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Findings: Scarlett Johansson obtained the highest fitness degree both in lipstick and watch scenarios. Kim Kardashian was evaluated as the best endorser for a vodka brand while Emma Watson was confirmed as the ideal founder of an eco-foundation. Significant predictors of the willingness to pay were assessed by multiple linear regression for each type of product.

Research/Practical implications: Some recommendations will guide celebrities' brand managers through the celebrity casting process as well for the product selection.

Social implications: Celebrity branding of social causes is also discussed in this paper.

Originality/value: This study explores a gap found in the literature by exploring the matches between female celebrities (with different types of perceived personalities) with products/ services with different levels of social acceptance or social responsibility simulating a celebrity branding context.

THE IMPACT OF PERCEPTIONS OF POLITICIAN BRAND WARMTH AND COMPETENCE ON VOTING INTENTIONS

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Purpose: The cultivation and maintenance of a politician brand is becoming increasingly important as politicians seek to connect with constituents. Through the lens of social cognition and group dynamics, the authors aim to understand the drivers of voter evaluations of politician brands.

Design/methodology/approach: The first study uses the social cognition constructs of warmth and competence to measure the impact of perceptions of politician brands. The second study isolates the influence that in-group identity has on voting intent and perceptions of politician brands.

Findings: Social cognition and group dynamics drive responses to politician brands. The research supports the idea that perceptions of warmth and competence are significant predictors of voting intentions. As expected, voting intentions increased significantly when the voter was of the same (vs. opposing) party as that of the candidate.

Research limitations/implications: Conducted during an election year, Study 1 is susceptible to the current political climate. Study 2 addresses this limitation.

Practical implications: This paper shows the depth to which perceptions of candidates and partisan bias impacts voting intent. These findings prove useful in interpreting the outcome of elections during the current year and beyond.

Originality/value: This is the first application of SCM/BIAF to politician brands, which could be of value to politicians and academics alike. The contribution is augmented by the concurrent consideration of the impact of party affiliation and group dynamics.

SESSION 3: BRAND ENGAGEMENT

MOTIVATIONS FOR CONSUMER-BRAND ENGAGEMENT AND CONSUMER-BASED BRAND EQUITY ON FACEBOOK: HOW IMPORTANT IS BRAND GENDER

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Purpose: In recent years, Facebook and other social media have become key players in branding activities. Yet, empirical research on consumer-brand interaction on Facebook is still needed, in particular research on consumer motivations for engaging with brands on social media. Understanding these motivations would provide brand managers a better understanding of their consumers. One of the aims of this research is to address this gap and provide additional insights to brand managers on how to adapt their approaches to increase consumers' interaction with brands on Facebook.

Moreover, we intend to understand how brand gender influences consumer motivations to engage with brands on social media.

Design/methodology/approach: Specifically, we look into how brand masculinity and brand femininity - the two dimensions of brand gender influence consumer motivations for consuming and contributing to brand-related content brand on Facebook - which are generally regarded as two critical types of consumer engagement with brand pages.

Another aim of this research is to investigate how the two types of consumer-brand engagement on Facebook (consuming and contributing) influence consumer-based brand equity. Ultimately, we aim to study if biological sex has an influence on the motivations for consumer brand engagement or on the relationship between consumer-brand engagement and consumer based brand equity

ATTITUDES TOWARDS LUXURY BRANDS: COMPARING HOMOSEXUALS AND HETEROSEXUALS

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Purpose: Consumer behavior and their changes represent a very important theme among marketing professionals. This study develops and tests a model to analyse some determinants (Social Influence, Materialism, Success and Vanity) of consumer attitudes towards luxury brands and the intention of purchase in the luxury market.

Design/Methodology/Approach: The group chosen to be investigated was LGBT and hetero too, once it represents a niche of the current society in constant development with a high purchasing power. In order to get the expected results, a questionnaire was developed.

Findings: The result of the research applied to 434 homosexuals and 403 heterosexuals residing in Portugal and Brazil, has shown some differences regarding the literature review, being caused by the specificity and particular characteristics of the sample studied. Data were analysed through a confirmatory factor analysis and structural equations model. The results show that, generally, Social Influence, Success and Physical Vanity has impact on consumer attitudes towards luxury brands and intention of purchase and consumer attitudes towards luxury brands has impact on intention of purchase luxury brands.

Original Value: This research work becomes valuable and relevant because, the reason why homosexuals and heterosexuals individuals purchase luxury products it is not a field well studied before.

BRAND CONSUMPTION RITUALS AND PRODUCT EVALUATION: THE MEDIATION OF BRAND ENGAGEMENT

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Purpose: Consumers need to put a piece of lemon on the bottle mouth before tasting Corona beer. We call these actions brand consumption rituals (BCR). Vohs et al. (2013) found that ritual behavior, compared to a non-ritual condition, potentiates and enhances consumers' product evaluation, perceived value and the enjoyment of consumption. However, an interesting but unrevealed issue is whether consumers' perception of BCR' symbolic meaning will affect product evaluation? Will brand engagement mediate the relationship between symbolic meaning of brand consumption rituals and product evaluation? Are there moderating effects of the uniqueness and popularity of a BCR?

Design/Methodology/Approach: In order to address the above issues, we designed three experiments. Experiment 1 tested the influence of the BCR's symbolic meaning on product evaluation and the mediation effect of brand engagement. Experiment 2 tested the positive moderating effect of the perceived uniqueness between BCR and brand engagement. Experiment 3 tested the positive moderation effect of the perceived popularity of BCR between BCR and brand engagement.