**Table of Contents**

A Warm Welcome from the Conference Organizers .............................................................. 2
Conference Sponsors ............................................................................................................... 3
Conference Organizers ......................................................................................................... 4
Conference Sponsor and Honorary Conference Chair........................................................... 5
Academic Keynote Speaker .................................................................................................... 6
Practitioner Keynote Speakers ............................................................................................... 8
Conference Logistics ............................................................................................................ 10
Conference Program at a Glance .......................................................................................... 12
Presentation Abstracts .......................................................................................................... 20
Presenter Biographies .......................................................................................................... 30
Participant List (As of May 7, 2013) .................................................................................... 36
Acknowledgements .............................................................................................................. 40

BBR 2014 extends beyond the walls of the Boston University School of Management. Let your colleagues know about the groundbreaking research you’re hearing about and the great connections you’re making with our Twitter and Facebook hashtag:

#BBR2014
A Warm Welcome from the Conference Organizers

It is our great pleasure to welcome you to the Brands and Brand Relationships Conference at the Boston University School of Management and to the historic city of Boston.

BBR 2014 is the showcase conference event of the Institute for Brands and Brand Relationships (brandrelationships.org). The Institute for Brands and Brand Relationships is an international learning organization dedicated to uniting academics and practitioners in the mission of developing and advancing the brand and brand relationships sub-disciplines of marketing. The goals of the institute are: (1) to encourage research that advances the understanding of brands and the relationships consumers form with branded products, services, companies, organizations, marketplace phenomena, and other consumers; (2) to facilitate the exchange of this knowledge and information among academics and practitioners worldwide; (3) to build collaboration and community among academics and practitioners in the brand and brand relationships area; and (4) to build awareness, knowledge and interest in the BBR organization, its mission, and relevant research so as to support growth and development of the field. Lastly, (5), by uniting academic research scholars and practitioners around issues concerning brands and consumers’ brand relationships, BBR strives to bridge the gap between theory and practice in this domain.

BBR 2014 is for academics and managers who are passionate about brands and the relationships people form with them. The conference seeks to advance branding knowledge by disseminating new research, sharing best company practices, and encouraging the evolution of research ideas, particularly among the doctoral student community. As brands are multi-faceted creatures, so too are the perspectives needed to understand them. BBR 2014 encourages a range of theoretical perspectives (e.g., anthropology, sociology, culture studies, organizational behavior, neuroscience, finance, economics, psychology) and methodologies (e.g., case studies, experiments, ethnographies, critical studies, field studies, interviews, secondary research, empirical modeling) dedicated to understanding, creating, nurturing, managing, and leveraging brands and brand relationships. To this end, we solicited, in our Call for Papers, completed papers as well as developed works-in-progress reflecting a range of theoretical perspectives and methodological approaches to understanding, creating, nurturing, managing, and leveraging brands and brand relationships in the following categories:

- The Psychology and Sociology of Brands
- The Power of Brands/Brand Relationships
- Brand Co-creation and Open-Source Branding
- Negative Brand Relationships and Managing Brand Crises
- Brands/Brand Relationships in Context
- Brand Relationship Management
- Branding/Brand Relationships on the Web
- Building Brand Culture and the Brand-Centric Organization
- Brand Positioning, Presentation and Story-telling
- Metrics, Measurement Systems, and Dashboards for brands and brand relationships

We express our grateful thanks to all who participated in the process of systematically reviewing and selecting submissions and to Boston University and GfK for their support. We also extend our personal and collective thanks to our contributors and supporters: participants, authors, mentors, speakers, reviewers, discussants, and session chairs. We wish you a great conference, an enjoyable stay in Boston and we look forward to meeting each one of you individually.

Dr. Michael Breazeale, Mississippi State University, USA
Dr. Susan Fournier, Boston University, USA
Dr. Jill Avery, Harvard Business School, USA
Conference Sponsors

We thank the following sponsors for making this conference possible through their generous contributions.
Dr. Jill Avery is a Senior Lecturer at Harvard Business School where she teaches Branding + Different and Field Immersion Experiences for Leadership Development. Jill’s research focuses on brand management and customer relationship management issues. Her research on online brand communities won the Harvard Business School Wyss award for excellence in doctoral research and a Marketing Science Institute Best Paper award. Her work has been published in *Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Harvard Business Review*, *MIT Sloan Management Review, Business Horizons, Journal for the Advancement of Marketing Education*, and *European Business Review*. She has written a series of teaching cases on branding that are available from Harvard Business School Publishing. Prior to her academic career, Jill spent nine years managing brands for Gillette, Braun, Samuel Adams, and AT&T, and spent three years on the agency side of the business, as an account executive managing consumer promotions for Pepsi, General Foods, Bristol-Myers, and Citibank. She received a DBA from Harvard Business School, an MBA from the Wharton School, and a BA from the University of Pennsylvania. Jill Avery, Harvard Business School, javery@hbs.edu

Dr. Michael Breazeale is an Assistant Professor of Marketing at Mississippi State University. His primary areas of research encompass consumer-brand connections, retail atmospherics, the consumption of experiences, and emotional branding. Mike has published articles in *Journal of Retailing, International Journal of Market Research, Marketing Management Journal*, and *Journal of Business Research*, and has made numerous conference presentations relating to his research. He has won multiple awards for both teaching and research, and serves as reviewer for several top marketing journals. Mike is also one of *Social Media Marketing Magazine*’s Top 100 Marketing Professors on Twitter and a 2012 Top Web Savvy Professor according to *Best Universities Online*. He has performed consulting duties with clients as diverse as Millward Brown Optimor and the U.S. Military, is a founding member this conference, and co-editor of the book, *Consumer-Brand Relationships: Theory and Practice* with Susan Fournier and Marc Fetscherin (Taylor and Francis 2012). Mike Breazeale, Mississippi State University, mbreazeale@business.msstate.edu, Twitter @MktgMike

Dr. Susan Fournier is Questrom Professor of Management and Faculty Director of the MBA Program at Boston University. Susan’s research explores the creation and capture of value through branding and brand relationships. Current projects explore the links between brand strategy and shareholder value, management of person-brands, attachment style effects on relationship quality, brand relationship measurement systems, and brand relationship development processes. Susan’s work has been recognized with seven awards, including the Long-Term Contribution Award in Consumer Research. She is an Editorial Board member of the *Journal of Consumer Research, Journal of Marketing*, and *Marketing Theory*, Senior Consulting Editor for the *Journal of Brand Management*, Senior Advisory Board Member of the *Journal of Product and Brand Management*, and At-Large Director of the Association for Consumer Research. Susan previously served on the faculties of Harvard Business School and Dartmouth. She maintains a range of consulting assignments to inform her teaching and research, including a partnership with GfK to commercialize her brand relationship frameworks. Her PhD is from the University of Florida. Susan Fournier, Boston University School of Management. fournism@bu.edu
Conference Sponsor and Honorary Conference Chair

David Robbins, Global Director of Customer Satisfaction and Experience, GfK

David directs GfK’s Customer Experience research practice on a global basis, with a primary focus on strengthening the growth and competitive positioning of the firm’s product portfolio. His responsibilities include research and development to drive innovation in customer experience theory and practice, new product design, product lifecycle management, and collaborations with GfK’s global network of clients and researchers to ensure the ongoing development and dissemination of global best practices within the area of customer experience. Current areas of concentration include research on: customer satisfaction management, customer experience management, enterprise feedback management, customer relationship management, and the integration of brand and customer experience. Prior to his current role at GfK, David spent several years as a Vice President of Account Management with GfK and ARBOR, Inc. in their Brand and Communications practice group. In between his current and former roles at GfK, David was the Vice President of Client Services at Second To None, a leading customer experience measurement firm. Prior to this, David worked as a marketing scientist at Symmetrics Marketing Corporation, focusing on the application of causal-modeling methods to customer satisfaction management research. Trained largely as an applied quantitative research methodologist, David has been developing advanced models, analytic systems and methodologies to support marketing, brand, customer experience, and operations management decisions. His experience spans a wide range of industry sectors, including package goods, financial services, telecommunications, technology, healthcare, government, automotive, and retail/consumer services. David has a MS from Purdue University and BA from Oakland University.
Academic Keynote Speaker

Katherine (Kay) Lemon holds the Accenture Professorship at Boston College’s Carroll School of Management and is the Chair of the Marketing Department. Her main areas of research expertise are customer management, customer equity, and the dynamics of customer-firm relationships. Her two new areas of research are (a) how firms should manage customer feedback and (b) customer experience management. Her research appears in leading marketing journals including the Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, and the Journal of Service Research. She received the Early Career Contributions to Marketing Strategy Research Award recognizing her contributions to marketing strategy, the Elsevier Research Scholar of the Year Award (2008), and has received several best article awards for her research, including the 2009 Sheth Foundation/Journal of Marketing Award, given each year to the article that has made long-term contributions to the theory and practice of marketing. She is the immediate past editor of the Journal of Service Research. She also serves on the editorial boards of the Journal of Marketing Research, Journal of the Academy of Marketing Science, and Journal of Service Research, and has also served on the editorial board of the Journal of Marketing. Kay has authored three books: Customer Equity Management: Marketing Strategy for Profitable Customer Relationships (with Rust and Narayandas), Wireless Rules: New Marketing Strategies for Customer Relationship Management Anytime, Anywhere (with her father, Fred Newell), and Driving Customer Equity: How Customer Lifetime Value Is Reshaping Corporate Strategy (with Rust and Zeithaml) which received the first annual American Marketing Association Foundation AMA-Berry Book Prize recognizing the top marketing work for innovative ideas and overall impact on marketing and related fields.

