Index

A&F Quarterly 122
Aaker, D. 44, 50, 64, 67, 68, 164, 188, 190, 194, 195, 203, 205
Aaker, D. and E. Joachimsthaler 58, 60, 64, 89, 90
Aaker, D. and K. Jacobson 38
Aaker, D. and K. Keller 19
Absolut 44, 69, 70
Adbusters 106
Addison 123
advertising 50, 62, 71 and brand investment 241 and consumer experiences theory 152 as experience providers (ExPros) 120–22 peripheral placement of 165, 166
Agres, S. and T. Dubitsky 39
Ailawadi, K. et al. 3, 7
Ainsworth, M. et al. 7
Airbus 251
Alba, J. et al. 19, 20, 61, 144, 147, 175, 219
Algesheimer, R. et al. 47, 191
Al’Italia 128
Allen, C. et al. 35–6, 37
Altman, I. and D. Taylor 42
Alvarez-Ortiz, C. and J. Harris 190, 205
Amazon 123
American Airlines 220
Amnesty International 9
Anderson, E. and M. Sullivan 146, 154
Anderson, J. and D. Gerbing 189, 207, 212
Anderson, J. and G. Bower 165
Andresen, T. and O. Nickel 64
Apple 29, 42, 126, 171, 176, 250, 280 and brand management 58, 118, 273 customer-centric perspective 44, 68, 134, 155, 276 iPod 14, 19, 185–6, 220 and logo 107, 168–9, 174 online community 28, 46
Arnould, E. and C. Thompson 36
Aron, A. et al. 6
Arvidsson, A. 43
Aston-Martin 46
AT&T 241
Atilgan, E. et al. 190, 195
Atkin, D. 99
Atkinson, J. and D. Birch 167‘Attac’ movement 106 attachment bases for 7–8 causes of 7–10 construct 4–7 and personality development 4–5 see also brand attachment
Aunt Jemima 12, 15
Aurand, T. et al. 39, 49
Avery, J. 45
Avon 123
Axel Hotel, Barcelona case study 94–6
Azoulay, A. and J.-N. Kapferer 205
Babad, E. 5
Baci 128
Bagozzi, R. and Y. Yi 189, 198, 206
Baldwin, M. et al. 5
Ball, A. and L. Tasaki 5
Barbie 15, 18
Bargh, J. 165, 166, 167, 168
Barnes & Noble 69
Barney, J. 100
Barsalou, L. 11
BASF 59, 65, 66, 70
Bath & Body Works 67
Batra, R. 147, 201, 208

303
Bernd H. Schmitt and David L. Rogers - 9781848446151
Downloaded from Elgar Online at 01/10/2019 05:08:24PM via free access
Bearden, W. and M. Etzel 106
Bedbury, S. and S. Fenichell 38–9, 48, 89, 90, 91
behavioral decision theory (BDT) 147–8
Bekins Moving 126
Belk, R. 5, 6, 106
Belk, R. and G. Coon 139
Bellizzi, J. et al. 174
Bentley 61
Berkowitz, M. 88, 91
Berman, W. and M. Sperling 4
Bettman, J. 43, 102, 145, 146, 147
Beverland, M. 88, 91
Biel, A. 68
Bloch, P. et al. 91, 191, 210–11
Blümelhuber, Christian 99–109
BMW 41, 43, 58, 59, 61, 119, 126, 141
Mini 62, 63, 68, 69
BMX 45
Bodenhausen, G. et al. 12
Body Shop 9, 12, 67
Boeing 251, 280
Borja de Mozota, B. 88, 90, 91
Bornstein, R. 165, 171
Boush, D. and B. Loken 19, 20, 219
Bowen, J. 127
Bowlby, J. 4–5, 7, 8
Boyd, G. and M. Sutherland 49
BP 49, 252–6, 266
Brakus, J. Josko 132, 144–60, 174–87
brand, definition of 89, 100–102
brand attachment
and commitment, differences between 7
cross-time consumer brand behaviors 6–7
and exemplar type 11
and management of strategic brand exemplar 3–17
and marketing 8
overview 5–7
parent brand and brand extension 13
and product performance 10, 14–15
and self-concept of consumer 6, 8–10, 11–12
see also attachment
Brand Attitude Scale for Children 190, 193, 201–2
brand building and design management 88–98
aesthetic and holistic concept 90–91, 93
branding and design melding 89–91
branding failures 272
case study, Axel Hotel, Barcelona 94–6
communications strategy 91
consumer decision influence 90, 91
and corporate culture 90, 92
and corporate social responsibility (CSR) 90
design strategy 93, 96
implementation 93
innovation strategy 92, 93, 96
management model 91–4
managerial implications 96
new concept generation 93
new product development 90
observational techniques 90
organizational performance 91, 96
product value to customer 90
resource procurement 93
Spanish research project 93–4
Brand Community Integration Scale 191, 193, 209–10
brand convergence 82–7
and brand anarchy 83
and brand communication 85–6
and brand migration 84–5
dual convergence matrix 82–3, 84
Brand Dependence Scale 191, 193, 202–3
brand equity
and alternative branding paradigm 37
and brand investment, maximising financial returns 242–3
and brand meaning 35–6
and brand strength 37–8
and competing alternatives 7
customed-based 35, 36, 100–101, 195
definition problems 3, 193–4, 242
management and attachment, importance of 7, 103–5
