



Interaction of Design and Brand. A literature review and analysis

By Mareike Schröder

GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 210x152x7 mm. Neuware - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Mannheim, course: Marketing Research Seminar, language: English, abstract: This seminar paper introduces definitions for design and brand on which to base this research. Next, the brand personality concept and important Gestalt principles will be outlined to serve as a theoretic foundation for the literature overview. This main chapter is divided into two sub points: the first dealing with the interaction of design and brand, examining separately the interaction of brand with corporate, packaging and product design respectively; and the second treating the influence of these interactions on product evaluation and purchase intention. In the conclusion central results of the paper will be discussed and implications for further research and practitioners will be depicted. 52 pp. Englisch.

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