

## BRAND MANAGEMENT THROUGH STIMULUS-ORGANISM-RESPONSE (SOR) INTEGRATIVE EFFORTS

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### **Abstract**

This article presents an approach to brand management through a process of stimulus and organism (i.e. perceptions, image, attitudes, knowledge) formation of brand. The two empirical cases –one of the consumer perceptions on Alipay mobile payment system, and another on Tae- tea brand in China – demonstrate not only the validity and robustness of the SOR (Stimulus-Organism-Response) model but also offer some of the theoretical and practical implications in other research and practical issues and areas. The model fit is evidenced by the structural equation model (SEM) statistics. By integrating the descriptive analysis, ANOVA and t-tests, the various significant differences of the demographics and psychographic variables can further help the brand owners and managers identify the important areas where branding and marketing initiatives should be targeted. The SOR model is simple and analytically generalizable to various applications not limiting to only consumer behaviors and brand perceptions, but can also be extended to any research issues that relate to socio-psychological states, stimulating factors, intentions, commitment, behaviors and performances

**Keywords :** Stimulus /Organism /Response /SOR Model /Brand Management.

### **Introduction**

A brand is an identifier for the consumers in helping them to make purchase decisions (Slater, 2012). A strong brand, according to Wheeler (2013), stands out in a densely crowded or cluttered marketplace, and thus, how a brand is perceived by the consumers affects its success. In fact, nothing else offers business leaders so much potential leverage than the power of brand (Wheeler, 2013). This study focuses on how brand can be effectively managed. A concept known in the consumer behavioral research and practices as stimulus-organism-response (SOR) concept is adapted. The SOR concept has been empirically tested by Tan (2017) and Tan (2018a) in tourist behavioral studies as well as for developing the attitudes and social entrepreneurial investments by the communities that aim to improve their qualities of life and to foster a sustainable livelihood security (Tan, 2018b). In recognition of the parsimonious feature of the SOR concept and theoretical framework, this study makes a further attempt to position the SOR concept in the context of brand management directly by use of the existing knowledge of the branding literature rather than those of consumer behaviors. In other words, the research objective is stated as follows

### **Research of Objective**

The purpose of this study is twofold. First, by use of the existing brand literatures as the deductive base, the stimulus-organism-response (SOR) configuration for use in brand management is articulated. Second, two questionnaire-based surveys, pertaining to the brand perceptions of the consumers of Alipay's mobile payment services and Tae- tea brand in China, are used to demonstrate the validity of the SOR model based on structural equation modeling (SEM) analysis.

### Literature Review

A review of the brand discipline identifies two important concepts, known as the “small b” brand and the “big B” Brand, which could be used as a theoretical base for SOR (stimulus-organism-response) concept development for brand management. While the “small b” brand notion represents the obvious and the easily manifested which focuses on differentiating the offers such as by means of a name and a visual identity (Dall’Olmo Riley, 2010), the “big B” Brand notion sees brand as “complex entities and value systems” (p. xxv) which represents the vision that drives the creation of products and services under that name (Kapferer, 2008, p. 171). In other words, the “big B” forms the core concept of organism in the SOR (stimulus-organism-response) theory of consumer behaviors and reflects the subjective meanings (de Chernatony and Dall’Olmo Riley, 1998), the perceived value of the offers (Tan, 2018a), and the perceptual images and attitudes formed by the consumers toward the offers. The values of the offers could be utilitarian in nature, which may also communicate the embedded cultural or symbolic meaning (McCracken, 1986) that provides primarily symbolic or value-expressive functions to the consumers.

To be effective in brand management, the “small b”, together with other factors such as marketing strategies or destination features (Tan, 2017; 2018), should facilitate the organism formations in terms of “big B”. The “big B” – the organism – thus becomes important ingredients forming parts of the definition of a so-called brand. For instance, in de Chernatony and Dall’Olmo (1998), apart from brand being known through a tangible means such as brand as a legal instrument, a logo, a company, a shorthand, brand is even more so of organism aspects such as brand as a risk reducer, an identity system, an image in consumer’s mind, a value system, a personality and a relationship. The following presents the rational evidences for the SOR model development which is being structured by three hypotheses.

