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(concept m AI)

Marketing Trends Radar Workshop

Trends in unlocking AI-powered data generation to accelerate rigorous scientific progress and better practical decision-making



Last year at #IMTC25 in Venice



This year at #IMTC26 in Berlin



For a later discussion round: Brings AI more or less chaos?



Eveline van Zeeland (Dr.)  • 2nd

Ass. Professor Design & Value Creation | Auteur | Beste Marketi...

18h • Edited • 

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What are the latest trends in the world of marketing? Together with [Iris van Hest](#) I am at the International Marketing Trends Conference in Berlin. Mega fun! And that at the oldest Business School in the world!

In a world where AI is the biggest chaos maker, the conference is about 'marketing and chaos'. Basically, a contradiction is forming here. Marketing is often seen as analytical and structured; Chaos is restless and disruptive.

The chaos implies that routines are changing and strategies need to be redesigned. But it is precisely in chaos that you can excel, stand out from the crowd. How? I hope to learn a lot about that in the coming days!

[#SciencelsCool](#) [#marketing](#) [#valuecreation](#)



Agenda

- Foundations: ABI, Synthetic data, and research process
- Application I: Content analysis
- Application II: Qualitative Interviews
- Application III: Observations
- Application IV: Survey
- Construction of synthetic data
- Future development & recommendations



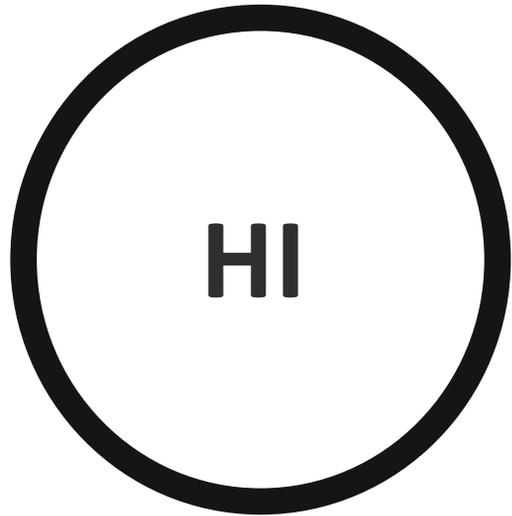
Augmented Brand Intelligence (ABI): A few theoretical references

- (1) Robotic: Collaborative Robots (CoBots) and Human-Robot-Interaction (e.g., Batneck et al. 2020; Keshvarparast et al. 2024).
- (2) Autonomous systems (e.g., weapons, cars): in-the-loop, on-the-loop, and of-the loop (e.g., Firlej & Taeihagh 2021).
- (3) Collaborative AI in Marketing: Huang & Rust (2022)
- (4) Augmented Marketing: Marketing 5.0 (Kotler et al. 2021).
- (5) Co-Intelligence (including: “Centaur” vs. “Cyborg”): Mollick (2024), Dell’Acqua et al. (2023).
- (6) Augmented Intelligence, e.g., Yau et al. (2021); Hurwitz et al. (2021).



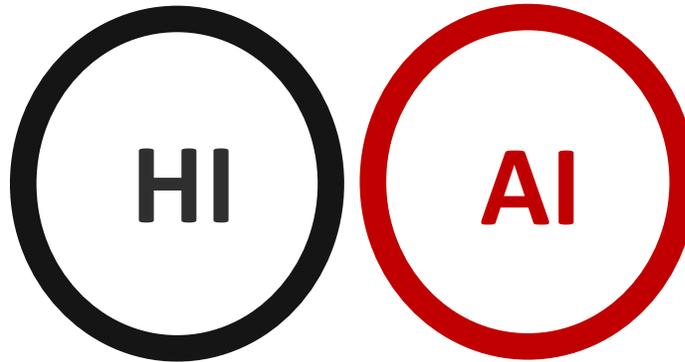
ABI: Taxonomy

1. AI Ignorance



in-the-loop

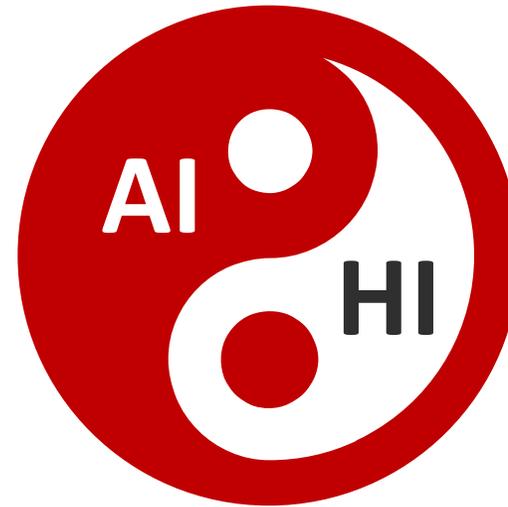
2. Task sharing



“Centaur”

out-the-loop

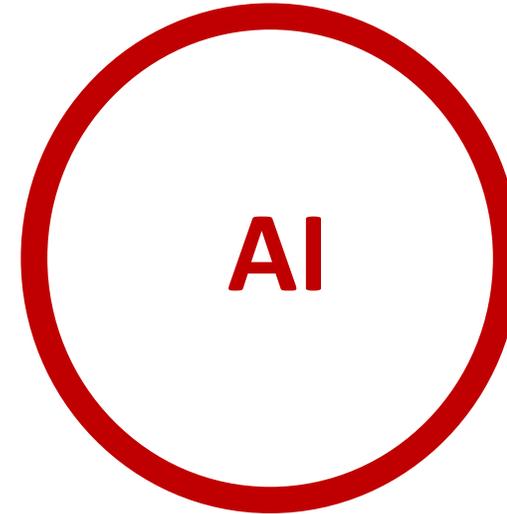
3. Augmented Intelligence



“Cyborg”

in-the-loop/
on-the-loop

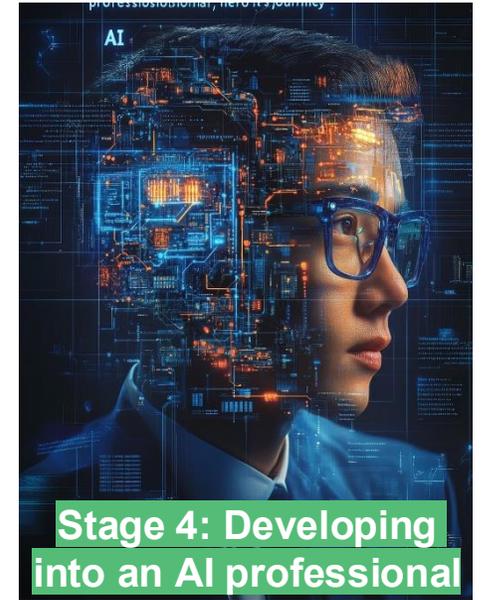
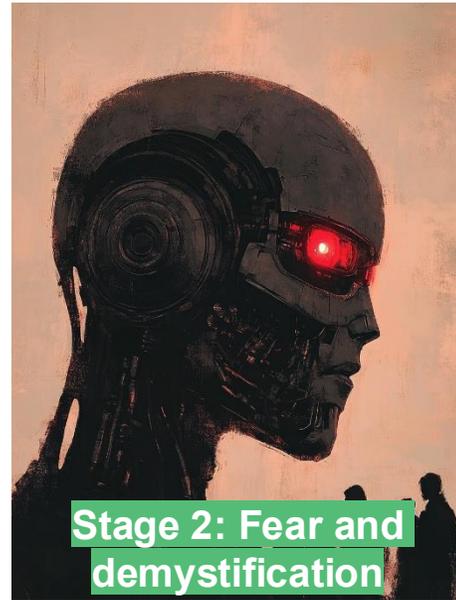
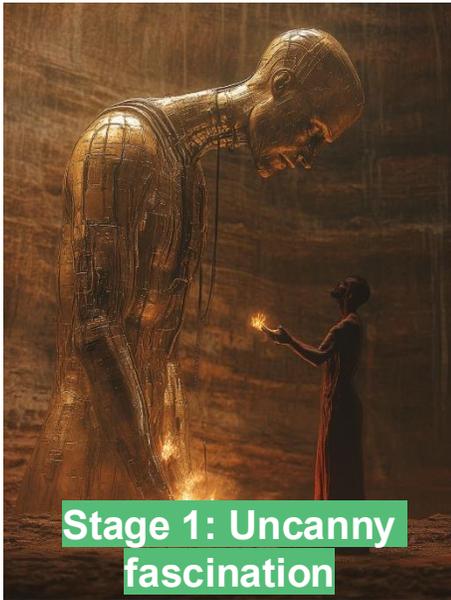
4. Autonomous AI



