players' brand avoidance. For non-experienced users, ethicality followed by attitude towards advergames are the key drivers of brand avoidance. Our model suggests differences on brand avoidance depending on consumer's previous experience playing advergames.
Originality/value: This research combines the influence of consumer ethicality, video games affinity, and consumer attitudes in order to construct an improved model for explaining brand avoidance on advergames. Unlike previous research on video games, this paper is one of the few studies that focus on negative consequences of advergames in terms of brand avoidance. This research is novel because goes beyond attitudes, integrating also the effect of a variable associated with the importance of the video games in the life of the individual (affinity) and the consumer´s moral concerns about brands embedded in video games with commercial purposes. Finally, this paper pays special attention to the role of experience.

## When relationships go wrong: Insights from previous studies

Rui Lopes, University Institute of Lisbon, Portugal
Sandra Loureiro, University Institute of Lisbon, Portugal

Purpose: This research provides a first systematic literature review on negative consumer-brand relationships (NCBR) issues in order to capture the main terms and factors employed in several previous studies.

Methodology/approach: This paper analyses the main characteristics of 93 articles on NCBR published in the most relevant scientific journals within the period 2009–2014. Based on a systematic literature review, we have explored the topic as well as other relevant aspects of the research.

Findings: Four fundamental key thematic themes of NCBR have been identified: Conflict attitude; Brand-self distance; Negative perceived emotions; Countercultural phenomena. This review allows a comprehensive understanding of the nature and measurement of this flourishing research topic, and highlights the need for continuing research into additional conceptualization and validation of theories.

Practical implications: Our findings allow managers to be aware of the major factors that may significantly contribute to the negative relationships that consumers have towards brands. Thereby, it helps help marketing practitioners to take more efficient decisions and avoid strategies that increment negative relationships.

Originality value: In recent years, the meaning of these negative relationships has attracted the attention of marketing practitioners, but little attention has been given in academia. The research conducted in this paper, represents the only systematic identification, examination and incorporation of negative relations factors identified through the existing literature and discusses promising aspects of NCBR for future research.

## PAPER SESSION 6 - Brand relationships and behavioral outcomes

## Consumer response to divine associations in brands

Valentina Nedeva, University of Lausanne, Switzerland
Sandor Czellar, University of Lausanne, Switzerland
Felicitas Morhart, University of Lausanne, Switzerland

Purpose: The present research aims to investigate consumer responses to brands that use divine primes/references in their branding strategy.

Methodology/approach: Our projected studies (surveys and experiments) will investigate the conditions under which divine primes may activate the positive knowledge structures (identified in an exploratory study) for different brands and consumer segments.

Findings: The research findings will hopefully shed light on the question if and if yes, what type of brand associations "divine" mentions trigger in consumer minds and how they may influence consumer brand attitudes and brand relationships.

Practical implications: The research findings will hopefully present important managerial implications as they aim to point out which brands and consumer segments, and under what kind of situations, can benefit from an association with the divine concept.

Originality/value: This work-in-progress intends to contribute to the brand relationship literature by investigating the value of divine references in brand elements and brand communication. Currently, we lack knowledge about how divine priming may influence brand perceptions in consumption contexts.

## The importance of consumer brand relationships for successful service recovery

Marcelo Nacif Rocha, Fiat Automoveis, Brazil
Cid Goncalves Filho, Fumec University, Brazil

Purpose: Consumer Brand Relationships have been addressed in different emphases during the last years, but not too much is known about its potential influence on customers complaining situations. This research aims to analyze the Consumer-Brand Relationship Quality impacts on consumer´s justice perception and behavioral intentions in service recovery at Automotive Industry.

Methodology/approach: The research performed a survey with 368 car consumers who passed through a real service recovery process in the last 24 months. The theoretical model proposed involves Brand Relationship Quality (BRQ), Sense of Justice (Distributive, Procedural and Interactional Justice), Customer Satisfaction with complaint handling and Behavioral intentions (purchase, complaint and retaliate).

Findings: The results shows the BRQ could mitigate customer's negative judgments and negative behavioral intentions. It reinforce the strategic relevance in establishing strong bounds between the brand and its customers, because BRQ can mitigate negative judgments established in adverse situations and generate positive impacts on customer behaviors.

Research limitations/implications: The sample characteristics (data was collect in one country) suggests caution in generalizing the results.

Practical implications: Managers should see BRQ as a strategic weapon to mitigate possible problems occurred with clients, since with the same procedures in a service recovery process, a firm could obtain stronger future intentions of purchase and less complaints /retaliations if BRQ is well managed and established.

Originality/value: The paper is innovative, as it proves the importance of establishing higher levels of consumer brand relationships in order to obtain higher justice and satisfaction evaluations in service recovery.


## How am I supposed to live without you? Whys, motivations, and importance of the brand in a daily life.

Ricardo Cayolla, University of Aveiro; Higher University of Maia, Portugal
Sandra Loureiro, ISCTE – University Institute of Lisbon, Portugal

Purpose: To explore the whys, motivations, and importance in life of being connected to a brand (football club).

Methodology/approach: We realize 97 telephone interviews and then 28 in-depth interviews. These were recorded, transcribed and NVIVO software was employed.

Findings: The findings of the 28 in-depth interviews reveal: three major themes for whys (family influence, hidden, culture), four major themes for motivations (emotions, needs, hatred to other brands, transfer energy) and four themes for importance (social, shape character, pride, escape).

Limitations: small sample, data is from only one brand (club), and the fact that auto-driving method could influence certain responses and feelings/ideas. The current research provides initial evidence that brand sacrifice is a part of a complex construct considering CBR. Brand sacrifice, brand love and brand devotion are inseparably connected to each other and therefore need to be studied in order to have a greater depth with respect to knowledge of the CBR.

Practical implications: We contribute to a better and deeper knowledge of the way of think and feel of elements of such important customer segments.

