

Too late, too old? Brand Age impact on Perceived Brand Ethicality and Brand Preference: A Sequential Mediation Model

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Abstract

Research on brand age and on perceived brand ethicality (PBE) are growing literatures. Yet, little is known about (a) how these two variables might interact to generate positive brand outcomes (i.e., brand preference), and (b) variables that contribute to this positive impact (i.e., corporate ethical motivation). We offer an investigation for understanding the direct and indirect relations between these variables. Drawing on attribution and mere exposure theories, we propose that a certain brand age (i.e., old age) better conveys ethicality and brand preference, especially, when consumers perceive intrinsic motives. Two studies are conducted. Study 1 finds that the presence of an "old" brand age (vs. absence of brand age) and PBE, increase significantly brand preference, respectively. Study 2 finds an indirect effect of brand age on brand preference through a serial mediation of intrinsic motives and PBE, and a full mediation of intrinsic motives in the relation between brand age and PBE. These results contribute to business ethics and brand management.

Keywords: *Brand ethics; Brand age; Brand preference*

Track: Social Responsibility & Ethics