At the Carroll School, Kay teaches undergraduate and graduate courses focusing on Customer Relationship Management, Customer Equity and Marketing Strategy. She serves on the Dean’s Research Committee and on the Promotion and Tenure Committee. She has consulted with and taught senior executives at leading global companies. She currently teaches executives in the Wharton Executive Education program and has taught at the Harvard Business School and Duke University. She is an Academic Fellow for the Center for Services Leadership, and serves on the International Academic Advisory Panel for the Institute of Service Excellence at Singapore Management University. She is also an Academic Trustee for the Marketing Science Institute. Previously, Kay served on the Board of Directors of the American Marketing Association and on the Academic Council of the AMA. She received her Ph.D. from the University of California, Berkeley. Prior to her academic career, Kay held industry positions as Vice President of Marketing for a new high technology venture in Silicon Valley, and Senior Western United States Field Director of Marketing for a for-profit health care concern. kay.lemon@bc.edu

Selected Recent Articles


Practitioner Keynote Speakers

Edward Lebar, Founding Partner, BlackBar Consulting
A 40 year veteran of marketing, Ed Lebar is a founding partner of BlackBar Consulting. Their focus is building consumer brand relationships. Their analytic models and creativity stress building customer franchises, improving pricing power and raising market valuation multiples. The foundation is working both parts of Consumer brand relationships; brand attributes and brand experiences. Ed was founder and CEO of BrandAsset Consulting and the BAV model across all lines of business and around the world. Ed returned to Y&R in 1995 to help grow BrandAsset Valuator into the largest brand model and database in the world. Ed also guided the development of all BAV alliances and joint ventures including Stern Stewart’s, BrandEconomics consultancy, Sequent Partners and partnerships with leading marketing science professors at the most renowned business schools in the country. Under Ed’s leadership, the BAV analytic group developed many proprietary products including MediaBAV®, BrandResonance® and Brand Elasticity, StarBAV®, BAV touch point analysis, and Brand Archetypes as well as multiple methods of valuing brands and branded businesses. Ed often guest lectures at some of the most prestigious graduate business schools in America: Tuck School of Business at Dartmouth College, Columbia Business School, Northwestern University, Cornell University and University of Michigan. Ed has coauthored pieces in academic journals and his book, The Brand Bubble, published in 2008 was voted third best business book by Amazon. Ed’s experience includes working with clients such as P&G, Kraft, AOL Time Warner, KFC, Kodak, Verizon Microsoft, Yahoo!, New York Times and Wall Street Journal. Before his careers in marketing, finance and advertising, Ed was a professor of economics at CCNY and Finch College. He holds advanced degrees in economics from New York University and the University of Denver, and a BA from Syracuse University.

Max Blackston, Founding Partner, BlackBar Consulting
Max is a brand strategist, market researcher and consumer psychologist with a long track record of innovation in the consumer sciences. He was one of the first in the field to successfully operationalize models of consumers’ decision processes, and first to conceptualize a theory of Consumer Brand Relationships more than 25 years ago. While being a leading innovator, Max has always worked in an operational business framework, and has had substantial experience in all of the marketing disciplines. He headed up Research International companies in England and Italy, and was SVP Head of Planning and Research at Ogilvy & Mather, New York. Max was European Marketing Director for Soda Club – predecessor of home-carbonation company, Soda Stream, and a consultant to BrandAsset Valuator at Y&R New York. Max has made considerable contributions to the marketing sciences, in the form of journal articles, conference papers, book chapters and white papers. His published works cover areas as diverse as micro-behavioral modeling, setting up single location telephone interviewing for multinational research, implementing the account planning process in an advertising agency, and building Consumer Brand Relationships. His seminal paper on CBR, presented at the 1993 UK Market Research Society Annual Conference, won the “best paper” award, as did his 1995 ESOMAR paper on using Cognitive Response Analysis for advertising pre-testing. Max now splits his time between New York and Jerusalem, Israel where he is a licensed tour guide.
Juan Pablo Carrero, Managing Partner, BlackBar Consulting

Juan Pablo Carrero has over 25 years of experience in the areas of marketing, advertising and research. His career has served both commercial companies and consumer communication. At the same time he has an important teaching career at the Catholic University of Uruguay in areas such as advertising and marketing at postgraduate and MBA levels. Most of the time he has been working with Young & Rubicam in the areas of Planning and BAV, developing several projects in different markets such as Mexico, Colombia, Ecuador, Uruguay, Peru, Spain and Central America. His specialization is on measuring and managing brand value from communication based on knowledge of consumers. Now, he is leading the BlackBar Consulting projects supporting its expansion into Latin America. The first stage has been conducting research in Mexico for a Relationship Brand Equity model analyzing the relationship of over 80 brands with consumers and its impact on the value of the brand. He holds a degree in Sociology from Universidad de la República Oriental del Uruguay, and recently a PhD in Economics and Management from Universidad de Deusto en el País Vasco España.
Conference Location

Boston University School of Management (SMG)
595 Commonwealth Avenue
Boston, MA 02115

Most of the conference activities will take place on the 4th floor in SMG 426/428.

Dinner Location

Dinner on Tuesday, May 20th will be at the No Name Restaurant on Boston’s waterfront. A bus will leave from the SMG Lobby at 6:30 p.m. and will return to Boston University after dinner is concluded. If you prefer to make your way by yourself, the address is 15 Fish Pier Street West, Boston.

Conference Awards

GfK, our corporate sponsor, will grant research awards totaling $3,000 to papers presented at the conference. The awards recognize the papers judged as offering the deepest insights regarding brands and brands relationships and how they work.

Conference Guidelines

We come from many different countries and traditions, but are united in the belief that knowledge is created through a two-way exchange of ideas and experiences.

The effectiveness of the Brands and Brand Relationships Conference will depend on collegial interactions among us. This will require a good deal of care to ensure that our conduct is respectful, particularly because we are working with a number of cultural norms. To avoid misunderstandings, we offer general guidelines for participants to clarify both the standards and the obligations expected during these next few days.

• It is a common American practice in an academic setting, where people are learning together and from each other, for participants to address each other, presenters, and staff by their first or given names; this is not intended to be disrespectful or discourteous.

• All members of this community are entitled to respect. All individuals are expected in their communication to demonstrate respect for each person’s worth, dignity and capacity to contribute.

If each of us makes an honest effort to ensure that we treat others with professional respect and dignity, all of us will enjoy the maximum possible benefit from working and learning together.
Wireless Internet Access

Conference guests of the Boston University School of Management can connect to the wireless network using the following login information:

Network name: BU SMG Guest (Unencrypted)
Password: SMG4thGuest

BBR 2014 on Social Media

BBR 2014 extends beyond the walls of Boston University School of Management. Let your colleagues know about the groundbreaking research you’re hearing about and the great connections you’re making with our Twitter and Facebook hashtag:

#BBR2014

Also be sure to stay connected to everything the Institute for Brands and Brand Relationships is doing by joining us using the following social media:

Twitter: @BBRInstitute
Facebook: www.facebook.com/BrandRelationships
LinkedIn: http://bit.ly/BBRLinkdIn
Website: www.BrandRelationships.org
CONFERENCE PROGRAM

Monday, May 19

5:00 pm – 8:00 pm  Registration  
(BU School of Management (SMG) Atrium, 595 Commonwealth Avenue)

6:00 pm – 8:00 pm  Welcome Reception  
(Kenmore Conference Room, SMG 9th Floor, Note: take SMG East elevators)

Tuesday, May 20

8:00 am – 12:00 pm  Registration Continues  
(Outside SMG 426/428, 4th floor)

8:00 am – 8:45 am  Breakfast  
(SMG 426/428, 4th floor)

8:45 am – 9:00 am  Welcoming Remarks  
(Boston University School of Management and the Conference Organizers  
(SMG 426/428, 4th floor)

9:00 am – 10:30 am  Paper Session 1: Sharing Control of the Brand  
(SMG 426/428, 4th floor)

Session Chair: Michael Breazeale, Mississippi State University, USA

Brand Remixing: the Nokia 820 Case  
Aric Rindfleisch, University of Illinois, USA  
Matthew O’Hern, University of Oregon, USA

Brand Consensus and Multivocality:  
Disentangling the Effects of Brand, Consumer, and Consumer-Brand Relationship on Brand Meaning  
Claudio Alvarez, Boston University, USA

Post-Purchase Co-Creation: The Value of Co-Creation Creators, Co-Creation Consumers, and Core Product Users  
Keith Smith, University of Georgia, USA  
John Hulland, University of Georgia, USA  
Andrew Stephen, University of Pittsburgh, USA
10:30 am – 10:45 am
Break

10:45 am – 12:15 pm
Paper Session 2: Humanizing and Anthropomorphizing Brands
(SMG 426/428, 4th Floor)

Session Chair: Jill Avery, Harvard Business School, USA

The Human Brand? What Social Psychology Can Teach Us about Brand Perception
Nicolas Kervyn, Louvain School of Management, BELGIUM

Brand-Animal-Archetype-Me Manifestation Model (BAAMM) of Consumer Motivation
Stephen Lloyd, Auckland University of Technology, NEW ZEALAND
Arch Woodside, Boston College, USA

How (In)Authentic Brand-Congruent Behavior of Frontline Employees Affects Customer-Brand Relationships
Birgit Löhndorf, Vienna University of Economics and Business, AUSTRIA
Adamantios Diamantopoulos, University of Vienna, AUSTRIA

Brand Compatibility and Power in Close Relationships
Danielle Brick, Duke University, USA
Gráinne Fitzsimons, Duke University, USA
Tanya Chartrand, Duke University, USA
Gavan Fitzsimons, Duke University, USA

12:15 pm - 1:00 pm
Lunch (Executive Dining Rooms, SMG 426/428, 4th Floor)

1:00 pm – 2:00 pm
Academic Keynote Speaker
(SMG 426/428, 4th floor)

Coming to Grips with Connected Customers: Capitalizing on the Constantly Changing New Normal
Kay Lemon, Boston College, USA
2:00 pm – 3:00pm  Snap Talks Session 1: #BrandsOnline
(SMG 426/428, 4th floor)

Session Chair: Markus Giesler, York University, CANADA

Marketing Communications in Social Network Games: Promotional Design Considerations in an Online Era
Ginger Killian, University of Central Missouri, USA
John Hulland, University of Georgia, USA