meaning-based model 37, 40–41
measurement system (Y&R AssetValuator) 39, 44, 242, 255
Multidimensional Brand Equity Scale 190, 193–5
and resonant brand quality 39–40
and unit price 7
Brand Experience Scale 192, 193, 212–14
brand exposure, incidental see consumption and incidental brand exposure
brand extension
and brand attachment 13
and brand naming role 219–26
and brand permission 19–22
brand permission, analytical assessment process 20–22, 25–6
brand permission, categorization-based affect transfer 20–22, 25–6
and brand resonance 47
concept, shortcomings of 22–3
brand identity
and advertising style 62, 71
brand benefits and attributes 66–7
brand competence 65–6
Index

and brand investment, maximising financial returns 235–7
as brand management basis 59–60, 63, 64, 70, 71
and brand navigation 64–71
and brand personality 67–8, 70
and brand positioning 60–61
and brand strategy 58–9, 64
brand tonalities (emotions) 62, 67–9, 71
collection approaches 62–3
derationalizing 61–2
and corporate strategy 58–9
and country of origin 66
development and implementation shortcomings 70–71
and employee commitment 71, 253
and human identity, connection between 59–60
and managers living the brand 58–9, 70, 71, 127
market role 66
and mass communication 69–70
and personal experiences 68–9
and product range 63
and production and research methods 66
requirements for establishing 61–4
and stakeholders’ brand image 60–61
and successful brands 58–73
and sustainability 71
brand investment
brand extension evaluation 80
and cash flow estimation 80
development curve 79, 80
evaluation issues 79–80
and hollowing-out strategies 81
market segment analysis 80
and shareholder value 77–81
underinvestment 80–81
value growth see brand value growth
brand investment, maximising financial returns 235–49
advertising investment 241
‘back of the envelope’ brand valuation 239–40
brand architecture and portfolio management 246–7
brand equity ‘valuation’ approaches 242–3
brand experience and customer touchpoint maximization 247
brand identity and reputation 235–7
brand innovation and brand expansion 247–8
brand loyalty 236, 237, 238, 242, 243
brand performance measurement 245–6
brand risk evaluation 244–5, 248
brand valuation methodologies 239–45
brand valuation methodologies, flawed or incomplete 240–43
brand valuation methodologies, internal or ‘economic use’ 243–5
and competitive advantage 238
cost-based approaches 240–41
and globalization 238
key value drivers 237
major impact areas 237–8
and market research 242–3, 244
market-based valuations 239, 240
marketing budget allocation and optimization 248–9
price premium 241
royalty relief 239–40
and sponsorship 240–41
see also brand value growth
brand loyalty, and brand investment 236, 237, 238, 242, 243
Brand Luxury Index Scale 192, 193, 198–9
brand naming see branding strategies, brand naming role
Brand Parity Scale 190, 193, 200–201
brand permission
brand extension concept, shortcomings of 22–3
brand-specific norms 27–8
and competitiveness 28
conceptual and managerial framework 18–34
and consumer characteristics 26–7, 30
consumer reactions to brand extensions 19–22
consumer reactions to brand extensions, analytical assessment process 20–22, 25–6
consumer reactions to brand extensions, categorization-based affect transfer 20–22, 25–6
consumer–brand relationship norms 29–30
and cultural differences 28, 31
defining 23–4
determinants of 26–30
granting 24–6
management of 31–2
and marketplace conventions 28
measurement 30–31
and new brand initiatives 23
online consumer communities 28–9, 31–2
position in consumer purchase cycle 24
and product performance 26
and quality levels 31
and social norms 26, 28–9, 31
and trust 32
and typecasting 32

Bernd H. Schmitt and David L. Rogers - 9781848446151
Downloaded from Elgar Online at 01/10/2019 05:08:24PM via free access
Brand Personality Scale 190, 193, 203–6
brand research, integrated view on 100–102
brand resonance 35–57
and brand community 47, 51
brand meaning resonance 39–41, 50–51, 52–3
brand meaning resonance, measurement of 52–3
brand meaning/brand strength connection, systems for understanding 37–8, 52
brand strength/brand value connection 38–9, 40
