

Driving Brand Communion through Brand Agency and Brand Conservative-Progressive Beliefs: The ABC Model of Consumer Stereotypes about Brands

Petar Gidaković

University of Ljubljana, School of Economics and Business

Mateja Kos Koklic

University of Ljubljana, School of Economics and Business

Mila Zečević

University of Ljubljana, School of Economics and Business

Vesna Zabkar

Faculty of Economics, University of Ljubljana

Acknowledgements:

The authors gratefully acknowledge the financial support of Slovenian Research Agency (grants P5-0128 and N5-0084).

Cite as:

Gidaković Petar, Kos Koklic Mateja, Zečević Mila, Zabkar Vesna (2022), Driving Brand Communion through Brand Agency and Brand Conservative-Progressive Beliefs: The ABC Model of Consumer Stereotypes about Brands. *Proceedings of the European Marketing Academy*, 51st, (106454)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Driving Brand Communion through Brand Agency and Brand Conservative-Progressive Beliefs: The ABC Model of Consumer Stereotypes about Brands

Abstract

In examining consumers' beliefs regarding the conservative-progressive orientation of brands, we apply the ABC model of social perception to the context of corporate branding. The proposed ABC model of consumers' stereotypes about brands consists of three main dimensions that explain consumers' perceptions of brands and predict their attitudes and behavioral intentions toward brands: brand agency (A), conservative-progressive beliefs (B), and brand communion (C). We test the conceptual model in two studies: a 2 (high vs. low brand agency) x 2 (conservative vs. progressive brand beliefs) between-subjects experiment with a fictitious corporate brand (Study 1) and a survey with 677 participants who evaluated 48 real corporate brands (Study 2). Our results indicate that conservative-progressive beliefs play an important role in consumer brand perceptions and we show how brands can leverage corporate political activism to develop positive brand attitudes and increase purchase intentions.

Keywords: *ABC model of stereotypes; conservative-progressive orientation; brand socio-political activism*

Track: Product and Brand Management