Originality/value: fans from all over the country gave us a holistic view about a specific brand.

**PAPER SESSION 7 - Celebrities and Brand Relationships**

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### Examining the effects of celebrity endorsements on brand equity and self-brand connection

Abhishek Dwivedi, Charles Sturt University, Australia
Lester Johnson, Charles Sturt University, Australia
Bob McDonald, Texas Tech University, USA

Purpose: The objective is to examine the impact of celebrity endorser credibility on consumer self-brand connection and endorsed brand equity. A conceptual model is developed, positioning consumer self-brand connections as a partial mediator of the effect of endorser credibility on endorsed brand equity.

Methodology/approach: A cross-sectional survey 382 consumers of sports drinks in the US was conducted to estimate the conceptual model. Stimuli, devised on the basis of a pre-test, involved celebrity-brand pairings in the context of the US non-aseptic sports drinks industry. Structural equation modeling is used as the analytic tool.

Findings: The research model is empirically supported. Celebrity endorsements impact endorsed brand equity via two pathways. First, we observe a direct effect of endorser credibility on endorsed brand equity, which is positively moderated by the degree of consumer-perceived endorser-brand congruence. Second, self-brand connection partly mediates the effect of endorser credibility on endorsed brand equity, supporting an indirect mechanism of brand equity enhancement.

Practical implications: Managers can now consider using celebrities as tools for to develop meaningful self-concept related connections with consumers. Additionally, our results support for the use of celebrity endorsers as direct brand equity enhancing tools.

Originality/value: Our study is among pioneering investigations that examine the self-concept repercussions of celebrity endorsements, suggesting that celebrity endorsers possess the ability to engage with consumers at the self-concept level; in turn impacting endorsed brand equity. Additionally, we examine the direct and indirect mechanisms by which celebrities influence consumer based brand equity of the endorsed brand.

### Is celebrity endorsement always effective?

Eliane Cristine Francisco-Maffezzolli, Pontifícia Universidade Católica do Paraná, Brazil
Ricieri Garbelini, Pontifícia Universidade Católica do Paraná, Brazil
Paulo De Paula Baptista, Pontifícia Universidade Católica do Paraná, Brazil

Purpose: The objective of this study is to measure the impact of celebrity endorsement on the purchase intention, taking into account the moderation influence of brand reference, gender and involvement with the soap opera. This study made use of the celebrity of characters from a soap opera during the period it was broadcast.

Methodology/approach: The research was carried out in three steps: two focus groups, pretest and quantitative approach. A survey was conducted with 865 respondents considering proportional quotas to the audience ratings of the soap opera. Data was collected by personal approach. Four hypotheses were tested though SEM analysis.

Findings: General findings highlight the positive effect of using the image of a celebrity as a character on purchase intention, especially through the reliability dimension of celebrity endorsement. Additionally, people with greater involvement with the soap opera were more likely to purchase the announced product.

Practical implications: Considering well-known brands, the celebrity presence did not increase the purchase intention significantly. For new brands, the effect was positive when the product was highly related to the character's lifestyle.

Originality/value: The originality of the study lies in demonstrating the relation of celebrity endorsement in the purchase intention in a context of a celebrity acting as a prominent character in a soap opera. In particular, the study demonstrates that products displayed in the character's lifestyle are more prominent to the endorsement, regardless of gender. The perceptual gain of celebrity endorsement proved to be more effective for new brands than for the existing ones.

**A two-way street: Examining the impact of brand transgressions on consumers' perceptions of celebrity endorsers**

Veronica Thomas, Towson University, USA
Kendra Fowler, Youngstown State University, USA

Purpose: Prior research has extensively explored the impact of celebrities' transgressions on brands they endorse. However, little research exists that examines the impact of brand transgressions on consumers' perceptions of the celebrities that endorse these products. To address this oversight, we examine the impact of brand transgressions on attitudes toward the celebrity and the mediating roles that perceptions of responsibility and moral reputation have in influencing this relationship.

Methodology/approach: Using an online survey, this research manipulates brand transgression and measures perceptions of responsibility, moral reputation, and attitudes toward the celebrity endorser. Repeated measures ANOVA and Process macro (model 6) are used to test for a total effect of transgression on attitudes as well as for sequential mediation.

Findings: We find that transgressions committed by a brand negatively impact consumers' attitudes toward the endorsing celebrity. Moreover, we find that this effect is sequentially mediated by perceptions of responsibility and moral reputation.

Research implications: Applying theories on cultural transference and associative networks, we extend the idea that celebrities not only transfer meanings to brands, but brands also transfer meanings to celebrities. Thus, brand endorsement appears to be a two-way street.

Practical implications: Just as brands need to be careful with their endorser selection, this research suggests celebrities also need to be cautious when agreeing to endorse brands, as brand transgressions can harm the celebrities' reputations. Value

Originality/value: This is the first study to examine the mediating impact of perceptions of responsibility and moral reputation on the relationship between brand transgressions and attitudes toward the celebrity.

**PAPER SESSION 8 - Brand Community, Scarifies and Brand Enthusiasm**

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**You need to measure brand enthusiasm, not loyalty**

Trevor Davis, IBM, UK
Anthony Bigornia, IBM, USA

New attitudes from the latest generational cohorts, social and mobile technologies, media fragmentation and increased availability of quality substitutes are some of the forces disrupting the state of brands. IBM consumer research in 12 countries shows companies need a new way of understanding people that takes into account the rapidly changing nature of consumer-brand engagement. In this paper IBM introduce the findings of the study and the new metric of 'brand enthusiasm' as a more relevant way for brands to understand and cater to consumers.

**Are Luxury Brands sacred?**

Daniela Ott, Kering Group, France

Purpose: Luxury brands focus predominantly on product itself, rather than on consumers' desires and needs. Luxury brands behave 'dictate' taste and what is "trendy" rather than listen to customers. However, particular younger consumers want a dialogue rather than a monologue. The aim of this paper is to assess how luxury brands react to this.