brand strength/brand value connection, and employee commitment 39
business model alignment 38–9, 48, 51
business model alignment, and brand extensions 48
and consumer co-creation 38, 42, 50, 51, 52
consumer interdependency 41–2, 51
consumer intimacy 42, 51
and consumer self-connection 41, 51, 52
consumers and category resonance 45–6, 50, 51
cultural 40, 43–7, 51
cultural co-creation 46, 50, 51, 52
and cultural currency 44, 46, 51
and cultural multivocality 46–7, 50, 51, 52
and cultural multivocality and brand extension 47
cultural opposition to brand meaning 44–5, 51
cultural resonance and portfolio effects 45
and customer–brand relationships 38
and emotional vibrancy 43, 51
future research 52–3
and gender 43, 52
iconic brands 37–8
iconic brands and crisis times 38
and knowledge-based meaning qualifiers 38, 52
and marketplace performance 39, 40, 51–2
organizational 40, 47–50, 51
organizational, and employee accountability 49
organizational, and employee co-creation 49, 51, 52
organizational, and employee intimacy and shared understanding 48–9, 51
organizational, and internal–external promise alignment 49–50, 51
brand target groups 99–109
attitude-based view 105–7
brand ‘bricoleurs’ 103
and brand stakeholders, framework of 103–5
devotees 106
integrated view on brands 100–102
and knowledge base 100–102, 103
saboteurs 106, 107
twisters 107
unconcerneds 105
Brand Trust Scale 191, 193, 206–7
brand value growth
B2B corporate branding and SAP 295–6, 297–302
and brand resonance 38–9, 40
see also brand investment
branding
B2B corporate see B2B corporate branding and SAP
definition 100–101
evolution of 88–9
and organizational behavior research 38–9
branding failures 270–79
and brand design, detail importance 272
and communication problems 276–7
customer insight, lack of 273–4
empowerment, lack of 272
enthusiasm, lack of 273
focus, lack of 274–5
framework, lack of 276–7
idea, lack of 278
managerial commitment, lack of 271–2, 273–4
and marketing strategy 274–5
organizational commitment, lack of 270–71
patience, lack of 275–6
risk management 273
and segmentation 274–5
substance, lack of 277
branding strategies, brand naming role 219–32
brand extensions and movie titles 223–5
and brand extensions 219–26
and brand name characteristics 221–2, 228
co-branding 220, 228–30
dilution effects 226–8
endorsement branding 220, 228–30
experiential products as extension categories 223–6
ingredient branding 220, 228–30
naming strategies, effects of 219–20
persons factor: children vs. adults 220–23, 228, 230, 231
sub-branding 220, 223–4, 226–8
and sub-typing 226
Brewer, M. 10
Bristow, D. et al. 191, 202, 203
British Airways 117, 250
Broniarczyk, S. and J. Alba 19, 20, 175, 219
Brown, C. and G. Carpenter 175, 176, 185
Brown, K. et al. 91
Brudler, Benjamin 99–109
Buchanan, L. et al. 186
Budweiser 46
Burrell, G. and G. Morgan 103
Cadbury 248
Campbell, D. and D. Fiske 199, 202
Campbell’s Soup 107, 117
Candy, D. 121
Carlson, D. and E. Smith 10
Carpenter, G. et al. 144, 145, 175, 176, 185
Carpenter, G. and K. Nakamoto 45
Casio 126
Centrality of Visual Product Aesthetics Scale 191, 193, 210–12
Chanel No.5 69, 70
Chang Coupland, J. 37, 42
Chang, Dae Ryun 82–7
Chartrand, Tanya L. 163–73
Chattopadhyay, A. and J.-L. Laborie 103
Cheer 123
Chernev, A. 174, 175
Chevy 50
Children, T. et al. 212
children
Brand Attitude Scale for Children 190, 193, 201–2
and brand naming role 220–23, 228, 230, 231
Chintagunta, P. 154, 185
Christensen, G. and J. Olsen 45
Churchill, G. 189, 199, 207
Ciba 123–4
Cingular 241
Clairol 120–21
Clark, A. 145, 147, 149
Clinique 117
Club Med 128
co-branding
brand naming role 220, 228–30
ExPros (experience providers) 125–6
co-creation
brand 37, 38
consumer 38, 42, 50, 51, 52
cultural 46, 50, 51, 52
employee 49, 51, 52
Coca-Cola 18, 22, 23, 24, 30, 33, 44, 66, 69, 70, 126, 163–4, 170, 201, 248, 250
Colgate-Palmolive 250
Colvert Group 117
communication
and brand building and design management 91
and brand convergence 85–6
and ExPros (experience providers) 120–23
mass, and brand identity 69–70
problems and branding failures 276–7
strategy and B2B corporate branding 282, 292
competitive advantage
and brand investment, maximising financial returns 238