The SOR Model Development: Stimuli can be broadly defined as anything that can help form brand associations or anything linked in memory to a brand (Aaker, 1991). Thus, it can be inferred that an effective stimulus, in general, forms one-of-a-kind-engaging experiences that no other competitors can easily replicate (Wheeler, 2013). Many types of stimuli are possible, namely marketing or brand campaigns in nature (Tan, 2017; 2018), or by means of destination features or through designs of the offers (as advocated in Berlyne’s [1971] theory of optimal arousal view which states the role of design characteristics such as specificity, novelty and complexity in arousing consumer’s motivation and interests). Stimulus could also be needs driven:

- functional needs that relate to solving consumption-related problems (Jaworski and MacInnis, 1986, p. 58),

- symbolic needs that aim for self-enhancement, role position, group membership, or ego-identification (ibid, p. 60), and

- experiential needs that exploit sensory, affective and cognitive stimulations (ibid, p. 60).

In addition, in most instances, consumers are shopping for values (Wheeler, 2013), and thus, stimulus should be strategically linked to value perceptions of consumers. In destination branding, value identification of the offer is often the first stage in the process of building or refreshing any destination brand (Morgan and Pritchard, 2002) and should be integrated to the destination’s identity (Tan, 2018a) as identity provides essential brand meaning and impression (Kapferer, 2008; Tan, 2018a).

For positive impact, the stimuli should lead to create strong brand perception of consumers, as strong brands are thought to have a better memory encoding (Johnson and Russo, 1984) and storage advantage over unknown brands in building awareness and image (Park et al. 1986, p. 108), leading to the following broad-based hypothesis

H1: The stimuli play the key role in influencing brand organism.

In short, the stimuli stated in H1 is best to take a broader perspective along the concept of Gestalt psychology (Kohler, 1929), which could be cognitive (Tan, 2018a) or sensory (Lindstrom, 2005) in nature, so as to enable the brand management to consider the brand field as a whole in holistic manner (Deighton, 1996), such as considering social media engagement (Tan and Patthracholakorn, 2018). Being Gestalt, there also manifest the interrelationships among the organism factors, such as in between customer values and brand attitudes (Tan, 2018a), leading to the following hypothesis H2:

H2: There are significant interrelationships of the various brand stimuli elements.

To unify the different aspects of the stimuli, Tan (2018) and Wheeler (2013) advocate on the use of brand identity which should best be manifested in every stimulus touchpoint. To Wheeler’s (2013) understanding, brand identity “fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible and takes disparate elements and unifies them into whole systems” (p. 4). With an identity clearly articulated, it makes it easy for the consumers to engage with the brand, make it easy for the sales force to promote the brand, and make it easy for the brand owner to develop brand equity (Wheeler, 2013, p. 11). Metaphorically, brand identity is like a tree, which provides the shadow for brand trust and other aspects of brand organism to arise.

Although the tangible expressions of brand are important, it is the intangible nature that makes brand successful. In other words, it is the organism aspect of brand that leads to a popular acknowledgement of brand as an intangible asset (Wheeler, 2013), which captures the brand perceptions and attitudes of consumers towards the brand, including the brand knowledge created. According to Keller (1993) and other researchers (such as Park et al., 1983), brand knowledge is partly reflected by means of the awareness of consumers towards the brand, the brand image and perceptions formed, including attitudes and brand associations, which is a dominant driving force behind the formation of brand equity. Apart from the cognitive aspect of organism, such as brand knowledge, brand perceptions or images, the emotional brand value of an offer is equally important (Baloglu and Brinberg, 1997).