Methodology/approach: We used three step approach. First interviews with luxury brand managers were conducted. Second, to understand brand relationship with luxury and non-luxury brands, semi-structured questionnaires have performance. Finally, in-depth interviews with luxury goods consumers were conducted.

Findings: Preliminary results will be presented at the conference.

Research limitations/implications: The qualitative research approach and the small sample size. Limited to French people.

Originality/value: No research assessed brand relationships similarities and differences between luxury and non-luxury brands.

## Brand loyalty, brand community identification and self-brand connection as antecedents to oppositional brand referrals

François Marticotte, Université du Québec à Montréal, Canada
Manon Arcand, Université du Québec à Montréal, Canada
Damien Baudry, Université du Québec à Montréal, Canada

Purpose: This study builds on the notion of brand evangelism developed by Becerra and Badrinarayanan (2013), examining how brand relationship variables regarding one brand (i.e., brand loyalty, brand community identification and self-brand connection) influence oppositional referrals to a rival brand (i.e., desire to harm the rival brand and negative word-of-mouth) in the HD videogame console industry.

Methodology/approach: A survey of 59 online communities devoted to videogaming was conducted using a sample of 809 respondents, all owners of either a Sony Playstation (n = 437) or a Microsoft Xbox (n = 372).

Findings: The results show that the desire to harm the rival brand strongly and positively influences participation in negative word-of-mouth. Brand loyalty influences both dimensions of oppositional brand referrals. Consumers' connection with the brand affected negative word-of-mouth only indirectly, through the desire to harm. No association was found between identification with the brand community and oppositional brand referrals.

Originality/value: This study is the first to demonstrate the mechanism linking brand relationship variables regarding a focal brand with consumers' disparagement of a rival brand, showing that a desire to harm the rival brand plays a central role. Just as the desire for retaliation drives negative word-of-mouth in the context of an unsatisfactory experience with a brand (Fisher and Grégoire, 2006), the desire to harm drives negative word-of-mouth against a rival brand by brand evangelists. This study improves our understanding of the relationships consumers build with their preferred brands and how this relationship may influence their rejection of competing brands with which they do not have direct experience.

## Participant List (As of May 18, 2015)

| Firts name | Last name | University/Company | Country |
|---|---|---|---|
| Aaron | Ahuvia | University of Michigan-Dearborn | USA |
| Adriano | Ayres | Universidade Fumec | Brazil |
| André | Le Roux | University of Poitiers | France |
| Anthony | P. Bigornia | IBM | USA |
| Ayse | Gokce Guner | Suleyman Sah University | Turkey |
| Bano | Mansoor Javed | Oxford Brookes University, United Kingdom | UK |
| Bob | McDonald | Texas Tech University | USA |
| Chris | Malone | Fidelum Partners | USA |
| Cid | Filho | Fumec University / Data Consumer | Brazil |
| Cleopatra | Veloutsou | University of Glasgow | Scotland, UK |
| Daniela | Ott | Dauphine University | France |
| David | Alameda Garcia | Universidad Pontificia de Salamanca | Spain |
| Diksha | Rohra | Indian Institute of Technology | India |
| Dilliara | Mingazova | University of East London | UK |
| Dinnie | Keith | BrandHorizons | UK |
| Dominik | Brendel | University of Gloucestershire | Germany |
| Elena | Férnandez Blanco | Universidad Pontificia de Salamanca | Spain |
| Eliane | Francisco | PUCPR | Brazil |
| Euler | Alves Brandão | Stetik Group | Brazil |
| Felicitas | Morhart | University of Lausanne | Switzerland |
| Gregory | Rose | University of Washington Tacoma | USA |
| Hans Ruediger | Kaufmann | University of Nicosia | Cyprus |
| Jessica | Isaacs | Middlesex University | UK |
| Jill | Quest | Bournemouth University | UK |
| Judith | Washburn | The University of Tampa | USA |
| Luisa | Agante | NOVA School of Business and Economics | Portugal |
| Manon | Arcand | School of Management, UQAM | Canada |
| Marc | Fetscherin | Rollins College | USA |
| Marina | Fabero | Universidad Autónoma de Madrid | Spain |
| Marinette | Thebault | University of Poitiers | France |
| Mei | Rose | University of Alaska Anchorage | USA |
| Michael | Lingenfelder | Phillips - University Marburg | Germany |
| Mohit | Gour | Issues & Answers Network Inc. | USA |
| Mrugank | Thakor | Concordia University, Montreal | Canada |
| Natacha | Monpellier | IBM | Belgium |
| Nuno | Pimenta | University Institute of Maia | Portugal |
| Paulo | Prado | Escola de Administração de Empresas de São Paulo | Brazil |
| Pierre | Valette-Florence | University Grenoble - Alpes. CERAG | France |
| Piotr | Chelminski | Providence College | USA |
| Ricardo | Cayolla | IPVC-ESTG, University Institute of Maia | Portugal |
| Robert | McDonald | Texas Tech University | USA |
| Rui | Lopes | ISCTE - Universitary Institute of Lisbon | Portugal |
| Sabrina | Trudeau-Hamidi | Université de Sherbrooke | Canada |
| Sabrina | Hegner | University of Twente | Netherlands |
| Saeedeh | Rezae Vessal | Grenoble University | France |
| Sakashita | Mototaka | Keio University | Japan |
| Samil | Aledin | University of Turku | Finland |
| Sarah | Mussol | Montpellier Recherche en Management | France |
| Silvia | Cacho-Elizondo | IPADE Business School | Mexico |
| Sina | Schmal | Phillips - University Marburg | Germany |
| T.C. | Melewar | Middlesex University London | UK |
| Terrence | Witkowski | California State University, Long Beach | USA |
| Tobias | Heilmann | Campaignfit Ltd. | Switzerland |
| Trevor | Davis | IBM | UK |

| Umit | Kucuk | City University of Seattle | USA |
|------|-------|---------------------------|-----|
| Ursula | Borgoure | University of Newcastle, Australia | Singapore |
| Utz | Riehl | Westfalische Wilhelms-Universitat Munster | Germany |
| Valentina | Nedeva | University of Lausanne | Switzerland |
| Valeri | Hemar | University of Paris Sud | France |
| Valerie | Gannon | Dublin Institute of Technology | Ireland |
| Veronica | Thomas | Towson University | USA |
| Wolfang | Fritz | Technische Universitat Braunschweig | Germany |