Saturated Nation: Online Brand Communities’ Addiction and Its Effect on Consumer-Brand Relationships
Zahy Ramadan, Manchester Business School, UK
Ibrahim Abosag, Manchester Business School, UK

Being a Likeable Braggart: Using Brand Mentions for Self-Presentation on Twitter
Tejvir Sekhon, Boston University, USA
Barbara Bickart, Boston University, USA
Remi Trudel, Boston University, USA
Susan Fournier, Boston University, USA

The Brand Misfit: Exploring Paradoxical Brand-Resisting Practices in Social Media
Rikke Duüs, University of Hertfordshire, UK
Muditha Cooray, University of Hertfordshire, UK
Andrea Davies, University of Leicester, UK

Sharing Messages about Brand Experiences on Social Media: The Effect of Timing of Message on the Affective Content of Word-of-Mouth
Cansu Sogut, Boston University, USA
Barbara Bickart, Boston University, USA
Frederic Brunel, Boston University, USA

3:00 pm – 3:30 pm  Break

3:30 pm – 4:15 pm  Practitioner Keynote Speaker
(SMG 426/428, 4th floor)

Assessing Cross-Cultural Consumer Brand Relationships Efficacy: USA and Mexico
Juan Pablo Carrero, BlackBar Consulting
Max Blackston, BlackBar Consulting
Ed Lebar, BlackBar Consulting
4:15 pm – 5:25 pm  Paper Session 3: Brands and Consumers Behaving Badly
(SMG 426/428, 4th floor)

Session Chair: Susan Fournier, Boston University, USA

When, Why, and How Consumers Forgive Brands: The Brand Forgiveness Model
Leigh Ann Donovan, Illinois State University, USA
Joseph Priester, University of Southern California, USA

Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer-Brand Relationships
Mansur Khamitov, Ivey Business School, Western University, CANADA
Miranda Goode, Ivey Business School, Western University, CANADA
Matthew Thomson, Ivey Business School, Western University, CANADA

Brand (In)Fidelity: When Flirting with the Competition Strengthens Brand Relationships
Irene Consiglio, Rotterdam School of Management, Erasmus University, NETHERLANDS
Daniella Kupor, Stanford University, USA
Michael Norton, Harvard Business School, USA
Francesca Gino, Harvard Business School, USA

5:30 pm - 5:45 pm  Official Conference Photo (SMG Atrium)

6:30 pm  Bus Departs for the Conference Dinner (SMG Atrium)

7:00 pm – 9:00 pm  Conference Dinner
(No Name Restaurant, 15 Fish Pier Street West, Boston)
Wednesday, May 21
8:00 am – 9:00 am  
**Breakfast**
(SMG 426/428, 4th Floor)

**7:30 am - 9:00 am**  
**PhD Mentoring Sessions (by invitation only)**
(Check in at your assigned room)

*Group 1 (SMG 402B)*
Mentors: Jonathan Schroeder, Matthew Thomson, and Robin Coulter  
Presenters: Claudio Alvarez, Tejvir Sekhon

*Group 2 (SMG 402C)*
Mentors: Nicolas Kervyn, Jill Avery, and Mike Breazeale  
Presenters: Jake Hoskins, Mansur Khamitov

*Group 3 (SMG 402D)*
Mentors: Markus Giesler, Eric Arnould, and Susan Fournier  
Presenters: Anna Jansson Vredeveld, Rikke Duüs

**9:00 am – 10:30 am**  
**Paper Session 4: The Meaning and Management of Luxury Brands**
(SMG 426/428, 4th floor)

*Session Chair:* Robin Coulter, University of Connecticut, USA

*Managing Human Luxury Brand: Persona and Dignitas*  
Delphine Dion, IAE de Paris, FRANCE  
**Eric Arnould, University of Southern Denmark, DENMARK**

*Brand Tourism: How Non-Core Users Enhance the Brand Image by Eliciting Pride*  
Silvia Bellezza, Harvard Business School, USA  
Anat Keinan, Harvard Business School, USA

*Resonating Brands and Aesthetic Values: A Case Study of Chinese Brand Culture*  
Jonathan Schroeder, Rochester Institute of Technology, USA  
Janet Borgerson, Rochester Institute of Technology, USA  
Zhiyan Wu, Shanghai University of International Business and Economics

**10:10 am – 10:30 am**  
**Break**
10:30 am – 12:00 pm

**Paper Session 5: Brand Management Potpourri**

（SMG 426/428, 4th floor）

**Session Chair:** Aric Rindfleisch, University of Illinois, USA

*Diluting or Reinforcing? The Impact of External Category Expansion Strategies on New Product Performance*

 Jake Hoskins, University of Utah, USA  
 Abbie Griffin, University of Utah, USA

*Corporate Endorsement – Who Cares? Endorsement Type and Consumer Needs as Moderators of the Effect of Token Endorsement on the Evaluation of Brands*

 Andreas Strebinger, York University, CANADA

*Cross-Cultural Differences in the Development and Deterioration of Consumer-Brand Connections*

 Tiffany Barnett White, University of Illinois, USA  
 Yoosun Hann, University of Illinois, USA

12:00 – 1:00 pm

**Lunch**

（SMG 426/428, 4th floor）

1:00 pm – 1:45 pm

**Snap Talks Session 2: What’s Love Got to Do with It?**

（SMG 426/428, 4th floor）

**Session Chair:** Felicia Miller, Marquette University, USA

*Consumer Society as a Modern Lover’s Happy Hunting Ground: A Year Inside the Seduction Community*

 Patrick Bilodeau, HEC Montréal, CANADA  
 Jonathan Deschênes, HEC Montréal, CANADA

*Brand Evangelists as Members of a Collective: Protecting the Brand in the Face of Counterfeits*

 Anna Jansson Vredeveld, University of Connecticut, USA  
 Robin Coulter, University of Connecticut, USA

*Brands as Socially Mediated Processes*

 Andrea Hemetsberger, University of Innsbruck, AUSTRIA  
 Hans Mühlbacher, International University of Monaco, Group INSEEC, MONACO

*Is Brand Love a Social Problem?*

 Aaron Ahuvia, University of Michigan, Dearborn, USA  
 Phillipp Rauschnabel, University of Bamberg, GERMANY
1:45 pm – 3:15 pm  

**Paper Session 6: Cultural Perspectives on Branding**  
(SMG 426/428, 4th floor)

**Session Chair:** Jonathan Schroeder, Rochester Institute of Technology, USA

**Branding Now: New Tactics and Strategies for a Revolution in the Works**
Grant McCracken, Anthropologist and Author

“Eh Girls! Let’s play we are in a restaurant! Imagine we are going to McDonalds”: Brands as Social and Cultural Resources in Children’s Peer Culture  

Valérie Hemar-Nicolas, University of Paris Sud, FRANCE  
Angelique Rodhain, University of Montpellier, FRANCE

**Nostalgia, Brands and Relationships: Cultural Chains of Memory**
Sandy Bulmer, Massey University, NEW ZEALAND  
Margo Buchanan-Oliver, University of Auckland, NEW ZEALAND

**Managing Consumer-Brand Relationships in the Age of Conscious Capitalism**
Markus Giesler, York University, CANADA  
Ela Veresiu, York University, CANADA

3:15 pm - 4:15 pm  

**Branding Panel Discussion: The Futures of Branding**  
(SMG 426/428, 4th floor)

**Discussion Leader:** Susan Fournier, Boston University, USA

**Panelists:**
Aaron Ahuvia, University of Michigan, Dearborn, USA  
Eric Arnould, University of Southern Denmark, DENMARK  
Anders Bengtsson, Protobrand, USA  
Markus Giesler, York University, CANADA  
Grant McCracken, Anthropologist and Author  
Jonathan Schroeder, Rochester Institute of Technology, USA

4:15 pm – 4:30 pm  

**Awards and Closing Ceremony**  
(SMG 426/428, 4th floor)

*Program Subject to Change*
PRESENTATION ABSTRACTS
Tuesday, May 20

PAPER SESSION 1

Sharing Control of the Brand

Brand Remixing: the Nokia 820 Case
Aric Rindfleisch, University of Illinois, USA
Matthew O’Hern, University of Oregon, USA

Our paper identifies, conceptualizes, and analyzes a newly emerging form of consumer-initiated, brand-altering activity that we term “brand remixing.” In essence, brand remixing is a process of taking physical elements from an existing brand and changing or recombining these elements in a manner that substantially alters the brand. This brand-altering activity is quickly gaining in popularity due to the rapid diffusion of free or low cost design tools (e.g., computer-aided drawing (CAD software) and accessible manufacturing hardware (e.g., desktop 3D printers). In addition to having access to the appropriate knowledge and tools, brand remixing also requires that both managers and consumers change their perceptions of brands as objects that are fixed and closed to resources that are fluid and open. Thus, we contrast these two competing views of brands (i.e., as communal vs. private assets). We then provide a brief review of the remixing literature. This review informs our analysis of a recent example of brand remixing, the Nokia Lumia 820 case. In early 2013, Nokia openly posted the design for its Lumia 820 series smartphone case for anyone to digitally remix (using 3D design software) and physically produce (via 3D printing technology). We explore both the motives behind this corporate sponsored brand remixing campaign as well as users’ response to this novel initiative. Based on this review and examination, we conclude with a set of implications for brand managers and branding scholars.

Brand Consensus and Multivocality:
Disentangling the Effects of Brand, Consumer, and Consumer-Brand Relationship on Brand Meaning
Claudio Alvarez, Boston University, USA

How much do consumers agree on what a brand means to them? An implicit assumption in most branding research and practice is that brand meaning is consensual. This paper empirically tests this assumption and finds that, contrary to established wisdom, consumers disagree more than agree on the meanings of brands.

