

CONSUMER RESPONSE TO BRAND APPROPRIATION BEHAVIOR

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MOTIVATION: TOMMY HILFIGER



Firm Response to Brand Appropriation:
Focused on New Target Market

MOTIVATION: BURBERRY



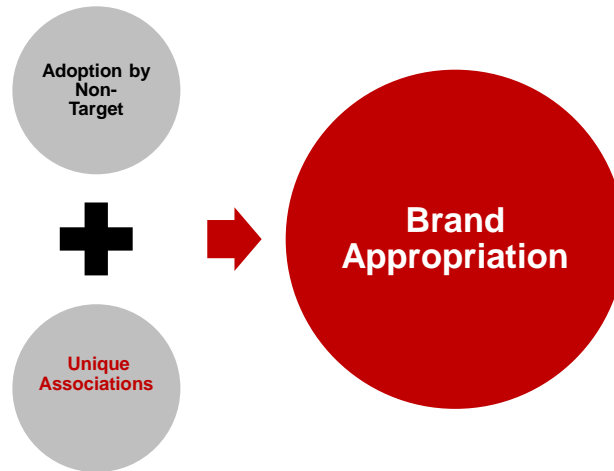
Firm Response to Brand Appropriation:
*Discontinued Products,
Changed Designs*

BRAND APPROPRIATION

- **Appropriation:** the action of taking something for one's own use, typically without the owner's permission
- **Brand Appropriation:** the public adoption of a brand by **non-target market consumers**, who attach their own **unique set of associations** to the brand.

BRAND APPROPRIATION

Consumer Generated



THEORETICAL CONTEXT

	Original Brand Associations	New Brand Associations
Original Consumer Group	Brand Image Congruity <small>(Aaker, 1999; Keller, 1993; Kotler & Armstrong, 2008)</small>	Brand Incongruity <small>(Dahlen et al 2005) (Jagre et al 2001)</small>

Firm Generated

THEORETICAL CONTEXT

	Original Brand Associations	New Brand Associations
Original Consumer Group	Brand Image Congruity (Aaker, 1999; Keller, 1993; Kotler & Armstrong, 2008)	Brand Incongruity (Dahlen et al 2005) (Jagre et al 2001)
New Non-Target Consumer Group	Crossover Same Associations, New Consumer Group (Puntoni et al., 2011; Grier, 2006)	

**Firm
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**Firm
Generated**

**Consumer
Generated**

(Vargo & Lusch;
Holt 2002;
McCracken 1986)

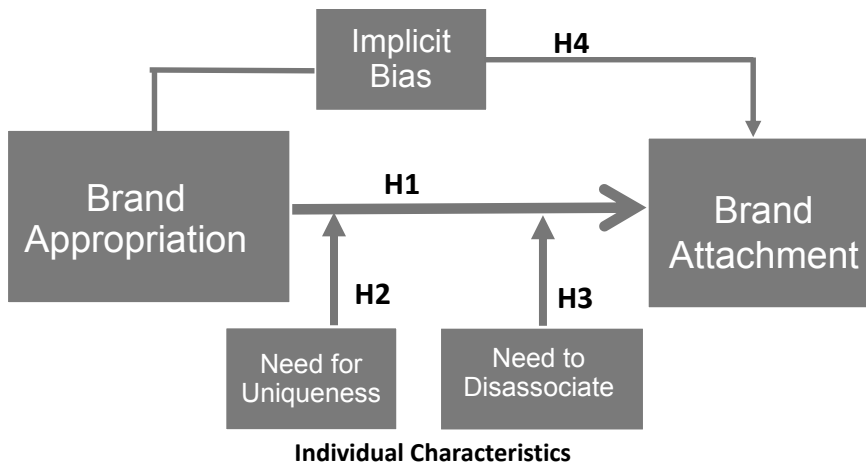
KEY QUESTIONS

Why does brand appropriation occur?

How do original target consumers respond to brand appropriation?
In what context?

How should the firm respond?

CONCEPTUAL MODEL OF BRAND APPROPRIATION



STUDY 1: THE EFFECT OF BRAND APPROPRIATION ON BRAND ATTACHMENT

- Brand attachment: the strength of the bond connecting an individual's self-concept with a particular brand (Thomson et al., 2005)
- Self-brand connections can be generated from brand meanings (Escalas and Betman 2009)

H1: Brand appropriation will have a negative effect on brand attachment.

