Impact of Brand Image and Service Quality on Consumer Purchase Intentions. A Study of Retail Stores in Pakistan-Muhammad Arslan 2015-03-17 Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, language: English, abstract: The objective of this research is to determine the relationship between brand image, service quality and price on consumer purchase intention. Normative and informative susceptibility has indirect effect on consumer purchase intention. The empirical analysis were determined by collecting data from sample of 301 consumers of large retail stores. The findings of study reveal the positive effect of brand image and service quality on consumer purchase intentions. Results reveal the insignificant relationship between price and consumer purchase intention. The findings also documented that consumers in large retail stores don’t bother prices because consumers consider that the stores charge reasonable prices. Most of consumer’s purchases depend upon the brand image and service quality. Normative and informative susceptibility have positive effect on brand image. The recommendations and suggestions are very helpful for managers and operators of large stores. Brand image depends on normative and informative susceptibility.

Celebrity Scandals and their Impact on Brand Image: A Study among Young Consumers-Raphael Städler 2011-04-19 Master’s Thesis from the year 2010 in the subject Communications, Advertising, Marketing, Social Media. The University of Surrey, course: International Business Management - Communications - Public Relations, Advertising, Marketing, language: English, abstract: Celebrity endorsements can be seen as a powerful and effective advertisement tool to cut through today’s thick media clutter, grab the attention of consumers by underpinning a brand’s image. The use of celebrity endorsement has been steadily increasing over the past decades. Celebrity Endorsements are perceived as a ubiquitous feature of modern marketing. Especially young consumers, who are considered to be brand conscious as well as regarded to idolise their favourite celebrities are a prime target of celebrity endorsements. Despite the many benefits celebrity endorsements entail, companies must also be aware of the potential drawbacks it brings along. Particularly celebrity endorser scandals are perceived to have an impact on a brand’s image. Owing to the steady growth of celebrity endorsements as an effective advertisement tool to boost a brand’s image, and to the fact that young consumers will remain the prime target of celebrity endorsements, this dissertation aims at investigating the impact of celebrity scandals on the brand image perception of young consumers. Based on a critical literature review, the author develops a conceptual and theoretical framework, in which this dissertation is set. An empirical study by means of an online survey distributed among 222 participants was conducted. Findings demonstrate that the brand image is hardly affected due to celebrity endorser scandals. However, the findings also reveal that felonies such as murder may lead to instant termination of consumption of a brand. The results of this research study provide some novel and useful insights into celebrity scandals and their impact on brands image, which can be used as guidelines for practitioners and as a starting point for further research.

Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...Leroy Robinson, Jr. 2014-11-05 Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy’s flagship journal, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2012 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, entitled Marketing Dynamism & Sustainability: Things Change, Things Stay the Same.

Managing Public Relations and Brand Image through Social Media-Sanjiv Anurag 2016-05-16 Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand’s reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization’s actions. Participation in social media is mandatory for a brand’s success in this highly competitive online era. Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization’s visibility and reputation. This publication is targeted towards policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