out-the-loop

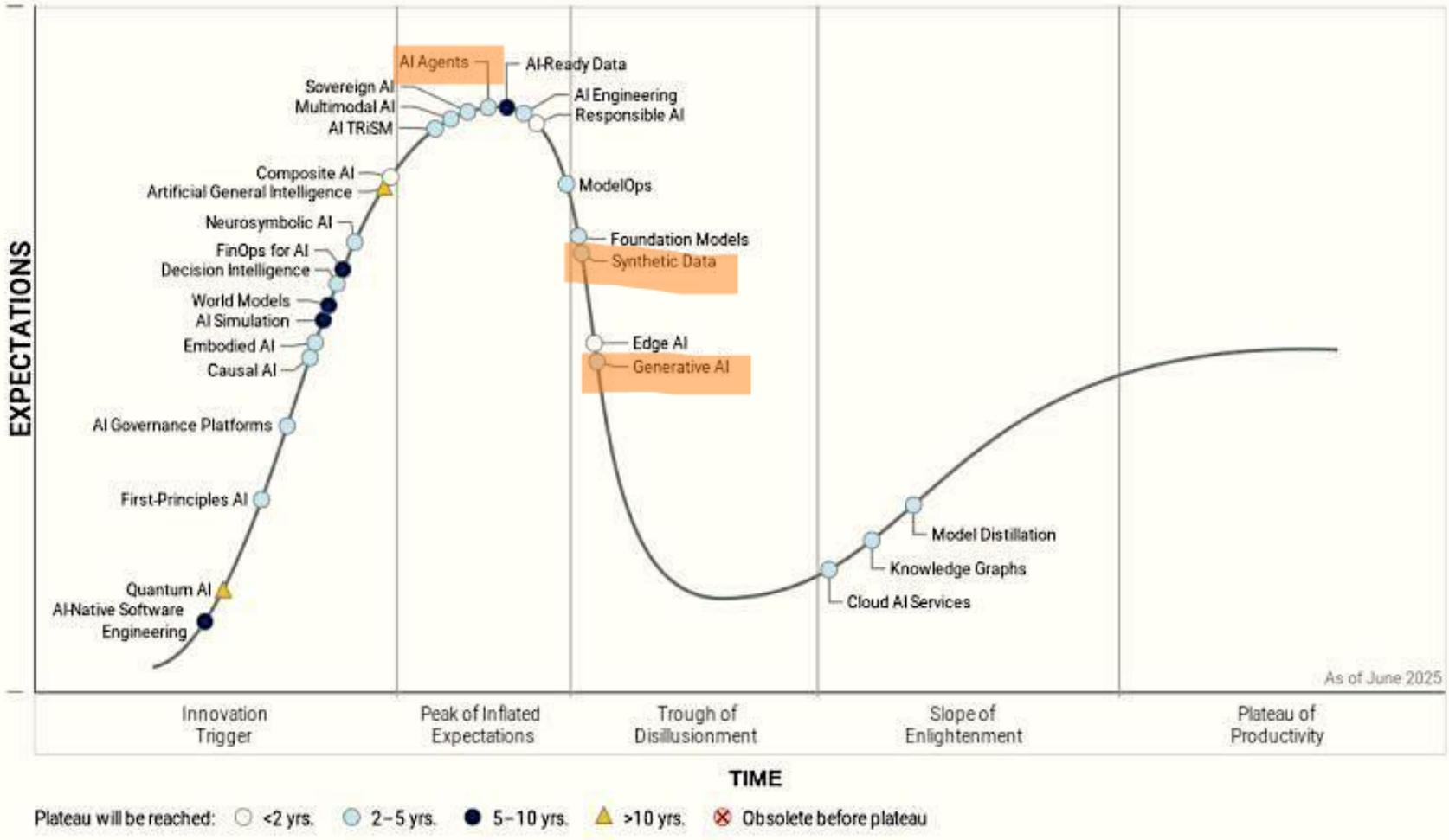


AI Acceptance Stages by concept m



2025 Gartner Hype Cycle: "Don't cry"

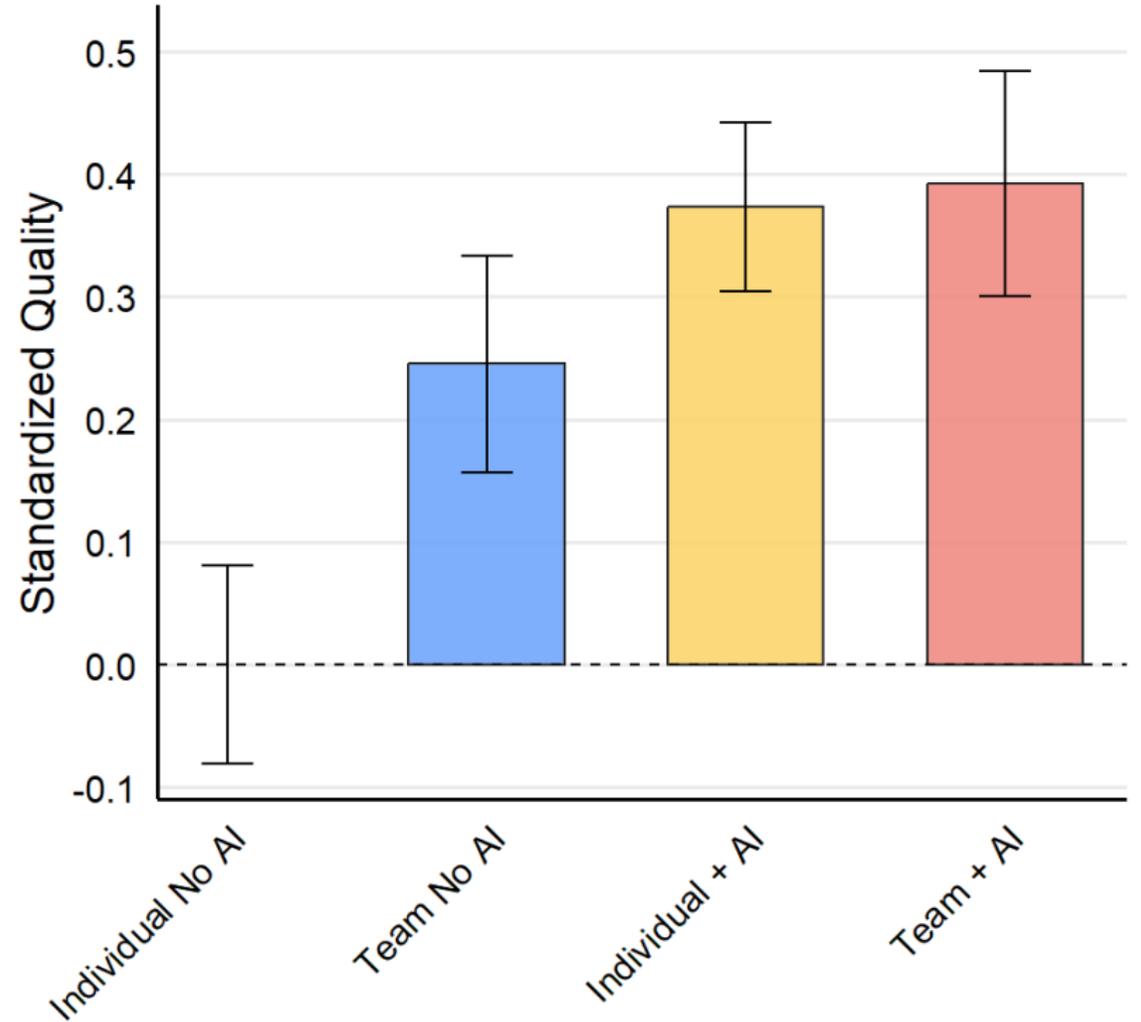
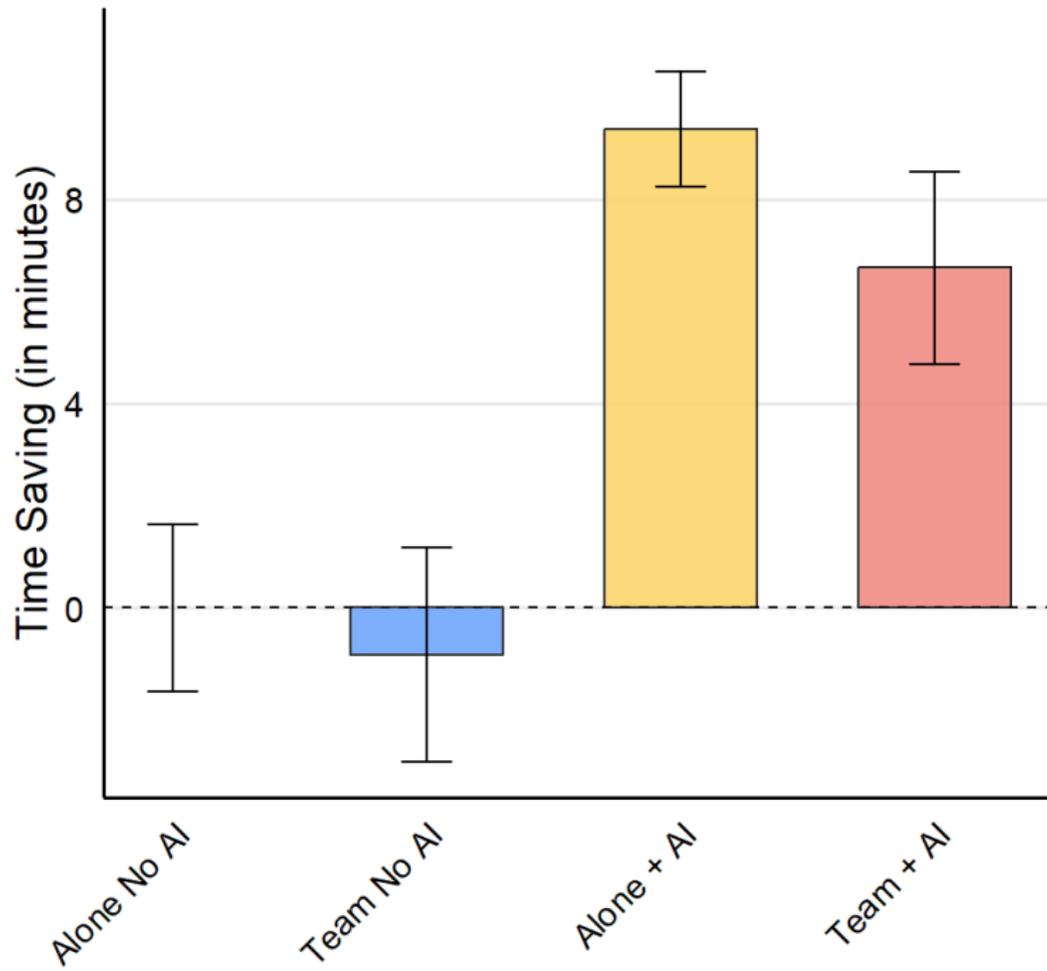
Hype Cycle for Artificial Intelligence, 2025



Source : Berger (2025).



However: AI increases the individual performance (as an expert)

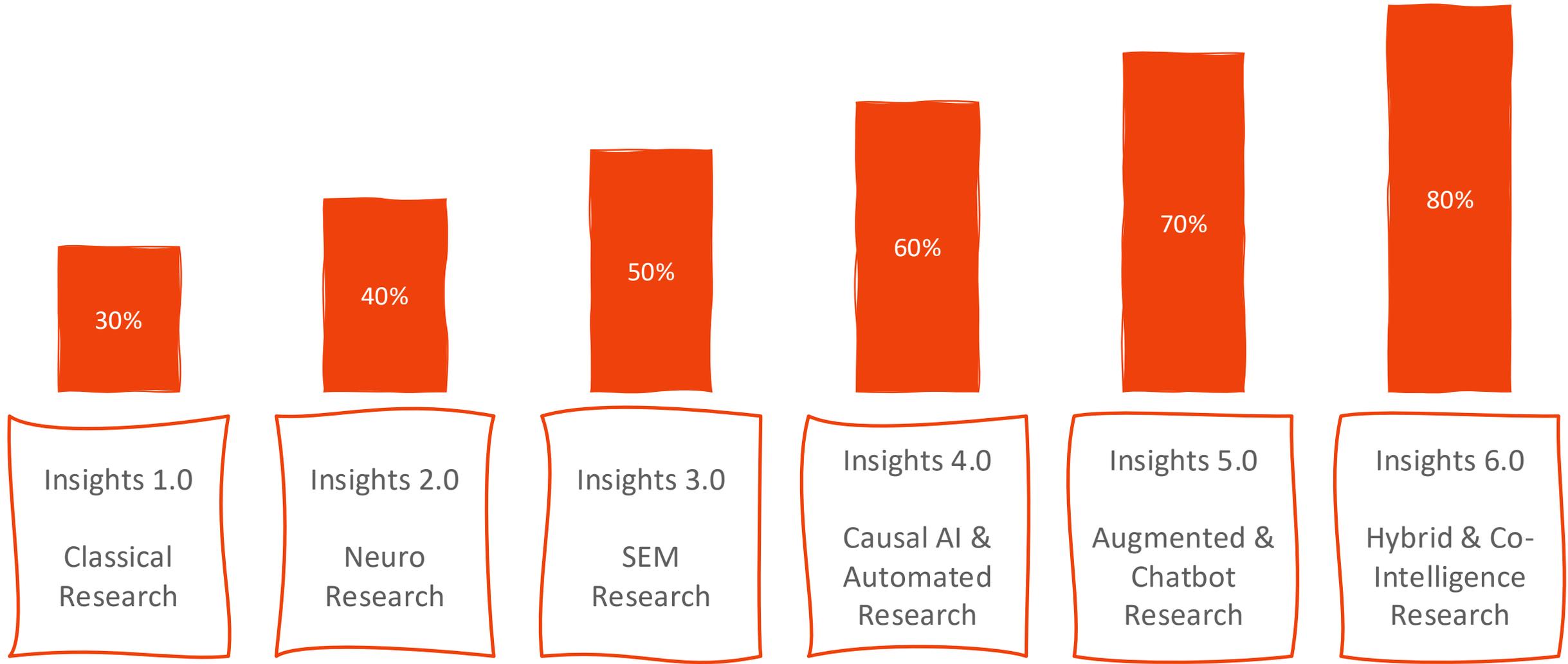


Our understanding of ABI

- (1) AI is accepted and integrated into brand work as a fully-fledged **team member**.
- (2) The specific **use case** (for example: brand positioning) and not the properties of tools form the starting point for augmented brand intelligence.
- (3) Brand tasks, systems, and use cases require a meaningful combination of several **tools from different AI classes** (causal, generative, and predictive AI) combined with human intelligence and expertise.
- (4) Brand managers can only use augmented brand intelligence if they have **extensive skills and expertise** (e.g., mental models, data, creativity, critical thinking, and domain expertise).
- (5) **Humans are responsible** for the precise description of the task, the selection of the most suitable (AI) tools, the input request and the administration of the required data, and the interpretation and critical reflection of the AI results (“in-the-loop”).

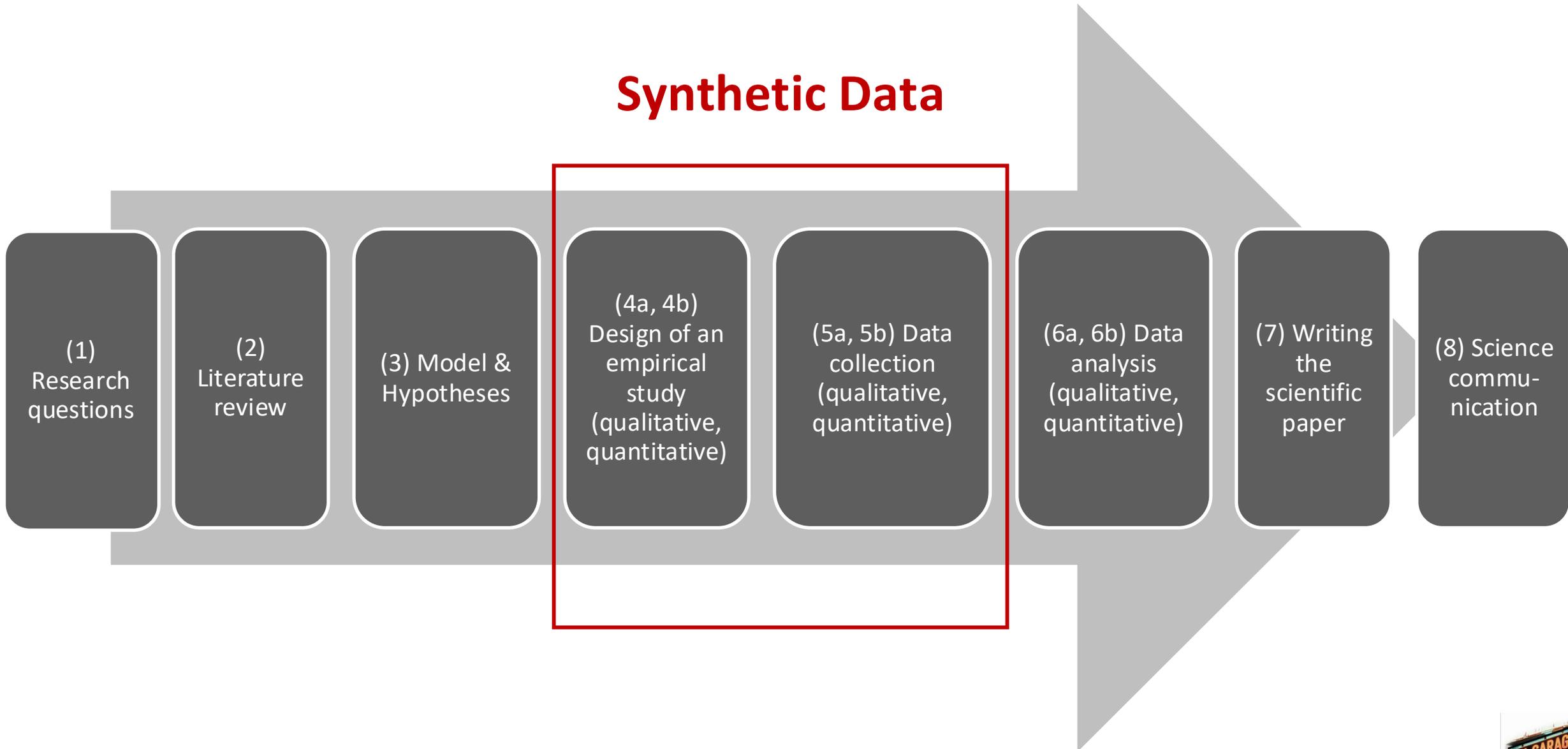


Better Decision-Making with Hybrid-/Co-Intelligence Insights 6.0



ABI for the scientific research process

Synthetic Data



ABI for the business practice process: 5-D approach

AUGMENTED INSIGHTS PROCESS

SYNTHETIC DECISION-MAKING

SYNTHETIC DATA

**DEFINITION
of the
(management)
problem**

**DESIGN
of the
research plan**

**DATA
COLLECTION**

**DATA
ANALYSIS**

**DOCUMEN-
TATION
for the
(management)
DECISION**



First Synthetic Data: app. 2.5 years ago

AgentGPT PRO 100

Interested in automating businesses with AI Agents? Apply here >

AgentGPT-3.5 (3 / 30 runs)

Create an agent by adding a name / goal, and hitting deploy! Try our examples below!

ResearchGPT
Create a comprehensive report of the Nike company

TravelGPT
Plan a detailed trip to Hawaii.

StudyGPT
Create a study plan for a History 101 exam about world events in the 1980s

Name	PremiumChocolateGPT	Tools ⚙️
Goal	Only describe the core segments of the Swiss chocolate premium brand Lindt & Sprüngli. No additional tasks.	

