

It Takes Three to Tango: Brand-, Brand Buyer- & Brand Origin Stereotypes in Print Advertisements. A Content Analytic Study

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Abstract

Stereotypes are widely used in consumers' every day interactions with brands but little is known how companies use them in their advertising communications. This study explores the types, co-existence of, and content of different brand-related stereotypes by addressing two key questions, namely: (a) which types of brand-related stereotypes are portrayed in print advertisements of brands, and (b) how are the dimensions of warmth and competence deployed in such advertisements. Using the Stereotype Content Model (SCM) as a common conceptual denominator, we reveal the co-existence of distinct, but related stereotypes, and document the frequency of their portrayed dimensions in advertisements of both global and local brands. Theoretical and managerial implications of the findings are discussed and the future research directions identified.

Keywords: *brand-, brand buyer- & brand origin stereotypes; content analysis; print advertisements*

Track: Advertising & Marketing Communications