

# Exploring the Influence of Brand Stereotypes on Purchase Intentions

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## Abstract

Drawing on the Stereotype Content Model and Signaling Theory, this study aims to contribute to branding research by empirically investigating the impacts of brand warmth and brand competence on purchase intentions, mediated by two types of perceived value: emotional and functional. The moderating role of brand authenticity in the indirect link between warmth, competence and purchase intentions is also examined. Survey data are collected from 225 Turkish consumers and analyzed using Process Macro. Results demonstrate that emotional value and functional value mediate the relationships between brand warmth and purchase intention and brand competence and purchase intention, respectively. Unexpectedly, brand authenticity negatively moderates the impact of brand warmth and competence on their respective perceived value aspects.

*Keywords: Brand stereotypes, authenticity, purchase intentions*

*Track: Product and brand management*