



**Jin Ho Yun**

University of Pennsylvania, The Wharton School

## **Brands, Brains, and Marketplace**

### **ABSTRACT:**

Brands are a relatively new symbolic system, and how they and their associated companies are processed in the human mind and brain is not well understood. In two studies, I address two classic questions in consumer-brand relationships using multi-method approaches: (1) how consumers connect with a strong brand community and (2) how consumers associate a brand to a product category. In the first study, I provide evidence that the social-emotional systems that govern our relationships with other consumers are also used to manage our connections to brands. In the second study, I demonstrate that brain pattern similarity analysis can reveal the semantic associations of a brand and predict brand recall and market responses above and beyond traditional stated responses. These findings highlight the need to use multi-method approaches, in addition to surveys, to explain, measure, and predict consumer behaviors.