**Total Participants: 62**          **Countries Represented: 20**

*List of Country Distribution* (As of May 18, 2015)

| Country | # Attendees |
|---------|-------------|
| Belgium | 1 |
| Brazil | 5 |
| Canada | 3 |
| Cyprus | 1 |
| Finland | 1 |
| France | 7 |
| Germany | 5 |
| India | 1 |
| Ireland | 1 |
| Japan | 1 |
| Mexico | 1 |
| Netherlands | 1 |
| Portugal | 4 |
| Scotland, UK | 1 |
| Singapore | 1 |
| Spain | 3 |
| Switzerland | 3 |
| Turkey | 1 |
| UK | 7 |
| USA | 14 |
| **Grand Total** | **62** |

# 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

Video Production

CASAARVORE
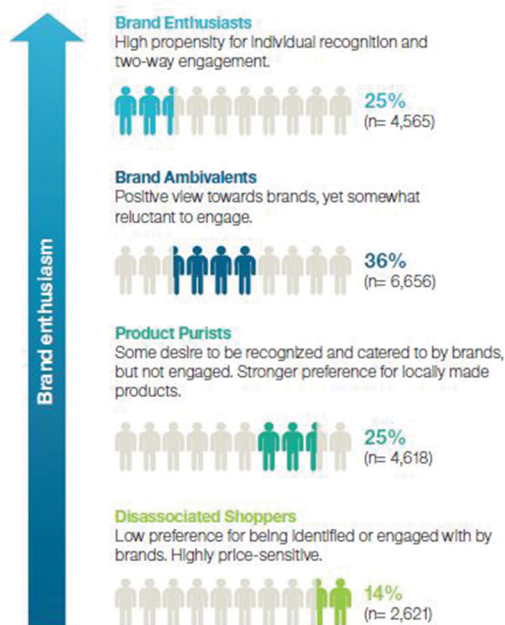
# Brand enthusiasm: More than loyalty
## How today's consumers want to engage with your brand

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

**Figure 1**

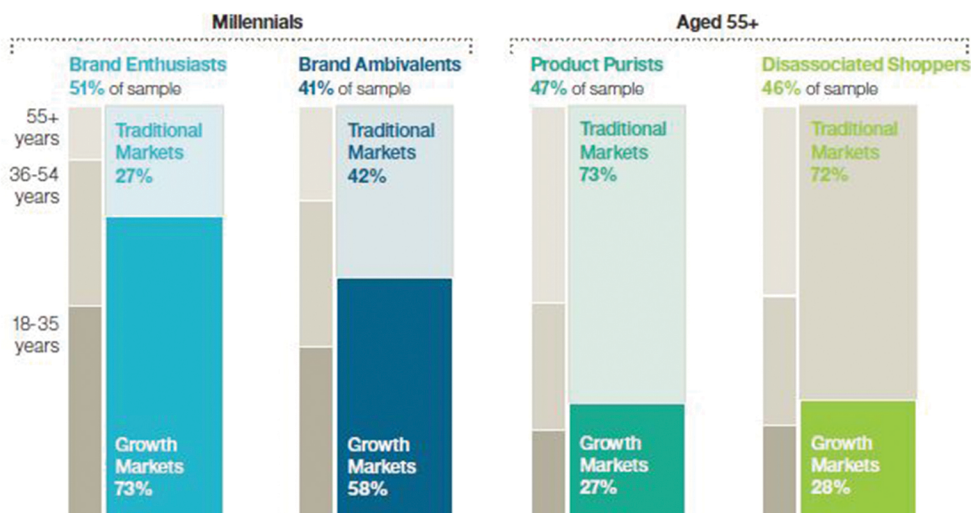*Four consumer clusters reveal distinct levels of brand enthusiasm and preferences for being engaged*

Brand enthusiasm

**Brand Enthusiasts**
High propensity for individual recognition and two-way engagement.

25%
(n= 4,565)

**Brand Ambivalents**
Positive view towards brands, yet somewhat reluctant to engage.

36%
(n= 6,656)

**Product Purists**
Some desire to be recognized and catered to by brands, but not engaged. Stronger preference for locally made products.

25%
(n= 4,618)

**Disassociated Shoppers**
Low preference for being identified or engaged with by brands. Highly price-sensitive.

14%
(n= 2,621)

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

## Four consumer clusters based on brand enthusiasm

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

**Figure 2**

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

**Millennials**

**Brand Enthusiasts**
51% of sample

| 55+ years | 36-54 years |
| Traditional Markets 27% |
| 18-35 years |
| Growth Markets 73% |

**Brand Ambivalents**
41% of sample

Traditional Markets 42%

Growth Markets 58%

**Aged 55+**

**Product Purists**
47% of sample

Traditional Markets 73%

Growth Markets 27%

**Disassociated Shoppers**
46% of sample

Traditional Markets 72%

Growth Markets 28%

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

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

VICTORINOX
SWISS ARMY

**COMPANION FOR LIFE**

### PUSCHLAV (SWITZERLAND), 2005

# THE HELPER

During an excursion to the Swiss mountain region of Puschlav, our train stopped suddenly on the tracks. Curious, my wife and I stuck our heads out of the window to see thick smoke coming from one end of the train. The train conductor and driver had disembarked the train, discussing rapidly how best to deal with the problem. Finally, a passenger seated under our window asked for a pocket tool. I dug out my Victorinox Swiss Army Knife. A few minutes later following some amateur enginee-ring, the train began moving again. The conductor later returned my Swiss Army Knife, saying he'd used it to fix the loose stud bolt of the brake hose. He thanked me excessively — 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.

