Handbook Of Brand Relationships

Consumer Brand RelationshipsConsumer-Brand RelationshipsHandbook of Brand RelationshipsBrand Love is not EnoughStrong Brands, Strong RelationshipsHandbook of Brand RelationshipsHandbook of Brand RelationshipsHow Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship ElasticitiesBuilding Customer-brand RelationshipsHandbook of Brand RelationshipsThe Righteous BrandThe Fundamental Antecedents of a Brand RelationshipBRAND MANAGEMENT : CONSUMER BRAND RELATIONSHIP (CBR) IN STRONG BRAND DEVELOPMENT (Penerbit UMK)Consumer Brand RelationshipsBrand Personalities and Consumer-brand Relationships as Elements of Successful Brand ManagementConsumer - brand relationshipsUnderstanding Consumer-Brand RelationshipsThe Nature and Effects of Consumer Identity Fusion in Consumer-brand RelationshipsBuilding Digital Brand RelationshipsTransforming Customer⬚Brand Relationships M. Fetscherin Susan Fournier Deborah J. MacInnis Max Blackston Susan Fournier Deborah J. MacInnis Deborah J. MacInnis Mansur Khamitov Don E. Schultz Deborah J. MacInnis Max Blackston Christophe Hrant Baygin NOOR HASMINI ABD GHANI Marc Fetscherin Katharina S. G⬚se Bettina Nyffenegger Marie-Louise Marti Jhih-Syuan Lin Stephen J. Kingsbury Christina Garnett

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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

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

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

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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

almost every advertising promotion or marketing communications textbook is based on an inside out approach focusing on what the marketer wants to communicate to customers and prospects this text takes a different view that the marketer and the customer build the ongoing brand value together rather than the marketer trying to sell the role of the marketer is to help customer buy to do that a customer view is vital and customer insight is essential customer insights allow the marketer to understand which audiences are important for a product what delivery forms are appropriate and what type of content is beneficial building customer brand relationships is themed around the four key elements marketing communicators use in developing programs audiences brands delivery and content but provides an innovative approach to marketing communications in the push pull marketplace that combines traditional outbound communications advertising sales promotion direct marketing and pr with the inbound or pull media of internet mobile communications social networks and more its customer centric media planning approach covers media decision before dealing with creative development and emphasizes measurement and accountability the text s concepts have been used successfully around the world and can be adapted and adjusted to any type of product or service

bringing order to the chaos of modern brand marketing the second edition of brand love is not enough combines an intuitive model of how consumers relate to brands with an up to the moment analysis of how brands are both victims and players in today s raging culture wars brand management now has to reach beyond traditional marketing objectives in order to encompass identity politics and corporate purpose but with no grounding or guidance marketers are swinging wildly from virtue signaling to woke washing and in the process brands are being damaged and careers brought to an abrupt end uniquely this book offers not only updated case studies and content relating to max blackston s respected consumer brand relationships model but goes on to show how an extension of the brand relationship concept to include the ethical moral and political values of brands as well as their brand images provides the tools for managing brands in this new environment this new set of brands moral relationships allows a brand to embody the values of diverse groups of consumers even strongly contrasting ones and avoid becoming marooned in an identity defined positioning this book besides being essential reading for practitioners students and researchers in marketing advertising and market research provides fascinating insights for anyone who takes an interest in the brands they choose or choose not to buy

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

emotional connection and affinity are the key to turning customers into brand advocates but with consumers constantly bombarded with information creating that genuine emotional connection with consumers has become increasingly difficult this book provides marketers with practical strategies that transcend traditional transactional interactions and instead cultivate memorable experiences that resonate on a personal level with their customers author christina garnett enables marketers to build genuine loyalty which in turn creates communities and forges an enduring bond between a brand and its users taking a multidisciplinary look at the issue transforming customer brand relationships explores topics including the power of the customer voice social listening as a tool and customer service transformation by moving away from traditional metrics such as customer lifetime value and acquisition costs and instead focussing on emotional engagement metrics like net promoter score and customer

sentiment analysis it helps marketers and business leaders understand and implement strategies that foster lasting relationships with customers ensuring long lasting patronage in this competitive digital age

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