The Impact of the Brand Identity Strategy of a Consumer Product on Consumer Perceptions-Adele Lombard 2013 Although extensive academic research (Czellar, 2004: Nandan, 2004: Keller & Hoefler, 2003: Aaker, 2004: Kaputa, 2006: Grifffen, 2002) has explored consumer perceptions, little research has assessed the impact of brand identity strategies on consumer perceptions, which was the purpose of this dissertation. Kotler and Keller (2006:275) assert the importance of understanding how the brand is perceived by consumers and what impact a brand identity strategy has on consumer perceptions. These perceptions can be described as a brand image which refers to a brand’s subjective or perceived attributes in relation to other brands. This perceived image of the brand does not belong to the product but is the property of the consumer’s mental perceptions and in some instances can differ widely from a brand’s true physical characteristics. By determining the consumer perceptions of a brand, this dissertation investigated the impact of a brand identity strategy on consumer perceptions. The research problem then exists in the possibility of differences between the perceptions of the brand, namely the brand image (reality) and the desired identity that the company sets out to establish. The literature review demonstrated that it is not only the brand identity strategy (which the organisation creates), but also the consumer’s perceived image of the product (the state of the consumer’s mental perceptions), that has impact on the way the brand is perceived. The closer the perceived image of the brand to the organisation’s desired brand identity, the less the
differences and more successful the brand identity strategy. These differences constituted the research problem. The primary research objective was to determine the impact of the brand identity strategy of a consumer product on consumer perceptions. The following secondary research objectives were identified: to determine what desired perceptions the company wanted to establish with its current brand identity strategy, to assess whether differences existed between the brand image, (the perceptions in the minds of the consumers), and the brand identity strategy (the way the brand managers want the consumers to think and feel about the brand). Taking the purpose of the study and the objectives into account, a qualitative research was conducted, which was exploratory in nature. Text data analysis was the method used to analyse the content and context of the data collected by means of an open-ended questionnaire. The data was collected in two phases. In the initial part of the study, focus groups were conducted among members of the target market to gain an initial understanding of consumer perceptions of the brand. The focus groups assisted the author in developing questions that were used in the open-ended questionnaire in the second phase. In this way, relevant and meaningful data was retrieved ensuring that the research objectives were met. A comparison study was conducted by means of the focus groups to assess whether the responses were of similar nature compared with the responses derived from the questionnaire. It was concluded that a brand identity strategy facilitates the shaping of a mental image by consumers and thereby leveraging it to gain a competitive advantage. According to Dempsey (2004:32), it begins with understanding what the brand means to the consumers (brand meaning) and what the brand sets out to convey (brand identity) to the consumer. Many organisations know how they want to be viewed and what mental space they want to capture, but find it challenging to maintain a consistent brand identity at all brand contact points. The differences between the brand identity strategy and the consumer perceptions clearly revealed a significant impact of the brand identity strategy on consumers. Therefore, it can be concluded that the brand identity strategy impacts on consumer perceptions for the specific brand in the study with some brand identity elements having a stronger influence on forming perception than others. Once there was an understanding of how the brand is perceived by target consumers and how the brand is planned to be perceived in the future, the author identified the possible differences that needed to be bridged between the two and offered recommendations and key shifts required to move from the current perceptions to the ideal brand identity.

Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities-Ekhlassi, Amir 2018-01-12 To survive in today’s competitive business environment, marketing professionals must learn to develop innovative methods of reaching their customers and stakeholders. Social media is a useful tool for developing the relationships between businesses and consumers. Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities is a critical scholarly resource that examines the media consumption and habits of consumers to evaluate the challenges of brand building. Featuring coverage on a broad range of topics such as brand identity, brand loyalty, and social media branding, this book is geared towards marketing professionals, business managers, and individuals interested in how social media fits into today’s marketing environments.

Managing Brand Equity—David A. Aaker 2009-12-01 The most important assets of any business are intangible: its company name, brand, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, leverage degree of awareness, or brand loyalty. Moreover, in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Cadbury-Dry and Cadbury-Wrigley, have created an external management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company’s attempt at building brand equity: the fascinating ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn.

Business-to-Business Brand Management—Mark S. Glynn 2009-06-19 Focuses on sensemaking, decisions, actions, and evaluating outcomes relating to managing business brands, the book presents a strategic approach centered on brand management. The book explores the business-to-business branding landscape, and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn.

An Analytical Study on Perspectives of Brand Awareness and Its Impact upon Consumer Buying Behavior with a View to Facilitate Managerial Decision Making in Organizations—Pradeep Kautish 2011-12-08 Doctoral Thesis / Dissertation from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, Maharshi Dayanand Saraswati University, Ajmer (Department of Management Studies), course: Marketing, language: English, abstract: Brand awareness is a rudimentary level of brand knowledge and recognition which result into complex cognitive process called favorable consumer behavior for marketers. Brand awareness is the potential capacity that a consumer has of recognizing or recalling the name of the brand as an offer of a certain category of product. Brand awareness is a dimension of brand equity that affects the decisions of the consumer both at the affective level and the behavior level. Presumably, marketers expect that brand awareness will keep the brand in the consumer’s evoked set while consumer decides about the brand for consumption. Brand awareness favors the creation of brand image.

The Impact of Brand Alliances on Brand Image and Favorability Perceptions—Michael D. Musante 2000

Binding Through Branding—S. M. A. Moin 2016

The Brand IDEA-Nathalie Lidaler-Kylander 2013-11-08 Offering a new framework for the nonprofit brand management, this book presents the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit brands can be crafted to achieve effective brand building, while stakeholders are thinking about and managing their organizational brands.

