

Understanding Norms in Subcategory Retrieval Cue Associations

Alicia Barker

Ehrenberg-Bass Institute

Steven Dunn

Ehrenberg-Bass Institute

Kirsten Victory

Ehrenberg-Bass Institute

Magda Nenycz-Thiel

Ehrenberg-Bass Institute

Cite as:

Barker Alicia, Dunn Steven, Victory Kirsten, Nenycz-Thiel Magda (2023),
Understanding Norms in Subcategory Retrieval Cue Associations. *Proceedings of the
European Marketing Academy*, 52nd, (113951)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Understanding Norms in Subcategory Retrieval Cue Associations

Abstract

Subcategory growth is of increasing interest to companies as a means to grow revenue sales. At present, there is little evidence to explain how subcategories compete in the minds of consumers, but this is important to understand given memory is the first barrier to purchase subcategories face. This study therefore examines the nature of the brand-based marketing theory of Mental Availability in a subcategory context. We do so by benchmarking subcategory retrieval cue associations amongst macro category buyers. Our preliminary findings suggest companies growing subcategories may benefit from strategising to build wider associative networks amongst more buyers. Work is ongoing to understand the generalisability of this outcome across different categories and markets.

Subject Areas: *Branding, Cognition, Decision-Making, Marketing Strategy, Theory and Philosophy of Marketing*

Track: Marketing Strategy & Theory