Dieter Portmann, August 2005

**Victorinox products are a companion for life. What experiences have you had with Victorinox products? Share your story at swissarmy.com**

# DID YOU KNOW...
## **Issues & Answers** Can Put the Whole World (of Research) In Your Hands

## ISC: Intercontinental Survey Consortium

- ✓ Bilingual Staff - **42** languages
- ✓ Country-Specific Methodologies
- ✓ 31 Global Alliance Partners (including **telephone**)

- ✓ Extensive Asian market experience  (China, India, Japan, Korea, Taiwan, Vietnam, Pakistan)
- ✓ Capabilities in 100+ Countries (Europe, Asia, MENA)

- ✓ Full-Service Offerings
- ✓ 5 US based Call Centers
- ✓ 4 Riva Trained Moderators on Site
- ✓ B to B and Consumer Research

- ✓ Quantitative and Qualitative Solutions
- Focus Groups             In-Depth
- Tele-Depth               Bulletin Boards
- Online                   CATI / CAWI

**issues answers**

Contact
Mohit Gour
mgour@issans.com
757.456.1100 / 5151 Bonney Rd, Suite 100, Virginia Beach, VA  23462

# THERE'S THE ROLLINS THAT CAN BE CAPTURED IN RANKINGS

**#1** **Regional University**
in the South

*-U.S. News & World Report*

**#1** **MBA in Florida**
Crummer Graduate School of Business

*-Forbes & Bloomberg BusinessWeek*

**50** **most beautiful**
college campuses

*-The Best Colleges*

## THEN THERE'S THE ROLLINS THAT WILL
# CHANGE STUDENTS' LIVES
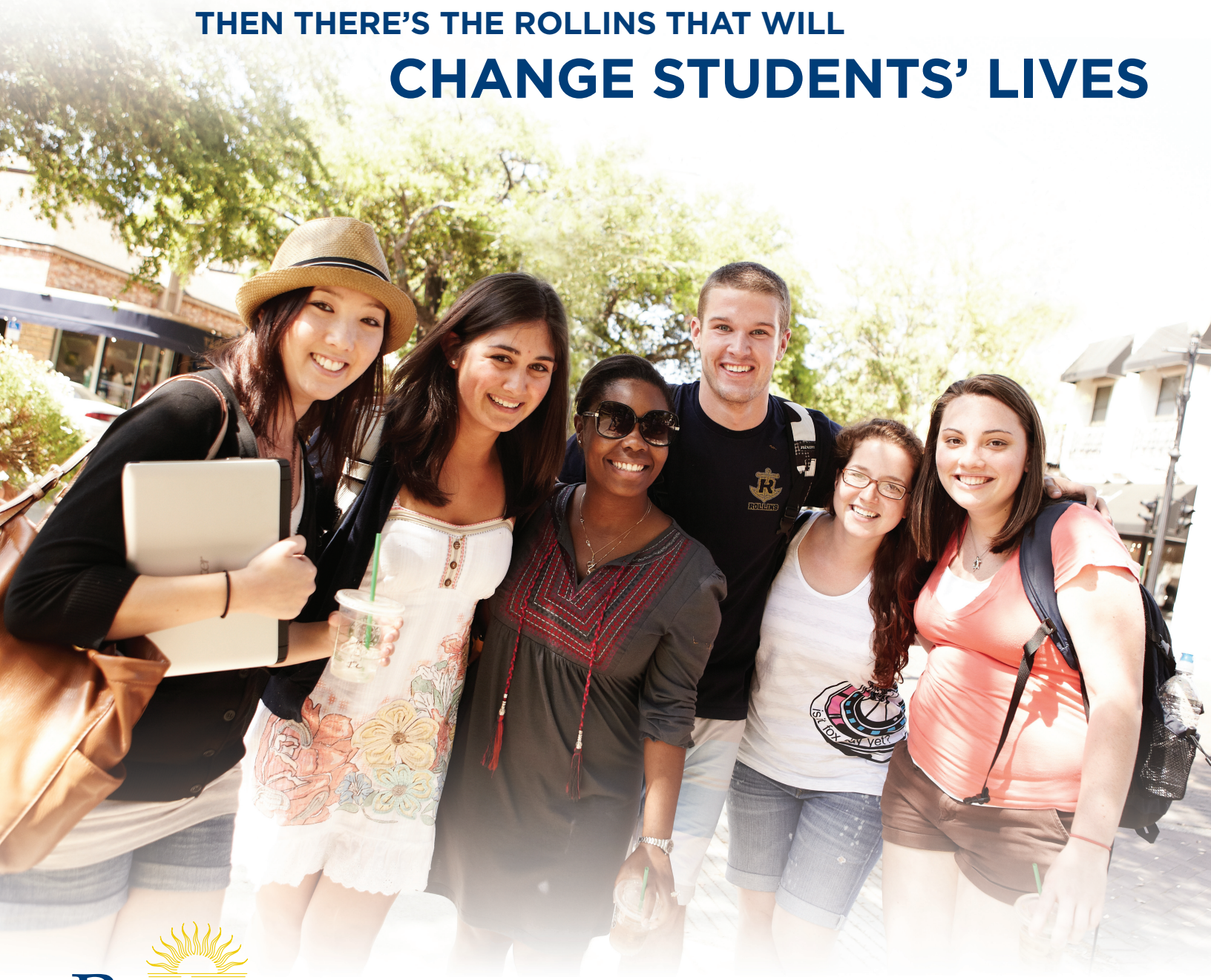


