
The Dimensions Of Brand Familiarity Michael Korchia

Intro to Brand Familiarity Brand Familiarity Stages Why Brand Familiarity Is Critical (Marketing Strategy / Branding) #MarketingMinute 095 The Science Behind Brand Familiarity: How Many Exposures Lead to Conversions? How Brands Grow By Byron Sharp (5 Minute Summary) Who Needs Highly Creative Advertising? How Brand Familiarity Moderates Creativity's Influence Brand Familiarity What is Family Branding? How Consumer Electronic Brands of All Sizes Build Advocacy \$100M CEO Explains How to Build A Brand in 2024 Brand Strategy \u0026 Creative Direction | Client Brand Design Process How Apple and Nike have branded your brain | Your Brain on Money | Big Think How to brand anything | Youri Sawerschel | TEDxEHLLausanne A Plan Is Not a Strategy What is Branding? A deep dive with Marty Neumeier Seth Godin - Everything You (probably) DON'T Know about Marketing How To Create A Brand Strategy [Proven 14-Step Framework] Branding vs. Marketing:

What's the Difference? Positioning vs Differentiation vs Distinctiveness (Brand Strategy Debate) 15 Must-Read Books for Branding Brilliance Inside The Brand Mantra Brand Awareness: Business Concept of the Day Intelligent Growth LIVE - Your Relationship Brand Familiarity What Is Branding? 4 Minute Crash Course. How To ACTUALLY Design a Brand Identity (Full Guide 2025) How Brands Grow : What Marketers Don't Know - Quick Audiobook Summary by Byron Sharp Business Boost Friday | The Importance of Brand Familiarity Brand Recognition Tips How Brands Grow by Byron Sharp: book review by Lauren Kress THIS IS WHY BRAND FAMILIARITY IS IMPORTANT

The Handbook of Brand Management Scales
Customer Loyalty and Brand Management
Emerging Markets from a Multidisciplinary Perspective
Longitudinal Models in Marketing
Global Branding. Suggestions to get into the Interbrand top 100 brands list
Marketing at the Confluence between Entertainment and Analytics
Building Strong Service Brands
Consumer Brand Relationships
Research in Personnel and Human Resources Management
ICETLAWBE 2020
Social Media in Travel, Tourism and Hospitality

Advances in Information and Communication

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Consumer Buying Behavior with a View to Facilitate Managerial Decision Making in Organizations

Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014)

Global Branding: Breakthroughs in Research and Practice

The New Strategic Brand Management

*The
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Korchia*

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NATHANIEL TREVON

The Handbook of Brand

Management Scales IGI
Global
Presents the papers that

promote theory and research on important substantive and methodological topics in the field of human resources management. This title collects papers on important issues in the field of human resources management, including insights on employment branding, family owned firms, virtual global teams and intrinsic motivation. Customer Loyalty and Brand Management Marketing Classics Press Interdisciplinary approaches are critical to solve the interesting

problems of the day. This volume seeks to capture and synthesize the knowledge in the area of branding, product design, innovation, and strategic thought in international marketing.

Emerging Markets from a Multidisciplinary Perspective Routledge

This study examines the hierarchical relationship between the brand equity dimensions of brand awareness, brand image, perceived quality, brand association and brand loyalty in service context. Analysis of data collected

from actual consumers of mobile telecommunications showed significant direct and indirect impact of brand equity dimensions on overall brand equity. The results showed that perceived quality is an important aspect of building strong service brands. The implications of the study results and future research directions are also presented.

Longitudinal Models in Marketing Emerald

Group Publishing
When apparel companies and retailers attempt to

strengthen their established brands and existing markets, there are two primary strategies for companies and retailers: 1) adopting a new designer for an existing brand to attract a new target customer, and/or 2) adding a product design line to an existing brand to be a focus for a new target customer. The purpose of this study was to investigate how the rebranding strategy of adopting a new designer or a new product design line influences consumers'

perceptions of brand personality and brand familiarity in relation to the Eddie Bauer brand. A two x two factorial between-subjects design was conducted to examine consumers' perceptions of brand personality and brand familiarity. The two independent variables were a new designer and a new product design line. This research included one control group as a base for comparisons. Each participant was presented with one of four manipulated buying

scenarios with an advertisement during the course of the experimental procedure. Participants were recruited from four specifically selected classes in the Department of Design and Human Environment at Oregon State University. A total of 164 college students volunteered to participate in the surveys. Frequency distributions, descriptive statistics, correlations, MANOVA and One-Way ANOVA were used in the data analyses. In the test of correlation among

variables, brand familiarity was found to be related to the brand personality dimensions of competence, sincerity, excitement, and ruggedness. The findings indicated that consumers' perceptions of brand personality and brand familiarity did not vary based on the rebranding strategy of adopting a new designer associated with the Eddie Bauer brand. The results of ANOVA analysis indicated that the rebranding strategy of adopting a new product design line

that appeals to a younger demographic affects consumers' perceptions of the brand personality of ruggedness. The results of MANOVA indicated that the rebranding strategy of adopting a new designer and a new product design line affected consumers' perceptions of the brand personality of sophistication. These results point to the conclusion that of the three hypothesized rebranding strategies, only the two that targeted a new demographic affected consumer

perception of brand personality. The results of this study implied that a rebranded brand only exposed through new advertisements is not enough to change consumers' perceptions of brand personality and brand familiarity. These findings suggest that when apparel companies and retailers want to employ rebranding strategies, both the marketing mix and marketing communication mix (promotion mix) should be considered. Thus, consumers can

experience an inclusive representation of a marketing agent's idea, and gain more understanding about the rebranded brands, increasing their perceptions of brand personality and brand familiarity.

Global Branding.

Suggestions to get into the Interbrand top 100 brands list Simon and Schuster

This book aims to provide an international forum for scholarly researchers, practitioners and academic communities to

explore the role of information and communication technologies and its applications in technical and scholarly development. The conference attracted a total of 464 submissions, of which 152 submissions (including 4 poster papers) have been selected after a double-blind review process. Academic pioneering researchers, scientists, industrial engineers and students will find this series useful to gain insight into the current

research and next-generation information science and communication technologies. This book discusses the aspects of communication, data science, ambient intelligence, networking, computing, security and Internet of things, from classical to intelligent scope. The authors hope that readers find the volume interesting and valuable; it gathers chapters addressing state-of-the-art intelligent methods and techniques for solving real-world

problems along with a vision of the future research.

Marketing at the Confluence between Entertainment and

Analytics Emerald Group Publishing

There is a rapidly increasing number of food and wine festivals taking place around the world and many new festivals and events are now being developed as a deliberate part of a regional or national tourism strategy. It is now recognised that food and wine festivals and events can play a

significant role in rural and urban development and regeneration and the impacts of these events can be far ranging at a social, political, economic and environmental level. Food and Wine Festivals and Events Around the World: development, management and markets is a pioneering text that recognises the importance of this area of the tourism industry. It brings together an international contributor team of experts and uses leading research to examine the specialist

nature of the food and wine festival/event and the linkages that exist between food, festivity and place. Divided into three parts, the book looks at Food Festivals, Wine /Drink Festivals and Farmers Markets. Each section has an introductory chapter which will set the context and provide an overview of current activity in that particular area. * Uses international case studies to illustrate best practise and contextualise theory. For example, Ramadan festivals in Malaysia, food

and drink festivals in Japan, festival based culinary tourism in the US, the Valley wine festival in Western Australia, farmers markets in the UK and many more. * Contains results of ?cutting edge? research carried out at specific food and wine events and festivals, which illustrate best practise and demonstrate the diversity of research methods and events * Suitable for those studying in the fields of tourism, event management, gastronomy/culinary arts,

food marketing, rural development, heritage tourism special interest tourism and cultural studies * The first book specifically devoted to the subject of food and wine related events and festivals - one of the fastest growing niches in the tourism and event industries * International case studies from Australia, UK, Malaysia, New Zealand and USA amongst others, reveal the back-stage reality of the food and tourism experience * Contains cutting edge research

illustrating best practise, with international contributions from leading names in academia and industry

Building Strong Service Brands Kogan Page Publishers

Essay from the year 2016 in the subject

Communications - Public Relations, Advertising, Marketing, Social Media, grade: 78%, University of Warwick (Warwick Business School), course: Global Branding, language: English, abstract: This paper provides suggestions on

how to become one of the 100 Best Global Brands. The structure of the analysis and argumentation is based on Keller's Brand Resonance Model and the Brand Value Chain. Notions from Keller's dimensions of brand knowledge (1993), Kapferer's Brand Identity Prism (2012) and Aaker's conceptualisation of strong brands (1996) buttress the argumentation. The branding consultancy Interbrand produces a yearly ranking of the 100

Best Global Brands. To be considered, "a brand must be truly global, having successfully transcended geographic and cultural boundaries. It will have expanded across the established economic centers of the world and have entered the major markets of the future." (Interbrand, 2016). Interbrand's valuations have three key components: an analysis of the financial performance of the branded products or services (Financial Return), of the role the

brand plays in purchase decisions (Role of Brand), and of the brand's ability to create loyalty and, therefore, sustainable demand and profit (Brand Strength).

Consumer Brand Relationships Frontiers Media SA

We are delighted to introduce the proceedings of The International Conference on Environment and Technology of Law, Business and Education on Post Covid 19 - 2020 (ICETLAWBE 2020). This conference is organized

by Faculty of Law
 Universitas Lampung,
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 Indonesia, Universitas
 Jenderal Achmad Yani
 (UNJANI) Bandung
 Indonesia, Akademi
 Farmasi Yannas Husada,
 Bangkalan Indonesia and
 Universitas Saburai
 Lampung Indonesia. This
 conference has brought
 researchers, developers
 and practitioners around
 the world who are
 leveraging and developing
 technology and
 Environmental in
 Business, Law, Education
 and Technology and ICT.
 The technical program of

ICETLAWBE 2020
 consisted of 133 full
 papers. The conference
 tracks were: Track 1 -
 Law; Track 2 - Technology
 and ICT; Track 3 -
 Business; and Track 4 -
 Education.

RESEARCH IN PERSONNEL AND HUMAN RESOURCES MANAGEMENT

CRC Press
 The Role of Viral
 Advertising in Brand
 Equity BuildingGrin
 Publishing
ICETLAWBE 2020 Springer
 This handbook analyzes

the main issues in the field of hospitality marketing by focusing on past, present and future challenges and trends from a multidisciplinary global perspective. The book uniquely combines both theoretical and practical approaches in debating some of the most important marketing issues faced by the hospitality industry. Parts I and II define and examine the main hospitality marketing concepts and methodologies. Part III offers a comprehensive

review of the development of hospitality marketing over the years. The remaining parts (IV–IX) address key cutting-edge marketing issues such as innovation in hospitality, sustainability, social media, peer-to-peer applications, Web 3.0 etc. in a wide variety of hospitality settings. In addition, this book provides a platform for debate and critical evaluation that enables the reader to learn from the industry's past mistakes as well as future

opportunities. The handbook is international in its constitution as it attempts to examine marketing issues, challenges and trends globally, drawing on the knowledge of experts from around the world. Because of the nature of hospitality, which often makes it inseparable from other industries such as tourism, events, sports and even retail, the book has a multidisciplinary approach that will appeal to these disciplines as well as others including management, human

resources, technology, consumer behavior and anthropology.

Social Media in Travel, Tourism and Hospitality

IGI Global Praise and Reviews "the best book on brands yet"- Design Magazine "New exciting ideas and perspectives on brand building are offered that have been absent from our literature."- Philip Kotler, S C Johnson & Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management "Managing a

brand without reading this book is like driving a car without your license."- Haesun Lee, Senior Vice President of Marketing, AMOREPACIFIC Co, Korea "Kapferer's hierarchy of brands is an extraordinary insight"- Sam Hill and Chris Lederer, authors of The Infinite Asset, Harvard Business School Press "One of the definitive resources on branding for marketing professionals worldwide."- Vikas Kumar, The Economic Times, India "One of the best books on brand

management. Kapferer is thought provoking and always able to create new insights on various brand related topics."- Rik Riezebos, CEO Brand Capital and director of EURIB / European Institute for Brand Management The first two editions of Strategic Brand Management were published to great critical acclaim. The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up-to-date with the dramatic changes that

have taken place in brand management worldwide. Dealing with the concept and practice of brand management in its totality, it is packed with fresh examples and case studies of brands from all over the world, paying particular attention to global brands. It also looks at the hype surrounding branding and stresses the role of sound business decisions when building a brand. There are several new chapters, including: brand and business building the challenge of growth in

mature markets managing retail brands. Plus completely new sections on innovation and its role in growing and reinventing brands, and corporate branding. The New Strategic Brand Management will provide all marketing and brand managers with a thorough understanding of the new rules of brand management and how to put them into practice. *Advances in Information and Communication* Routledge Edited in collaboration with the Academy of

Marketing Science, this book contains the full proceedings of the 2014 Academy of Marketing Science World Marketing Congress held in Lima, Peru. The key challenge for marketers during the last two decades has been assuring high satisfaction and strong customer loyalty. Today, consumers' ever-changing desires, instantaneous communication through social media and mobile technology and an unstable global economic climate all come together to stir up market

turbulence. This volume explores how traditional and modern marketing practices facilitate development of new and innovative products, help create increased product/service differentiation, ensure better service quality, and most of all, create value for stakeholders even in such a turbulent business environment. Showcasing cross-cultural research from academics, scholars and practitioners from around the world, this volume provides insight and strategies for various

marketing issues in today's emerging markets. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are

published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Symbolic use of brands
Routledge

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research

shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-

Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets,

which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the

temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

Interdisciplinary Approaches to Product Design, Innovation, & Branding in International Marketing Trans Tech Publications Ltd

In the rapidly changing landscape of society, understanding how consumers make purchasing decisions is essential to the success of

any product or service organization. As such, marketing professionals are looking for more effective ways to promote their goods and services to their customers.

