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TOWARDS A MEASURE OF BRAND AGE

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Marketers frequently use age to signal either the youngness or the maturity of their brand and related associations such as expertise, authenticity, innovativeness, or vogueishness. However, research with an explicit focus on age dimension of brand personality is limited. Drawing on the literature on consumer-brand relationships, brand anthropomorphization, and human aging, we offer a theory-driven conceptualization and definition of perceived brand age. This is followed by the initial steps to develop a measure for perceptual brand age dimensions, consisting of an extensive item-generation process and an initial quantitative validation. The brand age scale consists of four perceptual age dimensions that reflect Young and Old as higher-order age dimensions; Young is reflected by two dimensions that we termed Trendy and Rejuvenating, and Old is reflected by two dimensions that we termed Experienced and Nostalgic.

Keywords: Age, Anthropomorphization, Brand Personality, Scale Development