

# Familiarity Attracts Consumer Attention: Two Methods to Objectively Measure Consumer Brand Familiarity

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## **Abstract**

Brand familiarity is an important and frequently used concept in marketing research and practice. Existing measures of brand familiarity typically rely on subjective self-reports and Likert scales. Here we develop and empirically test two implicit measures to quantify brand familiarity. Based on research in visual attention and computer image processing, observers in a first visual search task are incentivized to quickly find a target brand among varying numbers of competitor brands. In the second approach, we measure the speed at which observers can identify a target brand that is gradually revealed. Both approaches are validated in four preregistered experiments. Results show that reaction times predict brand familiarity on an individual level beyond conventional self-reports, even when controlling for “bottom-up” visual features of the brand logo. Our findings offer an innovative way to objectively measure brand familiarity and contribute to the understanding of consumer attention.

**Keywords:** *brand familiarity; objective measure; visual attention*

**Track:** Methods, Modelling & Marketing Analytics