

An Assessment of the Impact of Perceived Brand Age on Brand Attitudes

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Brand age related factors have been suggested to impact consumers' attitudes and behaviors. Such relationships might have significant implications for marketing, branding, advertising researchers and practitioners. This study focuses on the impact of perceived brand age and consumers' attitudes towards new products brought to the market by established and well-known brand names. To test and validate whether and how perceived brand age influences brand attitudes among the consumers, the investigation surveyed 1,000 subjects nation-wide. The study adopted a 2x2x2 experimental design. One-way ANOVA was used to determine if there were significant differences between consumers' attitudes towards products, expected to be brought to the market by brands perceived as "newer" and "older." The results from this research suggest that the older brands stand an equal chance of success as the newer, younger ones, assuming all else is held constant. Indeed, in some cases, the older brands may actually have an advantage.

JEL Codes: M3