In sum, the accumulative effect of the organism nature of brand should eventually turn brand into the messenger of trust, leading to repeat-loyalty as a response criterion for success. The repeat-loyalty indicates that consumers have formed a positive relationship with the brand (Fournier, 1998; Dall’Olmo et al. 1997), which could be further characterized in terms of love and passion, self-connection, commitment and inter-dependence. As a result, the following hypothesis brings about the closure for the SOR model development as depicted diagrammatically in Figure 1.

H3: Brand organism is a significant predictor of positive brand response.



**Figure 1** The SOR Model of Brand Management

The SOR model advocates that both the stimuli and the organism variables should be skillfully orchestrated in order to provide the basis for an effective brand building. In other words, brand management should be Gestalt in concept, by including the aspects of stimuli and the intangible organism (cf. Tan, 2018a; Morgan and Pritchard, 2002) as the areas of

opportunities which the brand owners and managers should actively seize in order to influence the perceptions, attitudes and behaviors of the consumers (Wheeler, 2013; Tan, 2017a; Tan, 2018a;b).

### **Research Methodology**

A brand model research study not only validates a conceptualized model, but also it can help to clarify branding strategy, designing identity, and by the significant stimulus variables, creating the touchpoints and managing brand assets. A competitive brand strategy should convey a clear positioning of the brand. Positioning, according to Wheeler (2013), is “a process to identify what boldly differentiates a brand in the mind of a customer. Customers are overwhelmed with choices. Positioning has the potential to create new openings in an oversaturated, continually changing marketplace. The best positioning builds on a deep understanding of customer needs and aspirations, the competition, the strengths and weaknesses of a brand, changes in demographics, technologies and trends” (p. 136). This research underlies a positivistic paradigm which relies on the extant literature to articulate a well-known SOR theory of consumer behavior in the context serving for the purpose of brand management. The variables and constructs involved are operationalized by meeting the validity and reliability requirements of a quality, rigorous research, being realized by adapting commonly acknowledged definition of variables and constructs in the extant literature as well as by ensuring the contents of measurement statements fitting the research issue. The readers can refer to Tan (2017), Tan (2018a), Tan (2018b) and Tan and Patthracholakorn (2018) for some of the operationalization guidelines and details.

### **Research Results**

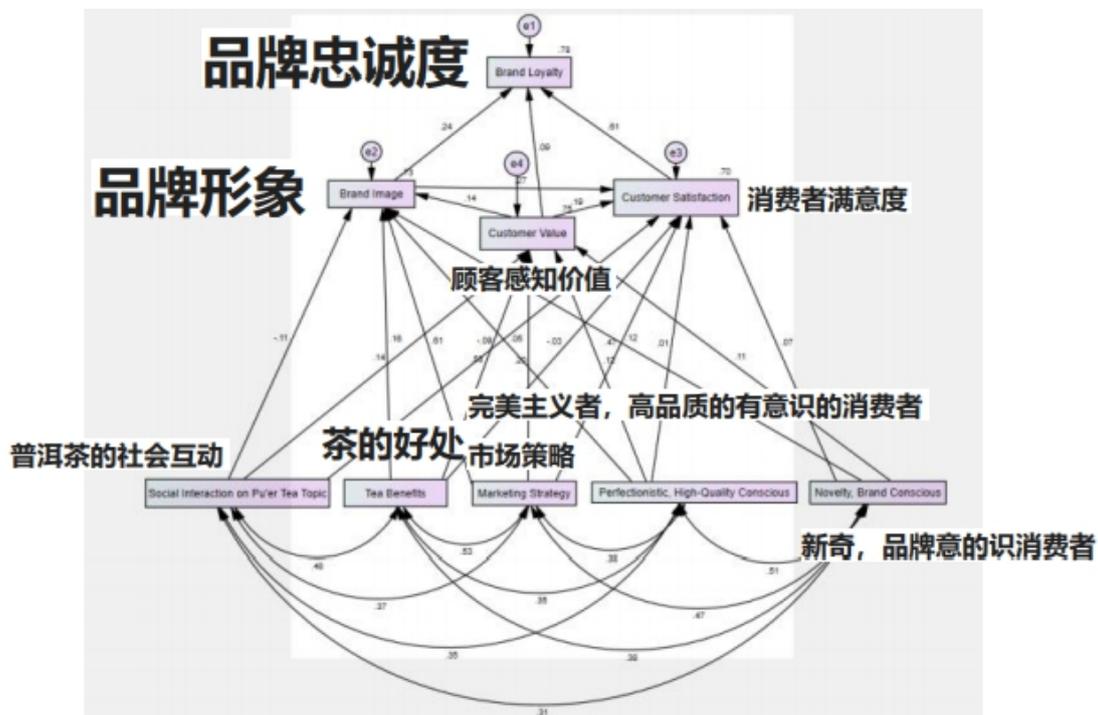
Two empirical cases presented below support the three hypotheses and provide the statistical analysis evidences for the validity of the SOR model. All the variables were tested to comply with the validity and reliability requirements, evidenced by the total variance extracted (TVE) crossing the 0.50 threshold, reliability index beyond 0.7-0.80 thresholds, and the square-root of TVE exceeding the cross correlations coefficients, which result in proven convergent and discriminant validities.

