
The Image of a Brand - An Empirical Study About Subjective Perception of Brands on the Basis of Human Senses

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Abstract

Background: Neuronal, cerebral processes have a huge impact on the subjective perception of brands and interrelated buying decisions on the part of consumers. In order for a consumer to consider a brand in the decision making process, the brand must be perceived first. This process is not conscious, but based on unconscious processes. A brand has to establish itself within a consumer's mind, wherefore a proper brand positioning is vital.

Objective: The objective of this study consists of the creation of a subjective brand image based on human senses, using the brand examples of Adidas, Boss and Esprit.

Methods: Within the context of an experiment to allocate one item per human sense to the brands Adidas, Boss and Esprit 102 test persons are tested. The test persons receive five items per sense - smelling, hearing, tasting, seeing and feeling. The results of the experiment are recorded on a separate data entry form, which is supplemented by further questions.

Results: The study points out that it is possible to position and define brands according to human senses. Furthermore, the study illustrates which brand is perceived in which way and how this specific brand should be positioned. In general, the subjective brand image is in line with the real brand position of the researched brands.

Conclusion: There are only little differences between the actual and the subjective brand image on the part of the consumers, but brands should support their brand management by considering neuronal mechanisms. Based on the insights of this study, brands should optimize and restructure their brand management to be perceived accordingly and to incorporate the desired consideration in the buying process.