and brand permission 28
Conoco-Phillips 246–7
consumer characteristics
and brand equity 35, 36, 100–101, 195
and brand permission 26–7, 30
and brand resonance 45–6, 50, 51
decision influence and brand building and design management 90, 91
interdependency and brand resonance 41–2, 51
self-connection and brand resonance 41, 51, 52
consumer experiences, management framework 113–31
ACT marketing 118, 119, 120, 122, 123, 125, 126
advertising ExPros 120–22
annual reports ExPros 123
brand characters ExPros 125
brand names ExPros 123
cobranding ExPros 125–6
communications ExPros 120–23
event marketing/sponsorships ExPros 125–6
experience definition 114
experience providers (ExPros) 113, 120–29
experiences as typologies of the mind 114–15
experiential hybrids and holistically integrated experiences 119
FEEL marketing 117, 118, 119, 120, 121, 123, 125, 126
identity and signage ExPros 123–4
logos ExPros 123–4
magalogs ExPros 122–3
packaging ExPros 124–5
people ExPros 129
product design ExPros 124
product placement ExPros 126
product presence ExPros 124–5
RELATE marketing 118–19, 120, 122, 123, 124, 125
SENSE marketing 116–17, 118, 119, 120–21, 123, 136
spatial environments ExPros 126–8
strategic experiential modules (SEMs) 113, 116–19
strategic experiential modules (SEMs), internal structure 120
THINK marketing 117–18, 119, 120, 121–2, 123, 127
websites and electronic media ExPros 128
consumer experiences theory 144–60, 155, 156
and advertising exposure 152
and affordances 150–51
and behavioral decision theory (BDT) 147–8
breadth issue 156
and choice models 154
and cockroach behavior 148–9
cognitive science as alternative 148–9
and cognitive science, new view of 149–51
depth issue 156
discrete choice models 154
and embodied cognition 149–50, 151
empirical research 153–4
and evolutionary paradigm 152, 153–4
and experience providers 155
and experiential modules 151–2, 154, 156
experiential retail spaces 156
and game theory signaling research 154–5
gender-related consumption patterns 154
inferential processes 153, 154
information-processing paradigm 146, 147–8
intensity issue 156
and knowledge and aesthetic needs 153
and latent brand attributes 154
and mainstream marketing paradigm 146–8
and marketing stimuli 152–4
metaphorical value 150
modular hierarchy 152, 154
modularity of the mind 151
mood and affect research 147–8, 154
and nostalgia 153
and organizational management 156
overview 151–3
and satisfaction 154
and social role theory 154
strategic issues 155–6
and traditional marketing literature, differences between 153
consumer focus
and branding failures 273–4
experiential marketing concept 134–7
and ‘mystery moods’ 170
and negative brand association 172
and peripheral placement of advert 166
and product alternatives 176–7
and satisfaction 154
and social role theory 154
strategic issues 155–6
and traditional marketing literature, differences between 153
consumer focus
and branding failures 273–4
experiential marketing concept 134–7
global brand challenge 267
relationships and brand resonance 38
consumer judgments and experiential attributes 174–87
and choice effects 185
deliberate processing 175
functional attributes 177
future research 185
hypotheses development 176–7
and inferential reasoning 175, 176
process of 175
and processing fluency 175
and product alternatives 176–7
spontaneous visual categorization 175
study design 178
study experiment (diskettes) 177–86
study method 177–9
study results 180–86
study stimuli 178–9
trivial attributes 185
see also experiential marketing concept
consumer-based brand scales, literature review 188–218
cognitive scales 193–203
experiential scales 210–14
literature search and categorization 189–93
relational scales 203–10
consumption and incidental (non-conscious) brand exposure 163–73
brand knowledge structure 164–5
brand–behavior relationship 164–9
cognitive route 165
and consciousness of stimuli 165–6
and conscious awareness of stimuli, lack of 171
and creativity 168–9
evaluative route 165–6
future research 171–2
goal activation and brands 168–9
goal priming (motivational route) 166–9, 171
and ‘mystery moods’ 170
and negative brand association 172
and peripheral placement of advert 166
