



Conference Proceedings of the 12th Global Brand Conference of the Academy of Marketing

School of Business and Economics, Linnaeus University, Kalmar, 26th-28th April, 2017

Linnaeus University

Sweden



Conference Programme

Wednesday, 26th April 2017

08:30 – 09:15	Registration (Registration desk staffed until lunch)			
09:30 – 10:00	Opening of the Conference (Linnaeus Auditorium) Professor Helen Anderson, Dean of School of Business and Economics, Linnaeus University Dr. Clarinda Rodrigues, Conference Chair & Senior Lecturer at School of Business and Economics, Linnaeus University Professor Stuart Roper, Chair of Academy of Marketing's Brand, Identity and Corporate Reputation Special Interest Group (SIG)			
10:00 – 10:30	Coffee Break			
10:30 – 12:00	Sensory Perception <i>(Session Room 1)</i> TRACK CHAIR – BERTIL HULTÉN	Brand Identity <i>(Session Room 2)</i> TRACK CHAIR – JOANA MACHADO	Brand Co-Creation <i>(Session Room 3)</i> TRACK CHAIR – BILL MERILLEES	
	<p>The persuasive effects of packaging claims, packaging color and packaging texture (Aagerup)</p> <p>Sensory Marketing for Improving the Competitiveness of Ethical Brands Online (Yoganathan and Osburg)</p> <p>Do I look exciting or competent? Visual identity and brand personality in a higher education institution (Cuny, Fornerino, and Grobert)</p>	<p>A brand theoretic perspective on the Islamic State (Thompson)</p> <p>Bloggers, Consumers, and Brands: Allies or Enemies? Understanding the Emerging Role of Bloggers and their Relations in the Brand Eco-system (Christensen)</p> <p>Make sense? Exploring the role of sensemaking narratives in stakeholders' shared understanding of the brand (Gyrd-Jones and Törmälä)</p>	<p>Branding of Social Movements: A Framework (Bennett and Guzmán)</p> <p>Let's defend our brand! A typology of response strategies to restore brand equity in non-collaborative brand co-creation (Kristal, Baumgarth and Henseler)</p> <p>Motivate to co-create: An examination of the factors leading to consumer co-creation of brand (Kennedy and Guzmán)</p>	
12:00 – 12:45	Lunch			
12:45 – 14:15	Brand Co-Creation <i>(Session Room 1)</i> TRACK CHAIR – ULLA HAKALA	Brand Equity <i>(Session Room 2)</i> TRACK CHAIR – GRIFF ROUND	Digital Branding <i>(Session Room 3)</i> TRACK CHAIR – VERONIKA TARNOVSKAYA	Brand Equity <i>(Session Room 4)</i> TRACK CHAIR – DALE MILLER
	<p>Co-creating corporate brands on social media: exploring managerial practices (Essamri, Mckechnie and Winklhofer)</p> <p>Insights into brand identity management in a context of co-creation: the critical role of brand issues (da Silveira and Simões)</p>	<p>The effect of cognitive style and social influence on customer-based brand equity (Alvarado-Karste and Guzmán)</p> <p>How an unequal intra-firm distribution of dynamic marketing capabilities affect market share (Davicik)</p>	<p>Constructing and validating a scale to measure social media brand community enjoyment (Roy and Machado)</p> <p>Enhancing brand equity via social media (Morra, Cerutti, Cuomo and Gavinelli)</p> <p>The impact of brand gender on consumer-brand engagement and consumer-based brand equity on Facebook (Machado, de Carvalho and Azar)</p>	<p>Consumer-Based Brand Equity Development Process: A Diagnostic Tool for Least Favourite Brands (Veloutsou, Chatzipanagiotou and Christodoulides)</p> <p>How does Service (sensory) Brand Experience Influence Brand Equity Considering the roles of Employee Empathy, Customer Affective Commitment, and Customer Satisfaction (Iglesias, Markovic and Rialp)</p> <p>Consumer-based Label Equity: a Multidimensional Scale (Sirieix, Coderre and Valette-Florence)</p>