Celebrity Scandals and Their Impact on Brand Image—Raphaël Städtler 2011-04 Master’s Thesis from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: -, The University of Surrey, course: International Business Management - Communications - Public Relations, Advertising, Marketing, language: English, abstract: Celebrity endorsements can be seen as a powerful and effective advertisement tool to cut through today’s thick media clutter, grab the attention of consumers by underpinning a brand’s image. The use of celebrities as a spokesperson for products and brands has been steadily increasing over the past decades. Celebrity Endorsements are perceived as a ubiquitous feature of modern marketing. Especially young consumers, who are considered to be brand conscious as well as regarded to idolise their favourite celebrities are a prime target of celebrity endorsements. Despite the many benefits celebrity endorsements entail, companies must also be aware of the potential drawbacks it brings along. Particularly celebrity endorser scandals are perceived to have an impact on a brand’s image. Owing to the steady growth of celebrity endorsements as an effective advertisement tool to boost a brand’s image, and to the fact that young consumers will remain a prime target of celebrity endorsements, this dissertation aims at investigating the impact of celebrity scandals on the brand image perception of young consumers. Based on a critical literature review, the author develops a conceptual and theoretical framework, in which this dissertation is set. An empirical study by means of an online survey distributed among 222 participants was conducted. Findings demonstrate that the brand image is hardly affected due to celebrity endorser scandals. However, the findings also reveal that felonies such as murder may lead to instant termination of consumption of a brand. The results of this research study provide some novel and useful insights into celebrity scandals and their impact on brands image, which can
Strategic Brand Management: Jean-Noël Kapferer 1994 “The art of building sales is, to a large extent, the art of building brands. After reading Kapferer’s book, you’ll never again think of a brand as just a name. Several exciting new ideas and perspectives on brand building are offered that have been absent from our literature”—Philip Kotler.” An invaluable reference for designers, marketing managers and brand managers alike”. --Design magazine.

The Impact of Branding and Its Role in the Process of Marketing-Manal Adel Arafat Dandis

Development of a Brand Image Scale and the Impact of Lovenmark on Brand Equity-Eanjoo Cho 2011

Impact of Social Media on Strengthening Brand Loyalty in the Austrian Wine Industry-Melanie Hahn 2018-08-13 Bachelor Thesis from the year 2018 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, University of applied sciences, course: International Wine Business, language: English: abstract: In past couple of years, social media has shaped the way of communication between brands and consumers and has opened the door for more interactive, personalized and engaging marketing strategies to increase not only brand awareness but also to build stronger customer-brand relationships that lead to brand loyalty. There is a lot of literature on engagement in brand-related online content and social media. Yoshida et al. (2018, p. 216) define brand-related social media engagement as a voluntary contribution of an individual to the interaction between her/his favourite brand and other fellow brand users by sharing information, activating and co-creating content related to the specific brand. A customer’s voluntary contribution that is brand and/or product related is known as consumer engagement. Wine is often consumed within a social gathering. The product can be easily approached by engaging intuitive senses like the sense of taste and sense of smell. Therefore, it is a product to effortlessly strike up a conversation, get emotionally involved with, and exchange impressions within a social group. Consumers are very likely to have an opinion about the wine they tasted and are often enthusiastic to share it. This makes a wine-related brand seem predestined to gain from social media and might create new beneficial opportunities in the wine industry. Social media enables brands to communicate on more layers and give the customer insights into the businesses’ history, philosophy and values in combination with descriptive information about the product/brand itself. Interactive environments on social networking sites enable a two-way communication between consumers and brands which has a positive impact on the brand relationship, trust and also brand loyalty. The structure of the following way. The first section (the research question) gives more detail on the topic and identified research gaps in the literature. The methodology summarizes the specific ways research has been concluded for this paper. The focal point lies in the literature review and analysis of several case studies and findings. It summarizes and combines two main research topics, brand loyalty on social media and social media utilization in the (Austrian) wine industry. This literature review contributes to further research about specific impacts of social media on the wine industry. In this case with a focus on Austrian wine producers.

