

Compatibility and Antithesis of the Brand Associations in the Industrial Markets

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Abstract

Our conceptual paper proposes the dimensions of the industrial brand associations. We propose that a cohesive industrial brand image can be a signal of the reduced risk and uncertainty at the beginning of business-to-business (B2B) relationships, while the image cohesiveness is determined by compatibility or antithesis of the associations perceived within a single brand concept. We highlight the collaboration dimension of industrial brand, which is yet unexplored, and suggest it to be a meaningful brand image along with the functional and relationship dimensions, all three contributing to risk and uncertainty reduction. We propose the framework for testing the effect of compatibility/ antithesis of the dimensions on brand image cohesiveness and its subsequent effect on the premium-priced supplier preference via a risk and uncertainty reduction. The framework can guide brand managers in developing the consisted brand concepts with complementing rather than conflicting dimensions.

Keywords: *industrial brand; brand associations; brand concept*

Track: Product and Brand Management