

# BIAF

## BRANDS AS INTENTIONAL AGENTS

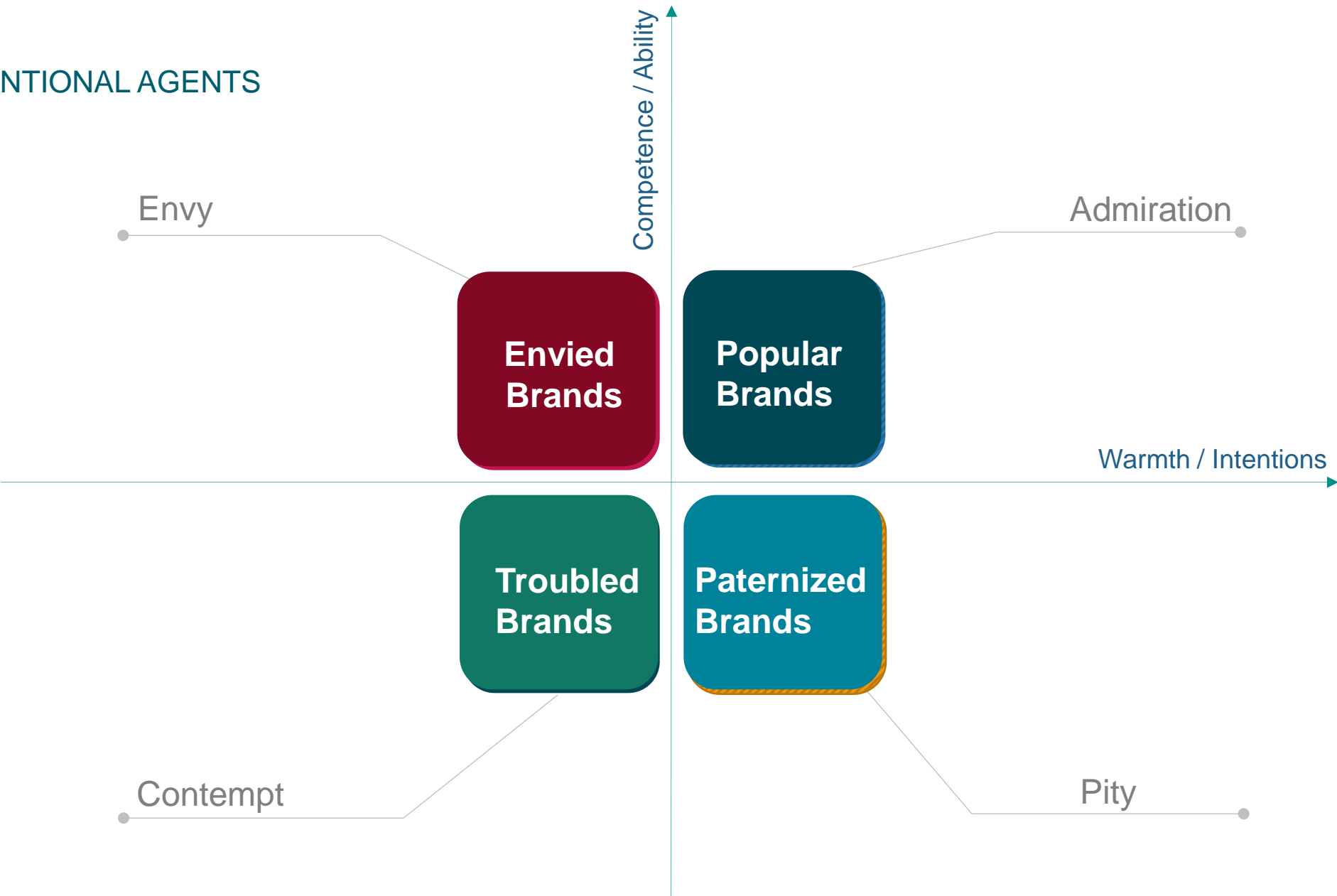
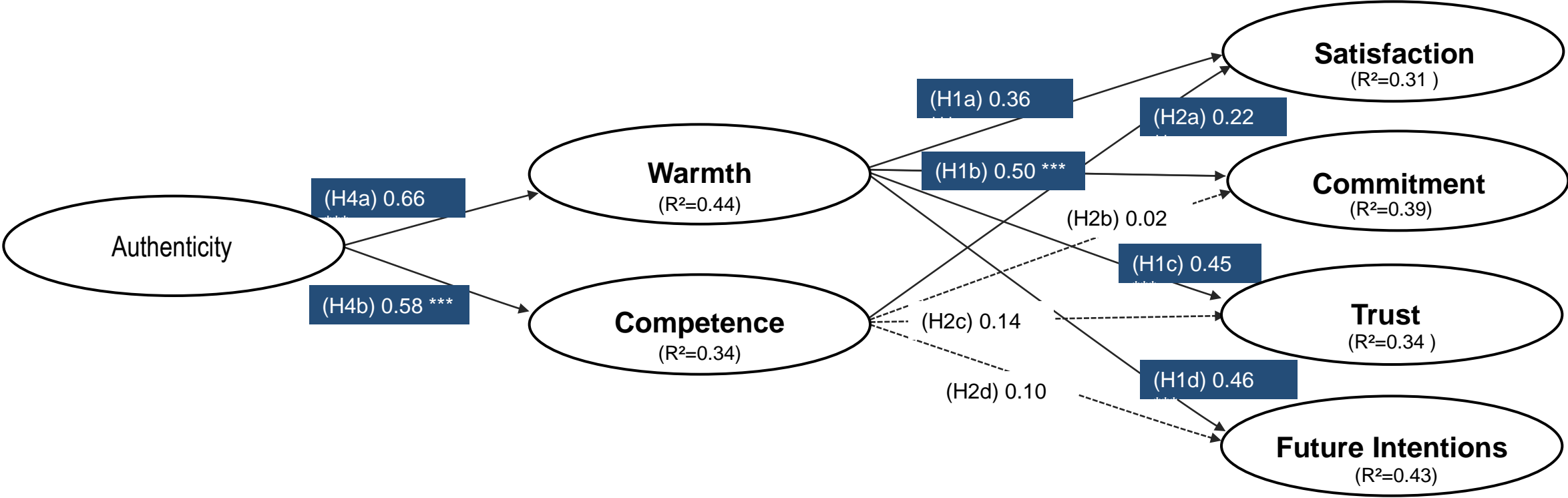


Figure 2 BIAF dimensions, clusters and emotions

Adapted from "Brands as intentional agents framework: How perceived intentions and ability can map brand perception" by Kervyn, N., Fiske, S. T., & Malone, (2012a)

# RESEARCH RESULTS



**Path significance :**

- \*\*\* p < 0.001
- \*\* p < 0.01
- \* p < 0.05