Consumer Practices of «Brand Meaning Contestation»

Research Objectives and Methodology

Research Objectives
- Theoretical conceptualization of «Brand Meaning Contestation»
- Development of a systematic understanding on how contested brand meanings emerge and by which means they are negotiated among competing consumers
- Identification of corresponding consumption practices

Theoretical Lens
- A practice-theoretical perspective enables to analyse the underlying socio-cultural processes (Feldman & Orlikowski, 2011)
- Investigation of brand-related market practices to understand how different stakeholders establish and propagandizing their individual brand perceptions

Data Collection
- 25 phenomenological interviews (semi-structured; in person with graduated college students; ~ 1 h)
- Netnographic analysis of two contrasting brand contestations: Birkenstock and New Balance
- Audio-records and field notes are transcribed verbatim, coded, and structured to frame a grounded theory (Strauss and Corbin, 1998)

Current Research Findings

A brand becomes contested, if ...

(1) different stakeholders claim interest on the brand
(2) by publicly practicing and propagandizing discrete brand meanings/associations
(3) and, thus, influencing the brand’s perception by third party market actors.