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Anthropomorphism and Quality Perceptions as Drivers of Brand Love

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SUMMARY / KURZINFORMATION

Topic	<p>This study addresses the connection between the perceived level of human-like brand attributes (brand anthropomorphism) and brand love in four product categories. In particular, it tests the degree to which anthropomorphism creates brand love by responding to consumers' social motivations as opposed to their effectance motivations. Results show a strong influence of anthropomorphism on brand love, and that this is due primarily to consumers' social motivation to form consumer brand relationships. Furthermore, this effect is much stronger than that of established brand attitude drivers, like quality associations. Theoretical and managerial implications are discussed.</p>
Content	<ul style="list-style-type: none">• Anthropomorphism• Consumer-Brand-Relationships, Brand Love
Character	empirical
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Feedback	<p>Is always welcome! Please address to: M.Sc. Philipp Rauschnabel at the Marketing Department philipp.rauschnabel@uni-bamberg.de</p>
Acknowledgements	<p>We gratefully acknowledge the help of Charlotte Baumann and Natalia Broza in collecting data for this study.</p>

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Abstract:

This study addresses the connection between anthropomorphism and brand love in four product categories. In particular, it tests the degree to which anthropomorphism creates brand love by responding to consumers' social motivations as opposed to their effectance motivations. Results show a strong influence of anthropomorphism on brand love, and that this is due primarily to consumers' social motivation to form consumer brand relationships.

Keywords: Brand Love, Consumer-brand relationships, anthropomorphism, social consumption theory.