personality characteristics of brands 164
and prestige or value-oriented brands 169
and reliability expectations 164
Converse, P. 4
Cook, T. and D. Campbell 210
Cooper, R. and M. Evans 90
CoreBrand 77
Cote d’Or 201
Coulton, A. 125
Court, D. et al. 47
Cova, V. and B. 105
Cox, A. 118
Coy, P. 143
Cracker Jack 125
Crest 223
Creusen, M. and J. Schoormans 90, 91
Csikszentmihalyi, M. 113
cultural differences, and brand permission 28, 31
Dasani 166
Davis, S. 89
Index

Davis, S. and M. Dunn 39, 47, 49, 58
De Chernatony, L. 47, 100, 101
de Degeratu, A. et al. 174, 185
Deighton, J. 46, 103
Delgado-Ballester, E. et al. 191, 206, 207
Del 67, 220, 248
Desai, K. and K. Keller 229
design management see brand building and
design management
Desire for Unique Consumer Products Scale 212
Deutsche Bank 58–9
DeVellis, R. 188, 189
Dewey, J. 151, 212
Dhar, Ravi 18–34
Disney 8, 12, 23, 24, 28, 43, 126, 127, 169
Dockers 220, 229–30
Dollar Store 169
Domizla, H. 59
Dow Jones 280
Doyle, P. 36
Drano 14
Drigotas, S. and C. Rusbult 7
Drucker, P. 113
Dubé, L. 175
Dubé, L. and J. Le Bel 153–4
Du Pont 78, 123
Duracell 123
Dwyer, F. 7
E! Channel 169
Eagly, E. and S. Chaiken 3–4
Easy Jet 48
eBay 30, 67
Eberl, M. and M. Schwaiger 105
Edell, J. and R. Staelin 175
Edström, A. 84
Edwards, H. and D. Day 99
Egan, T. 118
Ehrbar, A. 269
Einhorn, H. et al. 147
Eisenberger, R. et al. 168
Ekinci, Y. and S. Hosany 190, 206
Elliott, R. and K. Wattanasuwan 42, 46, 106
Elliott, S. 46, 50
Elrod, T. 154, 185
Elvis Presley 11
Emotional Attachment Scale 192, 193, 207–9
employee commitment
and brand identity 71, 253
brand resonance 39
and global brand challenge 267
see also management
Energizer 12
Engel, J. et al. 146
Englis, Basil G. 35–57
Epley, N. et al. 164
Erdem, T. 154, 185
Ericsson 126
Escalas, J. and J. Bettman 43
Esch, Franz-Rudolf 58–73
experiential marketing concept 132–43
and adaptation-level principle 140–41
birthday cake evolution 137, 138
customer needs hierarchy 134–7
customer portfolio management 138
customer-centric perspective on evolution of
economies 134–7
and goal abstraction 139, 140
and information technology 134
and knowledge economy 135–7, 141–2
metaphorical value 138–40
permanence of 140–42
in present-day world 137–40
and services, differences between 138
strategic experiential modules (SEMs) 113, 116–19
strategic experiential modules (SEMs),
internal structure 120
see also consumer modules and
experiential attributes
experiential scales, literature review 210–14
extension see brand extension
Exxon Mobil 77
Fabricant, F. 116
Farquhar, P. et al. 37, 47, 193
Fazio, R. 4
Febreze 67
Feldwick, P. 35, 36
Ferraro, Rosellina 163–73
Finlandia Vodka 118
Firefox 46
Fischer, G. et al. 175
Fishbein, M. and I. Ajzen 20, 146
Fiske, S. and M. Pavelchak 13, 20, 61
Fiske, S. and S. Taylor 103
Fitzgerald, K. 126
Fitzsimons, Gavan J. 163–73
Fodor, J. 145, 149, 151, 212
Ford 18, 70
Fornell, C. and D. Larcker 189, 198, 202, 206,
210, 212
Fournier, Susan 6, 35–57, 68, 100, 105, 193
Freeman, R. 103
Friedman, W. 126
Fristed, M. and P. Wright 163
Fry, J. 19
future research
brand resonance 52–3
Index

consumer judgments and experiential attributes 185
consumption and incidental (non-conscious) brand exposure 171–2

Geico 67
gender
and brand resonance 43, 52
consumption patterns and consumer experiences theory 154
General Electric 77, 280
Genesis Eldercare 118
Gerbing, D. and J. Anderson 189, 207, 210, 212
Gillette 78, 118
Gladden, J. and D. Funk 197
Gladwell, M. 44

Global brand challenge
brand analysis research 257–9
and Brand Driver™ platform 253, 254, 259–62, 265, 267–8
and brand management 267
brand promise integration 253–4
brand redefinition 259–62
brand respect, gaining 262–3
customer focus 267
effective branding, impact of 255–6
and employee involvement 267
evolution of 250–52
global availability 251
and global tourism 251
and Internet see Internet
political considerations 256
product roll out 251–2
regional level beginnings (Panasonic) 256–66
resistance management 266
top-down initiatives (BP) 252–3, 255–6, 263–6
globalization, and brand investment, maximising financial returns 238
Glover, J. and A. Gary 168
GM (General Motors) 18, 248, 280