14:15 – 15:15	Catarina Falkenhav, ABBA The Museum (Linnaeus Auditorium)			
15:15 – 15:45	Coffee Break			
15:45 – 17:15	Sensory Perception <i>(Session Room 1)</i> TRACK CHAIR – JAN BREITSOHL	Marketing Communications <i>(Session Room 2)</i> TRACK CHAIR – VIGNESH YOGANTHAN	Brand Authenticity <i>(Session Room 3)</i> TRACK CHAIR – STUART ROPER	
	<p>Visual Effects of Logo on the Attentional Filter and Perception (Murphy, Nadeau, Machado, de Carvalho, Ulrich and Wachowiak)</p> <p>The rise of polychromatic palettes: visual identities adapting to the dynamic sensorial scene (Lelis)</p> <p>Does shopping with friends enhance the sensory brand experience? (Merrilees and Miller)</p>	<p>Brand avoidance: the potential negative role of communication (Berndt, Petzer and Mostert)</p> <p>The potential of sensory stimuli in print advertisement: Analyzing the effects on product design, brand experience, brand perception and consumer behavior (Wiedmann, Labenz, Bettels and Haase)</p> <p>To donate or not to donate? Investigating the donation intention-behaviour gap in charity celebrity-endorsed campaigns (Riahi Pour)</p>	<p>The impact of generational cohorts on brand authenticity (Mingione, Bendixen, Abratt and Pattuglia)</p> <p>The role of brand authenticity in the development of brand trust in South Africa (Portal, Abratt and Bendixen)</p> <p>Brand Authenticity: the essence of brand value – a case in the food industry (Mousavi and Lin)</p>	
19:00 Onwards	Gala Dinner, Kalmar Castle Lord Mayor Roger Kaliff welcomes all delegates to Kalmar			

Thursday, 27th April 2017

09:00 – 10:30	Sensory Luxury Branding <i>(Session Room 1)</i> TRACK CHAIR – PIERRE VALETTE-FLORENCE	Human Senses and Brands <i>(Session Room 2)</i> TRACK CHAIR – CLEOPATRA VELOUTSOU	Brand Personality and Brand Similarity <i>(Session Room 3)</i> TRACK CHAIR – FRANCISCO GUZMÁN	Sensory Neuromarketing and Technologies <i>(Session Room 4)</i> TRACK CHAIR – JOANA MACHADO
	<p>Antecedents and outcomes of luxury brand love: a millennial consumer perspective (Rodrigues and Rodrigues)</p> <p>Perception is Reality... Haptic Factors and Digital Engagement (Cowan, Spielmann, Horn and Griffart)</p>	<p>Visual-Tactile Multisensory Interplay: Literature Review and Research Directions (Eklund and Helmfalk)</p> <p>What kind of music genre do shoppers prefer when buying coffee brands in a supermarket? A study of the impact of complementary auditory sensory cues on shopper's emotions and purchase behavior (Hultén)</p> <p>Re-awakening the senses: the importance of religiosity in experiential marketing (Akarsu, Melewar, Mourouti and Foroudi)</p>	<p>Moving beyond a monolithic approach of brand femininity (Azar)</p> <p>Have Chinese consumers forgiven Japan? A Nation Brand Personality approach (Rojas-Méndez, Kannan and Ruci)</p> <p>The Paradox of Brand Similarity with Customer Uniqueness on Social Network Sites' Satisfaction (Abosag and Ramadan)</p>	<p>Sensory neuromarketing – What it is and what of it? (Juntunen)</p> <p>Leveraging advertising to a whole different dimension: An experimental study on the impact of VR advertising on brand personality impressions, brand attitude and purchase intentions (De Gauquier, Brengman, Willems, and Van Kerrebroeck)</p> <p>Sensory Brand Experience via Augmented Reality in the Italian fashion retailing system. A preliminary analysis (Cuomo, Chierici, Pantea, Tortora, Pencarelli and Metallo)</p>

