

# Marketing



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Non-Conscious Behavioral Influence of Brand Identity Personality of a brand can non-consciously “ push” or “ nudge” a consumer to act in ways consistent with that personality when exposed to brand imagery (Office of News and Public Affairs, Boston College). This breakthrough has been discovered by the two professors of Boston College, S. Adam Brasel and James Gips. The research theme was to study the influence of brand identity, specifically that of energy drink brands, on consumer actions and thus his / her behavior. The particular product selected for the research was nothing but a big-name energy drink ‘ Red Bull’. To study this impact, the research approach used was ‘ experimental’ and subjects were ‘ personally’ contacted by the experimenter. In the experiment, the subjects were made to play a car racing video game where each was assigned a racecar which was functionally identical yet differing in terms of brand logos and color schemes including the logos of Guinness, Tropicana, Coca Cola, and Red Bull. The different brands were actually reflecting different brand identities. This experimental research found that the players racing the Red bull car competed with speed, recklessness, power, and aggressiveness – attributes that have been identified with the brand throughout its marketing programs. The players raced either inspiringly by winning or horribly by crashing, reflecting the associated extreme dimensions confined in the brand’s attributes. In this way, the performance of Red Bull car racers was revealing the brand’s attributes among the racers even this impact was unknown to them. This finding can also be generalized to the behavioral influence of other energy drinks on consumer behavior or even to brands having an established, prominent personality. Generally, the experiment has discovered that consumers are non-consciously influenced by the brands’

personality traits established by the ambient advertising themes (Office of News and Public Affairs, Boston College). Works Cited Office of News and Public Affairs. Boston College, 4 Feb. 2011. Web. 7 Feb. 2011.