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The Effects of Intimacy in Consumer-Brand Relationships

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SUMMARY / KURZINFORMATION

Topic	Within the last two decades, the existence of consumer-brand relationships has become a controversial issue in the brand management literature. In this paper, the degree of intimacy was evaluated in the context of an experiment to provide deeper insight into this field of research as intimacy is one facet of the brand relationship construct.
Content	<ul style="list-style-type: none"> • Presentation of the discussion around consumer-brand relationship • Design and results of an empirical study • Discussion including managerial implications, theoretical implications and limitations as well as avenues for future research.
Character	Conceptual and empirical
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The Effects of Intimacy in Consumer-Brand Relationships

Abstract

Within the last two decades, the existence of consumer-brand relationships has become a controversial issue in the brand management literature. The degree of intimacy was evaluated in the context of an experiment to provide deeper insight into this field of research as intimacy is one facet of the brand relationship construct. A scenario-based 2 (intimate/ non intimate) x 2 (anthropomorphized/ non anthropomorphized) ANCOVA was conducted. First, the results show that marketers can establish an intimate brand relationship. Secondly, the findings underline the important role of intimacy in consumer-brand relationships and reveal its effect on consumer brand perception.