## ROLLINS
WINTER PARK | ORLANDO

## COLLEGE OF PROFESSIONAL STUDIES
rollins.edu/college-of-professional-studies

**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** and become a partner.

CBRA

CONSUMER-BRAND
RELATIONSHIP ASSOCIATION

**Travel information:**

**Conference Venue - Porto Business School Venue Map**

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

*Official Conference Hotel*

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

**From Airport to Porto Business School**
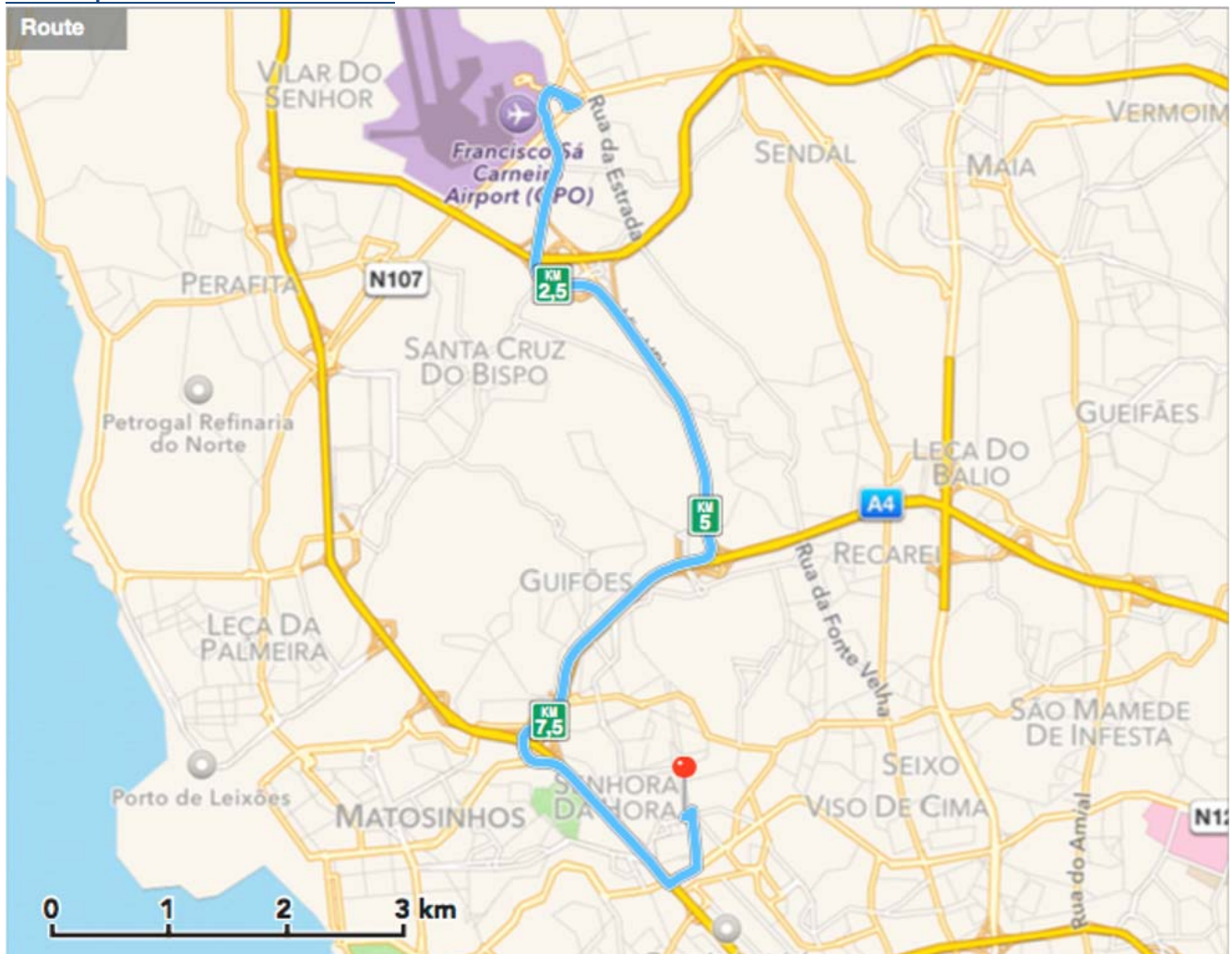
- **By taxi (7-10m)**

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

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

  www.antral.pt

- **By Metro:**

  Departure Station: Aeroporto
  Destination Station: Senhora da Hora
  Trip Time: 13' 38''
  Waiting Time: 30'
  Travel Tickets: Signature: Z3 (36,00€ ) | Single Travel Ticket: Z3 (1,50 €)
  http://www.metrodoporto.pt/en/PageGen.aspx?WMCM_PaginaId=16201&estacaoOrigem=69&estacaoDestino=10

**From Airport to Conference Hotel da Música**

- **By Metro:**

  Departure Station: Aeroporto
  Destination Station: Casa da Música
  Trip Time: 22' 05''
  Waiting Time: 30'
  Travel Tickets: Signature: Z4 (47,10€ ) | Single Travel Ticket: Z4 (1,85 €)
  http://www.metrodoporto.pt/en/PageGen.aspx?WMCM_PaginaId=16201&estacaoOrigem=69&estacaoDestino=15

