EMAC European Marketing Academy

41st Annual Conference **LISBON** 2012

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May 22 to 25

ISCTE Business School
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EMAC
EUROPEAN MARKETING ACADEMY

41th EMAC Conference
Marketing to Citizens
Going beyond Customers and Consumers

22-25 May 2012
ISCTE Business School

ISBN: 978-989-732-004-0

Conference Secretariat
ISCTE Business School
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1649-026 Lisbon
Portugal

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41th EMAC Conference

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CONFERENCE PROCEEDINGS

Editor: Paulo Rita, EMAC 2012 Conference and Programme Chair

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Brand mergers: How attitudes influence consumer identity preferences

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In the context of a merger, management of corporate brand names and logos assumes a critical role. The purpose of this paper is to provide a better understanding of the corporate brand redeployment decision. This study analyses how consumers' attitudes towards the corporate brands influence their preferences regarding the different branding strategies. Results suggest that the preference for a monolithic alternative is only clearly supported when one of the partners in the merger is a weak partner. When the merger involves two familiar brands, there is a tendency among consumers to combine elements of both brands' identity. Finally, it is concluded that the affective and behavioural dimension of attitude towards the brand have a significant influence on consumers' preferences.

Keywords: brand identity signs, brand attitude, mergers and acquisitions, corporate brand name and logo changes