

CONTENTS

List of tables	xii
List of boxes	xiv
Acknowledgments	xv
Foreword by K. L. Keller	xvi
Foreword by S. Sthanunathan	xviii

Introduction

1

1 Brand identity and brand image

6

1.1 Overview	6
1.2 Brand image (Hsieh, 2002)	7
1.3 Online corporate brand image (Da Silva & Syed Alwi, 2008)	10
1.4 Political candidate's brand image (Guzmán & Sierra, 2009)	13
1.5 B2B service brand identity (Coleman, de Chernatony & Christodoulides, 2011)	15
1.6 Non-profit brand image (Michel & Riener, 2012)	18
1.7 Academic focus	21
1.8 Managerial focus	22
References	24

2 Brand associations

26

2.1 Overview	26
2.2 Brand associations (Low & Lamb, 2000)	27
2.3 Team brand associations in professional sport (Ross, James & Vargas, 2006)	30
2.4 Corporate brand associations (Mann & Chuman, 2014)	34
2.5 Academic focus	38

26	Managerial focus	
	References	
43	3 Brand personality	
43	3.1 Overview	
44	3.2 Dimensions of brand personality (Aaker, 1997)	
44	3.3 Japanese and Spanish brand personality constructs (Aaker, Benet-Martinez & Garolera, 2001)	
48	3.4 <i>Personnalité humaine et de marque/Human and brand personality</i> (Ferrandi & Valette-Florence, 2002)	
53	3.5 Brand personality in charitable giving (Venable, Rose, Bush & Gilbert, 2005)	
56	3.6 Destination personality (Elkinci & Hosany, 2006)	
59	3.7 Gender dimensions of brand personality (Grohmann, 2009)	
62	3.8 New measure of brand personality (Creusen, Weijters & De Wulf, 2009)	
66	3.9 Brand personality applied to cities (Kaplan, Yurt, Guneri & Kurtulus, 2010)	
70	3.10 Industrial brand personality (Herbst & Metz, 2011)	
73	3.11 <i>Barometre de la personnalité de la marque/Brand personality barometer</i> (Ambroise & Valette-Florence, 2010a, 2010b)	
77	3.12 Brand personality appeal (Freling, Croso & Henard, 2011)	
80	3.13 Brand masculine patterns (Azar, 2013)	
84	3.14 Academic focus	
87	3.15 Managerial focus	
89	References	
92	4 Brand authenticity	
92	4.1 Overview	
92	4.2 Brand authenticity (Bruhn, Schoenmuller, Schafer & Heinrich, 2012)	
93	4.3 Brand extension authenticity (Spiggle, Nguyen & Caravella, 2012)	
96	4.4 Consumer-based brand authenticity (Napoli, Dickinson, Beverland & Farrelly, 2014)	
100	4.5 Consumer-brand relational authenticity (Illicic & Webster, 2014)	
104	4.6 Academic focus	
107	4.7 Managerial focus	
110	References	
112	5 Perceived brand differentiation	
112	5.1 Overview	
113	5.2 Brand parity (Muney, 1996)	
113	5.3 Perceived brand globalness (Steenkamp, Barra & Alden, 2003)	
116		