10:30 – 11:00	Coffee Break			
11:00 – 12:30	Consumer-Brand Relationships <i>(Session Room 1)</i> TRACK CHAIR – LEONOR VACAS DE CARVALHO	Tourism and Place Branding <i>(Session Room 2)</i> TRACK CHAIR – ORIOL IGLESIAS	Internal Branding <i>(Session Room 3)</i> TRACK CHAIR – IBRAHIM ABOSAG	Alternative Views <i>(Session Room 4)</i> TRACK CHAIR – ADELE BERNDT
	<p>The Effect of Endorser Credibility on Brand Credibility, Consumer-based brand Equity, and Brand Attachment of Smartphone Users (Valaei and Nikhashemi)</p> <p>Dynamic nature of B2B brand equity: Investigating the mediating effect of brand relationships (Biedenbach, Hultén and Tarnovskaya)</p> <p>Explaining anti-brand community participation (Dessart, Veloutsou and Morgan-Thomas)</p>	<p>Examining Tourists' Perceptions of Luxury Restaurant Brands- Integrating Destination Image into a Value-Attitude-Behavior Model (Peng, Chen and Mai)</p> <p>Iconic Heritage Hotel Brand Identification: Visual and Aural Sensory Dimensions (Balmer and Chen)</p> <p>From Santa Claus to yodeling: International tourists' brand associations of Swedish Lapland (Ek, Styvén and Strandberg)</p>	<p>How do different types of contact employees deliver the brand to customers? (Boukiss, Kaminakis, and Papastathopoulos)</p> <p>Innovative culture within organisations and brand identification among employees: a cross-cultural study of the automotive industry (Yoganathan, Ma, Grant, and McLeay)</p> <p>Brand Ambassador Programs - An analysis of the 'ghost' of internal branding instruments (Baumgarth and Schmidt)</p>	<p>Leveraging nascent co-brands: A literature review, suggested co-brand typology and case study evidence (Wright)</p> <p>The role of brands in the definition and preservation of ethnic cultural heritage (Round and Khan)</p> <p>Brief encounters with the discarded, degraded and different: the mere exposure effect of the altered brand stimuli (Grimes and Roper)</p>
12:30 – 13:30	Lunch			
13:30 – 14:00	SIG Meeting and Announcement of the 2018 Conference (Linnaeus Auditorium)			
14:00 – 15:00	Anne JM Norman, IKEA (Linnaeus Auditorium)			
15:00 – 15:30	Coffee Break			
15:30 – 17:00	Brand Image and Brand Prominence <i>(Session Room 1)</i> TRACK CHAIR – TONY GRIMES	Food Brands and Gastronomy <i>(Session Room 2)</i> TRACK CHAIR – DENNIS PITTA	Marketing Communications <i>(Session Room 3)</i> TRACK CHAIR – CARSTENS BAUMGARTH	Brand Experiences <i>(Session Room 4)</i> TRACK CHAIR – TC MELEWAR
	<p>Determinants of B2B brand image elements and the relationship to price premium in the agricultural sector of South Africa (Oberholzer and Reyneke)</p> <p>Stigmatised Brand Valuation: An Institutional Reconfiguration Perspective (Hirst and Beresford)</p> <p>The role of brand prominence: disparity in co-branded cause related marketing programs: Luxury vs non-luxury brands (Baghi and Gabrielli)</p>	<p>Just taste this – what do you think? (Quest and Eccles)</p> <p>Tasting with your eyes: Country of origin and organic information bias taste perception (Tan and Gordon)</p> <p>Utilizing the explicit and implicit sensory perception in gastronomy: Investigating the effects on selected brand-related performance indicators (Wiedmann, Haase, Labenz and Bettels)</p>	<p>When is sponsoring more effective for an “outsider” than an “insider” brand? An Accessibility Perspective on multiple brand sponsorships (Brunner and Rosenberger III)</p> <p>Islamic hotels: this isn't what I expected! (Alserhan, Rutter and Boulanouar)</p> <p>Successful Personal Branding on Social Media Building Brand Through Content on Youtube (Tarnovskaya)</p>	<p>From Brand Experience to Happiness: Exploring the Impacts on Brand Loyalty and Price Premium (Al Mandil and Yen)</p> <p>Towards a definition of Brand Experience: an interdisciplinary perspective (Chevtchouk, Veloutsou and Paton)</p> <p>Brand experience: a multi-perspective analysis (Andreini, Solerio, Pedeliento and Zarantonello)</p>
19:00 Onwards	Swedish Night, Restaurant Söderport			

Friday, 28th April 2017

09:00 – 10:30	Healthy Brands and Wellness <i>(Session Room 1)</i> TRACK CHAIR – RICHARD GRYPD-JONES	Corporate Branding and Reputation <i>(Session Room 2)</i> TRACK CHAIR – JOSÉ ROJAS-MÉNDEZ	Consumer Behavior <i>(Session Room 3)</i> TRACK CHAIR – ULF AAGERUP	
	<p>The Obesity Epidemic: The Effect of Pre-Existing Lifestyle on Attitude to the Ad, Attitude to the Brand, and Purchase Intention (Maddox, Patino, Katsanis and Pitta)</p> <p>Wellness as a means of personal branding – Identifying the cultural differences among the US and Finnish consumers (Hakala, Grénman and Mueller)</p> <p>Delivering a health brand promise through a value co-creation model (Centeno, Carrete, Arroyo and Peñaloza)</p>	<p>Stories in co-creating corporate brand identity (Kettunen, Saraniemi and Oikarinen)</p> <p>A causal model of online reputation: a customer perspective (Youness and Valette-Florence)</p>	<p>The effects of materialism and brand identification on brand teasing behaviour (Breitsohl and Jiménez)</p> <p>A Proposal of New Rating Method Applying Extended Fuzzy Logic for the Study of Consumer Behavior (Óda and Billore)</p> <p>The Effect of the Consumers Perception of CSR in Brand Love (Rodrigues and Costa)</p>	
10:30 – 11:00	Coffee Break			
11:00 – 12:00	Jörgen Bødmar, Design Online (Linnaeus Auditorium)			
12:00 – 12:30	Paper Prizes and Closing Comments (Linnaeus Auditorium)			
12:30 – 13:30	Lunch			
14:00 – 18:00	Guided Tour to Öland			
18:00	Conference Ends			