Case 1: Tae-tea brand in China: The first case studied the consumer perceptions of Tae brand in Yunnan province of China. A valid 423 collected dataset was used in the structural equation modeling (SEM) analysis, which shows excellent model fits, evidenced by Chi-squared 6.964, at  $p = 0.223$  (not significant), GFI (Goodness-of-fit Index) = 0.996, AGFI (Adjusted GFI) = 0.967, NFI (Normed Fit Index) = 0.998, RFI = 0.982, IFI = 0.992, TLI (Tucker Lewis Index) = 0.996, CFI (Comparative Fit Index) = 0.999, and RMSEA (Root Mean Square Error of Approximation) = 0.031 (less than 0.05 threshold), and the standardized RMR = 0.0057. The SEM configuration validates the SOR structure and supports the three hypotheses stated. The Tae-branded products and the shops are depicted in Figure 2 and the SEM structure is presented in Figure 3.



**Figure 2** Tae-Brand

In the SOR model depicted in Figure 3, the stimuli are consisted of social interaction on Pu'er tea topic, the general benefits of drinking tea, marketing strategies which are specific to the Tae-brand, and the decision-making style of consumers. For the latter, the two significant ones are perfectionistic, high quality conscious style and novelty, brand conscious style. The former is operationalized by the measurement statements: “When it comes to purchase products, I try to get the best; I look carefully to find the best value for the purchase; In general, I usually try to buy the best overall quality.” For the latter, the measurement statements used are as follows: “The well-known national brands are best for me; The more expensive brands are usually my choice; I prefer buying the best-selling brands; The most advertised brands are usually good choices; The higher the price of a product, the better the quality.”



**Figure 3** The SEM Structure of Tae-Brand

The general and the comparative profiles of the 423-collected data are presented in Table 1. By use of ANOVA and t-tests, the dark-colored box presents the areas of significant differences between the elements of the categories studied. Clearly the brand owners and managers should develop special branding and marketing campaigns to further tighten the connection with the existing consumers, and also for consumers who have already formed habits of drinking teas. The tea exhibition is another area which should be creatively targeted.