Post-Purchase Co-Creation: The Value of Co-Creation Creators, Co-Creation Consumers, and Core Product Users
Keith Smith, University of Georgia, USA
John Hulland, University of Georgia, USA
Andrew Stephen, University of Pittsburgh, USA

Product co-creation can produce multiple benefits for both firms and consumers. However, previous research has focused almost exclusively on consumer reactions to firm-created designs, and pre-release collaboration, and has further assumed that all participants in co-creation are essentially similar. Examining post-purchase co-creation, we identify three distinct categories of co-creation participants: co-creation creators, co-creation consumers, and core product users. Results suggest that large consumption differences exist between groups with co-creation consumers consuming over fifteen times more than co-creation creators, and twice as much as core product users, and that different social influence and marketing factors differentially impact consumption amongst co-creation categories.
You Decide, We Donate: Strengthening Consumer-Brand Relationships Through Consumer-Driven Cause Related Marketing with Choice
Alexander J. Kull, University of South Florida, USA
Timothy B. Heath, University of South Florida, USA

This research explores the branding implications of cause-related marketing with choice, an emerging strategy in which the consumer (not the brand) determines the charitable cause to which the brand makes a donation for each product sold. Four studies show that, with the exception of strongly disliked brands (boundary condition), letting consumers choose the cause enhances brand attachment, brand attitudes, and purchase intentions, even more so when consumer choice is unrestricted (choose any cause) than when it is restricted (select a cause from a list). A consumer-oriented path (through increased consumer empowerment and engagement) and a brand-oriented path (through improved brand intention and brand warmth perceptions) jointly mediate the effects. Increasing cause options to as many as 48 does not strengthen the effects or, contrary to choice overload research, weaken the effects despite increasing decision difficulty, most likely due to the prosocial context.

PAPER SESSION 2
Humanizing and Anthropomorphizing Brands

The Human Brand? What Social Psychology Can Teach Us about Brand Perception
Nicholas Kervyn, Louvain School of Management, BELGIUM

A growing body of research suggests that consumers have relationships with brands that resemble relations between people. We propose that as it is the case for social perception, consumers perceive brands along the two dimensions of warmth and competence. Building on the Stereotype Content Model, we introduce and test the Brands as Intentional Agents Framework. This model allows us to explore how social perception theories and processes can predict brand purchase interest and loyalty. In three studies we tested our hypothesis that a brand that caused a disaster would be judged more harshly if its warmth rather than competence reputation was called into question. Indeed our results showed that framing the cause of a corporate scandal in terms of low warmth resulted in harsher judgments toward the brand than framing the cause as related to incompetence.

In another line of research, we use the Brands as Intentional Agents Framework to systematically investigate the influence of brand perception on experienced taste and consumer behavior toward food products. The brand’s perceived warmth and competence independently influenced taste, both when it was measured as a belief and as an embodied experience following consumption. Importantly, taste mediated the link between brand’s warmth and competence perceptions and buying intentions.

Based on these three lines of research we discuss how social psychology can inform our understanding of brand perception.

Brand-Animal-Archetype-Me Manifestation Model (BAAMM) of Consumer Motivation
Stephen Lloyd, Auckland University of Technology, NEW ZEALAND
Arch Woodside, Boston College, USA

This study builds on the psychoanalytics of Jung and Dichter to develop a Brand-Animal-Archetype-Me Manifestation Model (BAAMM) of consumer motivation. BAAMM provides etic interpretations of mostly unconscious actions and thinking by consumers enacting archetypal roles in buying and using brands. The study utilizes visual narrative art and a story enactment model to identify archetypal themes and outcomes in brand communications. The BAAMM decodes powerful components in building brand engagement through the embodiment of storytelling myth with powerful animal symbolisms. The works of Jung and Dichter are re-evaluated and considered to enable insightful contributions to 21st Century brand communications theory.
How (In)Authentic Brand-Congruent Behavior of Frontline Employees Affects Customer-Brand Relationships
Birgit Löhrndorf, Vienna University of Economics and Business, AUSTRIA
Adamantios Diamantopoulos, University of Vienna, AUSTRIA

This study examines how brand-congruent behavior of frontline employees affects customer-brand relationships and whether it makes a difference if employees behave authentically (or not) due to their organizational identification (OI). Multilevel analysis of employee–customer dyads shows that a frontline employee who is perceived to behave in a brand-congruent way positively affects the customer–brand relationship, but only when OI is high. When a brand-congruent frontline employee is low on OI, the customer–brand relationship is negatively affected. Such an interaction of PBCB and OI has substantial implications for internal and external brand management.

Brand Compatibility and Power in Close Relationships
Danielle Brick, Duke University, USA
Grainne Fitzsimons, Duke University, USA
Tanya Chartrand, Duke University, USA
Gavan Fitzsimons, Duke University, USA

Although consumers often evaluate, purchase and consume brands in the presence of others, relatively little is known about the role that brand preferences play in close relationships. In order to fill this gap, we introduce the term Brand Compatibility, which captures the extent to which two people in a relationship have similar brand preferences. We propose that the effect of brand compatibility on the relationship depends upon one’s sense of power within the relationship. Being low in power leads one to take on close others’ emotions (Anderson et al. 2003), and to be more likely to incorporate close others’ intentions into one’s own intentions (VanderDrift et al. 2012). As such, we posit that brand compatibility reflects two different states for those high and low in relationship power: for those high in power, brand compatibility may indicate that their partner is adopting their preferences, whereas, for those low in power, brand compatibility may indicate that they are taking on the preferences of their partner. Consequently, we hypothesize that greater brand compatibility will be associated with greater life satisfaction and relationship quality for those who are high in power. Conversely, for those who are low in power, greater brand compatibility will be associated with lower life satisfaction and relationship quality.

ACADEMIC KEYNOTE SPEAKER

Coming to Grips with Connected Customers: Capitalizing on the Constantly Changing New Normal
Kay Lemon, Boston College, USA

Customers interact with firms in ways unimaginable just a few years ago. We’re collecting more data than ever before from and about our customers. The survival and success of organizations depends on managing customers and capitalizing on this newfound trove of data and insights. In this session, Kay Lemon will address key issues firms now face in cultivating customer relationships, and new research opportunities that arise as a result, including:

• How can you manage and meet customer expectations in a world where your customers expect you to know them as well as Amazon does and to be as responsive as Zappos?
• How can you effectively respond to service failures so they don’t blow up in your face and in social media?
• How can you effectively juggle and prioritize all those customer touchpoints? They can’t all truly be critical, so where should you focus?
• In today’s always on, always connected world, how can you manage and capitalize on customer feedback and word of mouth?
SNAP TALKS SESSION 1

#BrandsOnline

Marketing Communications in Social Network Games: Promotional Design Considerations in an Online Era
Ginger Killian, University of Central Missouri, USA
John Hulland, University of Georgia, USA

The present research examines a typology of social network game-based promotion effectiveness utilizing postings from an online gaming community message board. Using a modified version of the well-established MDA framework from the gaming literature (Hunicke, LeBlanc, and Zubeck 2004), the authors test a framework that incorporates two axes: functional congruency (in game versus out of game promotions) and aesthetic congruency (promotional offering aligns with players’ motivations for playing the game versus a promotional offering that does not align with player motivations for playing the game). A study encompassing 3,086 message board posts related to four branded promotions within Farmville was employed in order to substantiate the typology. Additional functional congruency issues associated with in-game promotions were also uncovered.

Saturated Nation: Online Brand Communities’ Addiction and Its Effect on Consumer-Brand Relationships
Zahy Ramadan, Manchester Business School, UK
Ibrahim Abosag, Manchester Business School, UK

As companies increase their use of social media as an integrated marketing communication to establish relationships with their consumers, consumer saturation is starting to take place. With more than 5.3 billion users following brand communities in Facebook, the addiction in joining and engaging with a high number of brand communities on the social network is expected to negatively affect consumers and their relationship with the brand and its community. This study investigates the influence of online brand communities’ addiction on consumer-brand relationship using a mixed-method approach. The findings show that saturation generated from joining high numbers of online brand communities has significant effects on consumer-brand relationships.

Being a Likeable Braggart: Using Brand Mentions for Self-Presentation on Twitter
Tejvir Sekhon, Boston University, USA
Barbara Bickart, Boston University, USA
Remi Trudel, Boston University, USA
Susan Fournier, Boston University, USA

Social media has given us outlets to weave brand mentions into narratives we create about our lives. We used Twitter data to identify the different ways in which consumers mention reputable brands in self-referencing statements on social media. Initial analysis suggests that consumers try to manage the tension between bragging and likability by using three main strategies: 1) mentioning brands in the context of sharing what they are doing or feeling at the moment; 2) mentioning brands in the context of sharing some minor negative information about their possessions, their lives or themselves; and 3) attributing their brand ownership to an external factor.

The Brand Misfit: Exploring Paradoxical Brand-Resisting Practices in Social Media
Rikke Duus, University of Hertfordshire, UK
Muditha Cooray, University of Hertfordshire, UK
Andrea Davies, University of Leicester, UK

Our paper reports on the paradoxical brand-resisting practices employed by Facebook users in an act of protection of their social network from increasing commercialisation. Our study extends Ulver-Sneistrup’s et al. (2011) work on consumer resistance in ethical consumption practices to explain the disappointing commercial performance on
Facebook. On this basis, we begin to conceptualise the Machiavellian consumer, a consumer who has little affect for brands and relating with brands, shows no concern or remorse for a failure to engage in the reciprocity of consumer-brand relationship offerings, and a consumer who acknowledges that they get more from the brands in the social network space, than the brands get from them.

*Sharing Messages about Brand Experiences on Social Media: The Effect of Timing of Message on the Affective Content of Word-of-Mouth*

Cansu Sogut, Boston University, USA  
Barbara Bickart, Boston University, USA  
Frederic Brunel, Boston University, USA

This research investigates the role and effects of the timing of consumers’ messages about brand experiences on social media relative to the enactment of that consumption experience. Although the literature on brand conversations has been focused on consumers’ retrospective sharing about past consumption experiences, technological advances in mobile communications enable a new form of consumer conversation: one that occurs during the consumption experience. We examine how the affective content of word-of-mouth (i.e., consumers’ conversations about brands) changes based on the retrospective versus simultaneous timing of the sharing of the message relative to the consumption experience. In two field studies that examine the affective content of tweets posted during and after two different consumption experiences, we find that the timing of consumers’ messaging matters. The impact on brands is discussed.