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Brand Experience: a multi-perspective analysis

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1. Purpose of the paper

The most widely applied definition of brand experience stems from the work of Schmitt (1999) and Brakus et al. (2009). These authors defined brand experience as “subjective, internal consumer responses (sensations, feelings, cognitions) and behavioral responses evoked by brand related stimuli (such as advertising) that are part of a brand’s design and identity, packaging, communications, and environment” (Brakus et al. 2009, 54). This construct has been applied by several studies, but we still have little knowledge or understanding of its nomological properties and of the theoretical perspective through which it should be approached.

A review of the literature to date shows that the brand experience construct and related framework operationalized and tested by Brakus et al. (2009) only found fertile ground in the theoretical streams grouping together studies giving casual explanations of the drivers and outcomes of brand experience. In particular, these studies were grounded in relationship theory (Fournier 1998), consumer culture theory (CCT) (Arnould and Thompson 2005; 2015) and service-dominant logic (SDL) (Vargo and Lusch 2004; 2008). Some may be tempted to attribute the substantial lack of interest in this brand experience construct to its positivistic genesis, and its tendency to objectify the chain of effects between brand experience and brand stimuli (Abimbola et al. 2012). A close look at these theoretical perspectives, however, shows that brand experience is somehow implicit or taken for granted.

In this paper, we will therefore analyze how brand experience has been (often implicitly) conceptualized and applied in theoretical approaches other than in the consumer psychology literature where the concept originated. In doing so, we will enrich the definition of brand experience and its dimensions with tenets derived from theoretical streams of the marketing literature, including on relationship theory, SDL and CCT. Drawing on these perspectives, we will suggest relational and cultural dimensions to be included in brand experience conceptualization. We will also offer a theoretical framework to shed light on the relational, value and cultural antecedents and outcomes of brand experience.

2. Methodology/Approach

We designed a rigorous approach able to select and analyze the contributions in this research area. We performed two different literature searches, first an exploratory bibliographical search using the string “brand experience” in a number of key bibliographical databases, and second, a bibliographical search of the key word “brand AND experience” in the same databases.

For the first exploratory literature search, we used a systematic process, starting by scanning a number of key bibliographical databases (Scopus, EBSCO, ABI Proquest Complete, and Web of Science). We used “brand experience” as the search string, looking for its presence in the title or abstract. This process resulted in 388 papers. Further refinements gave a final sample of 74 articles, dating from 1991 to 2016. Despite the huge interest and research efforts over the past ten years, it is worth noting that of the 74 articles analyzed, only 17 were published in journals with an impact factor. Most of the papers (48 out of 74) analyzed in this first exploratory literature review relied on a positivistic epistemology and research paradigms and generally aimed to investigate the antecedents and outcomes of the brand experience construct conceptualized by Schmitt (2009) and operationalized by Brakus et al. (2009).

We also performed a residual search using “experience” and “brand” as separated keywords. We used the same databases and criteria and ended up with more than 10,000 published works. It is therefore clear that the majority of research to date is focused on brand experience, but does not explicitly mention the concept. Three main theoretical perspectives were identified as closely linked to issues of brand experience: relationship theory, CCT and SDL. For each of these research streams, we collected and reviewed papers characterized by a focus on brand experience. This enabled us to identify 22 papers in the relationship theory stream of research, 28 papers rooted in the SDL paradigm, and 29 papers adopting one of the theoretical perspectives connected with CCT. To examine how brand experience is conceptualized in each of these theoretical streams, we identified differences between the conceptualization of “brand” and “experience”, then looked at “brand experience”. All the selected articles were independently and separately content analyzed by two authors, with a third author involved when there was any disagreement.