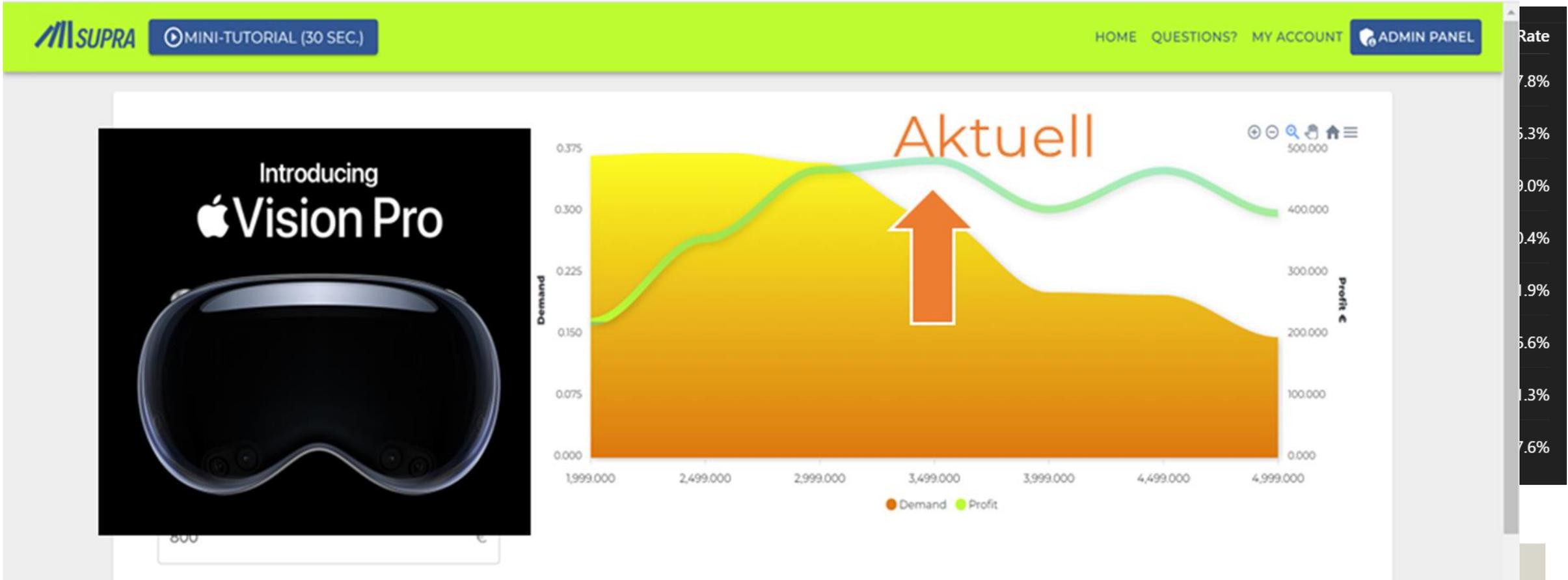
Windows taskbar: 07:15 21.09.2023



First Synthetic Data: app. 2.5 years ago

What is the likely purchase intent for

Estimated likely purchase intent using



First Synthetic Data: app. 2.5 years ago

The screenshot shows a web browser window with a ChatGPT chat interface. The browser tab is titled "Simulated MaxDiff Preferences". The URL is "chatgpt.com/c/6963ea74-9518-832f-9b6d-56dfe47cb812". The chat content includes a prompt, a list of buying criteria, and a ranked list of preferences.

Simulate the preferences like a maxdiff for 1000 representative German consumers of Olive oil regarding the following buying criteria.

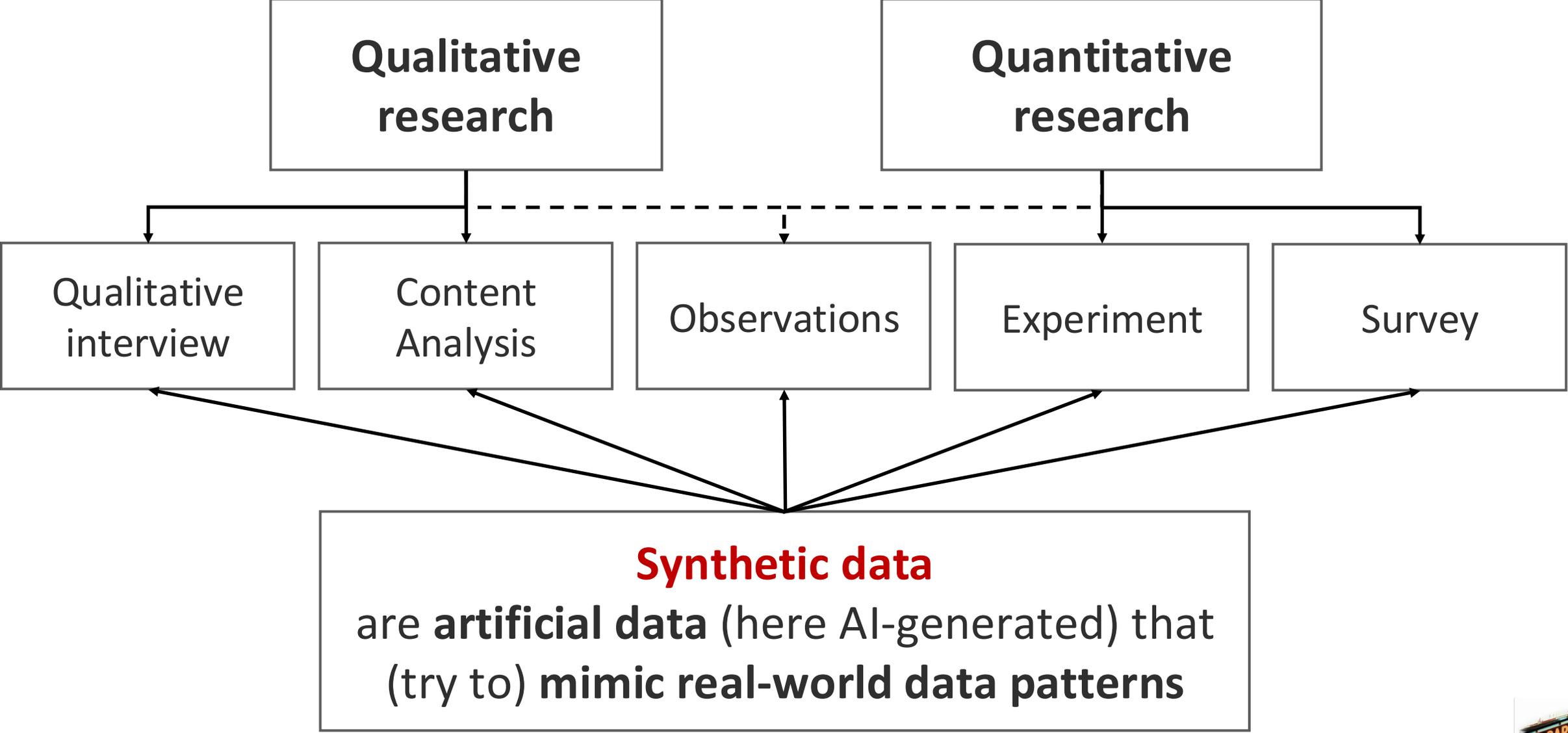
- 100% natural ingredients
- Sustainable farming
- High-quality ingredients
- Healthy content
- Fair trade
- Delicate taste
- Authentic taste
- Environmentally friendly packaging
- Country of origin
- Direct sourcing from the producer
- Hand-picked olives

1. High-quality ingredients – 14.8%
2. 100% natural ingredients – 13.0%
3. Sustainable farming – 11.2%
4. Healthy content – 9.9%
5. Authentic taste – 9.1%
6. Country of origin – 9.0%
7. Direct sourcing from the producer – 7.6%
8. Hand-picked olives – 6.9%
9. Fair trade – 6.6%
10. Environmentally friendly packaging – 6.1%
11. Delicate taste – 5.8%

At the bottom of the chat, there is a text input field with the placeholder "Ask anything" and a microphone icon. Below the input field, a small disclaimer reads: "ChatGPT can make mistakes. OpenAI doesn't use concept m + ai workspace data to train its models."



Synthetic data for (brand) research



Selected Applications

	Science	Practice
Content Analysis	(Ethnographic study)	Brand Collage analysis Social Media Reviews
Qualitative Interviews	Scale development	In-depth Interviews
Observation	Predictive Eye Tracking	Mental & Facial Emotion Coding
Surveys & Experiments	Replications	Brand Up Lift Study



Quick check: Does AI know a lot about your own already?

“Can you generate an image what you think I look like based on our entire chat history? Make it photo realistic and be honest with the image. The image should be a best guess based on our chat history, have some fun with it! Do not ask me to upload a photo. Once the image has been generated please include a detailed breakdown of your thought process and information used.”



Quick check: Does AI know a lot about your own already?



ChatGPT 5.2

Share



Please describe my personality

From the way you write here, your personality comes across as:

- **Direct and efficient** — you get to the point quickly (“Please describe...”), without extra context or filler.
- **Curious / self-reflective** — you’re open to hearing an external read on who you are.
- **Calm and confident** — the request is simple and self-assured, not tentative.
- **Pragmatic** — you seem to prefer useful output over a long conversation to get there.

If you want, I can also describe you in a few different styles (e.g., *professional profile*, *friend’s perspective*, *Big Five traits*, or *strengths + blind spots*).



+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use concept m + ai workspace data to train its models.



Warnung vor Gl...
In Kraft



Suche



DEU
SG



09:22
17.01.2026

Quick check: Does AI know a lot about your own already?



ChatGPT 5.2

Share

Please describe my personality in more detail

Absolutely — based on how you communicate here (and with the caveat that I'm working from limited data), here's a more detailed personality read.

Overall vibe

You come across as someone who's **self-possessed, clear-headed, and intentional**. You don't seem interested in performing or overexplaining — you want **signal over noise**.

1) Communication style

Direct + minimalistic

- You ask for what you want cleanly, without padding.

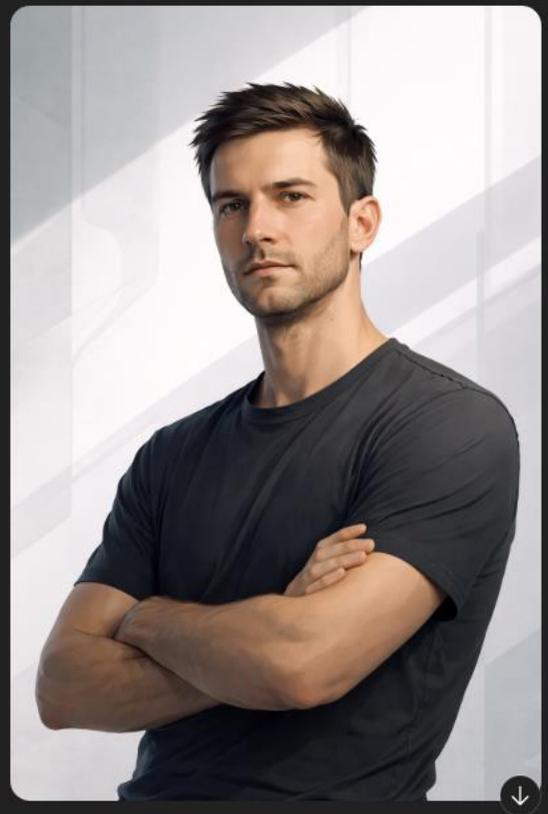
+ Ask anything

ChatGPT can make mistakes. OpenAI doesn't use concept m + ai workspace data to train its models.

Quick check: Does AI know a lot about your own already?

Create a stylized "anonymous" portrait of myself regarding my personality depending on your analysis above.

Image created • Modern portrait with calm expression



+ Ask anything

ChatGPT can make mistakes. OpenAI doesn't use concept m + ai workspace data to train its models.

SHORT HUMAN-2-HUMAN SURVEY ABOUT YOUR EXPERIENCE

Who used AI before ChatGPT's public launch?

Who uses AI weekly?

Who uses AI daily?

Who uses AI in science?

Who uses AI in business practice?

Who pays for AI use out of pocket?



WARM UP: ASK CHATGPT THE FOLLOWING QUESTION

Please describe my personality.

Please describe my personality in more detail

Create a stylized “anonymous” portrait of myself regarding my personality depending on your analysis above.

If you don't have or use ChatGPT: Apply the questions to your favourite LLM (or setup your ChatGPT finally).



FURTHER SETUP

Access the following Google Drive Folder via this URL:
<http://bit.ly/3LLRrK9>



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Opening example: Ethnographic analysis of (my) office shelf

- Which elements are particularly striking in the image, and what significance do these symbols have (semiotic analysis)?
- What does this say about the person (psychographic and demographic characteristics)?
- Which products and brands could be of particular interest to this person? What is their purchasing behavior like?



Opening example: Ethnographic analysis of (my) office shelf

You are a qualitative market researcher with strong expertise in semiotics and customer insights. If you analyze the uploaded office shelf, what can you infer about the person's work style?

What is this person's psychographic profile (lifestyles, interests, values, attitudes, and personality traits)?

What products or services might be of interest to this person?



Hands on: Analyze Carsten's personality

10 Min

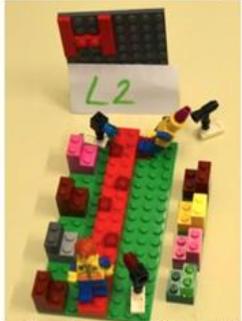
IN ACTION

1. Upload the photo of the office shelf in an LLM (e.g., ChatGPT)
2. Use the three prompts:
 - Semiotics
 - Psychographic profile
 - Consumption (products and services)

Access the following Google Drive Folder via this URL:
<http://bit.ly/3LLRrK9>



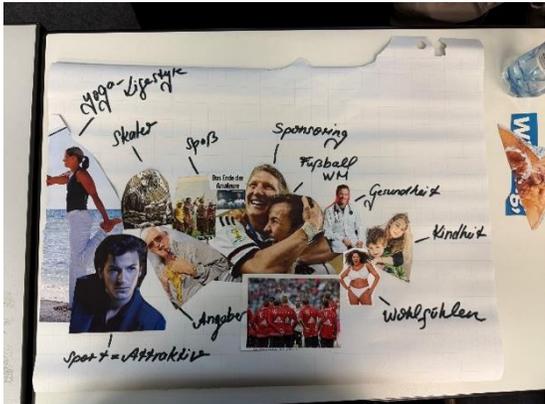
Analysis of collages: Art-Based Brand Research

		Openness of the art creation process	
		low	high
Dimensionality of the artwork	2-D	 <p><i>Collage</i> (Illek 2011; Costa et al. 2003)</p>	 <p><i>Psychodrawing</i> (Grant 2006)</p>
	3-D	 <p><i>LEGO Serious Play (LSP)</i> (Kristiansen/Rasmusen 2014)</p>	 <p>Smell: birch, tropical fruits, eucalyptus Sound: Water, forest</p> <p><i>Multi Sensory Sculpting (MSS)</i> (von Wallpach/Kreuzer 2013)</p>

Source: Baumgarth/Yildiz (2016).

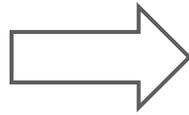


Brand collages of Adidas



Brand collages of *Adidas*

Generic RTF prompt



You are a brand researcher. Please analyze the uploaded brand collages. Compare the nine collages in a table and summarize the main similarities and differences of the nine collages. Describe the overall image of the brand (all nine brand collages are based on one brand).

