

Synopsis

of the thesis by Mr. Johannes C. M. Mühl
(Graduate of Business Administration)
Empirical Validation of the Lovemarks Concept –
a structural equation study in cooperation with Saatchi & Saatchi

Consumers are increasingly faced with slogans sprinkled with love, desire and passion: “love is when it’s Landliebe” (Landliebe), “from Sweden with love” (Volvo) or “I’m loving it” (McDonald’s). These advertising messages mirror the current trend towards emotions in brand management.

The Lovemarks concept by Saatchi & Saatchi, one of the world’s most successful advertising agencies, embodies this trend of emotionalising brands. Slogans such as “Pringles, love at first pop” or “everybody loves Milkana” emphasise the efforts made by marketing experts to communicate with potential consumers on an emotional level to acquire new customers and then develop long-term relationships with them. The focus is moving away from purely transaction-based marketing and shifting towards relationship marketing built around creating an emotional bond between the consumer and the brand.

Intended as a guideline for marketers, the structure of Lovemarks was not formulated very precisely from a scientific viewpoint and has so far only been empirically validated in part.

Therefore, Mr. Mühl has aimed his thesis at uncovering the causal relationships of Lovemarks in a substantiated manner and has then generated various hypotheses on the postulated impacts as a second step. These are to be validated in two separate empirical studies. With the insights gained from this study, it is possible to develop target-oriented management measures that will help create Lovemarks.

As the central result of his work, Mühl comes to the conclusion that both core dimensions of the Saatchi & Saatchi Lovemarks model (brand respect and brand love) can be confirmed empirically. Essential influencing factors of “brand respect” are “reliability”, “reputation”, “satisfaction” and “service”. The emotional facet of “brand love” is made up of the dimensions “brand passion”, “brand intimacy” and “brand commitment”. These are influenced by a second order level: “brand passion” is positively influenced by the factors “imagination” and “attraction”; “brand intimacy” is determined by “commitment” and “affection”; while “loyalty” and “goodwill” are the driving force behind “brand commitment”.

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