STUDY 1: THE MODERATING EFFECT OF NEED FOR UNIQUENESS

- Need for Uniqueness: pursuing dissimilarity through the acquisition, utilization, and disposition of consumer goods (Tian et al., 2001)
 - Creative Choice Conformity
 - Unpopular Choice Conformity
 - Avoidance of Similarity

H2: Brand appropriation will have a negative effect on brand attachment for those with a high need for uniqueness, but not for individuals with a low need for uniqueness.

METHOD

	Original Brand Associations	New Brand Associations
Original Consumer Group		
New Consumer Group		



Wrangler

- Sample: 171 participants acquired via Mechanical Turk
- Manipulation: news article
- DV: Change in Brand Attachment

METHOD



	Original Brand Associations Social Events	New Brand Associations Fitness Centers
Original Consumer Group: Upper Class Consumers	Upper Class Consumers Social Events	Upper Class Consumers Fitness Centers
New Consumer Group Lower Class Consumers	Lower Class Consumers Social Events	Lower Class Consumers Fitness Centers

LOUIS VUITTON

Trend: Louis Vuitton Sees Increase in Consumption from **[Upper Class/Lower Class]** Consumers

Over the past year, popular luxury brand Louis Vuitton has enjoyed an increase in sales from an **[expected/unexpected]** group of customers. The France-based company has noticed that more **[upper class/lower class]** consumers are buying their clean-cut, casual apparel to be worn at **[social events/fitness centers]**. Frequent Louis Vuitton customer Denise Smith, noted, 'When I was partying recently, I noticed a lot of **high income/low income]** people wearing Louis Vuitton as **[they held conversation and drank/they jogged and lifted weights]'**...

METHOD

Wrangler

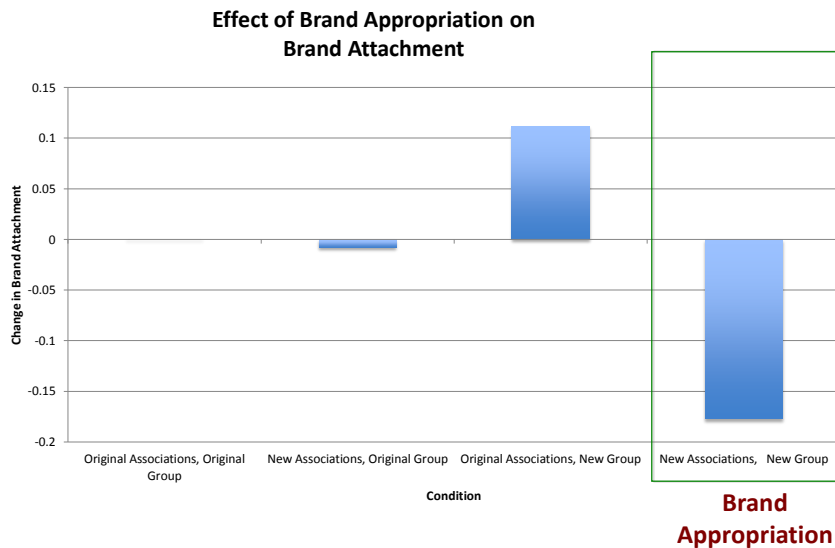
	Original Brand Associations	New Brand Associations
	comfortable and rugged, rigid and straight-legged fit	sagging and below the waist, loose and baggy fit
Original Consumer Group (Rural Middle-Aged)	Rural Middle-Aged comfortable and rugged, rigid and straight-legged fit	Rural Middle Aged sagging and below the waist, loose and baggy fit
New Consumer Group (Urban Youth)	Urban Youth comfortable and rugged, rigid and straight-legged fit	Urban Youth sagging and below the waist, loose and baggy fit