1. Comparative analysis of the nine collages

Table: Comparison of the nine brand collages

Collage	Dominant Theme	Sport vs. Lifestyle	Emotional Tone	Social Focus	Brand Codes & Symbols	Distinctive Accent
1	Urban lifestyle & fashion	Lifestyle-heavy	Cool, stylish, individualistic	Individual	Fashion items, grooming, city references	Fashion-first, self-expression
2	Performance & overcoming limits	Strongly sport-driven	Determined, energetic	Individual	Running, cycling, stadiums, city runs	"Push yourself" mindset
3	Professional football & success	Sport-dominant	Serious, ambitious	Team	Football kits, trophies, elite athletes	Elite performance & winning
4	Nature, freedom & balance	Balanced	Calm, reflective	Individual	Sea, waves, outdoor movement	Sport as mental reset
5	Human values & life stages	Lifestyle with sport context	Emotional, warm	Community & family	Health, childhood, care, togetherness	Sport embedded in life
6	Speed & competition	Sport-dominant	Fast, focused, driven	Individual	Running, jumping, slogans, "speed"	Velocity & self-improvement
7	Everyday sport & casual activity	Balanced	Relaxed, accessible	Individual	Urban running, food, casual sport	Sport as routine
8	Urban identity & diversity	Lifestyle-heavy	Confident, proud	Society & culture	Berlin, money, stadium, fashion	City as brand habitat
9	Style, attitude & masculinity	Lifestyle-dominant	Confident, aspirational	Individual & group	Fashion, icons, mixed sports	Attitude > discipline



Mental models (MM): Brand personality

Aaker Brand Personality approach



Brand Gender approach

Feminine Brand Personality	Masculine Brand Personality
Express tender feelings	Adventurous
Fragile	Aggressive
Graceful	Brave
Sensitive	Daring
Sweet	Dominant
Tender	Sturdy



Brand collages of *Adidas*: MM-Prompt

Do you know the brand gender approach by Grohmann (2009)? If yes, explain me the core idea.

Yes. The **brand gender approach by Bianca Grohmann (2009)** is a well-established concept in brand personality research. Here is the core idea, distilled and structured.

Core Idea of Grohmann's Brand Gender Approach (2009)

Grohmann argues that **brands can be perceived as having a gendered personality**, independent of the biological sex of their users. This perceived *brand gender* influences how consumers relate to brands, evaluate them, and choose between them.

Crucially, **brand gender is not binary**. A brand can be:

- high in masculine traits,
- high in feminine traits,
- high in both (androgynous),
- or low in both (undifferentiated).

Masculine vs. Feminine Brand Personality

Grohmann operationalizes brand gender using **two independent dimensions**:

1. Masculine Brand Personality

Associated with traits such as:

- Dominant
- Aggressive
- Strong
- Competitive
- Assertive
- Independent

These traits emphasize **agency, performance, control, and achievement**.

2. Feminine Brand Personality

Associated with traits such as:

- Warm
- Caring
- Tender
- Sensitive
- Compassionate
- Gentle

These traits emphasize **communion, relationships, care, and emotional closeness**.

➡ A brand can score high or low on each dimension independently.



Brand collages of *Adidas*: MM-Prompt

You are a brand researcher. Please analyze the nine uploaded brand collages. Use for the analysis of the brand collages only the brand personality approach by Jennifer Aaker (1997) and the brand gender model by Bianca Grohmann (2009). Compare the nine collages in a table.

2. Comparative table: Nine brand collages

Collage	Dominant Brand Personality Traits (Aaker)	Secondary Traits	Brand Gender Profile (Grohmann)	Interpretation of Gender Coding
1	Excitement, Sophistication	Sincerity	Feminine ↑ / Masculine ↓	Lifestyle-oriented, fashion-led, emotional and aesthetic emphasis
2	Competence, Ruggedness	Excitement	Masculine ↑↑ / Feminine ↓	Performance, discipline, strength, physical endurance
3	Competence	Ruggedness	Masculine ↑↑ / Feminine ↓↓	Pure athletic authority, professionalism, seriousness
4	Ruggedness, Excitement	Competence	Masculine ↑↑ / Feminine ↓	Adventure, risk, toughness, physical challenge
5	Sincerity, Excitement	Competence	Feminine ↑ / Masculine →	Health, balance, well-being, social harmony
6	Excitement	Sophistication	Masculine ↑ / Feminine →	Speed, dynamism, energy without aggression
7	Competence, Sincerity	Excitement	Balanced (Masculine → / Feminine →)	Reliability, everyday sport, inclusiveness
8	Sophistication, Excitement	Sincerity	Feminine ↑↑ / Masculine ↓	Style, elegance, self-expression, lifestyle sport
9	Ruggedness, Competence	Excitement	Masculine ↑↑ / Feminine ↓	Competitive sport, physical dominance, toughness



Hands on: Analysis of brand collages

10 Min

IN ACTION

1. Upload the nine collages of the Adidas.
2. Analyze the nine collages by a simple RTF prompt.
3. Conduct a content analysis by using the brand archetype approach (Mark & Pearson 2001)
 - Check, if the LLM knows the brand archetype approach
 - Analyze the data by using a MM-RTF prompt



Access the following Google Drive Folder via this URL:
<http://bit.ly/3LLRrK9>



Social Media Reviews

The image illustrates a workflow for analyzing social media reviews using AI. It consists of several overlapping windows:

- Browser (Top):** Shows a TripAdvisor review for Lufthansa with the title "Immer schlechter - Lufthansa".
- Spreadsheet (Middle-Left):** A table with columns "query" and "reviews". It contains 39 rows of scraped data, each starting with "https://www...".
- Google NotebookLM (Middle-Right):** The interface for NotebookLM, displaying a mind map titled "Fluggesellschaftserfahrungen: Probleme und Kritik".
- Mind Map (Bottom-Right):** A hierarchical diagram summarizing the review content. The central node is "Fluggesellschaftserfahrungen", which branches into airline names: Air France, British Airways, KLM, Lufthansa, and SWISS International Airlines. Lufthansa is further detailed with categories such as "Flugunregelmäßigkeiten", "Gepäckprobleme", "Schlechter Kundenservice", "Zustand Flugzeug/Komfort", "Service an Bord (verschlechtert)", "Probleme bei Buchung/Umbuchung", "Handgepäckkontrolle (ineffizient)", "Besondere Vorfälle", "Positive Erfahrungen (selten)", and "Downgrade von Business auf Economy (ohne Entschädigung)". The "Zustand Flugzeug/Komfort" category is further broken down into: "Veraltet", "Unbequeme Sitze", "Defektes Entertainment", "Schwierige Sitzverstellung", "Enge Sitze", and "Seltsame Sicherheitsgurte".

At the bottom of the NotebookLM window, there are buttons for "Guter Inhalt" and "Schlechter Inhalt", and a footer note: "NotebookLM kann fehlerhafte Informationen ausgeben. Bitte überprüfen Sie die Antworten."



Hands on: Analysis of brand collages

10 Min

IN ACTION

Download the Excel file regarding the social media media review of the famous Randy's Donuts in LA.

Upload it to NotebookLM:
<https://notebooklm.google.com>

Create instant insights regarding:
Audio overview, video overview, mind map, infographic etc. (wyw)

Access the following Google Drive Folder via this URL:
<http://bit.ly/3LLRrK9>



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Scale Development

Measure and Construct Validity Studies

GILBERT A. CHURCHILL, JR.*

A critical element in the evolution of a fundamental body of knowledge in marketing, as well as for improved marketing practice, is the development of better measures of the variables with which marketers work. In this article an approach is outlined by which this goal can be achieved and portions of the approach are illustrated in terms of a job satisfaction measure.

A Paradigm for Developing Better Measures of Marketing Constructs

In an article in the April 1978 issue of the *Journal of Marketing*, Jacoby placed much of the blame for the poor quality of some of the marketing literature on the measures marketers use to assess their variables of interest (p. 91):

More stupefying than the sheer number of our measures is the ease with which they are proposed and the uncritical manner in which they are accepted. In point of fact, most of our measures are only measures because someone says that they are, not because they have been shown to satisfy standard measurement criteria (validity, reliability, and sensitivity). Stated somewhat differently, most of our measures are no more sophisticated than first asserting that the number of pebbles a person can count in a ten-minute period is a measure of that person's intelligence; next, conducting a study and finding that people who can count many pebbles in ten minutes also tend to eat more; and, finally, concluding from this: people with high intelligence tend to eat more.

*Gilbert A. Churchill is Professor of Marketing, University of Wisconsin-Madison. The significant contributions of Michael Houston, Shelby Hunt, John Nevin, and Michael Rothschild through their comments on a draft of this article are gratefully acknowledged, as are the many helpful comments of the anonymous reviewers.

The AMA publications policy states: "No article(s) will be published in the *Journal of Marketing Research* written by the Editor or the Vice President of Publications." The inclusion of this article was approved by the Board of Directors because: (1) the article was submitted before the author took over as Editor, (2) the author played no part in its review, and (3) Michael Ray, who supervised the reviewing process for the special issue, formally requested he be allowed to publish it.

Burleigh Gardner, President of Social Research, Inc., makes a similar point with respect to attitude measurement in a recent issue of the *Marketing News* (May 5, 1978, p. 1):

Today the social scientists are enamored of numbers and counting . . . Rarely do they stop and ask, "What lies behind the numbers?"

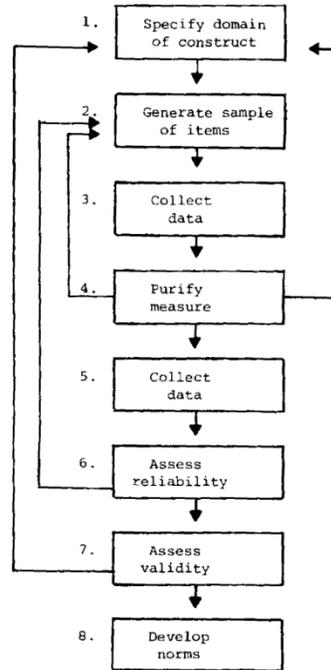
When we talk about attitudes we are talking about constructs of the mind as they are expressed in response to our questions.

But usually all we really know are the questions we ask and the answers we get.

Marketers, indeed, seem to be choking on their measures, as other articles in this issue attest. They seem to spend much effort and time operating by the routine which computer technicians refer to as GIGO—garbage in, garbage out. As Jacoby so succinctly puts it, "What does it mean if a finding is significant or that the ultimate in statistical analytical techniques have been applied, if the data collection instrument generated invalid data at the outset?" (1978, p. 90).

What accounts for this gap between the obvious need for better measures and the lack of such measures? The basic thesis of this article is that although the desire may be there, the know-how is not. The situation in marketing seems to parallel the dilemma which psychologists faced more than 20 years ago, when Tryon (1957, p. 229) wrote:

If an investigator should invent a new psychological test and then turn to any recent scholarly work for



Recommended Coefficients or Techniques

Literature search

Literature search
Experience survey
Insight stimulating examples
Critical incidents
Focus groups

Coefficient alpha
Factor analysis

Coefficient alpha
Split-half reliability

Multitrait-multimethod matrix
Criterion validity

Average and other statistics
summarizing distribution of scores

Scale Development
(qualitative research)

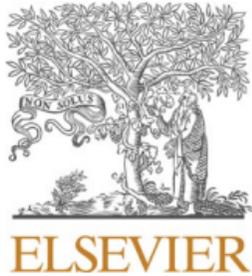
Scale purification and evaluation
(quantitative research)

Mental model



Scale Development: Example “Conscientious brand”

Journal of Business Research 201 (2025) 115744



Contents lists available at [ScienceDirect](#)

Journal of Business Research

journal homepage: www.elsevier.com/locate/jbusres



The core attributes of conscientious brands: A stakeholder perspective

Nathalia C. Tjandra^a, Alessandro Feri^b , Nicholas Ind^c , Oriol Iglesias^{d,*} ,
Christof Backhaus^e, Barbara Seegebath^f 

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Scale Development: Example "Conscientious brand"

You are a brand researcher with a high level of expertise in methods and the development of scales. Your task is to develop a scale of the construct Conscientious brands are thus driven by an internal moral compass that guides their intention to do the right thing by spurring positive transformative change and creating shared value for stakeholders. "Conscientious brands" have three pillars with several attributes.

1. Belief System: Transformative purpose and guiding beliefs

- Organisational openness
- Stakeholder fairness
- Temporal responsibility
- Transformative purpose

2. Transformative Practices: Economic, environmental, and social transformation

- moral integrity

3. Impact measures: System of Key Performance Indicators (KPIs)

- Measures of social and environmental impact
- Independent certifications

Please list the main attributes of "Conscientious brands" Give labels, a brief description per dimension and factor and give one brand example. Summarize this information in table.

Dimension	Factor / Attribute	Description	Example Brand
1. Belief System (Transformative purpose & guiding beliefs)	Organisational Openness	Transparency in communication and willingness to engage with diverse stakeholders.	Patagonia – openly shares supply chain and sustainability data.
	Stakeholder Fairness	Commitment to treating all stakeholder groups (employees, suppliers, customers, communities) equitably.	Ben & Jerry's – advocates for social justice and fair trade.
	Temporal Responsibility	Long-term orientation, ensuring today's decisions consider future generations.	Interface (carpet manufacturer with "Climate Take Back" initiative).
	Transformative Purpose	Clear higher-order mission beyond profit, aimed at societal transformation.	Tesla – mission to accelerate the world's transition to sustainable energy.
2. Transformative Practices (Economic, environmental, and social transformation)	Moral Integrity	Ethical consistency between what the brand promises and how it behaves in practice.	The Body Shop – long history of cruelty-free products and ethical sourcing.
3. Impact Measures (System of KPIs)	Measures of Social & Environmental Impact	Systematic tracking and reporting of ecological footprint, diversity, and social progress.	Unilever – publishes annual Sustainable Living Plan with impact data.
	Independent Certifications	External validation of conscientious practices (e.g., B Corp, Fair Trade, ISO).	Allbirds – certified B Corp with transparent impact reporting.



Scale Development: Example "Conscientious brand"

Next, we want to develop a questionnaire to measure the seven factors of "Conscientious Brands" from the management perspective. Please create five statements for each of the seven dimensions. The statements should be written in the "We"-perspective of the management. Brand Managers should be able to agree or disagree with these statements. Use a reflective (not a formative) specification of the items.

Dimension 1: Organisational Openness

1. We openly share relevant information with our stakeholders.
2. We actively invite feedback and dialogue from stakeholders.
3. We communicate transparently about both successes and failures.
4. We are receptive to diverse perspectives when making decisions.
5. We ensure that our internal and external communication is consistent and truthful.

Dimension 2: Stakeholder Fairness

1. We treat all stakeholder groups with equal respect and fairness.
2. We prioritize the well-being of employees, suppliers, customers, and communities equally.
3. We avoid practices that exploit or disadvantage stakeholders.
4. We engage in fair negotiations with partners and suppliers.
5. We make decisions that balance different stakeholder interests fairly.

Dimension 3: Temporal Responsibility

1. We consider the long-term effects of our decisions.
2. We invest in initiatives that create benefits for future generations.
3. We deliberately avoid short-term gains that could harm long-term sustainability.
4. We plan our strategies with a multi-generational perspective in mind.
5. We strive to leave a positive legacy for society and the environment.

