

Antecedents and outcomes of Brand Experience and Brand Personality

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Abstract

Brand experience and brand personality have become two important theoretical constructs in the branding literature, as well as two key instruments for brand managers. However, the antecedents of these two constructs is far from complete. This research aims to contribute to this endeavor by postulating that two key functional brand qualities, quality and innovativeness, help shaping brand experience and personality, which we ultimately predict to contribute to perceived value. The results provide broad support to the proposed model. Both brand quality and innovativeness contribute to brand experience and personality. Moreover, we observe that both brand experience and personality contribute to perceived value. Hence, these results provide relevant implications for both theory and the practice of brand management.

Keywords: *branding; quality; innovativeness*

Track: Product and Brand Management