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

- **By Metro:**

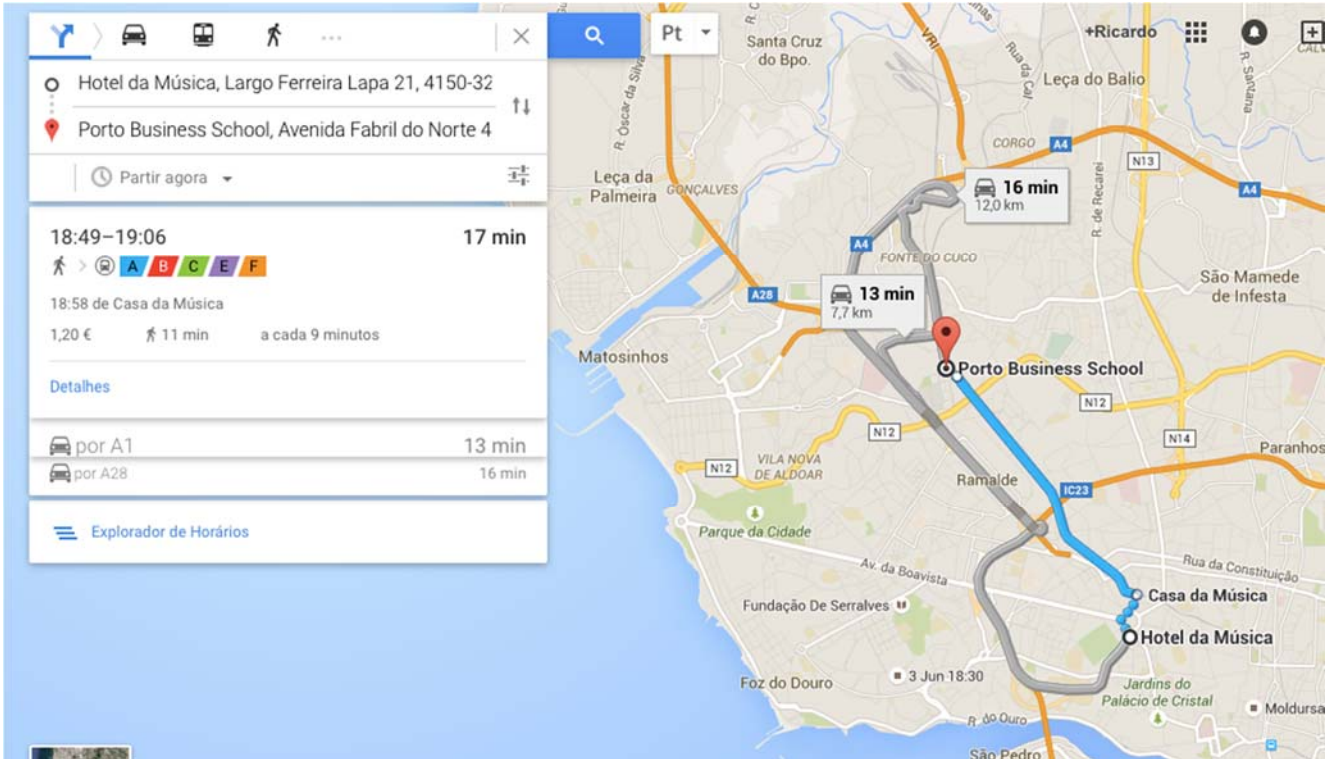  Departure Station: Senhora da Hora
  Destination Station: Casa da Música
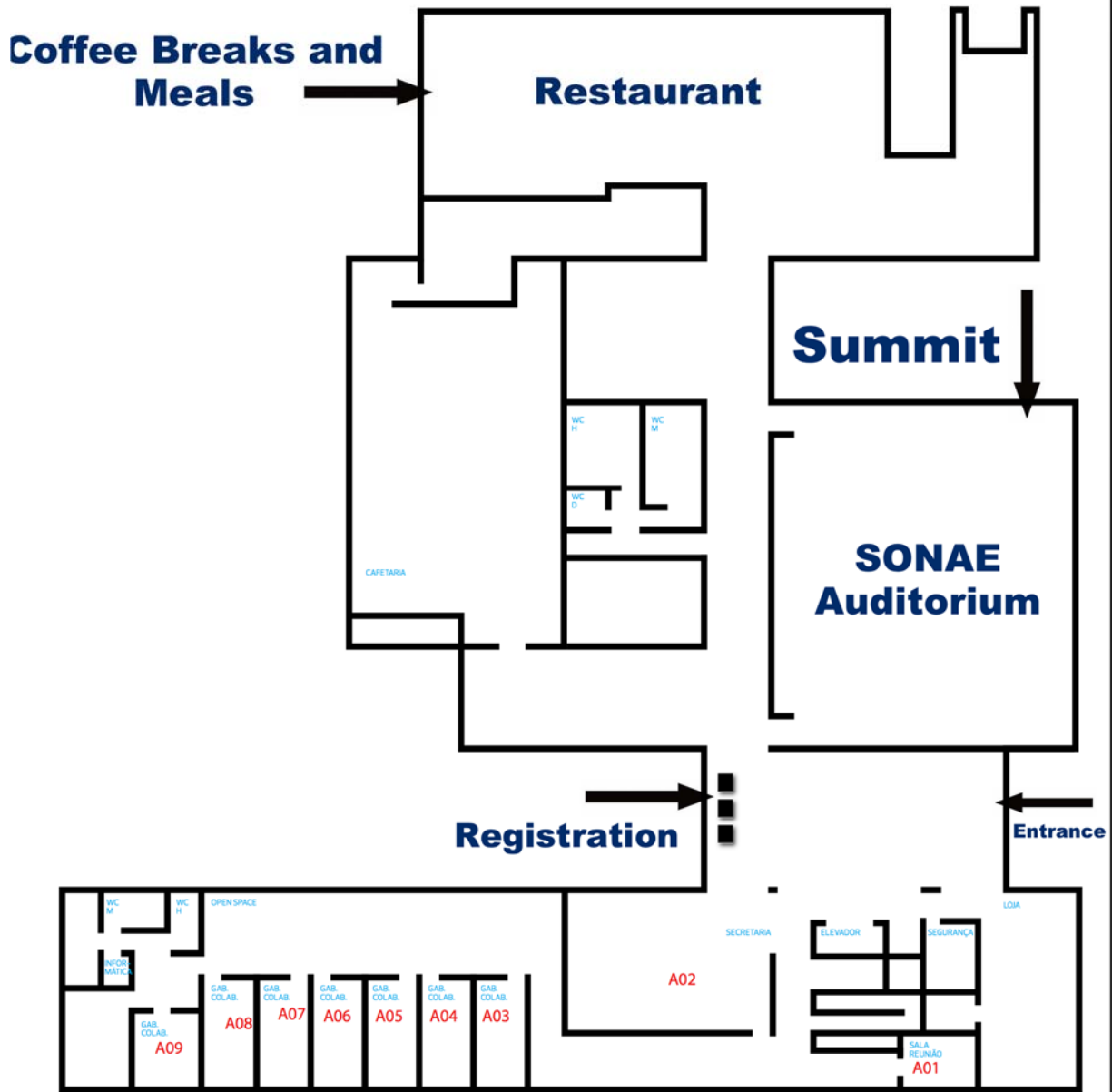  Trip Time: 7' 52''
  Waiting Time: 4'
  Travel Tickets: Signature: Z2 (30,10€ )  | Single Travel Ticket: Z2 (1,20 €)
  http://www.metrodoporto.pt/en/PageGen.aspx?WMCM_PaginaId=16201&estacaoOrigem=10&estacaoDestino=15