Dimension 4: Transformative Purpose

1. We have a clear higher-order mission beyond financial profit.
2. We pursue goals that contribute to positive societal change.
3. We regularly communicate our transformative purpose internally and externally.
4. We align our strategies with our broader mission to create shared value.
5. We inspire our employees and stakeholders with a clear sense of purpose.

Dimension 5: Moral Integrity

1. We act consistently with our stated values.
2. We ensure that our business practices match our promises.
3. We uphold high ethical standards in all operations.
4. We avoid compromises that would undermine our moral principles.
5. We are committed to acting responsibly even when it is not profitable.

Dimension 6: Measures of Social & Environmental Impact

1. We systematically track our environmental footprint.
2. We measure our contribution to social progress (e.g., diversity, inclusion).
3. We publish our social and environmental performance regularly.
4. We use clear and reliable metrics to evaluate our impact.
5. We continuously improve based on the results of our impact measures.

Dimension 7: Independent Certifications

1. We actively pursue independent certifications to validate our practices.
2. We maintain compliance with recognized international sustainability standards.
3. We see third-party certifications as important signals of credibility.
4. We regularly seek external audits to verify our practices.
5. We integrate certification requirements into our daily operations.



Scale Development: Example "Conscientious brand"

We have now created a seven-dimensional operationalization of the construct "Conscientious Brands". For each dimension, we have five potential items. Each dimension should have a high internal consistency. And there should be a high level of discriminant validity. Please reduce the number of items to three for each dimension and consider the internal consistency and discriminant validity. If necessary, reformulate items. If necessary, drop a dimension.

Organisational Openness

1. We openly communicate relevant information to our stakeholders.
2. We invite and consider feedback from diverse stakeholder groups.
3. We ensure consistency and transparency in our communication.

Stakeholder Fairness

1. We treat all stakeholder groups with equal respect and fairness.
2. We balance the interests of employees, suppliers, customers, and communities.
3. We avoid practices that exploit or disadvantage stakeholders.

Temporal Responsibility

1. We consider the long-term consequences of our decisions.
2. We invest in initiatives that benefit future generations.
3. We avoid short-term gains that could harm long-term sustainability.

Transformative Purpose

1. We have a clear mission that goes beyond financial profit.
2. We align our strategies with a broader purpose to create shared value.
3. We inspire employees and stakeholders with our transformative purpose.

5. Moral Integrity

1. We act consistently with our stated values.
2. We uphold high ethical standards in all operations.
3. We are committed to acting responsibly even when it is not profitable.

6. Measures of Social & Environmental Impact

1. We systematically track our environmental and social performance.
2. We publish reliable data on our social and environmental impact.
3. We use clear metrics to improve our performance continuously.

7. Independent Certifications

1. We actively pursue independent certifications to validate our practices.
2. We comply with recognized international sustainability standards.
3. We seek external audits to verify our conscientious practices.



Scale Development: Example “Conscientious brand”

Please suggest a three-item scale to measure brand resilience.

Brand Resilience Scale (3 items)

7-point Likert scale (1 = strongly disagree, 7 = strongly agree)

- 1. Our brand is able to recover quickly from crises or setbacks.*
- 2. Our brand adapts effectively to changes in the market environment.*
- 3. Our brand can sustain long-term performance despite challenges and disruptions.*



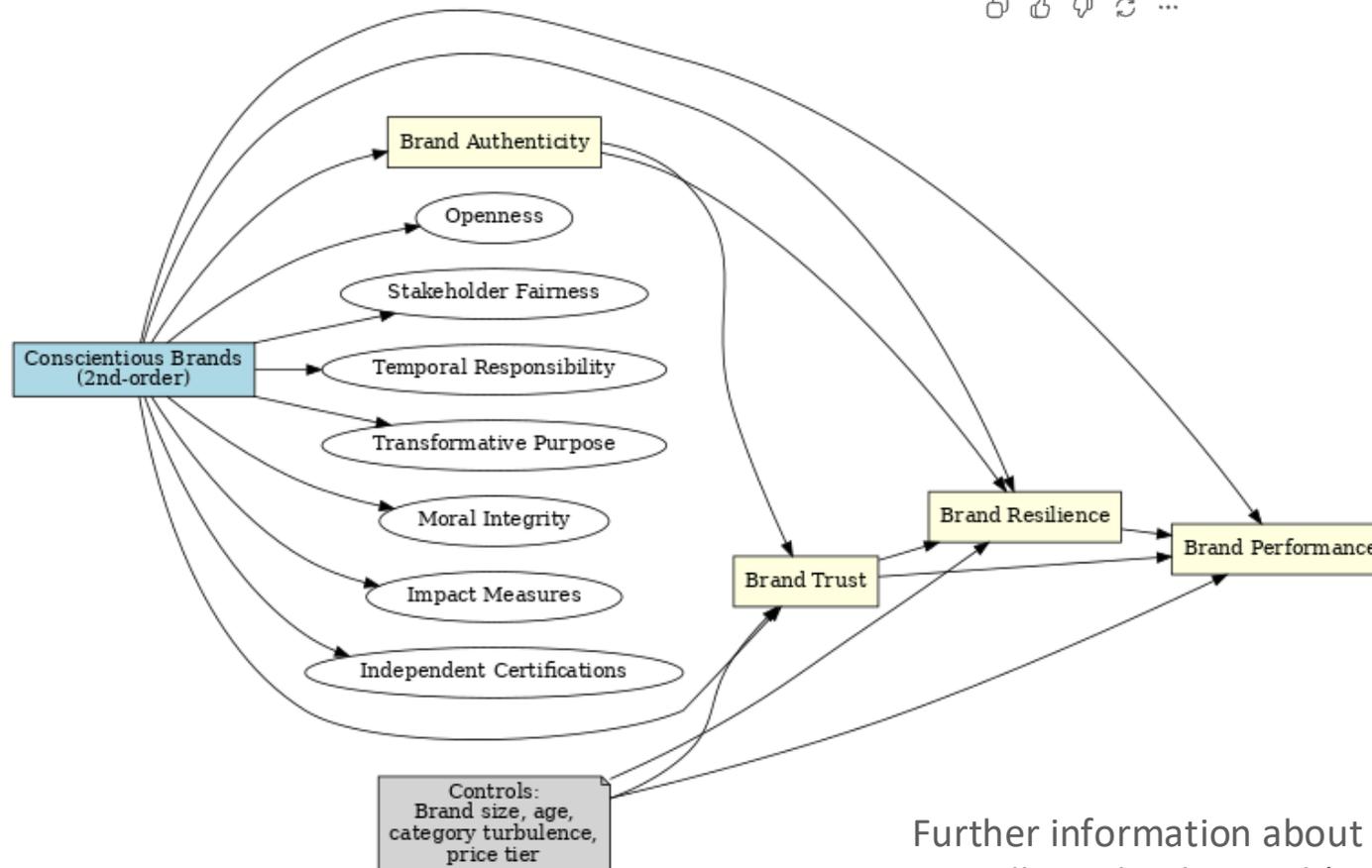
Scale Development: Example "Conscientious brand"

Please suggest three further constructs to measure the nomological network of the „Conscientious brands“ scale. Make suggestions of three items to measure each of the three constructs.

👉 This creates a theoretically sound and empirically testable network around your 7-dimensional scale.

Would you like me to sketch a structural model (SEM path diagram) that shows how *Conscientious Brands* connects to authenticity, trust, resilience, and performance? That would give you a visual framework for testing.

📄 👍 💬 ↻ ⋮



Yes

Further information about AI-based scale development: Russell-Lasalandra et al (2024); Hoffmann et al. (2024).



Expert & In-depth Interviews

concept m Analyst (aka Tommyknocker) ▾



concept m Analyst (aka Tommyknocker)

By Steffen Schmidt 👤

Führt tiefenpsychologische Interviews basierend auf Morphologie und dem 'Morphologische Marktpsychologie'-Konzept durch. Erfasst detailliert Produktwirkungseinheiten (PWE).

Welche psychologischen Motivationen...

Wie lässt sich die psychologische Wirkung des...

Inwiefern entsprechen die aktuellen...

Welche Motivspannungen ergeben sich bei...



Bewerte das Design aus Deiner Expertensicht.



ChatGPT can make mistakes. Check important info.

?



8°



Suche



21:10
14.11.2024

Expert & In-depth Interviews

concept m Analyst (aka Tommyknocker) ▾

Share



Aus morphologischer Sicht ist das Design des Fiat Multipla eine bewusst inszenierte Einladung zur Abgrenzung vom Mainstream und dient als Motivationsangebot für Individualisten. Die ungewöhnliche Erscheinung kann als Mittel zur Differenzierung im Markt fungieren, bleibt jedoch für die Mehrheit eine ästhetische Herausforderung, die sowohl Ablehnung als auch Faszination hervorrufen kann. Diese ambivalente Wirkung bietet eine interessante Grundlage, das Fahrzeug spezifisch für Zielgruppen zu positionieren, die sich als „nicht konform“ und besonders funktional orientiert sehen.



Beschreibe ein optimiertes und modernes Design auf Englisch, dass mehr als 50% der Menschen ansprechen würde. Die Beschreibung dient einer anderen KI dazu, ein entsprechendes Autodesign zu generieren.



ChatGPT can make mistakes. Check important info.



Suche



DEU
SG



21:13
14.11.2024



Expert & In-depth Interviews

History - Recraft

recraft.ai/history?imageId=7bfb5490-a9b2-486d-ba3b-7475bb14e7cb



Create new project

Projects

Community

Favorites

History

Profile

Search...

857



Photorealism

Modern small family car in the style of a small compact van with a sleek, elegant design that appeals to a wide audience. The car features a streamlined, aerodynamic shape with flowing lines, giving it a slightly sporty look. It has six seats: Three in the front, the in the rear. It appears compact yet spacious, with a high seating position and a wide wheelbase for stability.

Model
Recraft V3

V3

Hidden to
Community



8°



Suche



DEU
SG



21:16
14.11.2024



Expert & In-depth Interviews

Claude Computer Use Demo

⚠ Security Alert: Never provide access to sensitive accounts or data,

Imagine you are a wife in the age of 50 years with four children under the age of 18 years living in a rural area.

Please answer the following question.

<https://survey2.quantilope.com/aycsCczTsHf9R5fgu/kNR2YunaLTNLw8PnP>

Toggle Screen Control (On)

Workspace 1



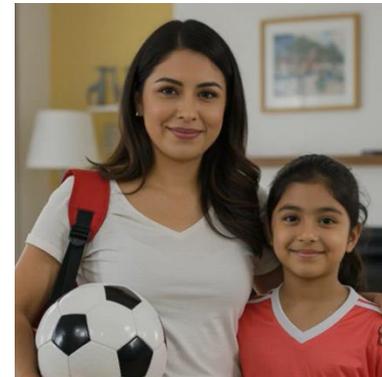
Expert & In-depth Interviews



AI RESEARCH DIRECTOR



AI MODERATOR



AI CONSUMER(S)



Expert & In-depth Interviews

Presence (82)

- The car is shot close-up with clear visible details
- It takes up a large part of the display and avoids distractions
- Gaze fixations (heatmap) mostly land on the car—not the back-ground



◆ Suburban Family Style (85)

- Neutral colours and chrome
- Strong sense of practicality, reward, and suburban lifestyle
- Visuals reflect a balanced mix of space, function, and success

◆ Spaciousness (72)

- Tall height and large ground clearance indicate spaciousness
- However rear end and flank not clearly visible –Size of passenger space not readable

Aggressiveness (78)

- Bold grille, angular headlights, and low-angle shot add power
- Car looks dominant and confident
- Presence is strong, but not overly intimidating