**PRACTITIONER KEYNOTE SPEAKERS**

*Assessing Cross-Cultural Consumer Brand Relationships Efficacy: USA and Mexico*

Juan Pablo Carrero, Ed Lebar and Max Blackston, BlackBar Consulting

We report results from two market study, which included 80 brands in 11 product categories in Mexico and 48 brands in 8 product categories in the U.S. and over 4,000 consumer respondents, to provide insight into the global relevance of consumer-brand relationships. Our data suggest that just as there are “universal” brand relationships across product categories, so too do there exist “universal” brand relationships across cultural borders. We find that brand relationships in the two markets contribute significantly to financial performance and the development and strength of the brand franchise, and serve as a source both of future and current market value. We offer ideas for relationship management across borders using global brands and the leverage of brand relationships as a strategic tool for improving firm performance.

**PAPER SESSION 3**

**Brands and Consumers Behaving Badly**

*When, Why, and How Consumers Forgive Brands: The Brand Forgiveness Model*

Leigh Ann Donovan, Illinois State University, USA  
Joseph Priester, University of Southern California, USA

We advance a sequential mediator model of the psychological processes underlying brand forgiveness. Prior research has not specifically examined brand forgiveness nor the process with which forgiveness (interpersonal or consumer-brand) occurs. Thus, we provide a unique theoretical contribution by advancing our understanding of consumer
forgiveness and the processes underlying forgiveness. When, why, and how does brand forgiveness occur? We propose a sequential mediator model of the psychological processes underlying brand forgiveness. Drawing upon the interpersonal forgiveness literature, we identify two mediating constructs – the desire to maintain the relationship and motivated reasoning. Though both constructs have been examined independently in the interpersonal literature, ours is the first model to establish both simultaneously in a unified model. Specifically, we advance the model that following a failure, relationship closeness leads to a desire to maintain a relationship, this desire leads to motivated reasoning, and this reasoning leads to forgiveness.

Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer-Brand Relationships
Mansur Khamitov, Ivey Business School, Western University, CANADA
Miranda Goode, Ivey Business School, Western University, CANADA
Matthew Thomson, Ivey Business School, Western University, CANADA

Consumers develop committed relationships with brands yet sometimes still buy or use options that compete directly with these ‘relationship partners’. This activity might be understood as a form of cheating, a topic that has been reviewed at length in the interpersonal literature but is emergent in marketing. From psychological research, we know that cheating in a relationship where there exists an expectation of exclusivity can be a dramatic event that is typically regarded as a major transgression of norms. Turning to brand relationships, what remains to be seen is if and how cheating operates. Informed by social and consumer psychological research, we report the results of two studies. We show that ‘triadic’ brand relationships are different from dyadic ones. The involvement of a third party protects against both emotional cheating and behavioral cheating, and reinforces a focal brand’s special status as having the ‘right of first refusal’. For certain consumers, brands are a means to an end and help to prop up important interpersonal relationships. Such triadic consumer-brand relationships are guided by expectations of monogamy while dyadic relationships are ends to themselves. Consumers involved in such relationships do not feel it is ‘wrong’ to fascinate about or actually buy competing brands in the same category.

Brand (In) fidelity: When Flirting with the Competition Strengthens Brand Relationships
Irene Consiglio, Rotterdam School of Management, Erasmus University, NETHERLANDS
Daniella Kupor, Stanford University, USA
Michael Norton, Harvard Business School, USA
Francesca Gino, Harvard Business School, USA

What happens when consumers who are committed to a brand flirt with (e.g. admire or sample) other brands? Whilst research in the interpersonal relationships domain would suggest negative outcomes, we demonstrate that a temporary interest in a competing brand positively impacts committed brand relationships. Compared to faithful consumers, consumers who flirt with a competing brand transfer the resulting arousal to their favorite brand, and as a result feel even greater desire for it. Because the salience of a favorite brand is greater as brand commitment increases, the current research demonstrates that the transfer of arousal is more likely at higher levels of commitment. Moreover, because similarity between brands facilitates arousal transfer, flirting-induced arousal increases attraction to one’s favored brand when the competitor’s brand is similar to (vs. dissimilar from) one’s favorite brand. In study 1, consumers committed to Coca-Cola who rated favorable features of Pepsi intended to drink more of their favorite cola, compared to committed consumers who rated the same features of Coca-Cola. In study 2, participants imagined that experts chose either their favorite beer, a beer that was similar or dissimilar to their favorite beer, or a red wine (control) as the best beverage to complement a savory meal. Committed consumers who read that experts chose a similar beer expressed greater love for their favorite beer compared to their counterparts in all other conditions. In study 3, participants imagined consuming their favorite potato chips or another brand of potato chips. Results revealed that flirting with a similar brand elicited excitement, and this excitement, in turn, increased committed consumers’ desire to consume their favorite potato-chip brand. Finally, we demonstrate that the positive effect of competition on brand commitment is unique to brand flirting, and does not occur when consumers are incidentally exposed to a competing brand. In sum, this research suggests that flirting with
the competition ironically strengthens brand relationships. These findings have important implications for research on competition dynamics, brand relationships, and consumer decision-making. These findings also have significant practical import. Every year, marketers spend enormous budgets in attempts to lure away customers from the competition. Our results suggest that even when attempts to gain the interest of consumers are successful, this apparent success may backfire among consumers loyal to another brand by increasing their involvement with the brands to which they are committed.

PAPER SESSION 4
The Meaning and Management of Luxury Brands

Managing Human Luxury Brands: Persona and Dignitas
Delphine Dion, IAE de Paris, FRANCE
Eric Arnould, University of Southern Denmark, DENMARK

In luxury products and services we encounter a particular kind of brand dilemma insofar as these luxury products and services often take the form of human brands. Human luxury brands have the advantage of grounding their claims to rarity (necessary to luxury) in the supposed uniqueness of the brands’ designer and/or originator. Human luxury brands also confront the dilemma of the inevitable mortality of the flesh. This in turn leads to the possibility of extending bodily existence beyond carnal boundaries through a host of commercial semiotic devices. In marketing terms, the question is how the equity in the brand may be disconnected from the equity in the person. Based on Kantorowicz’s seminal history The King’s Two Bodies, this article analyzes the management of human luxury brands, i.e., a brand grounded in one human being, in time. We explore this twofold dimension. In this conception, we can discriminate the dignitas (i.e. the mortal and physical bodies) from the persona (the immortal and symbolic body) of the human luxury brand. The initial success of human luxury brands focuses on the dignitas, which explains both the allure and the limits of their authority and shelf life. To perpetuate the human luxury brand, however, human brand marketers must shift from dignitas to persona. Since persona is not localized in a specific time or place, human brands change from individual to cultural representations. Theoretically, our research extends the growing stream of literature in cultural management thought that recognizes the ongoing salience of premodern cultural principles of organization and interpretation, for example, magic, myth, totems, taboos, and fetishes for managerial research and practice. And we outline strategic cultural implications for managing human brands showing how a human luxury brand can transform into a lineage, effect a reincarnation, or a spin-off a zombie.

Brand Tourism: How Non-Core Users Enhance the Brand Image by Eliciting Pride
Silvia Bellezza, Harvard Business School, USA
Anat Keinan, Harvard Business School, USA

This research examines how core consumers of selective brands react when non-core users obtain access to the brand. We introduce a distinction between two types of non-core users: “brand immigrants” who claim to be part of the in-group of core users of the brand and “brand tourists” who do not claim any membership status to the brand community. A series of studies demonstrates that core consumers respond positively to new non-core users when they are perceived as brand tourists. The brand tourism effect is mediated by core users’ pride and moderated by brand patriotism and selectiveness of the brand.
Resonating Brands and Aesthetic Values: A Case Study of Chinese Brand Culture
Jonathan Schroeder, Rochester Institute of Technology, USA
Janet Borgerson, Rochester Institute of Technology, USA
Zhiyan Wu, University of Exeter, UK

This study reveals Chinese consumers’ desire to express deep resonance between Chinese values and aesthetics, and favored indigenous luxury brands. Our research investigates Chinese brands shifting away from focus on cheap commodities toward high quality and brand development. We explore processes and possibilities of developing global brands, in Chinese contexts, via a brand culture approach that serves as a complement to existing brand globalization models. A brand culture approach directs attention to shifts and changes that occur through repeated interactions between actors across time and space, drawing attention to knowledge emerging around the co-creation and circulation of brands and cultures.

PAPER SESSION 5
Brand Management Potpourri

Diluting or Reinforcing? The Impact of External Category Expansion Strategies on New Product Performance
Jake Hoskins, University of Utah, USA
Abbie Griffin, University of Utah, USA

The brand level implications of external category expansion strategies have drawn considerable interest from the marketing field by formulating and empirically testing a single theoretical explanation that fits the oppositional results currently present in the literature. We posit that the impact of external category expansion is dependent upon the type of expansion strategy implemented and the brand’s strength in the focal category. We test our theory using empirical data on new product performance in thirty-one fast moving consumer goods (FMCG) categories.

Andreas Strebinger, York University, CANADA

We study the effects of two types of corporate endorsement of established premium and mid-tier product brands of a major German CPG company in four product categories in a sample of 1,020 Austrian consumers. In line with recent research, we find no general effect of either type. However, mere token endorsement increases product-brand evaluation among consumers high in functional needs. Token endorsement with prior exposure to a broad cross-section of other product brands endorsed by the company affects product-brand evaluation positively among consumers high in functional and relational needs, but negatively among consumers high in symbolic and, marginally, experiential needs.