*Detailed Porto Business School Map (Ground Floor Map)*



**Coffee Breaks and Meals** → **Restaurant**

**Summit**

**SONAE Auditorium**

WC H

WC M

WC D

CAFETARIA

Avenida Fabril do Norte. 425

**Registration**

**Entrance**

WC M

WC H

OPEN SPACE

INFOR MATICA

GAB. COLAB. **A09**

GAB. COLAB. **A08**

GAB. COLAB. **A07**

GAB. COLAB. **A06**

GAB. COLAB. **A05**

GAB. COLAB. **A04**

GAB. COLAB. **A03**

**A02**

SECRETARIA

ELEVADOR

SEGURANÇA

LOJA

SALA REUNIÃO **A01**

# Floor 0

**Detailed Porto Business School Map (First Floor Map)**
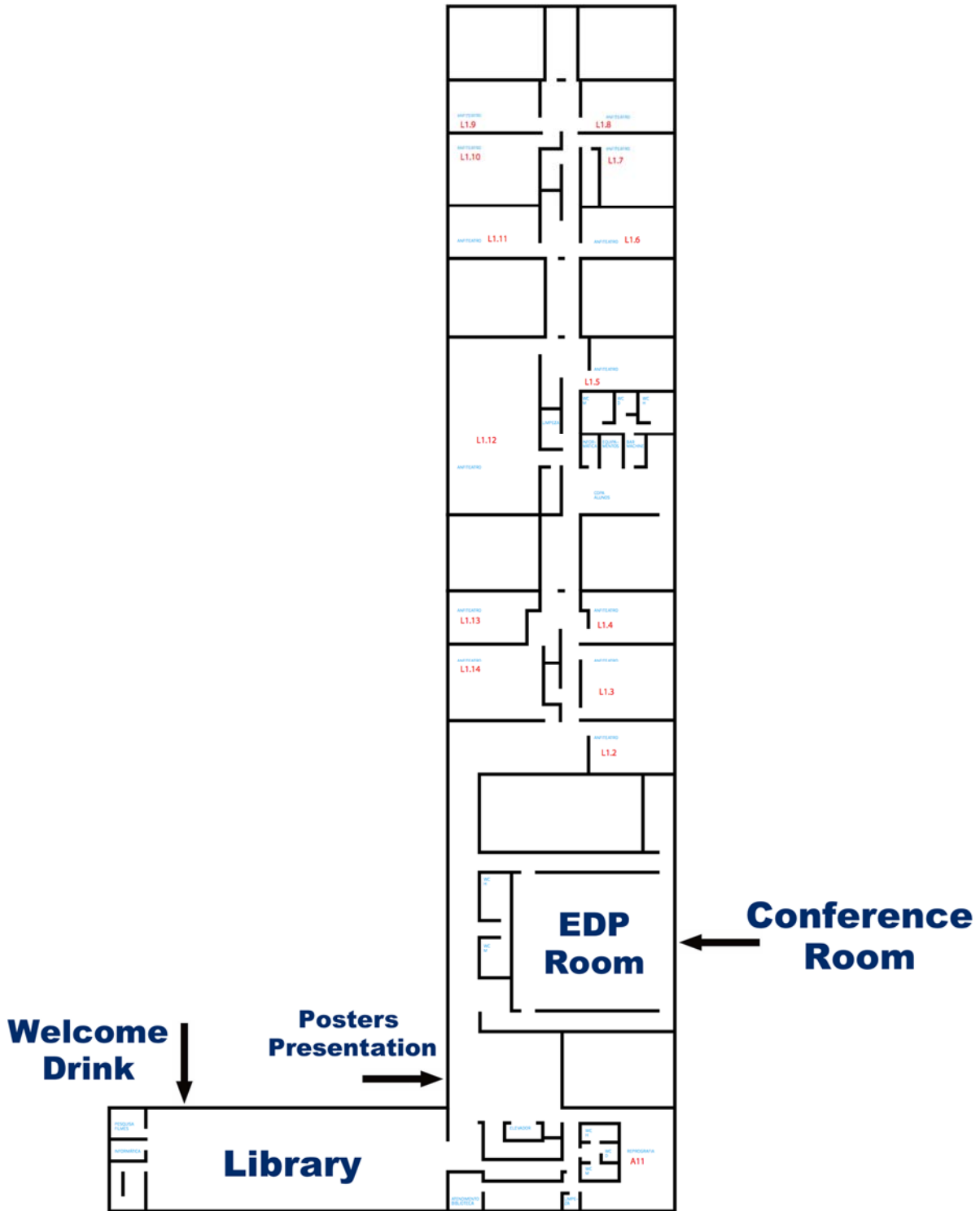


**Floor 1**

**Wireless Internet Access**

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

**Special Thanks to….**

*Mimosa Pinto, Diogo Rozeira and Miguel Macedo.*

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

For more information

**www.consumer-brand-relationships.org**