WRANGLER JEANS

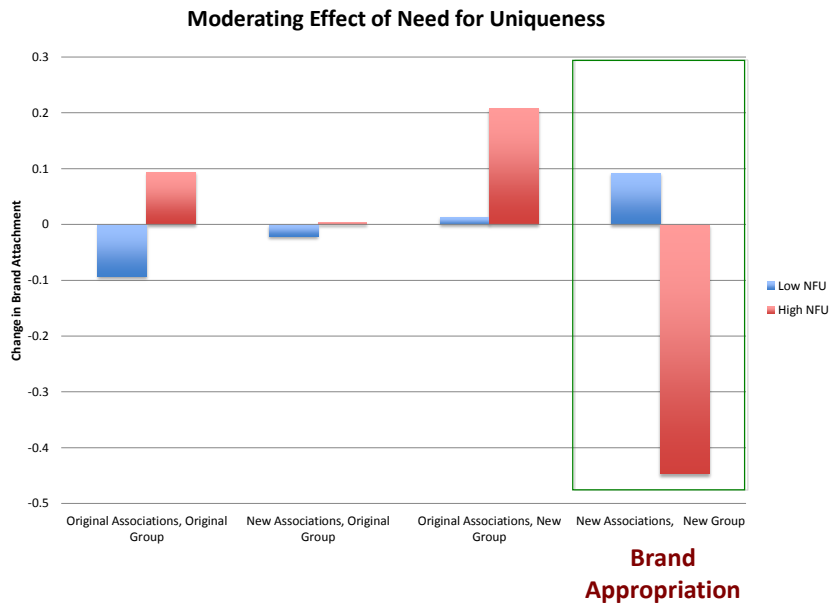
Trend: Wrangler Jeans Sees Increase in Consumption from **[Middle-Aged, Rural/Young, Urban]** Consumers

Over the past year, popular All-American brand Wrangler has enjoyed an increase in sales from an **[expected/unexpected]** group of consumers. Increasingly, **[middle-aged/young]** men who live in rural areas are buying the brand's jeans to be worn in a **[comfortable and rugged fashion/sagging and below the waist]**. The iconic denim brand is known for being 'built tough.' Sales associate Doug Smith, noted, 'We've seen a huge increase in rural, **[40-something/20-something]** men buying Wrangler jeans for a **[rigid, straight-leg/loose, baggy]** fit'...

STUDY 1: RESULTS (H1)



STUDY 1: RESULTS (H2)

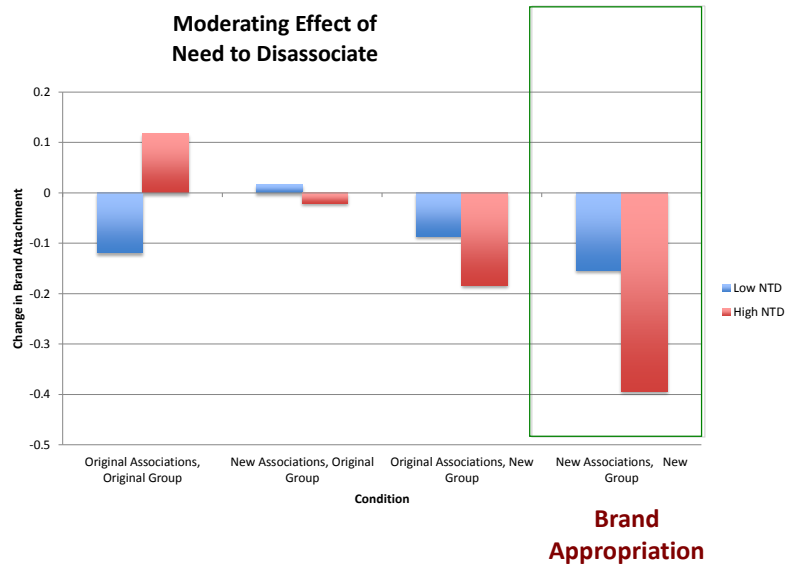


STUDY 2: NEED TO DISASSOCIATE

- Consumers show a greater tendency to avoid products and brands associated with dissociative reference groups, due to a desire to present a positive self-image to others (White and Dahl 2006)
- Dissociative reference groups strongly influence negative self-brand connections as well as consumer evaluations and choices (White and Dahl 2006).

H3: Brand appropriation will have a negative effect on brand attachment for those with a high need to disassociate, but not for individuals with a low need to disassociate.

STUDY 2: RESULTS (H3)



NEXT STEP: IMPLICIT BIAS

- Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner
- These biases may be concealed for the purposes of social desirability or political correctness

H4: The negative relationship between brand appropriation and brand attachment will be due to a negative implicit bias towards the appropriation group.

THEORETICAL GAPS & CONTRIBUTIONS

- Presents circumstances in which co-creation of brand meaning has negative effects
- Introduces theory on consumer-generated incongruity
- Introduces theory of non-target market effects on target consumer

MANAGERIAL IMPLICATIONS

- Develops insights for firms to respond to brand appropriation behavior
- Suggests that consumers with certain internal characteristics may be more likely to respond negatively to brand appropriation

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