5.4	Perceptions of brand luxury (Vigneron & Johnson, 2004)	118
5.5	Brand leadership (Chang & Ko, 2014)	122
5.6	Academic focus	126
5.7	Managerial focus	126
	References	128
6	Attitudes toward the brand	130
6.1	Overview	130
6.2	Attitude toward private-label brands (Burton, Lichtenstein, Netemeyer & Garretson, 1998)	131
6.3	Children's attitude toward the brand (Pechoux & Derbaix, 1999)	134
6.4	Adolescents' attitude toward the brand (Derbaix & Leheut, 2008a, 2008b)	137
6.5	Academic focus	140
6.6	Managerial focus	140
	References	142
7	Experiential consumption with brands	144
7.1	Overview	144
7.2	Brand community (McAlexander, Schouten & Koenig, 2002)	145
7.3	Brand experience (Brakus, Schmitt & Zarantonello, 2009)	148
7.4	Brand experience in services organizations (Nysveen, Pedersen & Skard, 2013)	151
7.5	Brand tribalism (Taute & Sierra, 2014)	154
7.6	Academic focus	157
7.7	Managerial focus	158
	References	160
8	Consumers' emotions toward the brand	162
8.1	Overview	162
8.2	The feeling of love toward a brand (Albert, Merunka & Valette-Florence, 2009)	163
8.3	Brand romance (Patwardhan & Balasubramanian, 2011)	166
8.4	Brand love (Batra, Ahuvia & Bagozzi, 2012)	169
8.5	A new C-OAR-SE-based measure of brand love (Rossiter, 2012)	175
8.6	Negative emotions toward brands (Romani, Grappi & Dall'Aglio, 2012)	176
8.7	Romantic brand jealousy (Sarkar & Sreejesh, 2014)	180
8.8	Academic focus	182
8.9	Managerial focus	183
	References	185
9	Attachment to the brand	187
9.1	Overview	187
9.2	Attachement à la marque/Attachment to the brand (Lacourville, 2000)	188

190	Brand detachment (Perrin-Martinez, 2004)
192	Consumers' emotional attachment to brands (Thomson, MacInnis & Park, 2005)
195	Brand attachment (Park, MacInnis, Priester, Eisingerich & Jacobucci, 2010)
199	Academic focus
200	Managerial focus
202	References
204	10 Consumer-brand relationships
204	Overview
205	Brand loyalty (Odin & Vallette-Florence, 2001)
207	<i>Mesure multidimensionnelle de la confiance dans la marque/</i> Multi-dimensional measure of brand trust (Gurviez & Korchia, 2002)
210	Brand trust (1) (Delgado-Ballester, Munuera-Almian & Yague-Guillen, 2003)
213	Brand relationship quality (Kim, Lee & Lee, 2005)
215	Dimensions of the product-brand and consumer relationship (Veloutsou, 2007)
217	Brand trust (2) (Li, Zhou, Kashyap & Yang, 2007)
221	Academic focus
222	Managerial focus
224	References
227	11 Brand equity
227	Overview
228	Multi-dimensional consumer-based brand equity (Yoo & Donthu, 2001)
233	Consumer-based brand equity (Vázquez, del Río & Iglesias, 2002)
237	Facets of customer-based brand equity (Netemeyer <i>et al.</i> , 2004)
242	Customer-based brand equity in the team sports industry (Bauer, Sauer & Schmitt, 2005)
245	The equity of online brands (Christodoulides, de Chernatony, Furrer, Shiu & Abimbola, 2006)
248	Cross-national consumer-based brand equity (Bull, de Chernatony & Martinez, 2008)
252	Employee-based brand equity (King, Grace & Funk, 2012)
255	Academic focus
256	Managerial focus
258	References



12 Consumer dispositions toward brands	260
12.1 Overview	260
12.2 Brand dependence (Bristow, Schneider & Schuler, 2002)	261
12.3 Meanings of branded products (Strizhakova, Coulter & Price, 2008)	263
12.4 Brand engagement in self-concept (Sprott, Czellar & Spangenberg, 2009)	268
12.5 Brand relevance in category (Fischer, Völckner & Sattler, 2010)	271
12.6 Brand schematicity (Puligadda, Ross & Grewal, 2012)	275
12.7 Academic focus	279
12.8 Managerial focus	280
References	282
 13 Brand orientation	 284
13.1 Overview	284
13.2 Multi-dimensional non-profit brand orientation (Ewing & Napoli, 2005)	285
13.3 Brand orientation in the business-to-business sector (Baumgarth, 2010)	289
13.4 Brand orientation in the context of destination branding (Hankinson, 2012)	291
13.5 Academic focus	294
13.6 Managerial focus	295
References	297
 <i>Author index</i>	 299
<i>Scale index</i>	306