

Experiments in Brand Transgressions

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Abstract

Virtually daily, we observe brands committing transgressions, i.e., engaging in advertent or inadvertent behaviors of some kind which influence various stakeholders negatively. Examples of such transgressions include brands showing a poor understanding of racial/ethnic/gender sensitivities, ostensibly using harmful chemicals in product manufacture, misunderstanding/miscommunicating body image issues, and facing unexpected product failure whose consequences vary from mild to serious. This presentation will feature 3 research projects that experimentally examine different types of brands, transgressions, and consumers and how they interact with each other to influence perceptions and judgments about the transgressing brands. Both, mundane product brands as well as human brands and their transgressions are investigated.

Speaker Profile

Shailendra Pratap Jain is James D. Currie Professor of Marketing and International Business at Foster School of Business, University of Washington, Seattle. Earlier, he was a faculty at Indiana University's Kelley School, and University of Rochester's Simon School, and a visiting faculty at Cornell University's Johnson Graduate School of Management, University of Western Ontario's Ivey School of Business, Cambridge University's Judge School of Business, and Indian School of Business. Professor Jain's research interests include brand strategy, advertising, consumer differences, and health care messaging. His research has appeared in several leading journals including *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology*, and *Organizational Behavior and Human Decision Processes*. He is an Associate Editor with *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, and *International Journal of Research in Marketing*. Professor Jain is a chemical engineer (BITS Pilani, India), an MBA (IIM Ahmedabad, India), and an M Phil and PhD in Marketing (New York University's Stern School of Business). An award winning educator and a Business Week four-star teacher, he has worked in brand management and advertising prior to academia.