The Impact of Brand Personality on Brand Extendibility-Marek Gorny 2020 Numerous studies have investigated how brand characteristics influence brand extendibility (i.e., the extent to which a brand can be used to introduce brand extensions that yield positive brand outcomes). However, despite the high relevance of brand personality for brand image, no insights are available so far on the impact of brand personality on brand extendibility. Based on existing insights on processing fluency, this dissertation proposes that brand personality affects the fluency with which brand extensions are processed and, as a result, influences extension outcomes. Related hypotheses are empirically tested in an observational study and five experimental studies that compare extension outcomes for active and responsible brands as understood according to the brand personality conceptualisation by Geuens, Weijters, and De Wulf (2009). No support was found for the suggested impact of brand personality on extension outcomes through processing fluency. While results show that processing fluency is positively related to extension evaluations, they do not indicate that the fluency with which brand extensions are processed depends on brand personality. However, observed differences in extension evaluations and in the influence of brand extension on the parent brand hint to the general relevance of brand personality for brand extendibility. Particularly, evaluations of extensions of active and responsible brands were found to differ positively and marginally significantly in Study 4, and negatively and marginally significantly in Study 6. Furthermore, a positive and marginally significant difference in the differential impact of brand extension on parent brand attitudes between active and responsible brands was observed as part of Study 3. The conducted studies also add to the understanding of brand perception. Specifically, results of Studies 1 and 2 show that consumers do not only infer brand personality traits from brand behav.

Brand Management-Paolo Popoli 2017-11-08 This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empirical analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to how the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.

Transdisciplinary Engineering: A Paradigm Shift-C.-H. Chen 2017-07-20 Concurrent Engineering is based on the concept that different phases of a product life cycle should be conducted concurrently and initiated as early as possible within the Product Creation Process (PCP). Its main goal is to increase the efficiency and effectiveness of the PCP and reduce errors in the later stages, and to incorporate considerations for the full lifecycle, through-life operations, and environmental issues of the product. It has become an alternative basic method in various industries, and the initial basic concepts have matured and become the foundation of many new ideas, methodologies, initiatives, approaches and tools. This book presents the proceedings of the 24th ISPE Inc. International Conference on Transdisciplinary (formerly: Concurrent) Engineering (TEE 2017), held in Singapore, in July 2017. The 120 peer-reviewed papers in the book are divided into 16 sections: air transport and traffic operations and management; risk-aware supply chain intelligence; product innovation and marketing management; human factors in design; human engineering; design methods and tools; decision supporting tools and methods; concurrent engineering; knowledge-based engineering; collaborative engineering; engineering management; service design; digital manufacturing; design automation; artificial intelligence and data analytics; smart systems and the Internet of Things. The book provides a comprehensive overview of recent advances in transdisciplinary concurrent engineering research and applications, and will be of interest to researchers, design practitioners and educators working in the field.

Global Branding: Breakthroughs in Research and Practice-Management Association, Information Resources 2019-07-05 To survive in today’s competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Branding: Breakthroughs in Research and Practice provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

The Hardware Startup-Renee DiResta 2015-05-20 Thanks to the decreasing cost of prototyping, it’s more feasible for professional makers and first-time entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business. Written by three experts from the field, The Hardware Startup takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world startups illustrate possible successes and failures at every stage of the process. Validate your idea by learning the needs of potential users. Learn about branding, marketing, and sales strategies early on. Form relationships with the right investment partners. Prototyping early and often, to ensure you’re on the right path. Understand processes and pitfalls of manufacturing at scale. Jumpstart your business with the help of an accelerator. Learn strategies for pricing, marketing, and distribution. Be aware of the legal issues your new company may face...
The Impact of Couponing on Brand Image Over Repeated Exposure - Tamara Suzanne Brezen 1986

Brand Culture and Identity - 2019

Handbook of Research on Entrepreneurship and Marketing for Global Reach in the Digital Economy - Carvalho, Luísa Cagica 2018-10-26

The digital economy is a driver of change, innovation, and competitiveness for international businesses and organizations. Because of this, it is important to highlight emergent and innovative aspects of marketing strategies and entrepreneurial approaches to overcome the challenges of the digital world. The Handbook of Research on Entrepreneurship and Marketing for Global Reach in the Digital Economy provides innovative insights into the key developments and new trends associated with online challenges and opportunities. The content within this publication represents research encompassing corporate social responsibility, economic policy, and female entrepreneurship, and it is a vital reference source for policymakers, managers, entrepreneurs, graduate-level business students, researchers, and academicians seeking coverage on topics centered on conceptual, technological, and design issues related to digital developments in the economy.

