

On the Interplay of Brand Origin, Brand and Brand User Stereotypes

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Abstract

Although stereotypes are playing an important role in international marketing, their interplay has been overlooked so far. We draw on Stereotype Content Model, country image transfer, and brand trait transference literature to investigate relationships between brand origin, brand, and brand user stereotypes and link them to perceived value and purchase intentions. Three alternative theoretical models are tested in two complementary studies (UK: NStudy1 = 396; Slovenia: NStudy2 = 939). Study 1 shows that the best fitting model predicts stereotype content transfer in terms of warmth and competence from brand origin to the brand and, though it, to the brand user. Study 2 shows that the brand user stereotypes are not significant predictors of consumer outcomes. We conclude that while the stereotype transfer from country to brand is stable, the transfer from brand to brand user lends itself to additional investigation.