

Handbook Of Brand Relationships

Consumer Brand Relationships Consumer-Brand Relationships Handbook of Brand Relationships Strong Brands, Strong Relationships Brand Love is not Enough Handbook of Brand Relationships Handbook of Brand Relationships How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities Handbook of Brand Relationships The Fundamental Antecedents of a Brand Relationship BRAND MANAGEMENT : CONSUMER BRAND RELATIONSHIP (CBR) IN STRONG BRAND DEVELOPMENT (Penerbit UMK) Brand Personalities and Consumer-brand Relationships as Elements of Successful Brand Management Understanding Consumer-Brand Relationships Conceptualization of Consumer-brand Relationships Consumer Brand Relationships Consumer - brand relationships Special Issue: Consumer Brand Relationships The Nature and Effects of Consumer Identity Fusion in Consumer-brand Relationships Evaluating Brand Relationships in the Context of Brand Communities Intimate Brand Relationships M. Fetscherin Susan Fournier Deborah J. MacInnis Susan Fournier Max Blackston Deborah J. MacInnis Deborah J. MacInnis Mansur Khamitov Deborah J. MacInnis Christophe Hrant Baygin NOOR HASMINI ABD GHANI Katharina S. Güse Marie-Louise Marti Kalyaney Nou Marc Fetscherin Bettina Nyffenegger Jhih-Syuan Lin Sarah M. Haas Helena Nobre

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consumer brand relationships further advances the understanding of consumers relationships with brands the book discusses what brand relationship means and how to measure and manage brand relationships by compiling eleven chapters written by leading experts to provide an important contribution to a better understanding of brand relationships

the creation and management of customer relationships is fundamental to the practice of marketing marketers have long maintained a keen interest in relationships what they are why they are formed what effects they have on consumers and the marketplace how they can be measured and when and how they evolve and decline while marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers attention in the past decade has expanded to the relationships that form between consumers and their brands such as products stores celebrities companies or countries the aim of this book is to advance knowledge about consumer brand relationships by disseminating new research that pushes beyond theory to applications and practical implications of brand relationships that businesses can apply to their own marketing strategies with contributions from an impressive array of scholars from around the world this volume will provide students and researchers with a useful launch pad for further research in this blossoming area

brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs this is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships as well as their effects the handbook of brand relationships includes chapters by well known marketing and psychology scholars on topics related to the meaning significance and measurement of brand relationships the critical connections between consumers and the brand how brand relationships are formed through both thoughtful and non thoughtful processes and how they are built repaired and leveraged through brand extensions an integrative framework introduces the book and summarizes the chapters key ideas the handbook also identifies several novel metrics for measuring various aspects of brand relationships and it includes recommendations for further research

from the editor team of the ground breaking consumer brand relationships theory and practice comes this new volume strong

brands strong relationships is a collection of innovative research and management insights that build upon the foundations of the first book but takes the study of brand relationships outside of traditional realms by applying new theoretical frameworks and considering new contexts the result is an expanded and better informed account of people's relationships with brands and a demonstration of the important and timely implications of this evolving sub discipline a range of different brand relationship environments are explored in the collection including online digital spaces consumer collectives global brands luxury brands branding in terrorist organizations and the brand relationships of men and transient consumers this book attends to relationship endings as well as their beginnings providing a full life cycle perspective while the first volume focused on positive relationship benefits this collection explores dysfunctional dynamics adversarial and politically charged relationships and those that are harmful to well being evocative constructs are leveraged including secrets betrayals anthropomorphism lying infidelity retaliation and bereavement the curated collection provides both a deeper theoretical understanding of brand relationship phenomena and ideas for practical application from experiments and execution in commercial practice strong brands strong relationships will be the perfect read for marketing faculty and graduate students interested in branding dynamics as well as managers responsible for stewarding brands

how would you feel about a bank that handled all of your financial needs efficiently but made you feel like a dummy in a relationship between two people what the other person thinks of you or what you believe they think of you exerts great influence on the quality of your relationship the same is true for your relationship with brands in this trailblazing book blackston extends his theory on consumer brand relationships introduced in the 1990s he introduces a new construct called brand's attitude which complements the idea of brand image and introduces a typology of consumer relationships that is richer and more varied than the familiar concept of brand love this construct describes more fully the two way street that exists between consumers and brands and fills a crucial gap in traditional branding literature in explaining consumers brand purchasing and usage behavior drawing on numerous actual examples and cases from a variety of different industries and supported by 30 years of consumer data brand love is not enough should be on the shelf of any serious marketer or student of branding

