

Scientific Foundations of Branding

Branding Theory · Answer Key · 20 Questions

1. Which psychological effect describes the tendency for consumers to prefer brands that are familiar simply because they have been exposed to them repeatedly?

A) The Halo Effect

B) The Mere-Exposure Effect

C) The Primacy Effect

D) The Anchoring Bias

2. According to Aaker's Brand Personality Framework, which of the following is one of the five core dimensions of brand personality?

A) Sincerity

B) Rationality

C) Profitability

D) Longevity

3. The 'Halo Effect' in branding occurs when:

A) Consumers believe a brand is cheaper than it actually is

B) A positive impression of one brand attribute influences the overall perception of the brand

C) A brand color triggers a specific physical hunger response

D) Consumers associate a brand with a specific geographic location

4. In sensory branding, what is the term for the unconscious association between a specific sound and a brand identity?

A) Auditory Branding

B) Sonic Branding

C) Frequency Marketing

D) Resonance Modeling

5. What does the 'Law of Category' in Al Ries and Jack Trout's positioning theory state?

A) A brand should enter an existing market to dominate it

B) If you cannot be first in a category, set up a new category in which you can be first

C) Brands should target as many categories as possible to maximize reach

D) Categories are irrelevant to brand equity

6. Which neuroscientific concept explains why branding often utilizes specific color palettes to trigger involuntary emotional responses?

- A) Color Psychology**
- B) Synesthesia
- C) Cognitive Mapping
- D) Neural Associative Conditioning

7. According to the principles of 'Brand Salience', what determines the likelihood of a brand being considered in a buying situation?

- A) The price point of the product
- B) The mental availability and accessibility of the brand in memory**
- C) The number of physical retail locations
- D) The celebrity endorsements used in advertising

8. What is the primary objective of 'Brand Equity' according to David Aaker's definition?

- A) Increasing the short-term sales volume
- B) The set of assets and liabilities linked to a brand that add to or subtract from value**
- C) Maximizing the production efficiency of the product
- D) Reducing the cost of marketing overhead

9. Which concept describes the 'cognitive ease' consumers feel when they process information about a well-known brand?

- A) Processing Fluency**
- B) Information Saturation
- C) Cognitive Dissonance
- D) Perceptual Filtering

10. In branding, what does the 'Visual Identity' refer to?

- A) The internal corporate culture
- B) The collection of all visual elements that represent the brand**
- C) The financial valuation of the brand's trademarks
- D) The demographic profile of the brand's target audience

11. The 'Bizarreness Effect' in advertising suggests that:

- A) Consumers prefer plain, boring advertisements
- B) Bizarre or unexpected information is remembered better than common information**
- C) Visuals must be static to be effective
- D) Long-form text is more effective than imagery

12. What is the 'Endowment Effect' in consumer behavior, often leveraged in branding strategies?

A) Consumers value a product more once they feel they own or possess it

- B) Consumers prefer brands that donate to charity
- C) Consumers avoid brands that are too popular
- D) Consumers require a discount to purchase a brand

13. According to the 'Dual Coding Theory', branding is more effective when:

A) It uses only text

B) It combines both verbal and visual information

- C) It relies solely on auditory signals
- D) It avoids all imagery

14. Which term refers to the process of a brand expanding into a new product category, leveraging its existing reputation?

A) Brand Extension

- B) Market Penetration
- C) Product Diversification
- D) Vertical Integration

15. In the context of 'Positioning', what is a 'Point of Parity'?

A) A unique feature no other brand has

B) Attributes shared with other brands that are considered necessary for category membership

- C) The lowest possible price point
- D) A brand's slogan

16. What does 'Brand Resonance' represent in the Keller Brand Equity Model?

A) The first stage of brand awareness

B) The relationship and level of identification the customer has with the brand

- C) The total advertising budget spent
- D) The number of employees a company has

17. What is the 'Primacy-Recency Effect' in branding communication?

A) Consumers remember the beginning and end of a message better than the middle

- B) Consumers only remember the first ad they see
- C) Consumers remember only the most recent ads
- D) Consumers remember only the middle of a message

18. What does the concept of 'Brand Architecture' define?

- A) The physical building of the headquarters
- B) The organizational structure of a company's brand portfolio**
- C) The font choices used in a logo
- D) The geographical reach of a brand

19. Which theory suggests that consumers use brands to express their own identity or self-concept?

- A) Social Identity Theory
- B) Self-Congruity Theory**
- C) Theory of Planned Behavior
- D) Prospect Theory

20. What is 'Co-branding'?

- A) When two brands collaborate to create a product or service**
- B) When a brand sells its rights to another company
- C) When a company rebrands its entire line
- D) When a brand competes with itself