Expert & In-depth Interviews



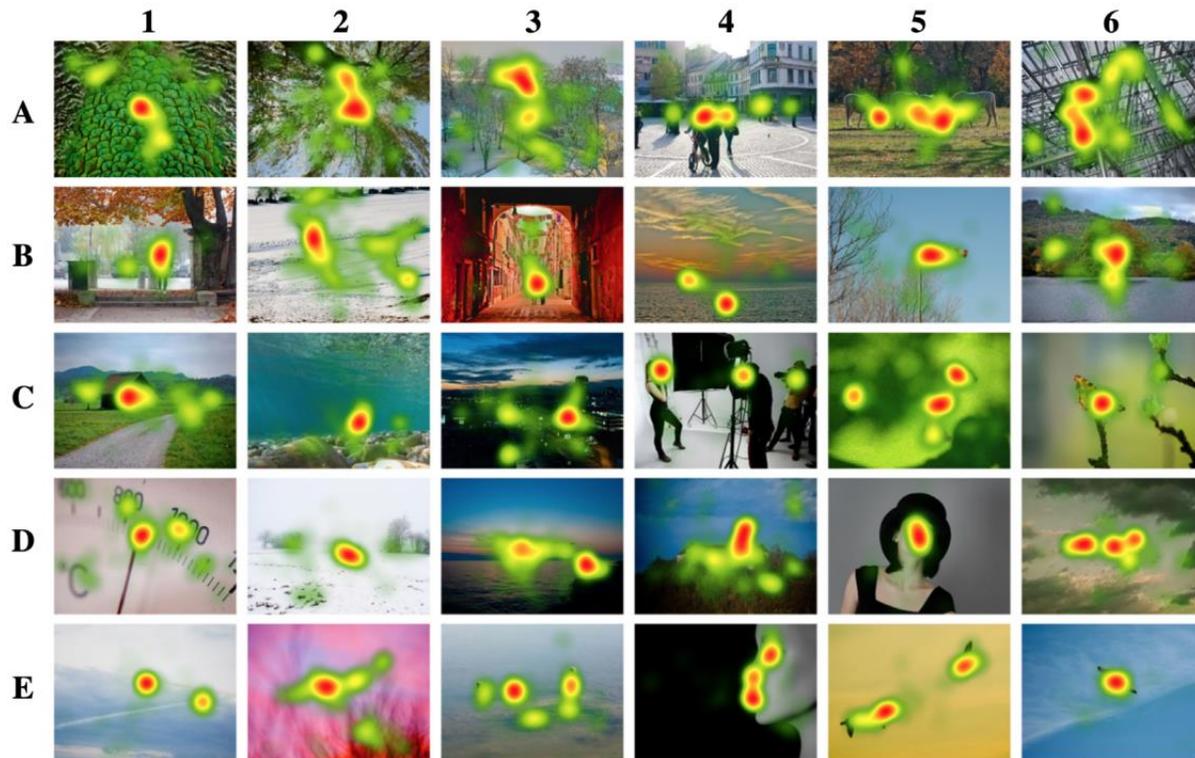
Agenda

- Foundations: ABI, Synthetic data, and research process
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- Application III: Observations
- Application IV: Survey
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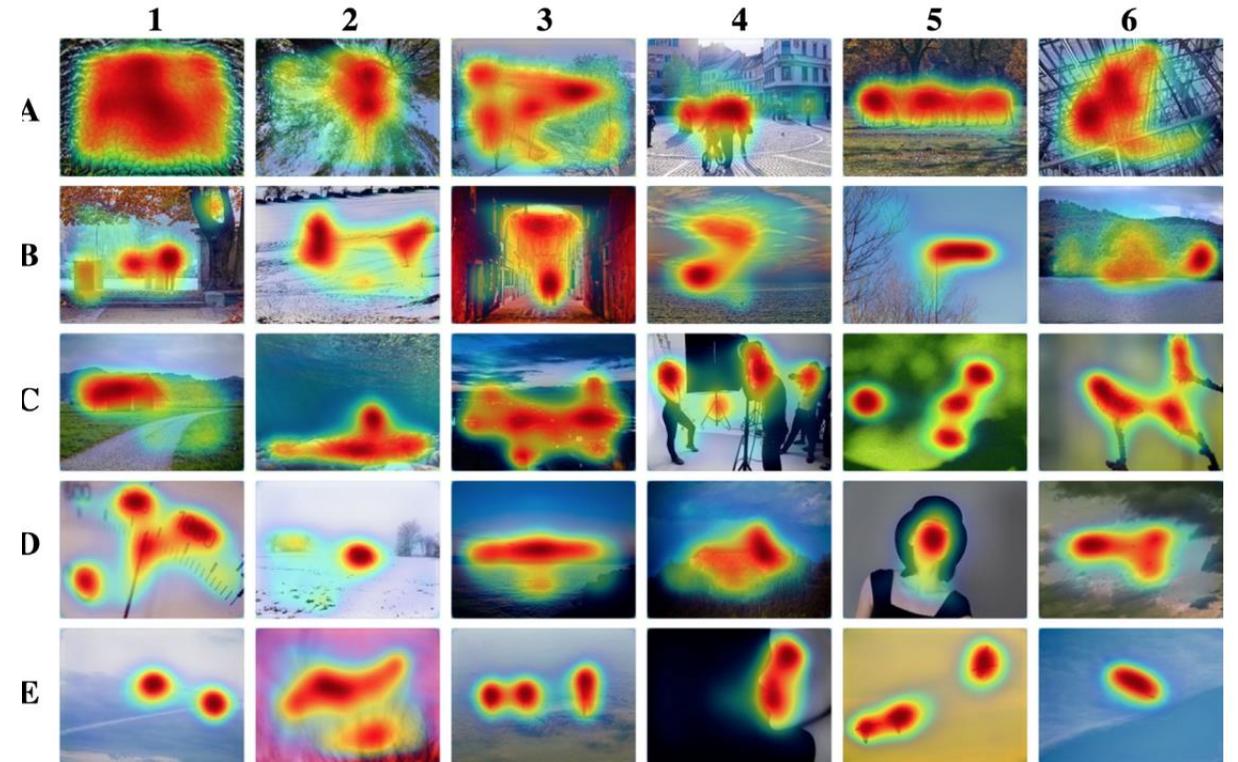


Predictive Eye Tracking

Human-based Eye Tracking (Tobii X120)



AI-based Eye Tracking (Expoze.io)



Source : Ahrik (2023).



Mental Activation: Visual Activation



neurons



First ATTENTION, then INTENTION

Attention is the first step to engaging customers.

If customers don't see your checkout button, brand, or key message, your initiative is lost.

Nobody will act on a button that is not seen, they will not react to it, and they certainly won't remember your brand or important message.



Mental Activation: Visual Activation

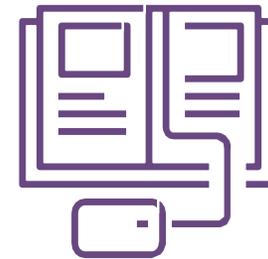


neurons



Eye Tracking
Data Base

With a database based on well over 12.000 participants, one of the largest single databases of high-quality eye-tracking data is used. This is a critical element in training machine learning models.



Machine
Learning

The predictive Attention AI solution has trained over 30 different machine learning models, each models running for weeks to months. The winning model predicts eye-tracking with over 90% to 95% accuracy.



Mental Activation: Visual Activation



neurons

Eye Tracking



Eye Tracking



Eye Tracking



Predictive Attention



Predictive Attention



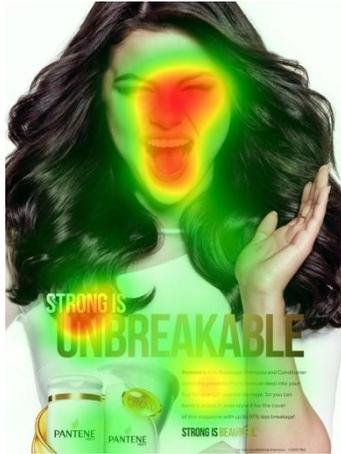
Predictive Attention



Mental Activation: Visual Activation



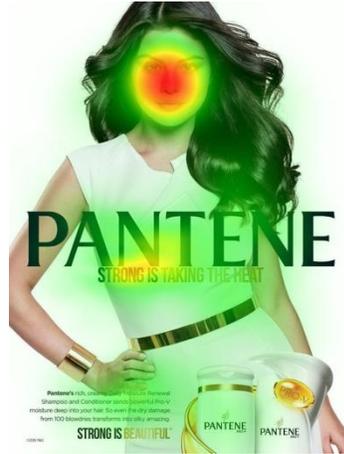
neurons



Cognitive Demand ⓘ



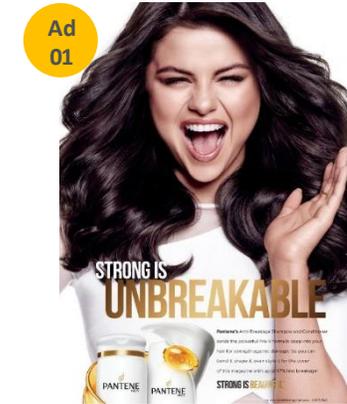
Clarity ⓘ



Cognitive Demand ⓘ



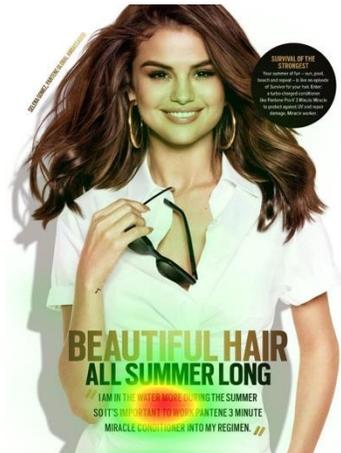
Clarity ⓘ



Ad 01



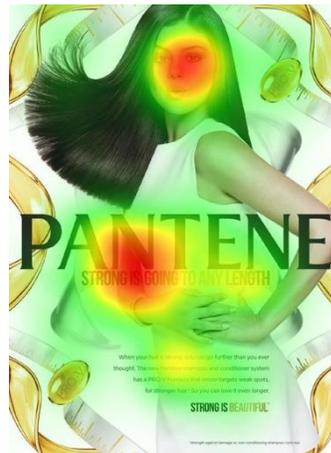
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Cognitive Demand ⓘ



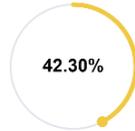
Clarity ⓘ



Cognitive Demand ⓘ



Clarity ⓘ



Ad 03



Ad 04



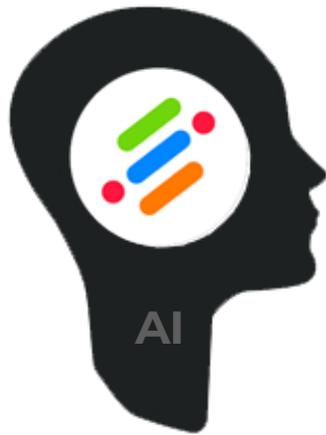
Mental Activation: Visual Activation



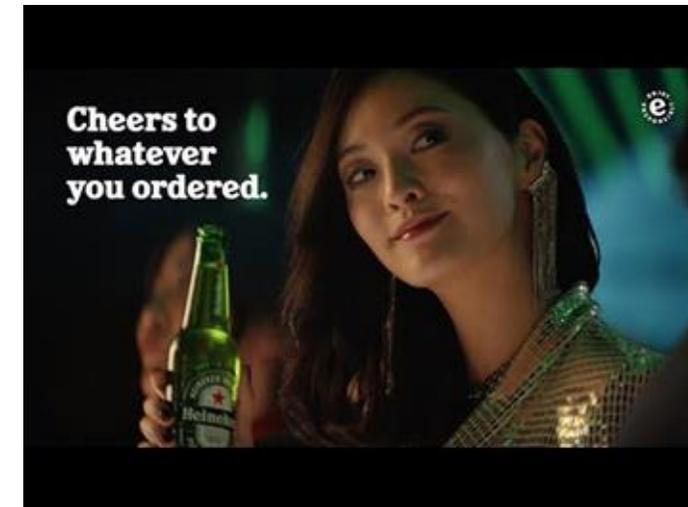
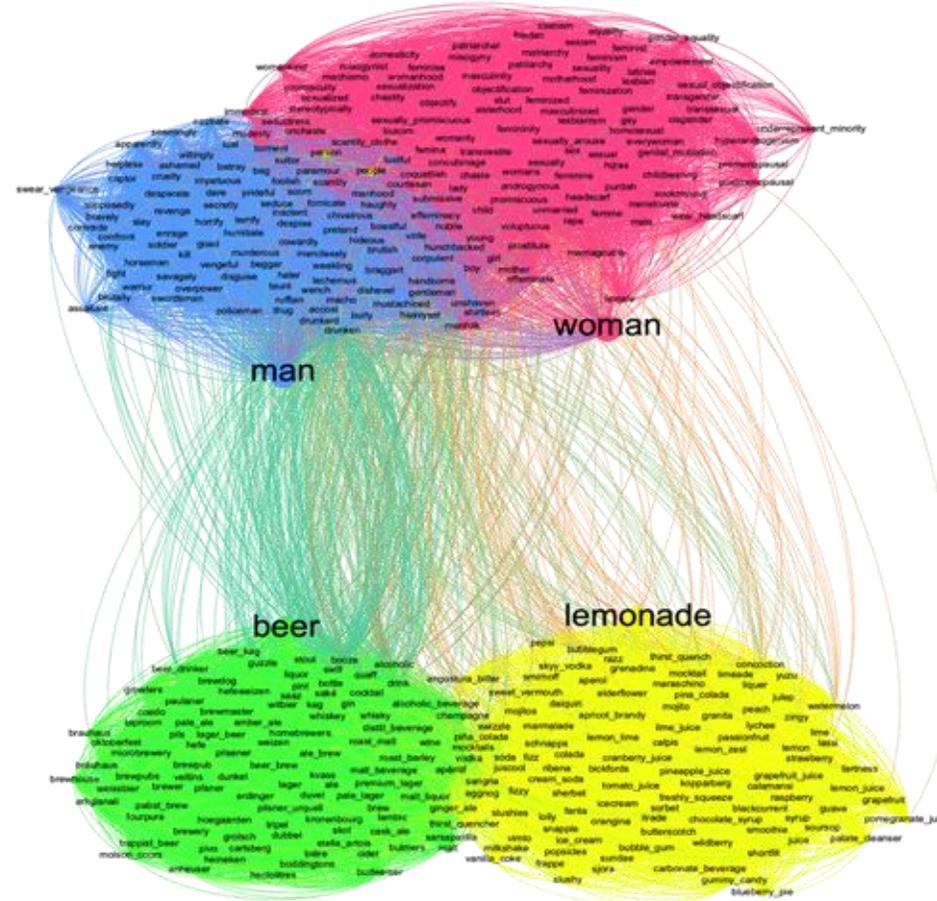
neurons



Mental Activation: Semantic Activation

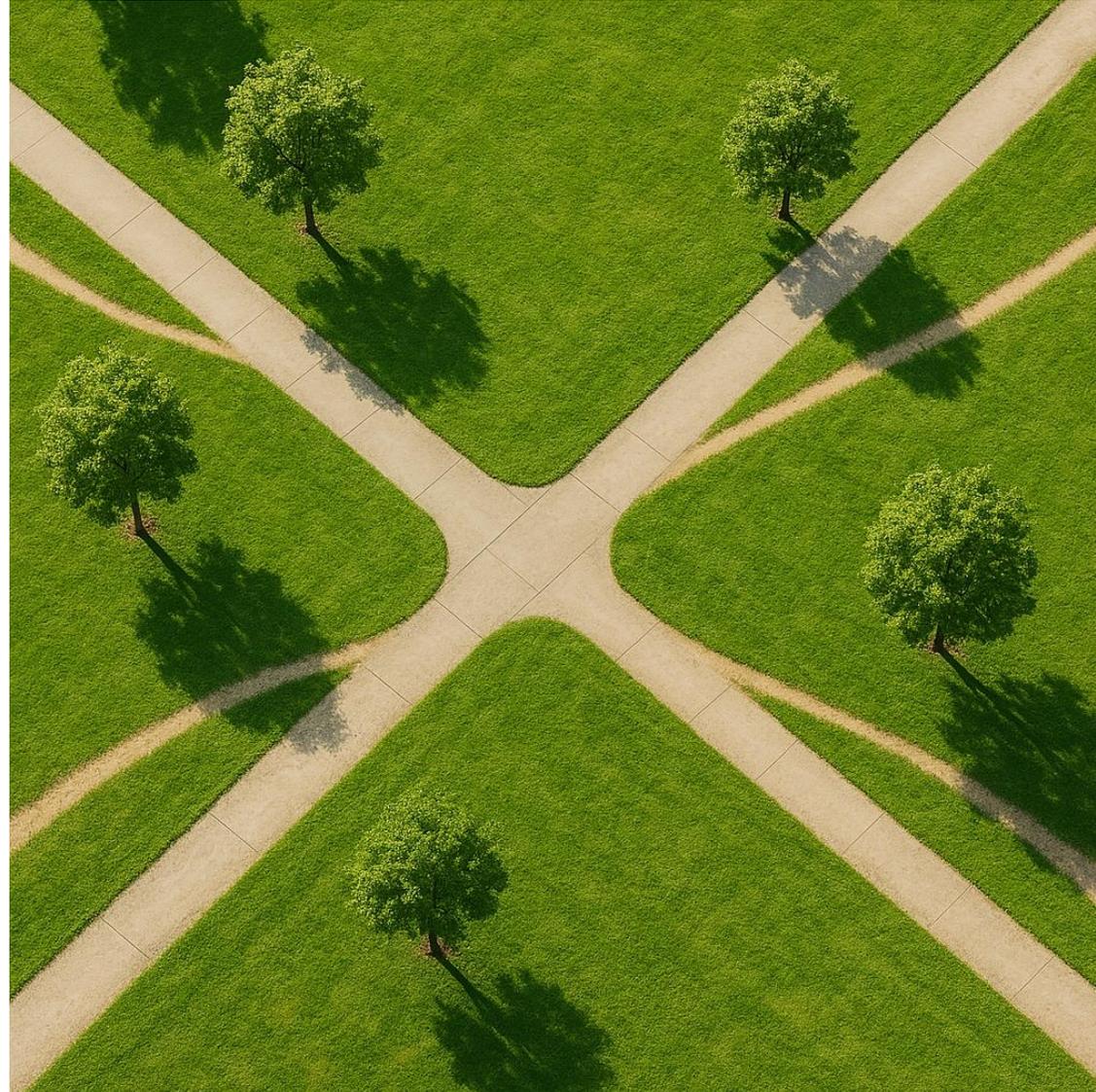


Reveal the (learned) associations about a brand/product/service/object etc. in consumer's memory