Cross-Cultural Differences in the Development and Deterioration of Consumer-Brand Connections
Tiffany Barnett White, University of Illinois, USA
Yoosun Hann, University of Illinois, USA

An important aspect of brand-relationship quality is self-connection – or the sense on consumers’ parts that “the brand delivers on important identity concerns, tasks, or themes” (Fournier 1998). This global principle is reflected in the study of related concepts such as Self-Brand Connections (SBC), which reflect the degree to which consumers have incorporated the brand into their self-concept and perceive them to be instrumental in helping them construct
and communicate who they are and want to be. In this research, we explore cross-cultural differences in SBC formation and stability. Specifically, we argue and demonstrate that East Asians are more likely to form SBC based on the ranking or status (e.g., external attributes) of brands whereas European Americans are more likely to form SBC based on brand personality (internal attributes). Implications of this finding are also explored. Specifically, in Study 1, we demonstrate that whereas a decrease in ranking or status of brands significantly weakened SBC for East Asians, this decrease had no impact on SBC among U.S. Americans. In contrast, rebranding based on a change in brand personality significantly weakened SBC for U.S. Americans, but not for East Asians. We test the proposed mechanisms underlying these effects. In two subsequent studies, we show that these differences in SBC formation and stability have implications for consumers’ responses to competitive brand information following brand failure. We also examine the strategic implications of these cross-cultural differences in SBC stability for firms attempting to “win back” formerly “connected” consumers.

SNAP TALKS SESSION 2
What’s Love Got to Do with It?

Consumer Society as a Modern Lover’s Happy Hunting Ground: A Year Inside the Seduction Community
Patrick Bilodeau, HEC Montréal, CANADA
Jonathan Deschénes, HEC Montréal, CANADA

This ethnographic research reveals how consumers aggregate themselves to pursue a cynical consumption agenda in a collective form within consumer society. The authors build on the postmodern, consumption subculture and empowerment literature to conceptually situate their results. The results show consumers’ use of a modern and premodern approach to achieve their personal goals while exposing a reversed value creation process within a brand community, that is, one where the short-lived duration of membership commitment within the community is valued. The results also present a grassroots form of empowerment that has not yet been sufficiently explored in the brand relationship literature.

Brand Evangelists as Members of a Collective: Protecting the Brand in the Face of Counterfeits
Anna Jansson Vredeweld, University of Connecticut, USA
Robin Coulter, University of Connecticut, USA

Brand evangelists have been defined as those consumers who relay positive information about a brand to other consumers. In this research, we explore the role of the brand evangelist as a protector of the brand and as a preacher of the brand’s ‘true’ meanings. Specifically, we show how brand community members collectively frame perceived threats to the existing brand meaning doctrine (i.e., beliefs related to legitimate use of the brand) to empower its members to preach the ‘true’ meanings of the brand to community outsiders and to convert counterfeit users to become believers of the brand meaning doctrine.

Brands as Socially Mediated Processes
Andrea Hemetsberger, University of Innsbruck, AUSTRIA
Hans Mühlbacher, International University of Monaco – Group INSEEC, MONACO

Merz, He, and Vargo (2009) have introduced a new conceptual logic of brands as collaborative co-creation processes in a network of stakeholders. Picking up the thread, Mühlbacher and Hemetsberger (2013) presented a process model of brands as social representations consisting of co-creation processes of brand meaning, the co-generation of brand manifestations and the co-construction of brand interest group membership. Drawing on these previous works and based on Jovchelovitch’s (1995a, 1995b), social mediation theory, this paper provides a conceptualization and
extensive description of processes that mediate the making of brand meaning, the generation of manifestations and the formation of the brand interest group. The paper provides a detailed and comprehensive process perspective on brands as a basis for future empirical research.

Is Brand Love a Social Problem?
Aaron Ahuvia, University of Michigan, Dearborn, USA
Phillipp Rauschnabel, University of Bamberg, GERMANY

If love tends to promote happiness and wellbeing, whereas materialism tends to do the opposite, what then are the outcomes of brand love? Is it, like materialism generally, a negative influence on happiness? Or is it, like love generally, a positive influence? Or could it be that neither of these broad generalizations applies?

PAPER SESSION 6
Cultural Perspectives on Branding

Branding Now: New Tactics and Strategies for a Revolution in the Works
Grant McCracken, Anthropologist and Author

In the fall of 2013, I did a round of ethnographies for Netflix on the topic of binge viewing. This illuminated big changes taking place in the world of television which point, I think, to a round of changes that must take place in the worlds of marketing and branding. In this talk, I’ll look at a revolution in the works and how we can respond as meaning managers and marketing professionals

“Eh Girls! Let’s play we are in a restaurant! Imagine we are going to McDonalds”: Brands as Social and Cultural Resources in Children’s Peer Culture
Valérie Hemar-Nicolas, University of Paris Sud, FRANCE
Angelique Rodhain, University of Montpellier, FRANCE

Based on an ethnographic study among 112 elementary school students, this article shows how children within their peer group, mobilize, interpret and use brands in order to acquire consumption skills, produce their own childhood culture and finally reproduce in an innovative way adult consumer culture. The findings suggest that Corsaro’s interpretive model of socialization may provide an appropriate framework to explore child-brand relationships in a sociocultural perspective.

Nostalgia, Brands and Relationships: Cultural Chains of Memory
Sandy Bulmer, Massey University, NEW ZEALAND
Margo Buchanan-Oliver, University of Auckland, NEW ZEALAND

Nostalgic advertising appeals have been used by marketers to promote brands by cashing in on the personal emotion driven by imaginings of a lost era. While nostalgic narratives in brand communications typically facilitate sales and profits for marketing organizations, any benefits to brand consumers are less well understood. This study investigates consumption of nostalgic brand stories to discover how and why consumer relationships are impacted by nostalgic brand narratives. Personal and community outcomes from consuming nostalgic brand narratives are considered. Data generated in depth interviews shows that consumers utilize nostalgic brand narratives in unexpected ways that impact on feelings of belonging and identity, including national identity. Brand derived nostalgia is demonstrated to
provide a link between the past, the present and the future, and between consumers within families and broader communities.

*Managing Consumer-Brand Relationships in the Age of Conscious Capitalism*

Markus Giesler, York University, CANADA
Ela Veresiu, York University, CANADA

How does conscious capitalism – our contemporary political-economic regime characterized by shared moral responsibility between public and private stakeholders - influence the management of consumer-brand relationships? Findings from an eight-year ethnography of brand strategy development at the World Economic Forum in Davos, Switzerland - one of the most influential agenda setters in the contemporary political economy – reveal that relational branding strategies evolve in response to changing historical conditions. Each branding initiative addresses an enduring tension between opposing social-protectionist and market liberal traditions in the political economy by encouraging moralistic consumer-brand relationships that empower consumers to carry out socio-moral duties traditionally associated with the welfare state. We illustrate this moralistic brand-relationship dynamic through the process of brand-mediated consumer responsibilization. The findings integrate previously disparate research streams on brand relationships and the political economy and equip marketers with the conceptual tools to establish strong and enduring consumer-brand bonds in times of conscious capitalism.
Presenter Biographies

Dr. Ibrahim Abosag is a Senior Lecturer in Marketing at the University of London. He holds a Ph.D. from Nottingham. His research interests include cross-cultural marketing, and international consumer behavior.

Dr. Aaron Ahuvia is a Professor of Marketing at the University of Michigan-Dearborn College of Business. Twenty years ago he published the first major scientific study on the psychology of love as it applies to consumers’ love for products and brands. He continues to work actively on that topic, and along with his co-authors Rick Bagozzi and Rajeev Batra, has recently published the article Brand Love in the Journal of Marketing. Professor Ahuvia is winner of University of Michigan-Dearborn’s highest awards for research and for teaching. He has been quoted in Time, The New York Times, The Wall Street Journal, and has appeared on popular radio and television shows such as Oprah.

Claudio Alvarez is a Ph.D. candidate in Marketing at Boston University School of Management. He is interested in research questions related to brand meaning that have strategic implications to marketing practice. Claudio’s two major streams of research involve consumer-brand relationships and the management of brand multivocality. For example, he is currently investigating how consumer-brand relationships develop and change over time. His work on brand multivocality includes investigating the degree to which brand meaning is shared among consumers and the consequences of multivocality on brand equity, as well as conducting research on the nature and effects of consumers’ narratives of brand competition. Prior to joining the PhD program, Claudio worked for seven years in the strategy consulting firm Monitor Group (now Monitor Deloitte). He holds an MS in Marketing from the Federal University of Brazil and a BA in Advertising from the Catholic University, both in Rio de Janeiro.

Dr. Eric Arnould is Professor of Marketing at the University of Southern Denmark. He has pursued a career in applied social science since receiving his BA in 1973. While enjoying the challenges of working as a consultant in agricultural, marketing systems, and natural resource management in more than a dozen West African nations between 1975 and 1990, he earned a Ph.D. in Economic Anthropology with a minor in Archaeology (1982), and pursued a postdoctoral fellowship in the Marketing Department (1982-1983), all at the University of Arizona. Eric’s research on consumer culture theory, services marketing, marketing & retail strategy, and marketing in developing countries appears in over 90 articles and chapters in major social science and managerial periodicals and books, including Journal of Consumer Research, Journal of Marketing, Journal of Retailing, Human Organization, and Journal of Marketing Research. He has served on several journal review boards and as an Associate Editor of Journal of Consumer Research. Eric also has benefited from teaching students on four continents. He has consulted for a number of interesting public and private sector entities.

Silvia Bellezza is a fifth year doctoral student in the Marketing Unit at the Harvard Business School. Her research investigates how consumers use products and brands to express identity and to signal status. For example, one of her projects explores the conditions under which nonconforming behaviors, such as wearing red sneakers in a professional context, lead to inferences of higher status in the eyes of others. In another project, she analyzes intergroup dynamics in the domain of exclusive brands and demonstrates the positive effects of non-core users of the brand, the “brand tourism effect.” Silvia’s other related research interests include the consequences of product ownership and counterfeit goods. Prior to coming to Harvard, she worked for five years in the marketing departments of Danone and L.V.M.H. Silvia earned her B.A. with honors in Economics from LUISS University in Italy and her MBA from IESE Business School in Spain.

