

Scientific Principles of Branding

Branding Theory · Answer Key · 18 Questions

1. Which psychological concept explains why consumers prefer familiar brands, known as the 'mere-exposure effect'?

- A) Cognitive Dissonance
- B) Mere-exposure effect**
- C) Social Identity Theory
- D) Anchoring Bias

2. According to the 'Associative Network Theory of Memory', how is brand knowledge stored in the human brain?

- A) As isolated sensory inputs
- B) As a network of interconnected nodes**
- C) As chronological audio files
- D) As binary data strings

3. What does the 'Aaker Brand Personality Framework' identify as one of its five core dimensions?

- A) Sincerity**
- B) Innovation
- C) Efficiency
- D) Affordability

4. In branding, what is the 'Halo Effect' specifically known to influence?

- A) The reduction of production costs
- B) The perception of secondary attributes based on a positive primary impression**
- C) The elimination of consumer price sensitivity
- D) The physical size of product packaging

5. Which neuroscientific metric is commonly used to measure subconscious emotional responses to brand stimuli?

- A) Skin Conductance Response
- B) Blood Oxygen Level Dependent imaging
- C) Electrodermal Activity
- D) All of the above**

6. According to Keller's Brand Equity Model, what is the foundational 'bottom' stage of the pyramid?

- A) Brand Salience**
- B) Brand Resonance
- C) Brand Judgments
- D) Brand Feelings

7. What is the primary psychological function of a 'Brand Archetype' as proposed by Carol Pearson and Margaret Mark?

- A) To maximize short-term discounts
- B) To tap into universal human subconscious patterns**
- C) To automate supply chain logistics
- D) To force competitors into bankruptcy

8. The concept of 'Brand Salience' refers to which cognitive aspect of a consumer's relationship with a brand?

- A) The loyalty of the consumer
- B) The ease and frequency with which a brand comes to mind in buying situations**
- C) The price point of the product
- D) The ethical standing of the corporation

9. In branding, what does 'Sensory Branding' rely upon to create cognitive associations?

- A) Auditory, olfactory, and tactile stimuli**
- B) Strictly digital pixel density
- C) Automated email responses
- D) Physical warehouse capacity

10. What is 'Brand Extension' defined as in academic marketing literature?

- A) Changing the company's legal name
- B) Using an established brand name on a new product in a different category**
- C) Increasing the budget for advertising
- D) Moving the headquarters to a new country

11. Which marketing theory posits that consumers categorize brands into a 'Consideration Set' before making a choice?

- A) Hierarchy of Effects Model
- B) Information Processing Theory**
- C) Theory of Reasoned Action
- D) Expectancy-Value Theory

12. What is the 'Self-Congruity Theory' in branding primarily concerned with?

A) The match between brand personality and a consumer's self-concept

B) The distance between a factory and a retailer

C) The color contrast of a logo

D) The technical speed of a website

13. Which term describes the measurable difference in consumer response between a branded product and an unbranded version of the same product?

A) Brand Equity

B) Variable Cost

C) Depreciation

D) Market Saturation

14. In neuroscience, what is the role of the amygdala when processing strong brand imagery?

A) It processes the emotional significance of the stimuli

B) It calculates the tax implications

C) It regulates the speed of internet downloads

D) It translates foreign languages

15. What is the 'Availability Heuristic' in the context of brand recall?

A) The tendency to overestimate the importance of information that comes to mind easily

B) The act of lowering prices during sales

C) The physical availability of products in stores

D) The process of patenting a logo

16. What characterizes 'Brand Resonance' at the top of Keller's Customer-Based Brand Equity model?

A) High levels of brand loyalty and active engagement

B) Frequent manufacturing errors

C) Strict adherence to government regulations

D) Low customer acquisition costs

17. How do 'Cognitive Schemas' facilitate brand recognition?

A) By providing mental templates that help organize information about a brand

B) By physically increasing the font size of logos

C) By reducing the number of employees in a company

D) By lowering the chemical purity of raw materials

18. Which marketing phenomenon occurs when a brand's prestige significantly increases its perceived utility?

A) Veblen Effect

B) Economies of Scale

C) Law of Diminishing Returns

D) Capital Expenditure