

Glossary

1. Brand Responses is measuring the responses of the people to the high and low level considerations. higher level considerations to find out how consumers combine all the more specific, lower-level consideration about the brand in the minds of the people to understand different types of consumer responses.

2. Purchase intentions are another set of measures related to brand attitudes and the consideration made during purchase intentions. These purchase intentions are predictive of the actual purchases when there is a correspondence between the two dimensions

3. Neuromarketing, is the study of how the brain responds to the marketing stimuli and brands. The findings give a better picture of the purchase decision are based more on an unconscious habitual process than any rational, conscious, information-processing model.

4. The Big Five is a qualitative research technique preferred to understand and measure the brand personality and values.

5. Archetype research is a new research technique for bringing out deeply rooted consumer attitudes and feelings. This technique is used to understand the customer mind set. Different cultures have different archetypes for the same objects.

6. Rorschach test is a positive projective technique in which experiments present ink blots and the marketers ask the people to identify what they are reminded of the blots