Belief in the infallibility of intuitions predicts trust of lifestyle branding

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Hypotheses:
H1: Trust of lifestyle branding for products with otherwise low levels of trust is facilitated by belief in the power of intuitive thought. (Study 1)
H2: The link between trust of lifestyle branding and belief in the power of intuitions will be mediated by beliefs that qualities will "spread" from the product to the customer. (Study 2)

Methods:
Study 1
- Respondents read a description of lifestyle branding, defined as a strategy wherein a brand positions itself as a vehicle for self-expression or empowerment.
- Rests on assumptions that consuming an LFB product will "transfer" some desirable qualities from brand to customer.
- Intuitive thinking generally associated with the "contagion heuristic," an intuitive notion that when objects come into contact with each other, properties "transfer" to each other.
- Since LFB seems to rest on assumptions of qualities of the brand spreading to customer, trusting one’s intuitions should be associated with being receptive to lifestyle branding.

Study 2
- Respondents read a description and watch a short video on one of two LFBs: Willis Judd magnetic bracelets or LaCroix sparkling water.
- Respondents rate their trust towards the brand, items about "contagion" beliefs that measure how likely they are to think a brand's essence will "transfer" from brand to consumer, and the Feelings Are Truth scale.

Results:
Study 1
Supporting H1, trust of lifestyle branding efforts for product categories in which lifestyle branding would normally generate low levels of trust is correlated with Feelings Are Truth.

Study 2
Supporting H2, the link between trust of lifestyle branding and belief in the power of intuitions is mediated by beliefs that the brand’s qualities will “transfer” from product to consumer.

Selected References: