

CONSUMER-BRAND RELATIONSHIPS

THEORY AND PRACTICE



EDITED BY SUSAN FOURNIER,
MICHAEL BREAZEALE AND
MARC FETSCHERIN
FOREWORD BY KEVIN KELLER

ROUTLEDGE

Consumer Brand Relationships Theory And Practice

Max Blackston



Consumer Brand Relationships Theory And Practice:

Consumer-Brand Relationships Susan Fournier, Michael Breazeale, Marc Fetscherin, 2012-03-29 The creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured, and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands, such as products, stores, celebrities, companies, or countries. The aim of this book is to advance knowledge about consumer brand relationships by disseminating new research that pushes beyond theory to applications and practical implications of brand relationships that businesses can apply to their own marketing strategies. With contributions from an impressive array of scholars from around the world, this volume will provide students and researchers with a useful launch pad for further research in this blossoming area.

Consumer Brand Relationships M. Fetscherin, T. Heilmann, 2015-05-07 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.

Brand Love is not Enough Max Blackston, 2018-03-15 How would you feel about a bank that handled all of your financial needs efficiently but made you feel like a dummy? In a relationship between two people, what the other person thinks of you or what you believe they think of you exerts great influence on the quality of your relationship. The same is true for your relationship with brands. In this trailblazing book, Blackston extends his theory on consumer brand relationships introduced in the 1990s. He introduces a new construct called brand attitude, which complements the idea of brand image and introduces a typology of consumer relationships that is richer and more varied than the familiar concept of brand love. This construct describes more fully the two-way street that exists between consumers and brands and fills a crucial gap in traditional branding literature in explaining consumers' brand purchasing and usage behavior. Drawing on numerous actual examples and cases from a variety of different industries and supported by 30 years of consumer data, *Brand Love is not Enough* should be on the shelf of any serious marketer or student of branding.

Consumer Brand Relationships Marc Fetscherin, 2019 [Decolonizing Marketing Theory and Practice](#) Hasan Gilani, 2024-11-22 In academic institutions worldwide, the call to decolonize the syllabus, curriculum, and the entire university experience is growing louder and more urgent. Yet the conversation must extend beyond blogs, hashtags, and social media trends. This book dives deep into the critical need to challenge and transform the foundations of marketing education. Addressing the urgent need for deeper conversations, this book delves into the multifaceted process of decolonizing marketing theory and practice to foster a more inclusive field. Through an insightful

collection of contributions this book critically examines the entrenched roots of colonization capitalism and inequality urging us to move beyond simply adding non white authors and non Western case studies to the curriculum Decolonization should begin with a focus on inclusivity and equality progressing towards the recognition and exploration of diverse contexts and paradigms Through rigorous analysis and innovative perspectives this book identifies key areas in marketing pedagogy that require decolonization urging a move away from exclusionary practices and Western centric ideologies It identifies crucial areas where texts knowledge and contexts need to be decolonized advocating for a paradigm shift from a culture of exclusion and Western centric ideologies to one that embraces inclusivity and a broad range of philosophical perspectives from the non Western world Aimed at researchers and academics in the field of marketing this book offers a profound exploration of teaching and learning dynamics from a more inclusive and diverse perspective By fostering engagement with a wider audience it seeks to enrich the discourse around marketing education with a more nuanced and enriched perspective

Decolonizing Marketing Theory and Practice is an essential resource for those committed to creating a more equitable and comprehensive understanding of marketing in a global context

Advances in Brand Semiotics & Discourse Analysis

George Rossolatos,2023-03-07 This volume addresses some of the most important conceptual methodological and empirical challenges and opportunities with which the sister disciplines of semiotics and discourse analysis are mutually confronted in the context of considering new avenues of cross disciplinary application to distinctive branding research streams In continuation of the collective volume Handbook of Brand Semiotics Kassel University Press 2015 which sought to consolidate relevant scholarship and to identify the main territories that have been established at the cross roads between branding and semiotic research the current Advances in Brand Semiotics Discourse Analysis aims at accomplishing further strides in critical areas such as the exigency for reconsidering the aptness of existing semiotic theories in the face of the radically shifting co creative landscape of digital branding the benefits of systematically micro analyzing brand communities discourses by drawing on CAQDAS programs the combination of big data analytics with discourse theory in corpus analysis and the epistemological issues that emerge while combining discourse analysis with time hallowed marketing qualitative and quantitative research methods At the same time the volume hosts a resourceful blend of empirical studies and novel conceptual frameworks in burgeoning streams such as place heritage culinary personal and political branding

