

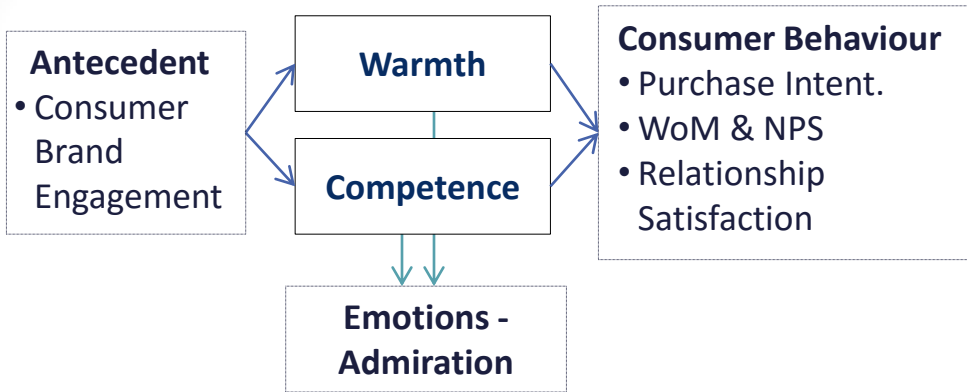


# **SOCIAL BRAND PERCEPTIONS: TOWARDS AN UNDERSTANDING OF HUMAN CONSUMER BRAND RELATIONSHIPS**

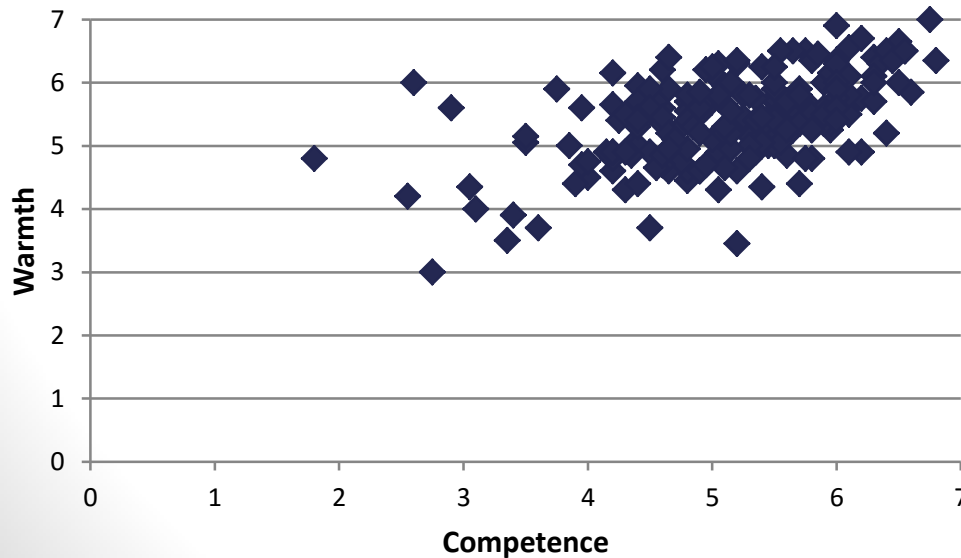
**Saskia Hartung**  **Maastricht University**

**Master in International Business - Strategic Marketing**

## Hypothesis testing with selected variables

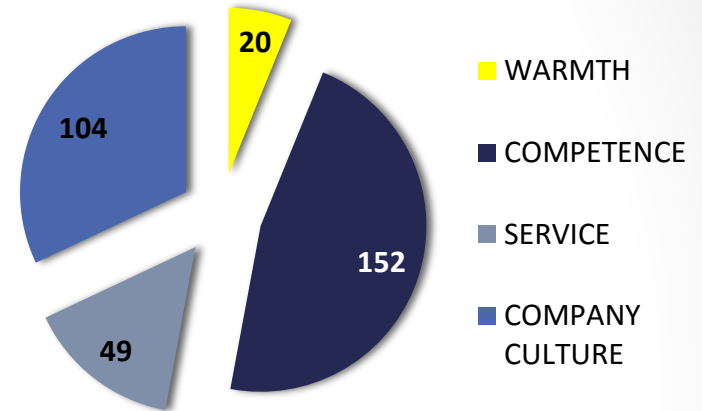


## Results: positioning of Ikea along Warmth & Competence



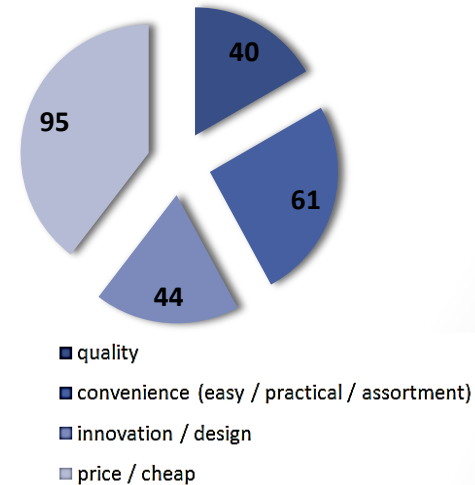
## Free consumer associations

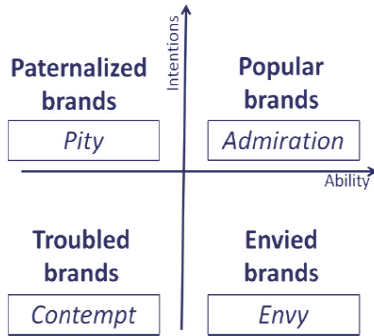
### German Associations with Ikea



Sentiment of Messages: 108 positive, 48 neutral, 30 negative

### COMPETENCE





## Support of the Brands as Intentional Agents Framework

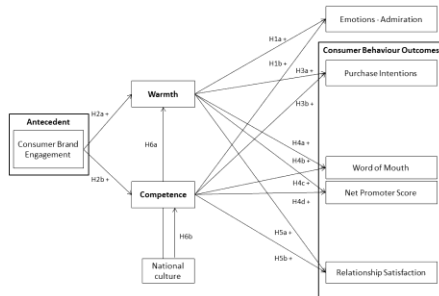
- People perceive brands within underlying social patterns
- The emotion of Admiration results from positive perception

## Consumer Brand Engagement positively influences Warmth and Competence

- As CBE covers emotional, cognitive and behavioural processes, a holistic picture of perception is drawn
- A low mean score suggests that there is room for improvement for managers to create engagement

## Warmth is a stronger influencer of behavioural outcomes than Competence

- The two dimensions explain up to 46% of variance in the outcome measures
- Word of Mouth directly translates social perceptions into social acting
- Purchase intentions show that brands benefit from positive perception



## Consumer associations show high number of brand specific components and Competence as most prominent factor

- Company Culture is strongly associated with the brand → connected to brand personality

## DISCUSSION POINTS

---

- 1) How does a human understanding of brands alter the way we communicate these brands in marketing?
- 2) Does a certain positioning in the BIAF imply the need for change according to the dimensions?
- 3) What role do emotions play in perceiving a brand and what differential impact could they have on consumer behaviour outcomes?