

Wearing Rose-Colored Glasses – Can Brand Likeability Enhance Per-ceived Price Fairness
and Product Quality?

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Abstract

Being the customer's friend is considered an advantageous position for a brand. To achieve this position, brand likeability, i.e., the degree of perceived appeal a customer has for a brand, plays an important role. Research suggests that satisfaction and loyalty are outcomes of likeability. However, little is known about its influence on perceptions of objective product attributes. The present study uncovers that brand likeability positively influences both product quality and price fairness. Moreover, likeability affects loyalty, both directly and mediated by the constructs of product quality, price fairness, and satisfaction. Thus, achieving likeability as a brand can be regarded as a key task of brand management. If a brand is perceived as likeable, the chances are higher that customers will be willing to accept a price premium and overlook qualitative shortcomings of a product.

Keywords: *Brand Likeability; Price Fairness; Product Quality*

Track: Product and Brand Management