Lausanne 2024 Abstract Submission

Title
Assessing the Impact of Brand Coolness, Brand Personality, and Brand Identity on Wine Purchase Intentions

I want to submit an abstract for:
Conference Presentation

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Keywords
Brand Coolness, Brand Identity, Brand Personality, Purchase Intentions, Wine Marketing

Research Question
This study aims to confirm the relationship between brand coolness and brand personality and examines their combined impact on brand identity and wine purchase intentions.

Methods
Survey methods were employed, through an online questionnaire participants were asked to recall a recent retail wine purchase. The study applied a two-step approach to structural modeling.

Results
This study suggests that brand coolness and brand personality are distinct constructs, with both showing positive relationships with brand identity and subsequently purchase intentions.
Abstract

Background
The concept of brands and the process of branding have been in use for centuries (Nancarrow & Nancarrow, 2007). Branding has enabled producers to differentiate their products more easily from one another. In addition to product differentiation, brands also communicate a firm's values through a variety of names, slogans, symbols, and designs. Through a process of communication, brands can facilitate a relationship-building process that can mimic human-to-human interactions.

In the current market, it is an ongoing challenge for firms to stay current with consumer trends. Keeping up with what is considered cool can often determine a firm's success. Traditionally coolness has been considered a human attribute. However, in recent years, it has also been associated with inanimate objects and brands (Belk, 2006). Firms that strive to be perceived as cool have been shown to be more noticeable and are viewed more positively.

Although coolness is ubiquitous in marketing and branding practices, it is still unclear how it is positioned amongst other branding constructs. Due to its similarities, scholars have often placed brand coolness alongside brand personality, yet there is a need to confirm its relationship with brand personality (Warren et al., 2019). In addition, considering brand personality's important role in understanding brand identity (Kapferer, 2012), the relationship between brand coolness and brand identity needs to be explored, as brand identity is known to influence purchase intentions (You & Hon, 2021).

Methodology

To address these issues, this research conducted two studies. The studies utilized survey research design and generated a self-administered online questionnaire that was hosted on Qualtrics.com and MTurk. The target population consisted of U.S. residents who had purchased wine. The sample focused on U.S. residents who have purchased wine in the last two years in a retail setting. The questionnaire consisted of 34 questions that probed brand coolness, brand personality, brand identity, purchase intentions, and demographic variables.

Study 1 focused on differentiating brand coolness and brand personality. Study 2 attempted to reconfirm the prior relationships and examine the impact of brand coolness on brand identity and purchase intentions. Study 1 compared the two measurement models using confirmatory factor analysis (CFA). Study 2 utilized Anderson & Gerbing’s (1988) two-step approach to SEM and the data were analyzed to investigate brand coolness, brand personality, brand identity, and purchase intentions.

Findings

Study 1 focused on brand coolness and brand personality. Two models were compared (Figure 1). Model 1 ($\chi^2 = 385.149$, $p < .01$, df = 70, $CFI = 0.844$, RMSEA = 0.130, SRMR = 0.088) treated brand coolness as a sub-dimension of brand personality. Model 2 ($\chi^2 = 155.210$, $p < .01$, df = 97, $CFI = 0.971$, RMSEA = 0.047, SRMR = 0.061) specified brand coolness as an independent construct from brand personality. Based on the adequacy of the fit indices (Hair et al., 2010), model 2 displayed the strongest fit.

Study 2 attempted to reconfirm the conceptual relationship between brand coolness and brand personality. In addition, it investigated brand coolness, brand identity, and purchase intentions. First, the measurement model in study 2 was acceptable ($\chi^2 = 945.57$, $p < .01$, df = 206, $CFI = 0.937$, RMSEA = 0.069, SRMR = 0.046), making it possible to move on to the structural models. Two structural models (Figure 2) were compared to reconfirm the relationship between brand coolness and brand personality. The models additionally sought to examine how brand coolness relates to brand identity and purchase intentions. Model 1 treated brand coolness as subordinate to brand personality and the model fit indices did not meet the expected values ($\chi^2 = 2070.804$, $p < .01$, $CFI = 0.843$; RMSEA = .107; SRMR = .298). In contrast, the fit indices for model 2 reached adequacy ($\chi^2 = 945.575$, $p < .01$, $CFI = 0.937$; RMSEA = 0.069, SRMR = 0.046). Indicating that model 2 provided a stronger fit than model 1.

Beyond assessing the most appropriate model, the structural relationships between latent constructs were assessed. The relationships between the 3 factors of brand identity and purchase intentions were statistically significant. Namely, brand coolness ($\beta = 0.440$, $p < .05$), brand personality ($\beta = 0.441$, $p < .05$), and brand image ($\beta = 0.486$, $p < .05$). Brand relationship ($\beta = -0.888$, $p < .05$) was significant but displayed a negative coefficient and brand value was insignificant ($\beta = 0.290$, $p > .05$).
Implications
The results suggest that brand coolness is a separate construct from brand identity, and that brand coolness plays an important role in the understanding of brand identity and its relationship with purchase intentions. This study provides important theoretical and managerial implications by establishing and confirming the relationship between brand coolness and brand personality. This finding supports the work of Warren et al. (2019) by confirming that brand coolness displayed sufficient discriminant validity, making it distinguishable from brand personality. In addition, this finding refutes the finding of Dar-Nimrod et al. (2018) who suggest that brand coolness is subordinate to brand personality. Study 2 showed that brand coolness and brand personality both play important roles in brand identity. The results indicate that brand coolness, brand personality, and brand image are essential dimensions that compose brand identity. Lastly, study 2 provided additional support for the relationship between brand identity and purchase intentions as 3 out of 5 brand identity sub-dimensions produced positive significant relationships.

Studies have shown the important role that brand personality plays in the development and promotion of wine brands. By demonstrating that brand coolness is a separate construct, marketers can work within a new framework to capitalize on current trends. Understanding wine brand coolness can give marketers the tools needed for application throughout the product development process. Assessing brand coolness from idea creation, prototyping, market testing, to final product iteration can help mitigate some of the inherent risks involved in product marketing and branding. Additionally in the past, marketers have focused on brand personality because of its ability to build consumer relationships and disseminate a brand’s meaning. Brand personality has received a lot of attention because of its central role in building a brand’s identity. The results of this research suggest that it would be wise to focus on brand coolness as well, as it was shown to be in building a brand’s identity. For instance, Maison No. 9 Rosé, which is associated with the well-known musician Post Malone, is imbued with unique and hip features that have helped establish its brand identity and enabled it to sell 50,000 bottles in the two days following its release.

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