

2010 School Seminar Series

Waikato Management School
Te Raupapa



Partner Selection in Brand Alliances: Similarity versus Complementarity

Thursday, 15 April 2010
9.30am – 11.00am
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Abstract:

Brands often seek partners to form alliances. Prior research is ambiguous about the drivers of the success of brand alliances, suggesting that brands with either similar or complementary brand image are successful. In this research, using experimental data in which 201 consumers evaluate over 1,200 brand alliances, we investigate whether brands should be similar or complementary on personality dimensions to increase attitudes towards brand alliances. Using a Bayesian non-linear structural equation model, we find that similarity on sincerity, sophistication and ruggedness increases evaluations, while complementarity is needed on excitement and competence to enhance evaluations of brand alliances. We also find that the similarity (complementarity) effects for ruggedness (excitement and competence) are non-linear, indicating that the importance of similarity (complementarity) in partner selection depends on the corresponding levels of the brand on these personality dimensions.

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