**Table 1** The General and the Comparative Data for Tae-Brand

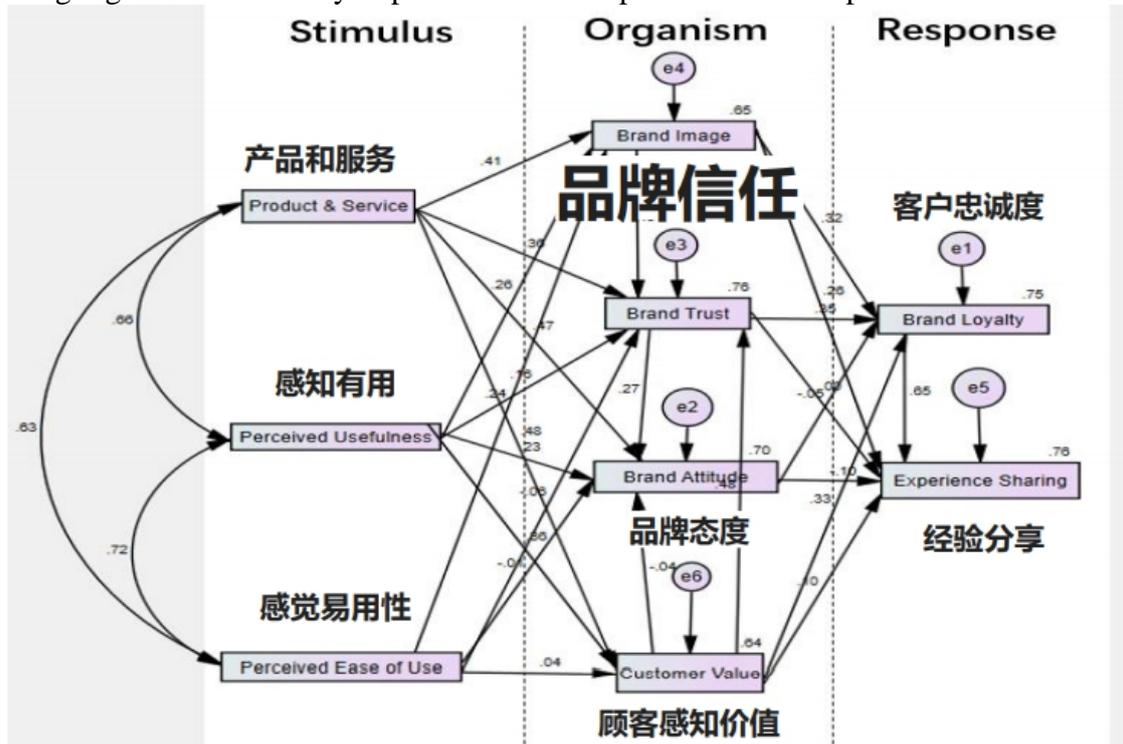
	Frequency	Percentage	Brand Loyalty	Brand Image	Customer Satisfaction	Customer Value	Social Interaction on Pu'er Tea Topic.	Tea Benefit	Marketing Strategy	Perfectionistic, High Quality Conscious	Novelty, Brand Conscious
Construct			3.86	3.92	3.87	3.92	3.93	4.05	3.97	3.88	3.32
			0.74	0.62	0.7	0.63	0.68	0.62	0.57	0.58	0.79
Gender											
Male	178	41.1	3.89	3.88	3.92	3.94	3.98	4.04	3.95	3.94	3.39
Female	245	57.9	3.84	3.94	3.82	3.91	3.88	4.05	3.98	3.82	3.26
Age											
Under 20	13	3.1	3.69	3.73	3.76	3.71	3.42	3.71	3.78	3.74	3.17
20-Less than 35	212	50.1	3.87	3.93	3.88	3.93	3.95	4.04	3.98	3.9	3.27
35-50	162	38.3	3.78	3.86	3.77	3.86	3.92	4.02	3.9	3.83	3.34
Above 50	36	8.5	4.24	4.14	4.2	4.19	4	4.31	4.22	3.95	3.53
Income											
Less than 3,00 RMB	80	18.9	3.72	3.82	3.74	3.91	3.74	3.92	3.84	3.83	3.42
3,000 - <6,000	165	39	3.86	3.86	3.78	3.85	3.93	4.01	3.94	3.8	3.17
6,000 - < 12,000	103	24.3	4.06	4.06	4.03	3.97	4.09	4.13	4.12	3.97	3.34
12,000-15,000	41	9.7	3.89	3.94	3.95	4.09	3.95	4.26	3.88	3.91	3.68
Above 15,000	34	8	3.96	3.87	3.95	3.94	3.86	4.05	3.98	4	3.22
Education											
High-school	116	27.4	4.03	4.11	4.02	4.09	3.98	4.18	4.13	3.94	3.52
Bachelor	153	36.2	3.73	3.77	3.71	3.8	3.89	3.99	3.88	3.84	3.26
Master	24	5.7	3.93	4	4.15	3.98	3.79	4.2	4.07	4.04	3.55
Other	130	30.7	3.85	3.89	3.85	3.9	3.94	3.96	3.9	3.83	3.16