Dr. Anders Bengtsson is CEO of Protobrand and holds a Ph.D. in Consumer Culture Theory. He is an expert in qualitative research methods and interpretive analysis. He has extensive experience from working with leading global brands including Dunkin’ Donuts, BMW, McDonald’s, Reebok, Marriott, and Wrigley. Before joining Protobrand, Anders was a marketing professor. He has written extensively on consumers’ relationships with brands and how brands become agents of consumer culture. His research has appeared in books and journals including the Journal of Macromarketing, International Marketing Review, Consumption, Markets and Culture, and Journal of Product and Brand Management. Anders received his M.S. and Ph.D. in Marketing from Lund University, Sweden.
Patrick Bilodeau is a M.Sc. candidate at HEC Montréal.

Dr. Janet Borgerson works at the intersections of philosophy, business, and culture, and is co-author of *From Chinese Brand Culture to Global Brands* (Palgrave Macmillan 2013). She has moved back to the U.S., but most recently was Associate Professor in Philosophy and Management at the University of Exeter, England. She earned a B.A. (Philosophy) from University of Michigan, Ann Arbor, and M.A. and Ph.D. (Philosophy) from University of Wisconsin, Madison, completing postdoctoral work at Brown University, and receiving fellowships from Cranbrook Institute and Harvard School of Public Health. She earned a Docent degree in Business Administration from Stockholm University, where she was Associate Professor of Marketing. Her research has appeared in a broad range of business and philosophy journals, such as *Journal of Marketing Management and Philosophy Today*, in book chapters, and on the Material World blog. She has been Visiting Professor at Walailak University, Thailand and Shanghai Institute for Foreign Trade, and Research Fellow at the Royal Institute of Technology, Stockholm. She serves on the Editorial Review Board of *Consumption Markets and Culture*, and the Board of Trustees at Eastman House International Museum of Photography and Film, for whom she also does brand consulting. Currently Visiting Scholar at Rochester Institute of Technology, she is working on two books, *Witnessing and Intersubjectivity*, and *Designed for Hi-Fi Living*.

Danielle Brick is a doctoral candidate in the Marketing Program at Duke University. Her primary areas of interest are brand relationships, and decision-making and brand preferences within close relationships.

Dr. Sandy Bulmer is a Senior Lecturer in Marketing and the Postgraduate Marketing Programme Leader at the Albany campus, Massey University, in New Zealand. She received BTech (Food Tech) from Massey, MCom (Marketing) and Ph.D. (Marketing) from the University of Auckland. She is interested in consumers and experiences of consumption, branding and identity, especially, New Zealand national identity. Her research has a particular emphasis on how marketing communications are consumed. Prior to her career in academia, Sandy was employed in both product development and marketing roles in SMEs and in Brand Management at Nestle (NZ). Her research has appeared in the *European Journal of Marketing, Journal of Marketing Communications, Qualitative Market Research: An International Journal, Journal of Promotion Management, Journal of Current Issues & Research in Advertising* and the *Australasian Marketing Journal*.

Irene Consiglio is a doctoral candidate in marketing management at the Rotterdam School of Management at Erasmus University.

Dr. Jonathan Deschênes is an associate professor of marketing at HEC Montréal. He holds a Ph.D. in administration from Concordia University. His research expertise lies in motivational research and the study of consumer dreams and desires, non-profit marketing, green marketing, consumer ethics, and qualititative methods including projective techniques, in-depth interviews, and ethnography.

Dr. Leigh Anne Novak Donovan is an Assistant Professor of Marketing at Illinois State University. Her primary area of research is in understanding the nature of evaluative processes and their influences on thoughts, feelings, and behavior. Specifically, she examines the underlying psychological processes consumers use to form evaluations, and whether and/or how these evaluations evolve. She has examined these questions thus far by studying the psychological motivations and motivated reasoning that occur following brand transgressions and failures, in everyday consumption scenarios and in consumer co-created products. Her work on consumer brand forgiveness has been published in *Consumer-Brand Relationships: Theory and Practice* with Susan Fournier, Michael Breazeale, and Marc Fetscherin (Taylor and Francis 2012).

Rikke Duus is a Senior Lecturer in Marketing at the University of Hertfordshire (UK). She pioneers the design and delivery of innovative marketing education using platforms of experiential, cross-cultural and collaborative learning. In 2013, she was awarded the University of Hertfordshire Vice Chancellor’s Award for Excellence in International Engagement. Rikke is an active researcher in the areas of branding on social media, brand commitment, theorizations of the social web, entrepreneurial game playing practices and enterprise development. She has presented her work at many national and international conferences, published in the *Journal of Marketing Education* and *Advances in BRANDS & BRAND RELATIONSHIPS* 2014
Consumer Research and received multiple research and enterprise grants. Rikke also has experience of working on consultancy projects with global brands, such as IBM and Schneider Electric, and SMEs in the USA, Germany and the UK to explore the opportunities for technology-enhanced living. Part of an international network, Rikke undertakes research with colleagues in the USA, India and Canada. Rikke is currently pursuing her Ph.D. at the University of Leicester, in which she adopts a posthuman lens to re-theorize consumer-object relations. She also holds an MSc in Practice-based Research, an MSc in Strategic Marketing and a BA (Hons) in English and International Communication from Copenhagen Business School (Denmark) and the University of Akron (Ohio, USA). She is a Fellow of the Higher Education Academy and Associate of the Chartered Institute of Marketing.

Dr. Markus Giesler is an Associate Professor of Marketing and the Marketing Ph.D. Program Coordinator at the Schulich School of Business at York University. He holds a BA and MA in Economics and an MBA and Ph.D. from Witten/Herdecke University. Recently named “one of the world’s 40 best business school professors under the age of 40” (Poets & Quants) and “one of the best recognized experts studying high-technology consumer behavior” (WIRED Magazine), he studies marketing sociologically as a process of shaping markets as social systems. He examines the social construction of consumer needs, perceptions, trends, emotions, and roles and how firms can generate these outcomes.

Dr. Valérie Hemar-Nicolas embarked on an academic career after several years in the publishing industry as a Marketing Manager. She obtained a Ph.D. in Management (Marketing) in 2007 at the University of Pantheon Sorbonne in Paris, and is currently an Assistant Professor in the Department of Management at the Paris Sud University. Her research is mostly focused on children’s consumer socialization with a strong emphasis on brand, food consumption and digital learning. She took part into a research program funded by the ANR (Agence Nationale de la Recherche) in France, about marketing to children and obesity. She has published numerous peer-reviewed journal articles and book chapters, and presented her works in a large number of international conferences.

Dr. Andrea Hemetsberger is a Professor of Branding at the Department of Strategic Management & Marketing at the University of Innsbruck and the academic director of the interdisciplinary research platform Organizations & Society. Her research revolves around Branding; Luxury Experiences; Brand Experiences and Self Transformation; Consumers' Pursuit of Being Different; Authentication Processes; Creative Consumer Crowds; and Marketing Paradoxes and Metamarketing in the Free Software and the Open Source movement. She graduated in home economics at the Institute for Pedagogical Studies in Innsbruck and in Business Management at the Leopold-Franzens University of Innsbruck. After a two-year project for the Austrian Chamber of Commerce, she was working and lecturing at the former Department of Marketing and Retailing. In 2000 I was granted a Marie-Curie fellowship from the European Commission and spent a year at the department of Marketing at Tilburg University, Tilburg, The Netherlands. She was visiting researcher at the Schulich School of Business, York University in Toronto, Canada and visiting professor at the Ecole Supérieure des Economiques et Commerciales, Paris, France. She is regular guest professor at the Université Paris-Dauphine in Paris since 2008.

Jake Hoskins is a Ph.D. candidate in marketing at the University of Utah, David Eccles School of Business.

Dr. Nicolas Kervyn earned his masters and doctoral degrees in psychology from the Catholic University of Louvain and served as a research fellow at Princeton University. He is an Assistant Professor at Louvain School of Management. He has published several research papers on warmth and competence, social perception and group stereotypes.

Dr. Ginger Killian is an Assistant Professor of Marketing at the University of Central Missouri where she teaches Digital Marketing and Principles of Marketing. She holds a Ph.D. from the University of Georgia, an MBA from the Tennessee Technological University, and a BA from the University of Tennessee at Chattanooga. Her research is designed to explicate the various social media strategies that allow firms to be successful in a social networking environment.
**Alexander J. Kull** is a Ph.D. candidate in marketing at the University of South Florida. His research investigates the strategic marketing implications of the increasing democratization of power relations and value creation among stakeholders, with his two major research streams focusing on brand management and corporate social responsibility. Some of his current projects examine the beneficial and detrimental effects of co-creation and other empowerment strategies on consumer-brand relationships. Prior to his doctoral studies, Alex worked for eight years in his native Germany, optimizing customer-oriented processes at a management consulting firm and developing branding and positioning strategies as Director Strategy and Marketing at BBDO for various Fortune Global 500 companies. He holds an MBA and BBA with highest honors from Gonzaga University.

**Dr. Stephen Lloyd** has helped some of the world’s most famous brands build value properties across cultures and across a range of highly competitive categories. With JWT in New York and London, then for 12 years with McCann-Erickson Worldwide where he was Vice President, Asia-Pacific Region. Assignments have included the US, UK, Japan, S.E. Asia and New Zealand; he has worked with clients like Nestle, Kraft, Kellogg’s, Coca-Cola, Gillette, Johnson & Johnson, Bristol-Myers Squibb, L’Oreal and Cathay Pacific. Since joining the AUT Business School in 2001 as a Senior Lecturer, Stephen has renewed his involvement with research, has written, broadcast and spoken in Europe and Australasia. He holds a Doctor of Philosophy from AUT University, a Master of Arts in Sociology, magna cum laude, from the Loyola University of Chicago, and a Bachelor of Science, Sociology from the University of London.

