

DIMENSIONS OF BRAND ATTITUDE AND THEIR EFFECT ON PURCHASE INTENTION

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ABSTRACT

We developed a model which depicts the dimensions of brand attitude. Based on different brand associations and corresponding motivational evaluations, functional, expressive and relational dimensions of brand attitude are considered as relevant to purchasing decisions. Accordingly, functional congruence, actual and ideal self-congruence and brand relationship quality are identified as the attitudinal constructs determining the purchase intention. Following a causal model is derived, which not only depicts the influence of the dimensions of brand attitude and their interrelations but their antecedents. The model is empirically tested with regard to automobile brands. On one hand, the findings provide a deeper insight into the structure of brand attitudes, on the other hand they enable practitioners to develop sustainable brand strategies and create lasting brand preferences.