Analyzing Attachment and Consumers' Emotions: Emerging Research and Opportunities is a critical scholarly resource that examines the application of attachment theory to consumer brands and products. Featuring coverage on a broad range of topics, such as customer satisfaction, brand evaluation, and

brand authenticity, this book is geared towards marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students. **Marketing Challenges in a Turbulent Business Environment** Blue Rose Publishers Social media is fundamentally changing the way travellers and tourists search, find, read and trust, as well as collaboratively produce information about tourism suppliers and tourism destinations. Presenting

cutting-edge theory, research and case studies investigating Web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers, this book also examines the ways in which tourism organisations reengineer and implement their business models and operations, such as new service development, marketing, networking and knowledge management. Written by an international group of researchers widely known for their expertise in the

field of the Internet and tourism, chapters include applications and case studies in various travel, tourism and leisure sectors.

Interdisciplinary Approaches to Product Design, Innovation, & Branding in International Marketing MDPI

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive overview

of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new

insights, this will be an essential resource for researchers, educators and advanced students in branding and brand management, consumer behaviour, marketing and advertising.

INDUSTRY FORWARD AND TECHNOLOGY TRANSFORMATION IN BUSINESS AND ENTREPRENEURSHIP

The Role of Viral Advertising in Brand Equity Building
The Handbook of Brand Management Scales is a

concise, clear and easy-to-use collection of scales in brand management. Scales are a critical tool for researchers measuring consumer insights, emotions and responses. Existing handbooks of marketing scales do not include (or include very few) scales related to brand management constructs. This book is the first to meet this need. Sample scales include brand personality, brand authenticity, consumer-brand relationships and brand equity. Each scale is

included with a clear definition of the construct it is designed to benchmark, a description of the scale itself, how to use it and examples of possible applications in managerial and academic contexts. A much-needed reference point, this is a unique, vital and convenient volume that should be within reach of every marketing scholar's and manager's desk.

Advertising Research: The Internet, Consumer Behavior, and Strategy
Springer
Consumer Brand

Relationships further advances the understanding of consumers' relationships with brands. The book discusses what brand relationship means and how to measure and manage brand relationships by compiling eleven chapters written by leading experts to provide an important contribution to a better understanding of brand relationships.

An Analytical Study on Perspectives of Brand Awareness and Its Impact Upon Consumer Buying

Behavior with a View to Facilitate Managerial Decision Making in Organizations
Springer
Nature

Bachelor Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, language: English, abstract: This paper presents the role of viral marketing in building brand equity. There are many well known theories that are generally accepted regarding brand equity. Although these

theories are quite old, they are still used in academic research. According to Keller (1993:39): "Brand equity is defined in terms of the marketing effects uniquely attributable to the brand." Aaker elaborated the brand equity dimensions, however, his theories do not explain what the direct causes of brand equity are. The present study is based on the existing theories on brand equity and viral marketing and provides new insights developed for the football

players. There are limited research and theories on this case. The focus of the study will be on brand equity which is developed when the consumer knows the brand. The other dimensions of brand equity such as brand loyalty and perceived quality are created when the consumers know the brand. The present thesis, in particular, does not focus on the effects of brand equity but it is mostly concerned with brand awareness. This applies in case of football players and consequently,

it results in a deeper comprehension on how important brand awareness is for the development of brand equity. The present thesis focuses on a relatively new topic which is word-of-mouth through the Internet, in other words, viral marketing. Although, in recent years, there are many studies on viral marketing, however, there is little known on how effective viral marketing is and the extent on which it influences the actual behavior of the consumer.

This thesis will provide a better understanding on the extent of viral marketing effectiveness on brand awareness and equity which will help in explaining if viral marketing is a useful tool to use to develop brand awareness which in its turn will res

Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014) European Alliance for Innovation
In a world dependent on digital technologies, business corporations

continually try to stay ahead of their competitors by adopting the most updated technology into their business processes. Many companies are adopting digital transformation models, data analytics, big data, data empowerment, and data sharing as key strategies and as service disruptors for information delivery and record management. Higher education institutions have adopted digital service innovation as a core to driving their business processes. Such

services are key to ensuring efficiency and improving organizational performance. Digital Transformation and Innovative Services for Business and Learning is a collection of innovative research on the latest digital services and their role in supporting the digital transformation of businesses and education. While highlighting topics including brand equality, digital banking, and generational workforce, this book is ideally designed for managers, executives, IT consultants,