Brand Attachment - C. Whan Park 2008-01-01

The purpose of this review is to provide an overview of various literatures related to consumer search for information, and its effect on markets. Normative models of consumer search prior to purchase, and of consumer search through experience, are reviewed first. Models of consumer consideration set formation are also outlined. These models are generally based on consumers balancing the costs and benefits of search, which implies that search should be limited if it is costly. The extensive empirical literature on consumer search, which is reviewed next, does indicate that search is limited. The third major section of this review discusses the effect of search on market equilibrium, and market forces related to the supply of information. These include models of how advertising, retailing, and the Internet become organized to facilitate consumer search. The review concludes with a discussion of overall findings and suggestions for further research.

Strategic Place Branding Methodologies and Theory for Tourist Attraction - Bayraktar, Ahmet 2016-08-15

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population. Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

The Routledge Companion to Contemporary Brand Management - Francesca Dall'Olio Riley 2016-07-15

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new insights, this will be an essential resource for researchers, educators and advanced students in branding and brand management, consumer behaviour, marketing and advertising.

Brands, Consumers, Symbols and Research - Sidney J. Levy 1999-08-11

This volume assembles all Sidney J. Levy's and his collaborators significant essays and studies in the field of marketing. His work includes marketing's role in management, how managers develop products and brands and how the marketplace is studied.

Self-congruity - M. Joseph Sirgy 1986

Self-Congruity provides a comprehensive understanding of the self-concept, integrating the many references to it in the psychological literature. Using his previous findings, the author considers cognitive-versus-affective phenomena, and intrapersonal, interpersonal, situational, and analytic modes. He then applies his integrated theory to the problem of change in self-concept and behavior.

Designing Brand Identity - Alina Wheeler 2012-10-11

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand. From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity.

The 2020 International Conference on Machine Learning and Big Data Analytics for IoT Security and Privacy - John MacIntyre

How Brands Become Icons - D. B. Holt 2004-09-15

Coca-Cola. Harley-Davidson. Nike. Budweiser. Valued by customers more for what they symbolize than for what they do, products like these are more than brands— they are cultural icons. How do managers create brands that resonate so powerfully with consumers? Based on extensive historical analyses of some of America's most successful and enduring brands, including ESPN, Mountain Dew, Volkswagen, Budweiser, and Harley-Davidson, this book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create “identity myths” that, through powerful symbolism, soothe the collective anxieties resulting from acute social change. Holt warns that campaigns can't be built through conventional marketing strategies, which focus on brand lifts, brand awareness, and emotional relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty—and outlines a distinctive set of “cultural branding” principles that will radically alter how companies approach everything from marketing strategy to marketing research to hiring and training managers. Until now, Holt shows, even the most successful iconic brands have emerged more by intuition and serendipity than by design. With How Brands Become Icons, managers can leverage the principles behind some of the most successful brands of the last half-century to build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard Business School.

BrandDigital - Allen P. Adamson 2008-08-19

The best-selling author of BrandSimple offers a close-up look at the cutting-edge world of digital technology from the perspective of brand marketing, examining the impact of the dramatic global spread of digital technology on social networking and brand promotion sites, and provides helpful techniques, resources, and strategies for navigating the digital branding universe. 50,000 first printing.

Advances in Advertising Research (Vol. IV) - Sara Rosengren 2013-05-30

Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a compilation of research presented at the 11th International Conference in Advertising (ICORIA) which was held in Stockholm (Sweden) in June 2012. The conference gathered 150 leading researchers from 22 countries under the conference theme “The changing roles of advertising”. The book provides international state-of-the-art research with 30 articles by renowned scholars from the worldwide ICORIA network.

Impact of Brand Crises on Brand Image in the Age of Corporate Social Responsibility - Mahler Dahlbø 2020

The Post-purchase Impact of Brand Image - William J. Feuss 2003

The Role of Origin of Fame in Influencer Branding - Julia Sinai 2019-09-20

Based on a comprehensive quantitative study, Julia Sinai shows that the impact social media influencers have on brand-related outcomes depends on the identification of consumers with social media influencers. Additionally, the cultural characteristics of countries in which consumers live play a significant role as to how consumers’ identification...
with social media influencers impacts their purchase intentions for brands that are advertised by these influencers. Through these conceptually and empirically profound analyses, the author detects interesting implications for the management of brands in the context of social media and brand management. Especially when it comes to choosing the most suitable social media influencer for brand cooperations it is not the origin of fame that counts, but whether customers identify with the influencer in the right way.