Godin, S. 91
Godiva 11
Goffman, E. 43
Goldman Sachs 238, 280
Google 241
Gorn, G. et al. 174
Green Giant 12, 15
Greenwald, A. et al. 6, 164
Grunert, K. 175
Grunert-Beckmann, S. and S. Askegaard 53
Gucci 117

Guinness 126
Gulden 126
Gutman, J. 67
Guzmán, Francisco 88–98
Häagen-Dazs 69, 117
Haier 169
Hall, R. 99
Hallberg, G. 100
Hallmark 120, 156, 164
Hamdi, R. 85
Hanes 169
Hard Rock Cafe 69
Harley-Davidson 9, 11, 12, 20, 28, 42, 44, 45, 46, 49, 68, 118–19, 127, 209
Harris, F. and L. de Chernatony 47
Hawaiian Tropic 70
Hazan, C. 8, 208
Heinz 19, 123
Hello Kitty 11, 12, 13
Helson, H. 140–41
Henderson, P. et al. 174
Hermès 122–3
Herrmann, A. 68, 191
Hertenstein, J. et al. 91
Hewlett Packard 241, 251
Higie, R. and L. Feick 199
Hill, R. and M. Stamey 5
Hinde, R. 42
Hirschman, A. 105
Hoch, S. 103, 147
Holbrook, M. and E. Hirschman 43, 147, 174, 193
Holland America 126
Holt, D. 37–8, 43, 45, 46, 100, 105, 106, 251
Home Depot 31
Honda 15, 250
Hooters 20, 22
Houston, M. et al. 11, 175
Howard, J. and J. Sheth 145, 146
Hummer 9
Iams 19, 20, 24, 29, 30, 31
IBM 3, 15, 22, 29, 30–31, 32, 49–50, 127, 168–9, 250, 280, 282, 297, 298
Icon Brand Navigation 64
ING Bank 134
innovation
brand building and design management 92, 93, 96
and brand investment 247–8
Intel 15, 69, 70, 220
Internet
and brand valuation methodologies, flawed or incomplete 240–41
Index

and e-commerce boom 284–5, 287–8, 290
and global brand challenge 251
information technology and experiential marketing concept 134
online communities 28, 46
online retailers and brand permission 28
websites and electronic media ExPros 128
Iyer, R. and J. Muncy 190
Jack & Jill ice cream 124–5
Jaguar 18
Janiszewski, C. 166, 171
Jeep 209, 210
Jevnaker, B. 91
Joachimsthaler, E. 58, 60, 64, 89, 90, 91, 265
Johnson, D. and C. Rusbult 7
Johnson, E. and J. Payne 147
Jolt 123
Jones 46
Jones, R. 91, 103, 104
Kahneman, D. and A. Tversky 147
Kahneman, D. and D. Miller 25
Kahneman, D. and S. Frederick 5, 20, 25
Kapferer, J.-N. 60, 61, 64, 89, 91, 101
Kaplan, H. 8, 9
Kaplan, J. 128
Keeley, L. 91
Keller, K. 18, 19, 35, 37, 38, 50, 61, 89, 100–101, 174, 188, 194, 195, 223, 226, 229, 250–51
Kelley, C. and L. Jacoby 175
Kellogg’s 12, 201
Kent, T. 90
KFC 11
Kim, W. and H.-B. Kim 190, 195
Klein, Naomi 106
Klein, S. et al. 11
Kleine, R. et al. 5, 6
Kleine, S. and S. Baker 6, 8
Kmart 169
knowledge economy, and experiential marketing concept 135–7, 141–2
knowledge structure
and brand resonance 38, 52
and brand target groups 100–102, 103
and consumer experiences theory 153
consumption and incidental (non-conscious) brand exposure 164–5
Kool-Aid 125
Kotler, P. 89, 91, 144
Kozinets, R. 37, 38
Kreuzbauer, R. and A. Malter 88, 91
Kroeber-Riel, W. 68
Kumar, N. and B. Rogers 48
Kunst-Wilson, W. and R. Zajone 165
Lakoff, G. and M. Johnson 147, 149, 150, 152
Land’s End 123
Lederer, C. and S. Hill 101
Lee, A. and A. Labroo 175
Lee, M. 103
Lentz, P. et al. 190, 205
Leonhardt, T. and B. Faust 91
Levi 44, 220, 229–30
Levi-Strauss, C. 103
Lexus 119, 141
Lichtenstein, D. et al. 199
Lindstrom, M. 69
Locke, J. 59
Loewenstein, G. 147
Lojacono, G. and G. Zaccai 90
Loken, B. et al. 11
Louis Vuitton 107, 241
Low, G. and C. Lamb 196
Lowry, T. et al. 45
Lukas, P. 124
Lusch, R. 107
Lydon, J. et al. 9
Lynn, M. and J. Harris 189, 212
M&Ms 230
McClelland, J. et al. 5, 42, 45, 47, 191, 209, 210
McClelland, S. and J. Consoli 36
McCracken, G. 35, 37, 43, 44, 46
McCullough, M. et al. 7
McDonald, M. 235
McDonald’s 48, 67, 70, 126, 137
McEnally, M. and L. de Chernatony 101
MacInnis, Deborah J. 3–17
McKinsey 280
McQuarrie, E. and D. Mick 39
Madden, T. et al. 38
management
attachment importance and brand equity 7, 103–5
commitment lack, and branding failures 271–2, 273–4
and digital convergence 82–3, 84, 85–6
‘living the brand’ 58–9, 70, 71, 127
reputation 105
top-down initiatives (BP) and global brand challenge 252–3, 255–6, 263–6
see also employee commitment
Mandel, N. and E. Johnson 174
Mano, H. and R. Oliver 208
Mao, H. and H. Krishnan 11
Marcus, H. and R. Zajonc 61
marketing
ACT marketing, customer experiences, management framework 118, 119, 120, 122, 123, 125, 126
B2B corporate branding and SAP 283–5, 287
