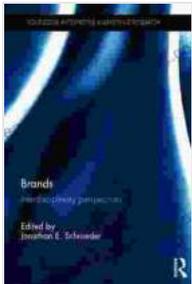


Brands: Interdisciplinary Perspectives on Interpretive Marketing Research



Brands: Interdisciplinary Perspectives (Routledge Interpretive Marketing Research Book 19)

by Jonathan E. Schroeder

★★★★★ 5 out of 5

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Brands are complex and multifaceted entities that play a vital role in the marketing landscape. They are more than just logos, names, and slogans; they are symbols that embody a company's identity, values, and promises. Brands can evoke powerful emotions and associations in consumers, and they can have a significant impact on purchasing decisions.

In order to understand the complex nature of brands, it is important to draw on a range of academic disciplines. This article provides an overview of the interdisciplinary perspectives on brands and their role in marketing research. It draws on sociology, psychology, anthropology, and economics to explore the following aspects of brands:

- Their social and cultural significance

- Their psychological impact on consumers
- Their role in consumer behavior
- Their economic value

Interdisciplinary Perspectives on Brands

Sociology

From a sociological perspective, brands are seen as social and cultural constructs that are shaped by the interactions between consumers, marketers, and the media. They are symbols that represent shared values, beliefs, and aspirations. Brands can also be used to create a sense of community and belonging. For example, Harley-Davidson motorcycles are often seen as symbols of freedom and individuality, and they have a strong following among motorcycle enthusiasts.

Psychology

Psychologists have studied the impact of brands on consumer behavior. They have found that brands can influence consumers' perceptions, attitudes, and emotions. For example, consumers who have a positive attitude towards a brand are more likely to purchase its products and services. Brands can also create strong emotional attachments in consumers. For example, many people feel a strong emotional connection to the Apple brand, and they are willing to pay a premium for its products.

Anthropology

Anthropologists have studied the role of brands in different cultures. They have found that brands can take on different meanings and significance in different contexts. For example, in some cultures, brands are seen as

symbols of status and prestige, while in other cultures they are seen as symbols of individuality and creativity. Anthropologists have also studied the role of brands in consumer rituals and practices. For example, in some cultures, consumers use brands to create and maintain social relationships.

Economics

Economists have studied the economic value of brands. They have found that brands can have a significant impact on a company's financial performance. For example, companies with strong brands are often able to charge a premium for their products and services. Brands can also help to protect companies from competition. For example, consumers are often reluctant to switch to a new brand, even if the new brand offers a lower price.

Interpretive Marketing Research

Interpretive marketing research is a qualitative research approach that is used to understand consumer perceptions and experiences of brands. It is based on the assumption that consumers are active and creative interpreters of brands, and that their perceptions and experiences are shaped by their social and cultural context. Interpretive marketing research methods include:

- In-depth interviews
- Focus groups
- Ethnography
- Netnography

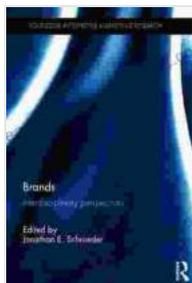
Interpretive marketing research can provide valuable insights into the complex and multifaceted nature of brands. It can help marketers to understand how consumers perceive and experience brands, and how brands influence consumer behavior. This information can be used to develop more effective marketing strategies and to build stronger brands.

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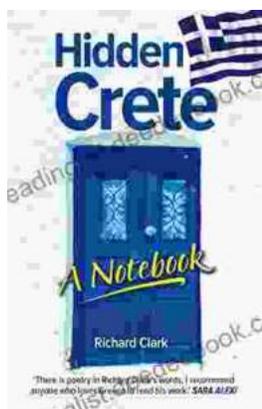


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