

ALL WE NEED IS LOVE. DO WE? How and why a Family Firm Brand Affects the Consumer Perception and Behavior

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Abstract

This work aims to examine whether communicating the family firm background has an influence on the consumers' brand-related perception as well as behavior. Drawing on existing literature, the influence of signaling the family firm background on perceptual and intentional variables is investigated empirically in the first study. To this end, an online experiment with N=361 participants was carried out. The results reveal that consumers perceive a family firm more favorably and attribute not only a higher investment of love, or passionate care, to their production processes, but also consider their products as imbued with love. In the second study (N=66) we used priming to examine how individual family experiences affect the family firm perception. The results show that participants in the positive family experience condition had a significantly more positive perception of a firm signaling a family firm background than participants in the negative family experience condition.

Keywords: *made with love; family firm perception; willingness to pay*

Track: Consumer Behaviour