and brand investment and maximising financial returns 239, 240
budget allocation and optimization 248–9
conventions and brand permission 28
FEEL 117, 118, 119, 120, 121, 123, 125, 126
mainstream marketing paradigm and consumer experiences theory 146–8
market role and brand identity 66
performance and brand resonance 39, 40, 51–2
RELATE 118–19, 120, 122, 123, 124, 125
segment analysis and brand investment 80
SENSE 116–17, 118, 119, 120–21, 123, 136
stimuli and consumer experiences theory 152–4
strategy and branding failures 274–5
THINK 117–18, 119, 120, 121–2, 123, 127
Marlboro (Altria) 11, 18, 22, 23, 69, 70, 172
Marriott 78, 220, 226
Martha Stewart 45, 46, 118
Maslow, A. 134–6, 137, 139, 142
Mastercard 125
Maytag 12
Meffert, H. and C. Burmann 101
Mehta, R. and C. Belk 5
Mercedes-Benz 60, 61, 67, 119, 172
Meyer, Anton 99–109
Meyers-Levy, J. and A. Tybout 103
Meyers-Levy, J. and L. Peracchio 174
Meyvis, Tom 18–34
Michael Jordan fragrance 119
Michel, S. 48
Michelin 12
Mick, D. and C. Buhl 39, 42, 44–5
Mick, D. and M. DeMoss 5
Microsoft 15, 77, 117–18, 126, 238, 250, 273, 297, 298
Mikulincer, M. and P. Shaver 4, 8
Milberg, S. et al. 226
Milk Moustache campaign 118
Miller, K. 124
Millison, D. and M. Moon 99
Minsky, M. 61
Mitchell, A. 146
Mitchell, C. 49, 50
Moll, Isa 88–98
Montaña, Jordi 88–98
Moore, T. 164
Morris the Cat 12
Morton Salt 12, 15
Moschis, G. and G. Churchill 199
Mountain Dew 45, 230
Mr Clean 19, 67
Multidimensional Brand Equity Scale 190, 193–5
Muncy, J. 190, 200, 201, 203
Muniz, A. and H. Schau 37, 42
Muniz, A. and T. O’Guinn 37, 42, 47
Murphy, S. and R. Zajonc 171
Nakai, Noriyuki 270–79
Neiman Marcus 169
Nestlé 237, 280
Neuhaus, C. and J. Taylor 19
Newell, A. and H. Simon 146
Newspaper Association of America 121–2
Ng, S. and M. Houston 11
Nickelodeon 124
Nike 9, 28, 37–8, 44, 48, 117, 118, 127, 134, 156, 169, 201, 250, 273
No Logo! (Klein) 106
‘No Sweat’ 106
Nokia 60, 117, 144
Noonan, H. 59
Nordstrom 169
nostalgia
and consumer attachment 9, 10, 13
and consumer experiences theory 153
Nunnally, J. and I. Bernstein 189
Oakenfull, G. et al. 52
Okazaki, S. 190, 206
Oliver, R. 138, 146, 154, 208
Olympic Games 126
Omega 126
Opoku, R. et al. 190, 206
Oppenheimer, A. 90
Ora-ïto 107
Oracle 297, 298
organizations
behavior research and branding 38–9
commitment, lack of, and branding failures 270–71
corporate culture, brand building and design management 90, 92
corporate social responsibility (CSR) 90
corporate strategy and brand identity 58–9
flexibility in B2B corporate branding 281
management and consumer experiences theory 156
see also B2B corporate branding and SAP
Index

O’Shaughnessy, J. and N. O’Shaughnessy 103
Ozanne, J. and J. Murray 106
Packard-Bell 126
Page, C. and P. Herr 88, 91
Pan American Airways 250
Panasonic 256–66, 267
Pappu, R. et al. 190, 195
Park, C. Whan 3–17, 19, 219, 229
Patek Philippe 121
Paulhus, D. 212
Payne, J. 147
Pecheux, C. and C. Derbaix 190, 201, 202
Pepsi 227, 250
performance measurement, and brand investment 245–6
Peters, T. 91
Pets.com 240
Pham, M. et al. 154
Philips 124
Pillsbury 70, 125
Pine, J. and J. Gilmore 132, 136, 137, 138, 139, 140
Pinker, S. 115, 145, 149, 151, 212
Planet Hollywood 127
Plotkin, H. 145, 149, 151, 212
Porsche 45, 66
Porter, M. 144
Portnoy, E. 153
Posnock, S. 163
Postrel, V. 210
Pottery Barn 127
Priester, Joseph 3–17
Pringles 67
Procter & Gamble 31–2, 58, 238
product
alternatives and consumer judgments and experiential attributes 176–7
new product development and design management 90
performance and brand attachment 10, 14–15
product placement ExPros 126
range and brand identity 63
Puto, C. and W. Wells 147
Quinn, M. and R. Devasagayam 191, 210
Raghunathan, R. and J. Irwin 141
Raghunathan, Rajagopal 132–43
Rainforest Café 137, 138
Ralph Lauren 9
Ransdell, E. 48
Ray-Ban 126
Razor 144
RCN 118
Red Cross 9, 23, 28, 33
Reebok 20, 22, 28, 31, 126
Reeves, R. 50
Reis, H. and B. Patrick 7–8
Reisman, D. 43
Reyes, R. et al. 13
Reynolds, T. and J. Gutman 67
Richardson, M. 39, 49
RICHART 116–17
Richins, M. 5, 43
Richins, M. and S. Dawson 189, 212
Ries, A. and J. Trout 50
Ries, A. and L. Ries 91
risk management
and brand investment 244–5, 248
branding failures 273
Ritson, M. 43