The Routledge Companion to Consumer Behavior Michael R. Solomon,Tina M. Lowrey,2017-09-22 The key to marketing is understanding and satisfying consumer needs thus a knowledge of consumer behavior is essential to any organization dealing with customers users or clients This book promises to be a contemporary classic It brings together an international set of scholars many of whom are household names to examine the diverse approaches to consumer behavior topics The editors employ a micro to macro structure dividing each topic into three parts one reflecting foundational work one focused on emerging trends and one covering practical applications Each part examines the relationship between consumer behaviour

and motivation including well being gender social class and more and concludes with practitioner perspectives on the challenges and opportunities that come with understanding customers Readers will gain insight into how drives that are constantly in flux relate to other aspects of human cognition and behavior allowing them to reach customers successfully and to meet their needs With contributions from leading scholars including Sidney Levy and Jagdish Sheth this volume sets the standard as the most comprehensive cutting edge resource on the subject of consumer behavior Students of consumer behaviour and marketing will find this a useful exploration of a fast moving field fundamental to the welfare of companies government non profits and consumers It will also benefit new and established academic researchers as well as practitioners who want to stay on top of current knowledge

Business and Post-disaster Management C. Michael Hall,Sanna Malinen,Rob Vosslander,Russell Wordsworth,2016-01-29 This book provides a comprehensive examination of the effects of a natural disaster on businesses and organisations and on a range of stakeholders including employees and consumers Research on how communities and businesses respond to disasters can inform policy and mitigate the cost and impacts of future disasters This book discusses how places recover following a disaster and the vital roles that business and other organisations play This volume gives a detailed understanding of business organisational and consumer responses to the Christchurch earthquake sequence of 2010 2011 which caused 185 deaths the loss of over 70 per cent of buildings in the city s CBD major infrastructure damage and severely affected the city s image Despite the devastation the businesses organisations and people of Christchurch are now undergoing significant recovery The book sheds significant new light not only on business and organisation response to disaster but on how business and urban systems may be made more resilient

Strong Brands, Strong Relationships Susan Fournier,Michael Breazeale,Jill Avery,2015-06-12 From the editor team of the ground breaking Consumer Brand Relationships Theory and Practice comes this new volume Strong Brands Strong Relationships is a collection of innovative research and management insights that build upon the foundations of the first book but takes the study of brand relationships outside of traditional realms by applying new theoretical frameworks and considering new contexts The result is an expanded and better informed account of people s relationships with brands and a demonstration of the important and timely implications of this evolving sub discipline A range of different brand relationship environments are explored in the collection including online digital spaces consumer collectives global brands luxury brands branding in terrorist organizations and the brand relationships of men and transient consumers This book attends to relationship endings as well as their beginnings providing a full life cycle perspective While the first volume focused on positive relationship benefits this collection explores dysfunctional dynamics adversarial and politically charged relationships and those that are harmful to well being Evocative constructs are leveraged including secrets betrayals anthropomorphism lying infidelity retaliation and bereavement The curated collection provides both a deeper theoretical understanding of brand relationship phenomena and ideas for practical application from experiments and execution in commercial practice Strong

Brands Strong Relationships will be the perfect read for marketing faculty and graduate students interested in branding dynamics as well as managers responsible for stewarding brands *New Techniques for Brand Management in the Healthcare Sector* Borges, Ana Pinto,Rodrigues, Paula,2021-01-29 Irrespective of the legal sphere and type of care primary secondary and continuing providers must ensure that users receive quality healthcare through the efficient use of resources responsiveness affordability and the equal treatment of patients Management and marketing have been playing an important role in this sector with the importance of branding growing in the healthcare market The chance for brand in healthcare is determined by the challenges to increase and improve consumer choice That s something to which providers and health systems in general have not been familiarized *New Techniques for Brand Management in the Healthcare Sector* is a critical research publication that explores the diffusion of new marketing knowledge tendencies and qualitative and quantitative methods for brand management in the private public and social health sectors and examines the movement from healthcare as a priceless commodity to one that can be and is commodified Highlighting topics such as e health medical tourism and brand management this publication is essential for hospital directors marketers advertisers promotion coordinators brand managers product specialists academicians healthcare professionals brand strategists policymakers researchers and students

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