

Mind or Heart? What Matters Most When Consumers Value Brands

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Abstract

A longitudinal study investigates cognitive and affective metrics and their role in predicting brand equity and its outcomes. Mindset metrics are tested across the three categories insurance, beer, and white goods. The results indicate that brand affect is a critical component for brand equity metrics since it possesses valuable predictive properties across categories. In categories that are characterized by primarily hedonic consumption motives, it plays a dominant role in affecting consumer-based brand equity, consumer mindset outcomes, and consumer behavior outcomes. The findings emphasize the importance of incorporating affective components into the prediction of brand equity, intentions, and behavior.

Keywords: *Brand Equity; Affect; Cognition*

Track: Product and Brand Management