Ritzmann, R. 148
Roediger, H. 175
Rogaine 122
Rogers, C. 142
Rogers, David L. 280–302
Rolex 9, 12
Rolls Royce 61
Romer, P. 136
Ross, S. et al. 192, 196
Roth, Hayes 250–69
Rubinstein, R. and P. Parmelee 9
Rusbult, C. et al. 7
Rust, R. et al. 99
Saad, G. and T. Gill 154
Salzer-Mörling, M. and L. Strannegard 90
SAP see under B2B corporate branding
Schmitt, B. and A. Simonson 43, 91, 153
Schneider, W. and R. Shiffrin 175
Schouten, J. and J. McAlexander 5, 42, 45
Schultz, D. et al. 99, 102, 103
Schultz, H. 99, 102, 127
Schultz, S. et al. 6
Schwarz, N. 175, 177
Schwarz, N. and G. Clore 174, 175
Sci-Fi Network 126
Seddon, Joanna 235–49
Sethia, N. 90
Sexton, Donald 77–81
Shafir, E. et al. 174, 175
Shapiro, S. et al. 165, 175
shareholder value, and brand investment 77–81
Sharp 169
Shavitt, S. and M. Nelson 9
Shell 126, 237, 250
Index

Shepard, R. 175
Sherry, J. 35
Shiv, B. and A. Fedorikhin 148
Sia, T. et al. 10
Siedel, V. and J. Pinto 90
Siemens 118
Siguaw, J. et al. 190, 206
Simmons, J. and L. Nelson 20
Simon, C. and M. Sullivan 189
Simon, H. 146, 147
Simmonson, I. 174, 175
Simmonson, I. and S. Nowlis 144
Singapore Airlines 68–9, 119
Sirgy, J. et al. 208
Slater, J. 5
Slimfast 229
Smirnoff 126
Smith, E. 10
Smith, S. and J. Wheeler 193
Snapple 46, 124
Snyder, E. 9
Solomon, M. 189
Solomon, M. and H. Assael 45
Solomon, Michael R. 35–57
Sony 15, 82, 84–5, 126, 250, 285
Sood, Sanjay 219–32
Spies, K. et al. 174
Spillman, D. and C. Everington 153
Srinivasan, S. 18
Star Wars 125
Starbucks 38–9, 42, 45, 47, 48, 50, 58, 69, 127, 132, 133, 156, 241, 251, 267
Stella Artois 28
Stomppf, G. 88, 91
Strong, E. 152
Studeman, D. et al. 44
Style of Processing Scale 212
subliminal persuasion see consumption and incidental (non-conscious) brand exposure
Sulka 129
Sunkist 123
Supphelen, M. and K. Gronhaug 190, 205
Svengren-Holm, L. and U. Johansson 88, 91
Svensen, O. 147
Swiss Army Knife 9, 12, 15
Tabasco 69, 70
Tanquary 126
Tauber, E. 19
Team Brand Association Scale in Professional Sports 192, 193, 196–8
Tellis, G. 154
Texas Central Market 139
Thaler, R. 147
Thompson, C. and D. Haytko 37, 38, 46
Thompson, C. et al. 43, 44, 46, 50, 106, 147
Thomson, M. et al. 6, 7, 192, 207, 208
Tidd, J. et al. 91
Tide 19, 20–22, 123, 229
Tiffany 11, 12, 117, 169
Tigert, D. et al. 199
Toffler, A. 136
Tommy Hilfiger 119
Tooby, J. and L. Cosmides 212
Toyota 15, 18, 67, 141, 238
Trappey, C. 164
Travis, D. 99
Trinke, S. and K. Bartholomew 8
Tropicana 122, 226–7
Tulving, E. and D. Schacter 175
Tums 14
Turner, V. 43
Tversky, A. 147
Upshaw, L. 61
Urde, M. 89
Van Auken, B. 39, 48, 49
van Lange, P. et al. 7
van Rekom, J. et al. 59, 190, 206
Varela, F. et al. 145, 147, 149
Vargo, S. and R. Lusch 107
Vasquez, D. et al. 91
Venable, B. et al. 190, 206
Veryzer, R. and B. Borja de Mozota 90, 91
Veryzer, R. and J. Hutchinson 174
Vicary, J. 163–4
Vigneron, F. and L. Johnson 192, 198, 199
Virgin 19, 27–8
VISA 126, 220
Vodafone 237
Volkswagen 37–8, 132, 144, 152–3, 174, 185–6
Volvo 119, 164
Wal-Mart 169, 241
Wallendorf, M. and E. Arnould 5
Warner Brothers 127
Washburn, J. and R. Plank 190, 195
Wasserman, T. 46
Webvan 240–41
Wedel, M. 52
Wegener, D. et al. 4, 171
Weigert, A. 59
Weiss, R. 5
Wendy’s 139–40
Wieselquist, J. et al. 7
Williams Sonoma 123, 137–8
Wilson, T. and N. Brekke 171
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winkielman, P. et al.</td>
<td>20, 171, 174, 175, 176, 177</td>
<td>Yoo, B. and N. Donthu</td>
<td>190, 194, 195</td>
</tr>
<tr>
<td>Wonderbra</td>
<td>119</td>
<td>YouTube</td>
<td>123</td>
</tr>
<tr>
<td>Wreden, N.</td>
<td>99</td>
<td>Zaichkowsky, J.</td>
<td>189, 199, 208</td>
</tr>
<tr>
<td>Wysong, S. et al.</td>
<td>190, 206</td>
<td>Zajonc, R.</td>
<td>61, 154, 165, 171</td>
</tr>
<tr>
<td>X-Games</td>
<td>230</td>
<td>Zarantonella, Lia</td>
<td>188–218</td>
</tr>
<tr>
<td>Y&amp;R AssetValuator</td>
<td>39, 44, 242, 255</td>
<td>Zeithaml, V. et al.</td>
<td>138, 174</td>
</tr>
<tr>
<td>Yamauchi, K. and D. Templer</td>
<td>199</td>
<td>Zhang, Shi</td>
<td>174–87, 219–32</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zipcar</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zurich Insurance</td>
<td>125</td>
</tr>
</tbody>
</table>