



CONSUMER BEHAVIOR

A MARKETER'S LOOK INTO THE CONSUMER MIND

ASSIGNMENT

Brand Perception

(Taken from [Consumer Behavior](#) by Radhika Duggal)

The perceptions consumers have of a brand, its values, and its products and services can have a dramatic impact on consumer purchase behavior. If a business can foster positive perceptions focused on these aspects, it's likely to be able to build a sustainable, loyal, and growing customer base.

According to the American Marketing Association, a brand is, "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."

But what does that mean for consumers? For consumers, a brand is the intangible value proposition that separates one commodity product (or at least products within competitive, fragmented landscapes) from the next. Brands are more than just a company's logo or name – they convey the company's value, differentiating factors, and the principles the company stands for.

Watch [this video created by Dove](#). Consider what principles and values the company stands for. Then answer the following questions.



1 How could this video impact consumers' perception of the Dove brand?

2

Does this video make you want to buy Dove products? Write at least two paragraphs to explain why or why not?