Living in Yunnan											
Yes	331	78.3	3.87	3.92	3.85	3.91	3.96	4.06	3.97	3.86	3.31
No	92	21.7	3.82	3.88	3.93	3.96	3.83	4.03	3.95	3.95	3.33
Purchase Frequency											
Yes	280	66.2	4.04	4.04	4.01	4.09	4.06	4.23	4.08	3.98	3.45
No	143	33.8	3.52	3.68	3.58	3.59	3.67	3.69	3.74	3.66	3.05
Customer Type											
As individual consumer	288	68.1	3.88	3.93	3.87	3.96	3.96	4.11	3.98	3.88	3.32
Corporate buyer	22	5.2	3.78	3.94	3.65	3.94	3.75	4.1	3.95	3.86	3.49
Gifting purpose	113	26.7	3.82	3.88	3.88	3.85	3.81	3.89	3.94	3.86	3.27
Pu'er Tea Type											
Raw tea	282	66.7	3.91	3.92	3.89	3.95	4.01	4.09	3.99	3.9	3.31
Ripe tea	141	33.3	3.76	3.91	3.82	3.88	3.77	3.96	3.9	3.82	3.33
Coffee											
Yes	221	52.2	3.99	4.01	3.96	4	3.99	4.11	4.05	3.9	3.43
No	202	47.8	3.72	3.81	3.76	3.84	3.86	3.97	3.87	3.85	3.19
Drinking Tea Daily											
Yes	307	72.6	3.95	3.98	3.94	4.02	4.08	4.17	4.03	3.92	3.36
No	116	27.4	3.63	3.73	3.66	3.66	3.53	3.74	3.8	3.76	3.21
Consumption each month											
Less than one cake (357g)	279	66	3.77	3.87	3.81	3.81	3.75	3.93	3.93	3.81	3.26
One to 3 cakes	92	21.7	3.84	3.82	3.8	4.04	4.16	4.2	3.89	3.86	3.24
More than 3 cakes	52	12.3	4.38	4.33	4.29	4.33	4.49	4.39	4.29	4.27	3.73
Purchase location											
Retail store	346	81.8	3.86	3.91	3.85	3.92	3.96	4.06	3.97	3.85	3.25
Online	66	15.6	3.82	3.89	3.93	3.84	3.79	3.9	3.9	3.94	3.6
Tea exhibition	11	2.6	4.18	4.25	4	4.43	3.82	4.38	4.29	4.12	3.76

Case 2: Alipay Mobile Payment: The Alipay consumers in China were targeted in this case, and of which 433 valid responses were obtained. Figure 4 exhibits a store accepting Alipay mobile payment system which is a common scene across China. The photo was taken by the author recently in Kuming city, of Yunnan province of China. This case also shows perfect SEM model fit which reflects the validity of the SOR configuration, evidenced by RMSEA at 0.051, CFI at 0.998, TLI at 0.989, IFI at 0.998, RFI at 0.949, NFI at 0.989, GFI at 0.979. Noticed from Hair et al. (2006), RMSEA reflects a good fit when its value is  $\leq 0.08$ .



**Figure 4** The Use of Alipay Mobile Payment

Shown in Figure 5 is the SOR structure that describes how the brand owners can make use of unique features of the brand such as products and service features, and the perceived usefulness and ease of use of the products and services, to influence the “Big B” Brand perceptions (i.e. image and customer value), brand trust and attitude, which in turn, can improve the explanatory power for the arising of brand loyalty and experience sharing. The latter highlights the externality impact as a result of positive brand responses of the consumers.



**Figure 5:** The SEM Structure of Alipay Consumers

While many of the constructs can be measured by referring to the extant literature, the most unique ones are brand image, brand trust and brand attitude:\

- Brand attitude – Alipay makes life easier for me. I enjoy using Alipay to do transactions. It is a worthwhile experience using Alipay. I feel happy to live with a world that has Alipay.

- Brand trust – I feel comfortable using Alipay to accomplish my tasks. Consider Alipay is the first choice for me when I need to accomplish a mobile payment. Alipay always delivers what they promise.

• Brand image – I believe Alipay possess a positive symbolic meaning. To me, Alipay symbolizes reliability. Alipay is strongly reliable, trustable and has excellent safety measures. I feel that Alipay can relate to the pleasant experience. To me, Alipay is a brand of high creativity. To me, Alipay delivers an image of differentiation, always attempting to make a difference in the world and in my life.

There are some significant important differences which Table 2 presented. For instance, the Alipay consumers who rarely use the Alipay mobile payment system usually have lower level of perceptions, but this is very minor, as the country is now popularized by mobile-payment usages as normal transactions in payment. In addition, those who use the Alipay service options in larger extent also generally have more positive perceptions and attitudes towards the Alipay brand.

**Table 2** The General and Comparative Data for the Alipay Consumers

Description	Frequency	Percentage	STIMULUS					ORGANISM				RESPONSE	
			Subjective Norm	Perceived Behavior Control	Perceived Usefulness	Perceived Ease of Use	Product and Service	Brand Attitude	Brand Trust	Brand Image	Customer Value	Brand Loyalty	Experience Sharing
Mean			4.05	4.15	4.05	4.08	4.04	4.13	4.07	4.15	3.99	4.07	4.05
Stdv.			0.63	0.54	0.69	0.56	0.6	0.61	0.63	0.56	0.61	0.63	0.64
<b>Gender</b>													
Male	157	39.3	4.09	4.10	4.04	4.10	4.02	4.11	4.08	4.17	4.04	4.10	4.08
Female	243	60.8	4.03	4.18	4.05	4.07	4.05	4.15	4.06	4.14	3.96	4.05	4.03
<b>Age</b>													
Under 18	37	9.3	4.11	4.13	4.04	4.10	4.13	4.13	4.12	4.17	4.08	4.13	4.11
18-37	250	62.5	4.04	4.14	3.99	4.03	3.97	4.08	4.01	4.10	3.91	4.02	3.99
38-57	105	26.3	4.07	4.22	4.19	4.19	4.14	4.25	4.20	4.26	4.14	4.15	4.14
Above 57	8	2	4.00	3.79	3.81	3.78	3.91	3.91	4.08	4.05	3.95	4.07	4.06
<b>Occupation</b>													
Student	124	31	4.05	4.14	4.05	4.13	4.08	4.14	4.02	4.18	3.92	4.08	4.08
Merchant	20	5	4.14	4.13	4.25	4.12	4.27	4.25	4.25	4.13	4.24	4.20	4.10
Office worker	77	19.3	4.16	4.06	4.06	4.07	3.95	4.06	4.04	4.18	4.01	4.03	4.05
Business man	41	10.3	4.25	4.15	4.09	4.07	4.07	4.12	4.18	4.19	4.15	4.14	4.12
Other	138	34.5	3.91	4.20	3.98	4.03	3.98	4.13	4.06	4.08	3.95	4.03	3.97
<b>Know other Alipay users</b>													
Yes	400	100	4.05	4.14	4.04	4.08	4.15	4.03	4.13	4.06	3.99	4.06	4.04
No	0	0											
<b>Alipay using frequency</b>													
Rare	4	1	3.74	3.33	3.50	3.81	3.18	3.37	3.25	3.60	3.14	3.10	3.37
Occasionally	8	2	4.25	4.12	4.03	4.09	4.09	4.03	4.65	4.20	4.06	4.30	4.21
Often	123	30.8	3.91	4.02	3.83	4.01	3.98	4.06	3.92	4.03	3.87	3.93	3.91
Usually	198	49.5	4.09	4.19	4.14	4.11	4.04	4.17	4.14	4.18	4.07	4.12	4.09
Always	67	16.8	4.16	4.27	4.18	4.11	4.14	4.17	4.14	4.27	3.98	4.17	4.18
<b>Education</b>													
High school	45	11.3	4.07	4.16	4.05	4.10	4.14	4.17	4.20	4.18	4.11	4.14	4.10
University	281	70.3	4.05	4.16	4.04	4.09	4.03	4.13	4.04	4.16	3.96	4.07	4.05
Other	74	18.5	4.04	4.07	4.06	4.02	3.98	4.08	4.07	4.08	4.00	4.00	3.98
<b>Monthly income</b>													
Below 3,000	107	26.8	3.98	4.09	3.97	4.07	4.04	4.12	3.98	4.10	3.89	4.02	4.00
3,000-10,000	145	36.3	4.05	4.16	4.05	4.09	3.98	4.15	4.08	4.16	4.01	4.04	4.02
Above 10,000	148	37	4.09	4.16	4.09	4.07	4.06	4.10	4.12	4.16	4.03	4.11	4.10
<b>To what extend on using Alipay</b>													
Small number of portion	138	34.5	3.92	4.07	3.93	4.05	4.01	4.12	4.04	4.17	3.92	4.00	4.01
Nearly half	207	51.8	4.11	4.15	4.07	4.07	4.01	4.10	4.04	4.08	4.00	4.07	4.02
Most of them	55	13.8	4.13	4.33	4.23	4.17	4.15	4.20	4.21	4.32	4.08	4.20	4.20

