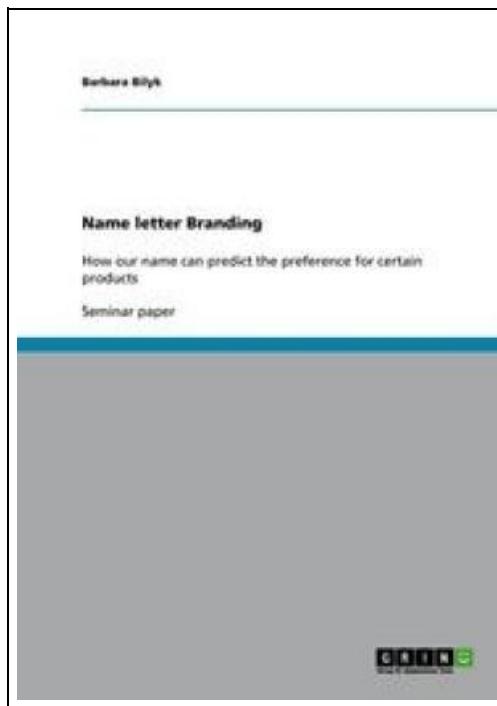


Name letter Branding



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Reviews

This is an amazing book that I actually have actually read through. I am quite late in start reading this one, but better then never. You will not truly feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me).
(Scottie Schroeder DDS)

NAME LETTER BRANDING

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GRIN Verlag Okt 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Cologne (Wirtschafts- und Sozialpsychologisches Institut), course: Consumer Behavior, language: English, abstract: Is it just coincidence that Fabian decided to become a farmer, married Franziska, lives in Frankfurt, prefers Ferrero Küsschen and holds shares of his favourite chocolate producer or was he influenced by the shared name letter (NL) Although the latter sounds indeed bizarre, prior research has given proof of the fact that people's liking for their own name can affect major life decisions as well as consumption choices (Pelham, Mirenberg, Jones, 2002; Brendl, Chattopadhyay, Pelham, Carvallo, 2005). In the field of consumer behavior it is therefore of high interest to understand the customer's motives for consumption including the influence of specific conditions and moderating factors. The reason for this concern is the overall ambition of marketers to predict consumer preferences in advance and to tailor offers and goods accordingly. While the importance of the marketing tool 'brand name' has been recognized in terms of eliciting meanings and forming brand equity for a long time (Wänke, Herrmann, Schaffner 2007), shared letters of consumer and brand name as a trigger for decisions are a comparatively new insight. In this regard two possible directions of outcomes are conceivable. On the one hand consumers might have the tendency to favour brand names including their own name letters, an effect called name letter branding (NLB) (Brendl et al., 2005). On the other hand the reversed effect name letter repulsion (NLR) which is the alienation from a brand name due to shared name letters might occur (Kachersky, 2008)....



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