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to advance understanding of how well different types of brand relationships drive customer brand loyalty and to help companies improve the effectiveness of their relationship building investments this article conducts a meta analysis of the link between five consumer brand relationship constructs and customer brand loyalty the analysis of 588 elasticities from 290 studies reported in 255 publications over 24 years n 348 541 across 46 countries reveals that the aggregate brand relationship elasticity is 439 more importantly results demonstrate under what conditions various types of brand relationships increase loyalty for example while elasticities are generally highest for love based and attachment based brand relationships the positive influence of brand relationships on customer brand loyalty is stronger in more recent vs earlier years for non status vs status and publicly vs privately consumed brands as well as for estimates using attitudinal vs behavioral customer brand loyalty overall the results suggest that brand relationship elasticities vary considerably across brand loyalty time and consumer characteristics drawing on these findings the current research advances implications for managers and scholars and provide avenues for future research

the literature on emotional relationships with brands has been steadily growing for the past decade however in most cases researchers focus on brand initiated actions in order to test their effects on the strength of those relationships with their customers the purpose of this research is to explore brand relationships from a generally neglected perspective that of the consumers with which brands are attempting to build strong emotional bonds a series of individual difference variables were added to a model incorporating previously known antecedents to strong brand relationships in order to examine the added effect that these might have in encouraging or discouraging consumers to engage in deep emotional relationships with their favorite brands although some of the variables showed significant effects the overall results showed

that individual difference variables had very little explanatory power when used in conjunction with the previously established antecedents theoretical as well as managerial implications of these results are discussed as well as potential avenues for future research in related lines of questioning

this book deals with brand management in the context of consumer brand relationship cbr in strong brand building strong brand means a brand have higher brand equity in the mind of consumer this book will provide simple reading in understanding the critical role of cbr as valuable source in developing higher customer based brand equity the cbr is among of contemporary brand strategy which worth to explore and practice as cbr able to create significant brand culture that able to sustain the company s survival understanding and strengthening cbr becomes vital for brand managers and practitioners in nowadays since it makes consumers loyal enhance consumer s tolerance in case of failure of brands and stimulate consumers to spread the brand positively by word of mouth and increase brand equity particularly the purpose of this book is to provide knowledge sharing concerning on the subject of brands versus product what s mean by brand equity the approach of strategic brand management in building brand equity the role of cbr as critical factor or source of brand equity as well as the sources of cbr building obviously among of importance objective of this book is to provide practitioners including smes managers researchers academicians and students with the concepts approaches ad techniques to improve and sustain the long term profitability of the brands

the emotional bond between brands and their consumers becomes more important in today s consumer world turning consumer brand relationships into competitive advantages in the marketing field most consumer brand relationship research focuses on how these relationships are formed and their different types but the factors that have to be considered in the long run to maintain a consumer brand relationship have not yet been explored thus this thesis examines consumer brand relationship from a dialectical perspective to uncover new insights into how relationships can be maintained or even developed over time in particular the theory of relational dialectics which studies the relationship maintenance in interpersonal relationships is applied to consumer brand relationships with the aim of revealing the influencing dimensions and their factors to maintain consumer brand relationships based on the results of the study three dialectical dimensions autonomy connection openness closedness and predictability novelty and five attributes top of mind intermediaries identity effects time effects and experiencing the brand are found to influence the

development and maintenance of consumer brand relationships

while existing literature describes strong brand relationships along several dimensions this research sheds light on the identity perspective of brand relationships through the lens of consumer identity fusion aiming to understand the extent to which consumers incorporate brands into their self perceptions specifically this research investigates the nature and effects of consumer identity fusion and its motivational consequences following brand transgressions study one examines whether consumer identity fusion out predicts brand identification in estimating the tendency for consumers to endorse pro relationship behavior with regard to minor or severe transgressions the results show that highly fused consumers are more likely to undertake constructive coping strategies and are less likely to engage in destructive coping strategies than are weakly fused consumers the fusion perceived severity interaction effect is found only for the exit coping strategy study two assesses how consumer identity fusion influences consumers responses to personal related versus societal related brand transgressions the findings demonstrate that the effect of consumer identity fusion is stronger than that of brand identification across different behavioral outcomes it has a greater effect on participants relationship serving responses to personal related transgressions than to societal related brand transgressions however the fusion brand transgression types interaction effect is found only for exit responses finally study three incorporates an additional self affirmation manipulation to determine the interplay of consumers personal and social identities aiming to disentangle the source of the motivational machinery needed for consumers pro relationship behaviors the findings underscore that highly fused consumers in the affirmation condition are less likely to exit the brand relationship than those in the no affirmation condition when facing personal related brand transgressions even though self affirmation should reduce the negative effect of brand transgressions nevertheless the expected relationships are not found for consumers change in brand evaluation and other behavioral measures the findings of this research together suggest that consumer identity fusion is applicable for understanding connections between consumers and the brand relationship partner in consumer brand relationships implications of these findings and directions for refinement and future research are discussed

helena m nobre presents here an academic work based on her doctoral thesis presented in 2009 this book focus in the symbolic meaning of consumer behavior and offers an explanation for the relationships consumers establish with brands in the mass marketing brand was considered as a partner in a dyadic

relationship with the consumer the application of a framework from intimate interpersonal relationships to explain consumer brand relationships was examined findings indicated that brand personalities of sincerity and sophistication tend to facilitate loyal and stable relationships on the other hand the personality of excitement is associated with short term relationships of passion finally a basic and user friendly framework for the development of a relationship brand strategy is presented

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