## Discussion of Research Results

This research extends the works of the researcher in various aspects of the SOR applications, such as in tourism (Tan, 2017; 2018), wedding services (Tan and Patthracholakorn, 2018), and many other fields such as logistics, restaurants, education, hotels and consumable products (Tan, 2018b). The two cases presented in this article demonstrate the validity of the SOR theory and model. The structural equation modeling (SEM) analysis shows high-variance fits. The SOR model is flexible as the researchers and the practitioners can provide the varying details for the latent constructs S, O and R. There are some important implications. First, the SOR is a suitable brand management model extending from the field of consumer behavior. Second, the stimuli may be more of tangible expressions but should not ignore the intangible aspects of stimuli such as attitudes, subjective norms, decision-making style of consumers, and identity matching between the consumer and the brand. Third, the stimulus is predominantly a “small b” issue with a particular emphasis on the stimulation nature and function. Fourth, the organism is predominantly a “big B” Brand issue which should

consider its primarily role in driving consumer's brand responses, and should have the direct impact from the stimuli. Fifth, each of the dimensions of the SOR constructs should consider from a Gestalt picture that actually reflects the issues and contexts of the brand. Six, the brand stimuli should possess two important qualities, namely the integrity of the offers (known as brand integrity) and the identity of the brand (known as brand identity) in supporting favorable brand image formation.

### **Suggestions**

The SOR model is simple and analytically generalizable to various applications not limiting to only consumer behaviors and brand perceptions, but can also be extended to any research issues that relate to socio-psychological states, stimulating factors, intentions, commitment, behaviors and performances. Based on above stated subject area of research have been formulated two hypotheses focused on relationship between the age of respondents and purchasing branded products and between the age of respondents and brand preference. We have found that purchasing of branded products and preference of brand origin depends on the age of consumers there should be comparisons with other products that there are different research results to be used in product improvement.

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