3. Results

The relationship theory (Fournier 1998) conceptualizes the brand as a legitimate active partner, with its own personality that shapes the form and quality of relationships with consumers (Aggarwal 2004); (Fournier 1998); (Muniz and O'guinn 2001). According to this perspective, the “brand is a collection of perceptions held in mind of consumers” (Fournier 1998, 245) and the brand–consumer relationship builds meanings at the level of individual and/or communal lived experience (Muniz and O'guinn 2001). The source of meaning can be psychological, sociocultural and relational, and the meaning that a relationship assumes is inextricably intertwined with other relationships in a network. Experiences happen during individual and collective rituals, brand habits, experiments, repeated trials and usage (Fournier 1998, Rook 1985, Wallendorf and Arnould 1991). Other stimuli can be recommendations by friends and consumers’ stories based on common experiences with the brand (Muniz and O'guinn 2001). Finally, brand experience also occurs during negative events such as the “unimaginable experience” related to negative feeling of loss, when consumers lose contact with a specific brand. All these experiences create, affirm, develop, or even destroy brand meanings.

The SDL approach instead reflects the new evolving brand logic, viewing brands as operant resources (Halliday 2016) that exist independently from the market offering. Using this perspective, the brand and its meanings and values are co-created by consumers, firms and other stakeholders. The brand therefore assumes value in terms of the stakeholders' collectively-perceived value-in-use (Merz et al. 2009). Experience is a key issue in service research and practice. It is recognized as the context in which all actors meet, exercising interactions at multiple levels and activating service-for-service social exchange. The concept of experience can therefore be captured using the variable of value creation (Vargo and Lusch 2014) in a multi-level dynamic ecosystem (Akaka et al. 2012, Chandler and Vargo 2011, Edvardsson et al. 2011) and determined through the positive evaluation of an experience at a particular moment, or during a specific exchange encounter (Prahalad and Ramaswamy 2004; 2002). Experiences can be direct and/or indirect, and can encompass usage, consumption, information, knowledge, word of mouth, and observations. The customer is the subject of the experience, but the experience characterizes service context phenomenologically as individually and socially determined, and subjective in nature.

Finally, the third stream of research concerned with the experiential value that consumers attach to brands is consumer culture theory (CCT) (Arnould and Thompson 2005; 2007; 2015). As Schembri et al. (2010) suggested, when brands are approached through a cultural approach, "the research subject is the consumer, the research object is the brand, the research focus is the consumer's brand experience, and the research question asks how consumers use brands to construct the self" (p. 623). Based on a postmodernist perspective of consumption (Fuat Firat et al. 1995, Firat and Venkatesh 1995), which sees consumption as a social act that goes beyond the mere act of acquisition of goods and services to encompass experiential immersive practices (Carù and Cova 2007), CCT approaches consumer brands as vehicles used by consumers to fulfill their identity project (Holt 2002). Consumers tend to make brand choices on the basis of the experience(s) these brands allow them to have (Maehle et al. 2011). Brand experience is therefore interpreted by CCT scholars as naturally bounded in the consumption phenomena, and permeated by experiential values and meanings (Holt 2002). Framed in this way, brand experience comes to assume a co-constructed, negotiated and unstable meaning (Schembri 2009), often made accessible through understanding the performative practices of consumers or the collective to which they belong (Muniz and Schau 2005). These, in turn, are themselves generative of a continuous reshaping of brand experiences (Abimbola et al. 2012).

4. Theoretical/practical implications

For the three theoretical streams identified in our literature review, brand experience is somehow assumed to be implicit in consumption dynamics. We have nevertheless identified relevant theoretical insights to advance the definition of brand experience and its dimensions. This has enabled us to move from the tenets of psychological theories towards those of cultural consumer behavior, relationship theory and value co-creation, enlarging the brand experience definition with relational (brand-related relational response of consumers) and cultural dimensions (creation of collective and identitarian meanings and values). Unlike the original framework proposed by Brakus (2009), we propose a circular framework where the antecedents of brand experience, other than brand stimuli, reside in collective and individual practices such as rituals, self-identity representations and communitarian usage. Finally, the outputs of brand experience are related to functional, cultural and symbolic brand meanings able to contribute to consumers' self-identitarian project, which in turn creates collective and individual practices and related brand stimuli.

In a post-modern society, brands are part of the societal culture and vice versa. Brand stimuli and the related experience are therefore no longer the prerogatives of managers and firms. Instead, they are co-created with consumers outside the sphere of consumption and usage. We believe that our definition and framework will help managers to take into account the relational and cultural dynamics of brand experience, and will therefore be useful for brand management practices.

5. Originality/value

This paper advances our understanding of brand experience, by showing the different facets of meaning that this concept has taken in research streams other than its original one. It is the first paper that critically analyzes the concept of brand experience and aims to enlarge its current conceptualization and operationalization.

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