@Brand to @Brand: The Role of Interbrand Communications in Consumer Evaluations of Interbrand Products—An Abstract

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Abstract The brand-brand dyad is increasingly becoming a holistic interbrand relationship; we define these interbrand relationships as consisting not only of traditional, tangible value created through strategic brand alliances/co-branding/brand extensions (Park et al. 1996; Rao and Ruekert 1994; Simonin and Ruth 1998) but also of nontraditional, intangible value created through interbrand communications. Social media has deepened and broadened marketplace relationships beyond brand-consumer relationships (Fournier et al. 2012) into consumer-consumer relationships (Hennig-Thurau 2004, 2010). While brand-consumer and consumer-consumer communications seem more organic providing firms with value ranging from improved consumer brand attitudes to brand loyalty, it seems counterintuitive that consumers would care about interbrand communications.

Should brands bother to continue with the interbrand communication strategy? Do interbrand communications have any meaningful effect on the interbrand relationship? Most importantly, do interbrand communications have any effect on consumer evaluations of interbrand (brand alliance/co-branded/brand extension) products? We suggest that interbrand communications have a positive impact on the interbrand relationship—not only on brand attitudes but also on interbrand product evaluations. Given, when the initiating brand is familiar, there is greater impact on post-interbrand communication attitudes toward the brands, and given product congruency positively impacts attitudes toward interbrand communication, we test the effects of interbrand communications and interbrand product announcements on consumer evaluations of interbrand products and determine how interbrand communications contribute to the interbrand relationship.

References available upon request.

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