

# What is the Relationship Between Brand Priming and Customer Behavior?



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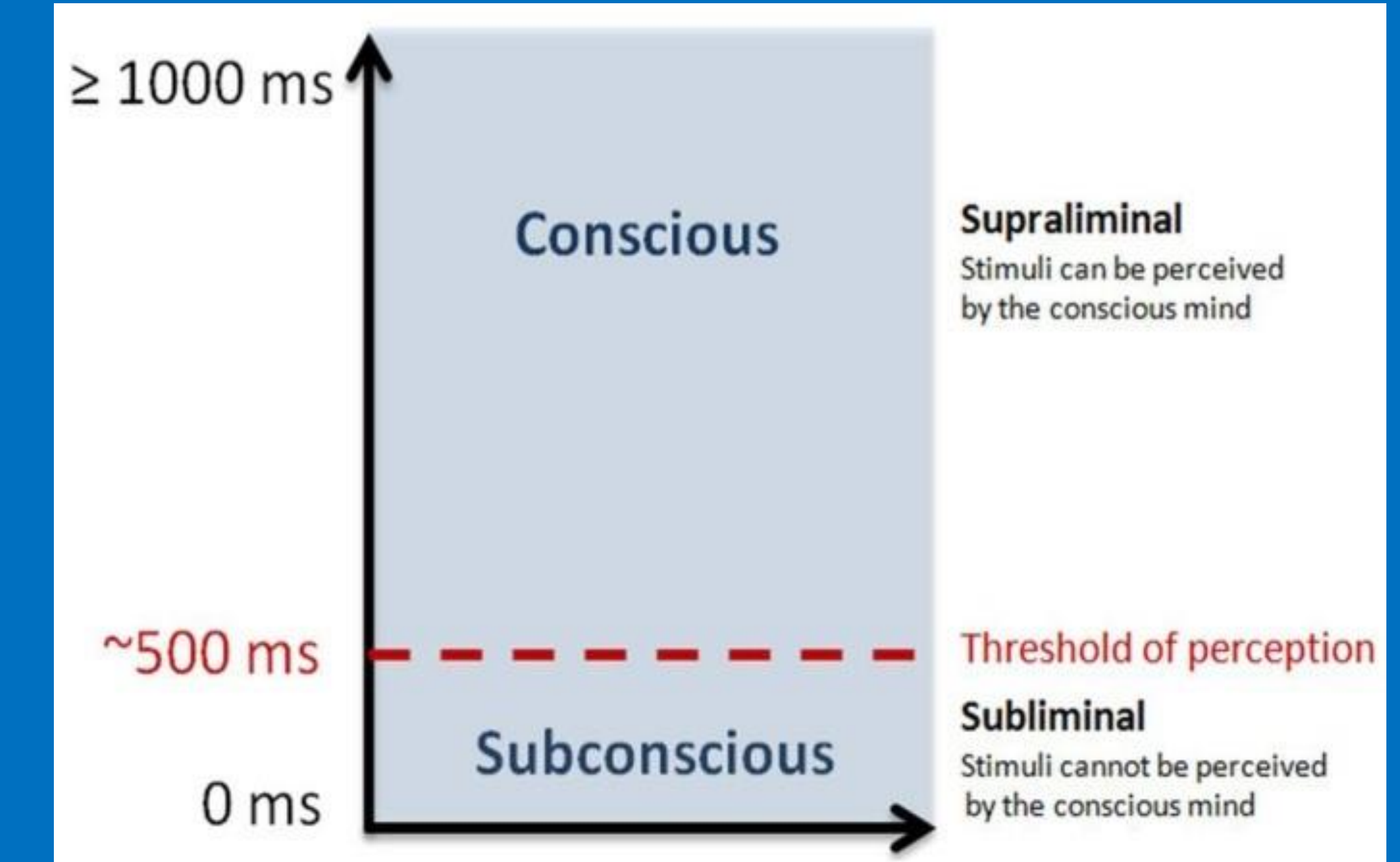
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## Thesis

Over the years, brand priming has continued to influence customer behavior more and more. Research by Mantovani and Galvão (2016) wrote, "Priming is defined as the way experiences create future actions, without individuals' conscious knowledge." In today's society, we are known to go after the best brands in each prospective business. The brands that have the best commercials and the brands that spend the most money on marketing are the brands that the consumers are going to go after. We are still fully aware that there are other brands in that specific market. We are attracted to brands that can advertise better. Most of the time, it may not even be the best option. Experiments have been done to prove the effects of brand priming, commercials have been known to influence customer's purchase decisions, and brand priming affects the overall society.

## Impact On Society

In today's society, people want to have the brands that are the most popular. That is why brand priming is so important. The brands that are able to market themselves better, are the companies that will have the most attention and the most sales. "Consumers are motivated by their desire to achieve key personality or triat dimension associated with the brand" (Pankaj and McGill, 2016). Brand priming plays such an important role in placing where the companies will lie in each industry. Because customers are subconsciously falling for brand priming it is hard to fix the issue.



## Experiment (DeVault, 2018)

- Inside the video game there was two different cars. One car with a red and gold Red Bull logo while all the other cars were different colors and different brand logos.
- Cars had same performance features and the same paint job. The only noticeable differences was the brand logos, and the assumed attitudes of the drivers
- The video players that drove the Red Bull cars drove fast, aggressive, and took many risks. Other players raced very effectively around the race course.
- This research experiment concluded that the video players were unaware of how differently they were racing from the drivers in the other cars with different brands. Their non-conscious performance was the result of brand priming.



vs.



Did you know that you may have predetermined the brand specific products you purchase without even knowing it?



## Commercial

The more exposure these companies gain, the more brand priming will continue to have on customers consumption purchases. "In advertising, products that are shown repeatedly should be processed more fluently as the recognition of their physical characteristics becomes easier." (Liebers, Breves, Schallhorn, & Schramm, 2019) Customers want to purchase what they are most familiar with. When companies can afford to run different types of commercials simultaneously, they are putting a more positive impact out to their customers. The aftermath of this is only positive outcomes for the company because they are gaining more sales. According to Fukawa, "Social marketing is often used to guide and develop interventions designed to promote healthy eating. The benefits are significant, as more than one-third of all adults are considered obese in the United States" (Fukawa, 2015). If companies can find balance and repetition in their commercials, effective brand priming can even turn into a good thing and fix one of the current issues in the US.

## Conclusion

Brand Priming affects more people then you think it would. The problem with brand priming is that customers do not really know they are falling for it. In the society we live in, we want the best brands in the industires, even if that means it is just because it is maketed the best. Brand priming can make a lot of companies a lot of money because it affects the customers behavior when it comes to making purchases. After reading all this, maybe it will make you more conscious when you are shopping. In the end, brand priming will affect the customers behavior. Which is usually good for the company, but can play out either way for the customer.

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