**Birgit Löhndorf** is a research assistant and teaching associate at the Vienna University of Economics and Business (WU Vienna), Austria. Her current research interests evolve around internal brand management as well as the implications of internal branding and employee-brand fit for employees, customer-brand relationships, and company success. She graduated in business administration at the University of Mannheim, Germany, and is about to complete her PhD at the University of Vienna, Austria.

**Dr. Grant McCracken** trained as an anthropologist (Ph.D. University of Chicago), and has studied American culture and business for 25 years. He has been featured on the Oprah Winfrey Show and worked for many organizations including Timberland, New York Historical Society, Diageo, IKEA, Sesame Street, Nike, and the Ford Foundation. He started the Institute of Contemporary Culture at the Royal Ontario Museum, where he did the first museum exhibit on youth cultures. He has taught at the University of Cambridge, MIT, and the Harvard Business School. He is a long time student of culture and commerce. Many academics prefer to look askance at interactions of culture and commerce. He has explored this theme in two books: *Culture and Consumption I,* and *Culture and Consumption II.* He has also looked at how Americans invent and reinvent themselves. He had explored this theme in two more books: *Big Hair and Transformations: Identity construction in a contemporary culture.* He is the student of American culture. *Plenitude,* published in 1997, looked at the new explosive growth of contemporary culture. In *Flock and Flow,* he shows how contemporary culture and commerce change. Two years ago, he published a book called *Chief Culture Officer* that argues that culture now creates so much opportunity and danger for the organization that we need senior managers who focus on it full time. He is hoping this will create a new occupational destination for graduates in the arts and humanities. The latest book is called *Culturematic.* Grant is affiliated with the Berkman Center for Internet and Society at Harvard.

**Dr. Matt O’Hern** is an Assistant Professor of Marketing at the University of Oregon. Prior to earning his Ph.D. at the University of Wisconsin-Madison, Matt spent three years working as an International Project Manager for Sandoz GmbH in Kundi, Austria, where he oversaw multiple pharmaceutical development projects. His research interests lie primarily in the areas of customer co-creation and digital marketing. His projects span two related yet distinct domains. The first stream of research examines the impact of user-generated content on New Product Development (NPD) outcomes across a range of industries. The second stream of research explores consumers’ reactions to customer-generated products and services and investigates the conditions under which consumers are likely to prefer goods and services created by their peers to those created by a firm. In August 2014, Matt will assume a new position as an Assistant Professor of Marketing at the University of New Hampshire in Durham, NH.
Dr. Aric Rindfleisch (Ph.D., University of Wisconsin-Madison) is Professor of Business Administration and Department Head and John M. Jones Professor of Marketing at the University of Illinois College of Business. He has also held faculty positions at the University of Wisconsin-Madison, University of Arizona and Tilburg University (Netherlands). Prior to earning his Ph.D., Aric worked in marketing research for Millward Brown (Chicago) and in advertising for J. Walter Thompson (Tokyo). He also served as an officer in the US Army Reserve for 14 years. Aric’s research focuses on consumption values, interfirm cooperation, and new product development and has appeared in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Marketing Letters, Journal of Public Policy & Marketing, Strategic Management Journal, and Business Horizons. He is an area editor for the International Journal of Research in Marketing, and a member of the editorial review boards for the Journal of Consumer Research, the Journal of Marketing, the Journal of the Academy of Marketing Science, and the Journal of International Marketing. He currently teaches courses on new product development and marketing strategy.

Dr. Jonathan Schroeder is the William A. Kern Professor in Communications at Rochester Institute of Technology. He has a B.A. in Psychology from the University of Michigan and an M.A. and Ph.D. in Social Psychology from the University of California, Berkeley, and did postdoctoral work at Rhode Island School of Design. Prior to joining RIT in 2010, he was Chair in Marketing at the University of Exeter, UK. He has published widely on branding, communication, consumer research, and identity. His current research involves four intersecting areas: aesthetic leadership, branding, ethics of representation and visual communication – photography, in particular. He is the author of Visual Consumption (Routledge, 2002); co-author of From Chinese Brand Culture to Global Brands (Palgrave Macmillan 2013), editor of Conversations on Consumption (Routledge, 2013) and co-editor of Brand Culture (Routledge, 2006) and the Routledge Companion to Visual Organization. Ongoing projects include a book on graphic design and the LP record, and an edited book on August Strindberg and Visual Culture. He is editor in chief of the interdisciplinary journal Consumption Markets & Culture, and serves on the editorial boards of the journals Advertising and Society Review, Critical Studies in Fashion and Beauty, European Journal of Marketing, International Journal of Indian Culture and Business Management, Journal of Business Research, Journal of Consumer Research, Journal of Historical Research in Marketing, Journal of Macromarketing, Marketing Theory and Visual Methodologies. He has held visiting appointments at Wesleyan University (Center for the Humanities), Göteborg University, Sweden (Centre for Consumer Science), University of Auckland, New Zealand (Centre for Digital Enterprise), Bocconi University in Milan (Program in Fashion, Experience, and Design), Indian School of Business, Hyderabad (Marketing Department), Shanghai Institute for Foreign Trade, and Walailak University, Thailand. Professor Schroeder is a frequent speaker at academic and industry seminars, as well as a regular media commentator. He is a founding member of the International Network of Visual Studies in Organization.

Tejvir Sekhon is a Ph.D. candidate in Marketing at Boston University School of Management. He is interested in understanding how consumers use brands for self-presentation on social media. Currently, he is investigating different strategies used by consumers to mention their brands on social media and the impact of these brand mentioning strategies on 1) perceptions of target consumers and the brands mentioned 2) behavior of other consumers exposed to such brand mentions. Before BU, Tejvir received his undergraduate degree in computer engineering from Delhi University and MBA from Indian Institute of Management-Lucknow in India and worked as a brand manager in the telecom sector.

Keith Smith is a Ph.D. candidate in the Department of Marketing at the Terry College of Business, University of Georgia. He received his BA in Psychology and Sociology from Miami University, his MA in Psychology from Vanderbilt University, and his MBA from Belmont University. Keith previously worked in marketing and software development for thirteen years, providing online marketing products for a number of large firms (including Bridgestone, VF Corporation, and MTD). His research focuses on customer involvement with innovation and brands, specifically exploring co-creation and the influences of product and brand communities. His research has appeared in Memory & Cognition and he has received a Marketing Science Institute Research Grant.
Cansu Sogut is a second year Ph.D. student in Marketing at the Boston University School of Management. She holds a BA in Business Administration from Koc University in Turkey and a Master of Philosophy (MPhil) in Innovation, Strategy, and Organization from the University of Cambridge Judge Business School. Cansu’s primary areas of interest are word-of-mouth, social influence, and social media. She is currently investigating the effect of timing of sharing a word-of-mouth message on the audience (e.g., persuasiveness of WOM) and on the affective content. In another project, she examines the effect of simultaneous sharing (e.g., live-tweeting) on consumption enjoyment of the viewed content and how it changes the nature of the experience for the sharer.

Dr. Andreas Strebing is an associate professor of marketing at the School of Administrative Studies at York University. He received his State Doctorate (2006) and Ph.D. (2000) from the Vienna University of Economics and Business Administration in Austria (European Union). His research focuses on branding, particularly on (international) brand architecture and brand portfolio management, effects of perceived brand globalness, and brand communities. He received awards from the American Marketing Association, the German Brands Association, the Austrian Advertising Research Association and from the Association of Professors of the Vienna University of Economics and Business Administration. He authored 3 books (one as the only author, two co-authored), 10 articles in peer-reviewed journals and 7 book chapters and edited one book as the main editor.

Dr. Matthew Thomson is the J.J. Wettlaufer Faculty Fellow at the Ivey Business School. He completed his doctorate at the University of Southern California’s Marshall School of Business (marketing) under the co-supervision of Debbie MacInnis and CW Park. He also earned degrees from Indiana University, Bloomington (MBA) and McGill University (BA). Before becoming an academic, he worked for the Information, Privacy and Ethics Commissioner of Alberta. He currently is a member of Western University’s Non-medical Research Ethics Board and is the marketing area group’s Ph.D. Coordinator.

Anna Jansson Vredevel is a Ph.D. Candidate in Marketing at the University of Connecticut. Her research explores consumption of experiences and how consumers use brands to realize their experiential goals. For example, one of her projects explores how traveling consumers purposefully and proactively use brands when constructing their cultural experiences. Other research interests include the consequences of moral identity for consumer-brand engagement and moral framing of counterfeit consumption. She holds an MBA from the University of North Carolina at Greensboro and an MS from Lund University, Sweden.

Dr. Tiffany Barnett White is Associate Professor of Business Administration and Advertising and Bruce and Anne Strohm Faculty Fellow at the University of Illinois, College of Business. She joined the faculty at Illinois in 1999 and received a Ph.D. in marketing from Duke University in 2000. Professor White holds M.S. and B.S. degrees in advertising from the University of Illinois. Her teaching and research interests are in the area of consumer psychology. Her research addresses affective cognitive and behavioral aspects of consumer-brand relationships and has been published in major marketing journals, including the Journal of Marketing, the Journal of Consumer Psychology and Psychology & Marketing. Professor White has been invited to present on the topic of branding and brand management to national and international audiences. Her research on the “Brand Connected Consumer” is a featured TEDx presentation (available for viewing on youtube.com). She is an award-winning teacher and is consistently featured on the University-wide list of faculty rated as excellent by their students. Professor White served as Secretary-Treasurer for the Society for Consumer Psychology and is a member of the Editorial Board for the Journal of Consumer Psychology and the Journal of Service Research.
### Participant List (As of May 12, 2014)

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>University/Company Affiliation</th>
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We apologize in advance for any editing errors or typos.

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