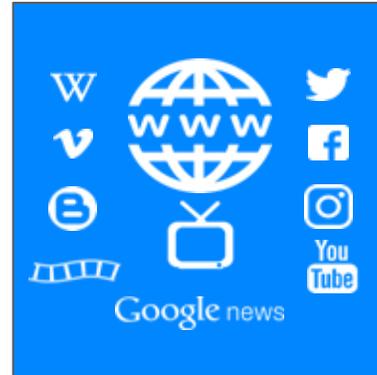
Mental Activation: Semantic Activation

 neuroflash

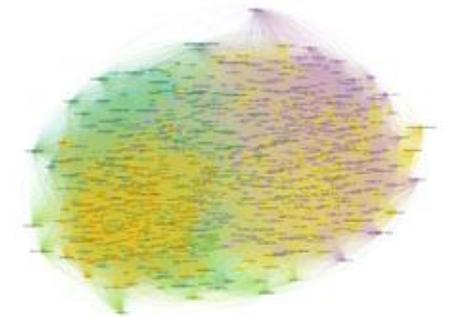


Mental Activation: Semantic Activation

Associations What consumers think



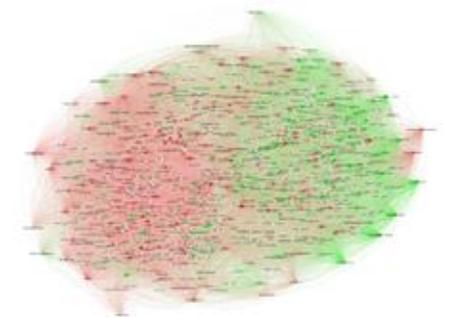
From millions of sentences like:
«Energy used to achieve success»
«Achieving energy efficiency»



Sentiments What consumers feel



Consumers give emotional responses to words in a survey



Scientific validation:

Predicting **implicit associations** - Wettler et al. (2015), Caliskan et al. (2017), Hoffmann et al. (2018)

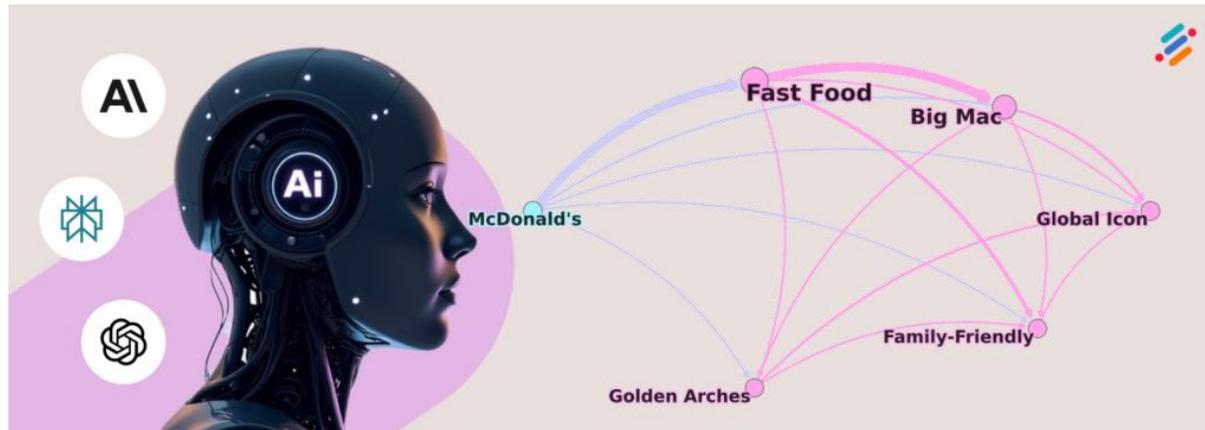
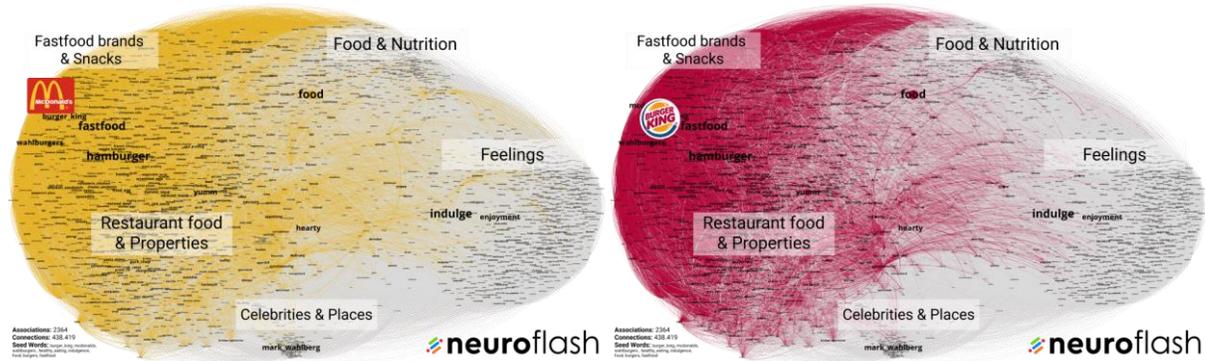
Segment specific **emotions** Li et al. (2017), Richie et al. (2018)



Emotional patterns are extrapolated to all associations, using machine learning

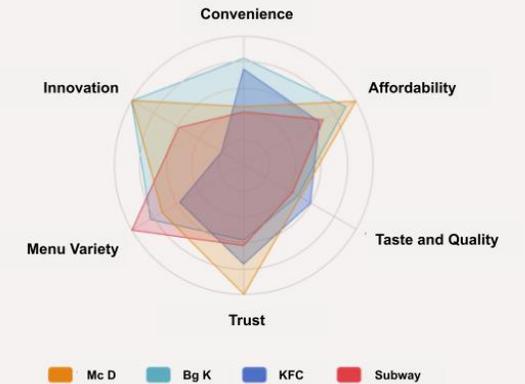


Mental Activation: Semantic Activation



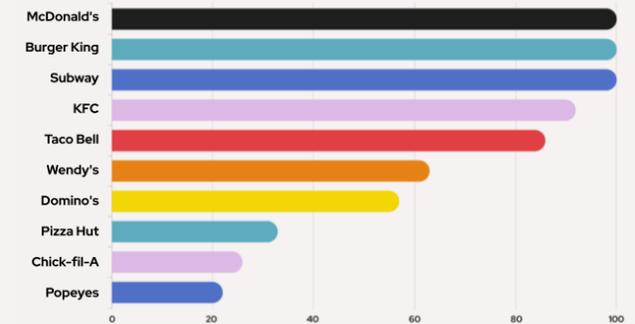
Perception

Track how models perceive your brand and products to understand which messaging and content to optimize.



Share of Model

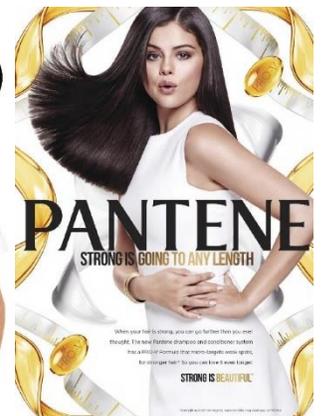
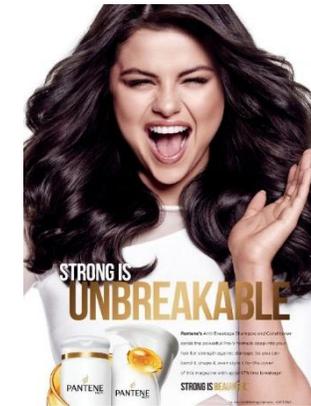
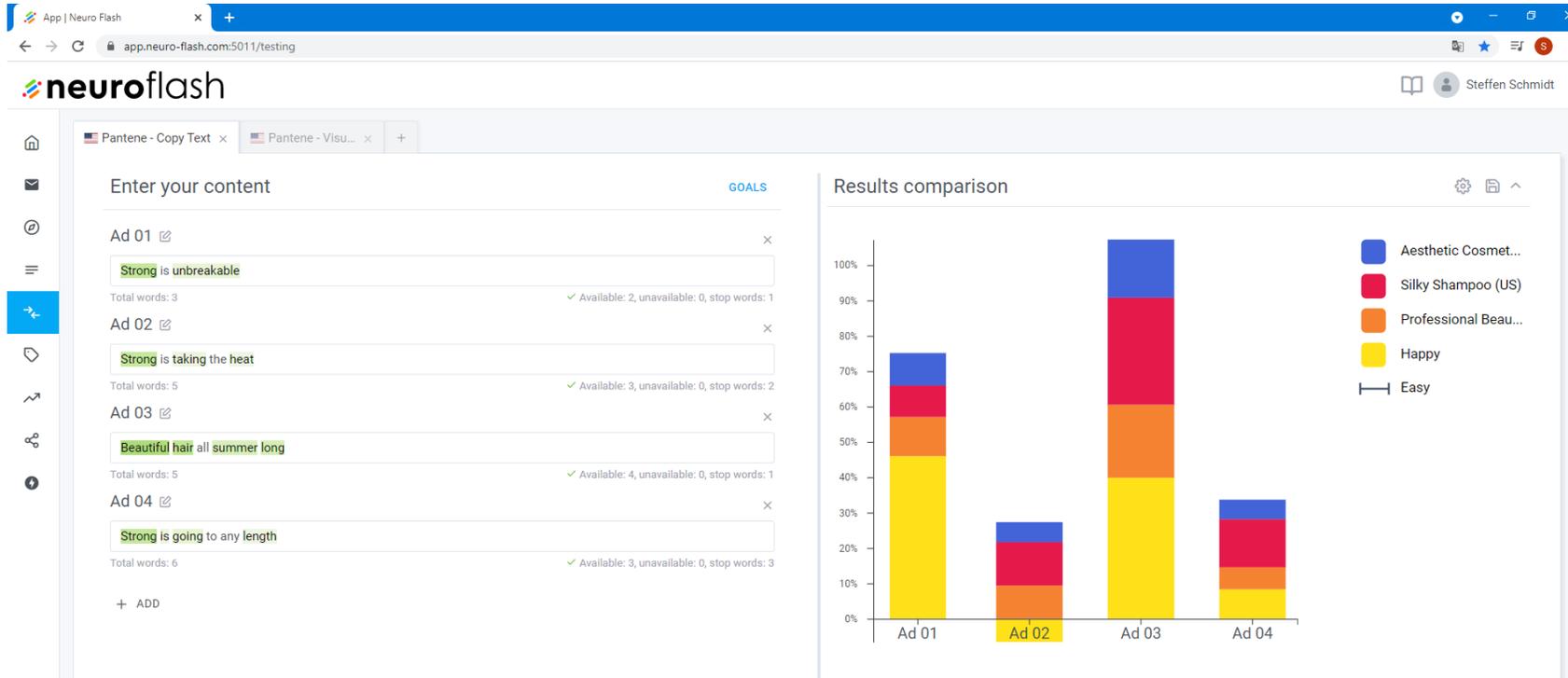
Fast Food Chains - Brand appearance %



Source (1): <https://neuroflash.com/blog/how-implicit-associations-drive-brand-equity-and-market-share>
 Source (2): <https://neuroflash.com/blog/how-implicit-associations-drive-brand-equity-and-market-share-2>

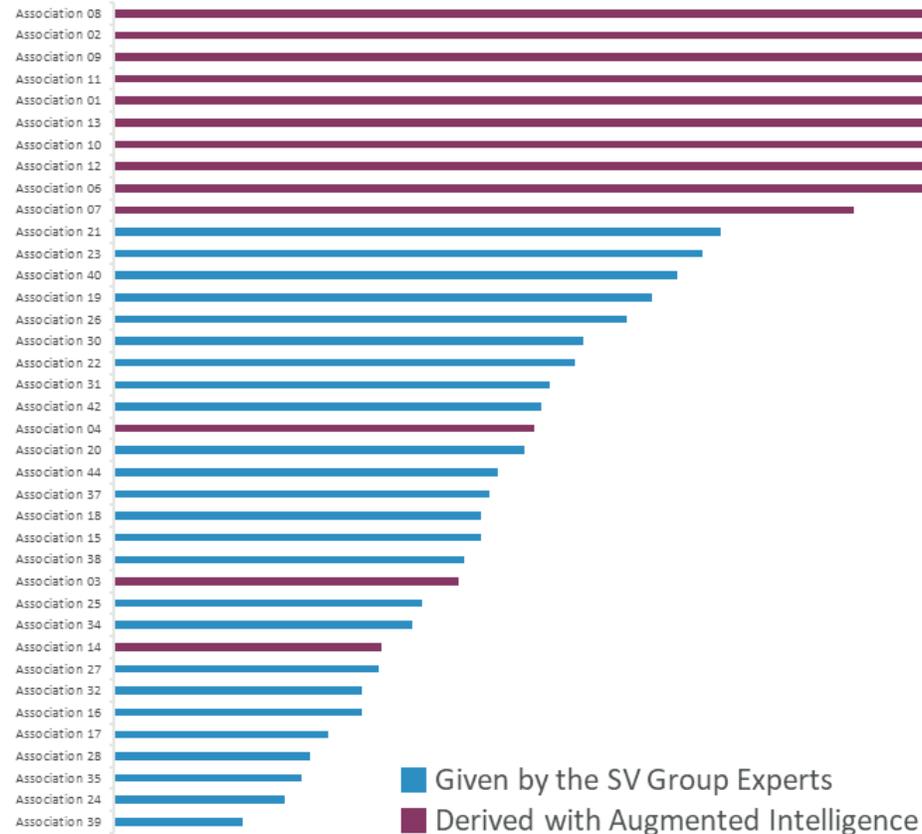


Mental Activation: Semantic Activation



Mental Activation: Semantic Activation

Total Effect Comparison



Interesting Findings:

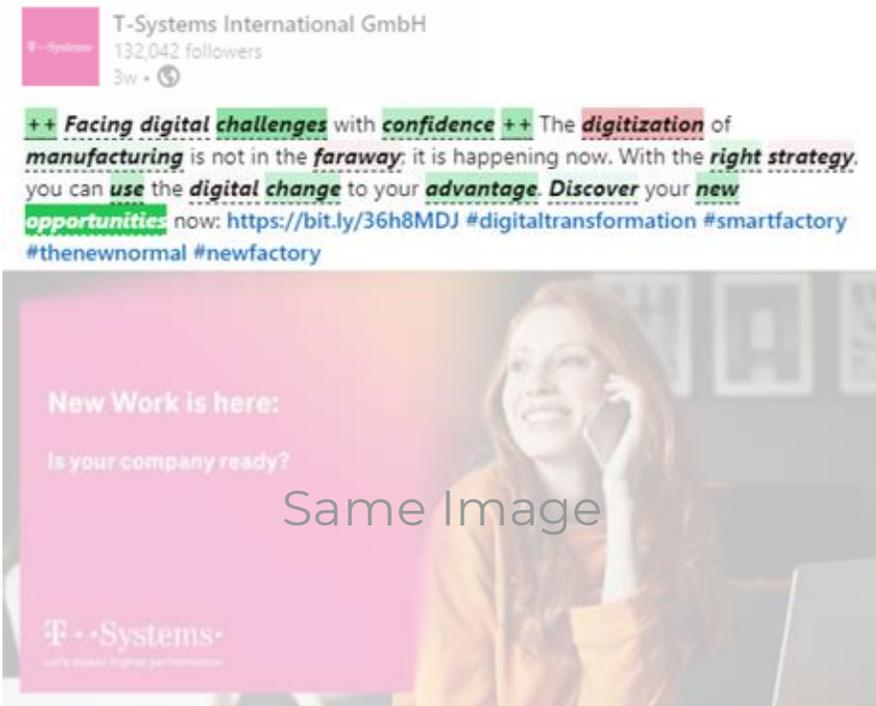
- All of the **top 10 associations** that have the **greatest impact on overall performance** (in this case, product/brand strength) were **derived** from the association network using **augmented intelligence**
- All **14 associations derived with the augmented intelligence** explain a total of about **20 percent more** than the **29 associations given by the SV Group experts**
- Hence: **Noise reduction** was **successful = better management decision-making**



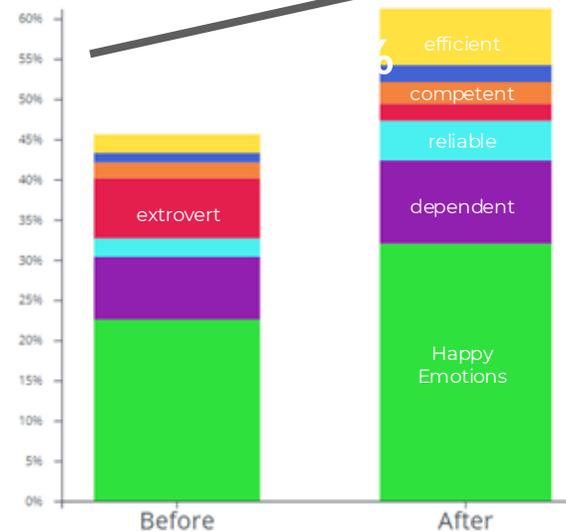
Mental Activation: Semantic Activation

- T-Systems: Social media post optimization

Goal: Optimizing LinkedIn & Twitter posts
 Impact: Up to +86% Engagement, +84% Clicks, +40% Reach



Before Post



After Post

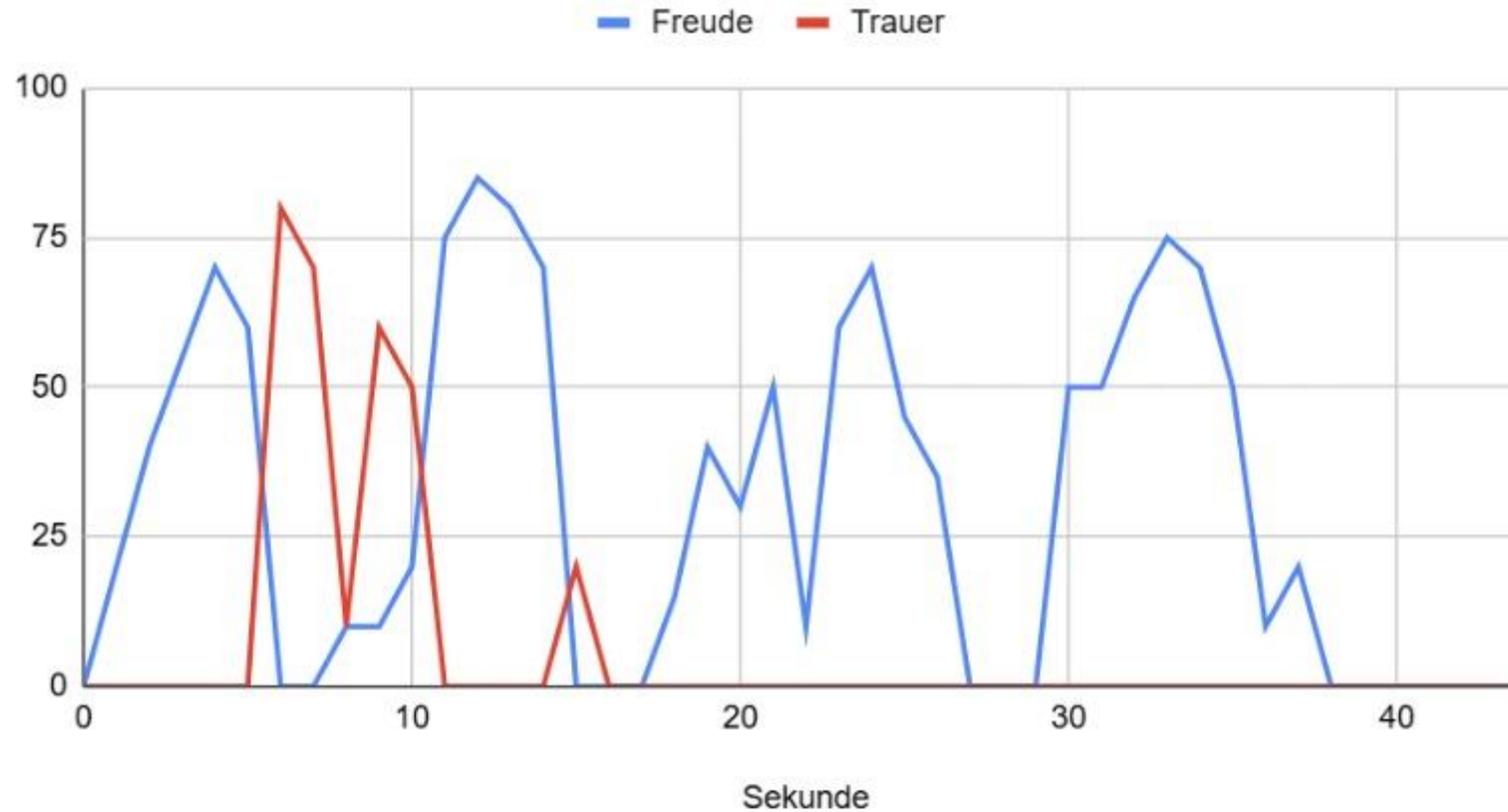


Mental Activation: Affective/Emotional Activation



Mental Activation: Affective/Emotional Activation

Freude und Trauer



Agenda

- Foundations: ABI, Synthetic data, and research process
- Application I: Content analysis
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Sampling for large-scale surveys in brand research

	Representative Sample	Student sample	Online (Access) Panel	Click worker platform	Synthetic data
Time	since the 1930s (1936: first issue of the Journal of Marketing)	Since the 1970s	since 1995	since the start of 2000	
Main techniques & tools	Simple Random selection, Quota sampling	Course credits as incentives, paid students (per tsk or lottery)	Qualtrics, Dynata	Prolific, Amazon MTurk	Overall; Digital twins (demographics, full profiles)
Examples of „important“ and „typical“ papers	Aaker (1997) (17,500+ citations)	Aaker/Keller (1990) (7,000+ citations)	Fuchs et al. (2015) (500+ citations)	Kim & Srivastava (2024) (17 citations)	Li et al. (2024) (160+ citations)
Methodological papers		Peterson (2001); Ashraf & Merunka (2017)	Peer et. al. (2022); Moss et a. (2023)	Behrend et al. (2011); Edgar et al. (2016); Porter et al. (2019)	Sarstedt et al. (2024); Peng et al. (2025)
Main pro's	<ul style="list-style-type: none"> • Statistical inferences • reputation in the science community (“gold standard”) 	<ul style="list-style-type: none"> • Cost-effective • High homogeneity (important for experiments) 	<ul style="list-style-type: none"> • Sample diversity and size • International target groups 	<ul style="list-style-type: none"> • Cost-effective • Fast and flexible • Large potential of different target groups 	<ul style="list-style-type: none"> • Cost-effective • Very fast and flexible • Broad coverage of different “populations”
Main con's	<ul style="list-style-type: none"> • Non-Response-Bias • High costs • Missing database and/or defects of the sampling frame • High consumer heterogeneity 	<ul style="list-style-type: none"> • Low external validity (“generalizability”) • Reduction to student-relevant stimuli and topics • Overestimation of effect sizes 	<ul style="list-style-type: none"> • High costs • Panel bias • “Black box” for the researcher 	<ul style="list-style-type: none"> • Over-surveying • Panel bias • “professional respondents” • Low external validity 	<ul style="list-style-type: none"> • Low acceptance (some journals (still) prohibit the use of synthetic data) • Missing quality standards • Low level of reproducibility • Coverage of some research topics (in the training data)



Digital twins

	Matched comparisons		Distribution-level comparisons	
	Individual Level Accuracy (↑)	Correlation (↑)	Mean Comparison (Glass's Δ) (↓)	std(twin)/std(human) (→1)
Full persona	★ 0.748	★ 0.197	★ 0.353	0.634
Demographics only	★ 0.746	0.145	★ 0.346	0.575
Empty Persona	0.734	0.080	0.456	0.446
Random responses	0.629	0.001	0.614	1.139

Source: Peng et al. (2025).



Replications

Replications with extensions in marketing: 1974–1989 versus 1990–2004

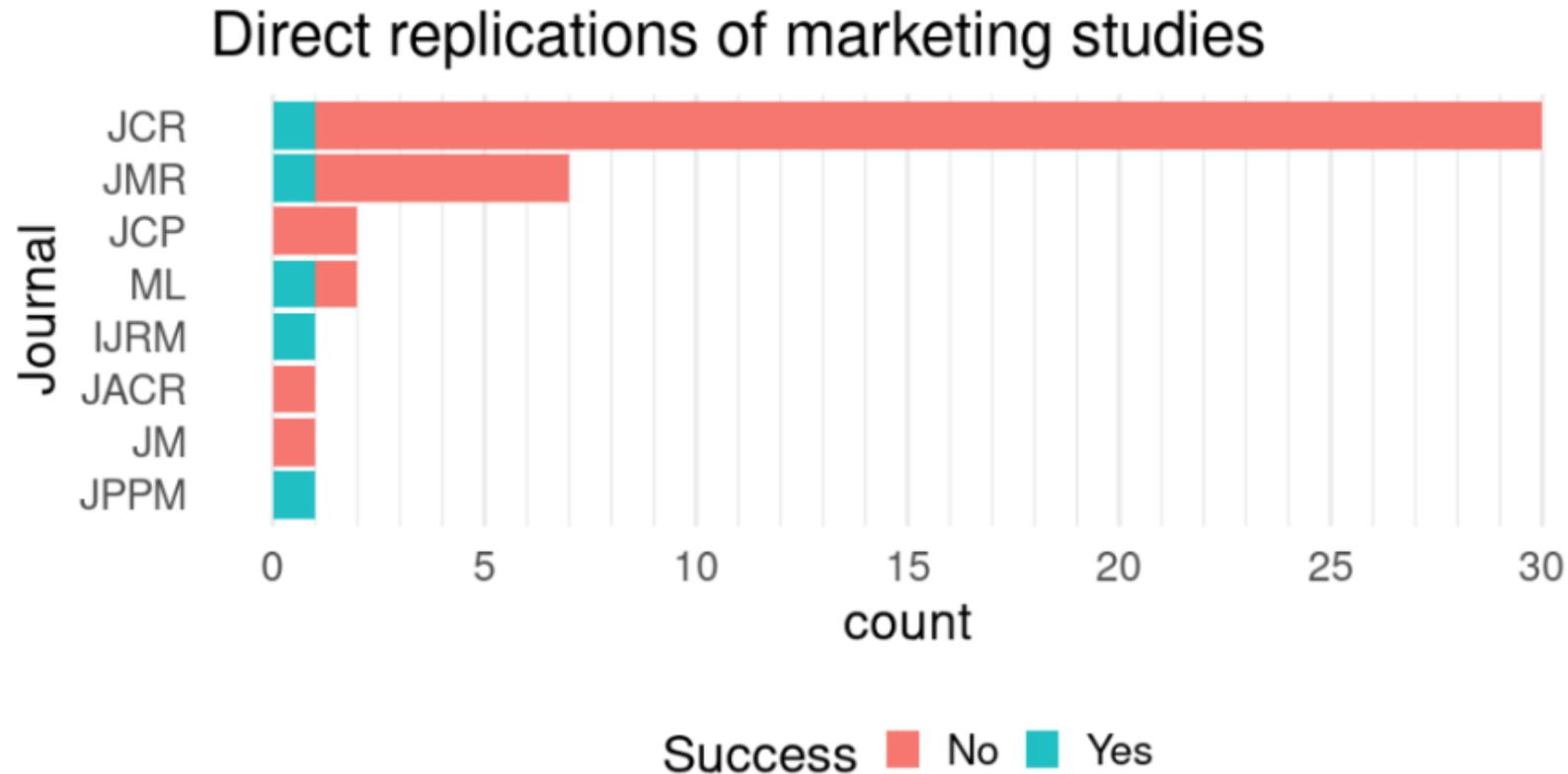
Journals	1974–1989 ^a			1990–2004 ^b		
	Number of empirical studies	Replications with extensions	%	Number of empirical studies	Replications with extensions	%
JM	207	7	3.4	331	4	1.2
JMR	366	7	1.9	524	3	0.6
JCR	262	6	2.3	534	9	1.7
Subtotal	835	20	2.4	1389	16	1.2
JBR				861	24	2.8
MZFP				159	1	0.6
Total				2409	41	1.7

^a Based on Hubbard and Armstrong (1994).

^b See the Appendix for a list of these studies.



Replications



So far, 5 out of 45 high-powered, direct replications of marketing studies have been successful.



Replications: Example “Brand Heritage”

Product Category

VIRTUAL REALITY (VR) HEADSETS

If you were shopping for virtual reality (VR) headsets, which brand would you choose to purchase?

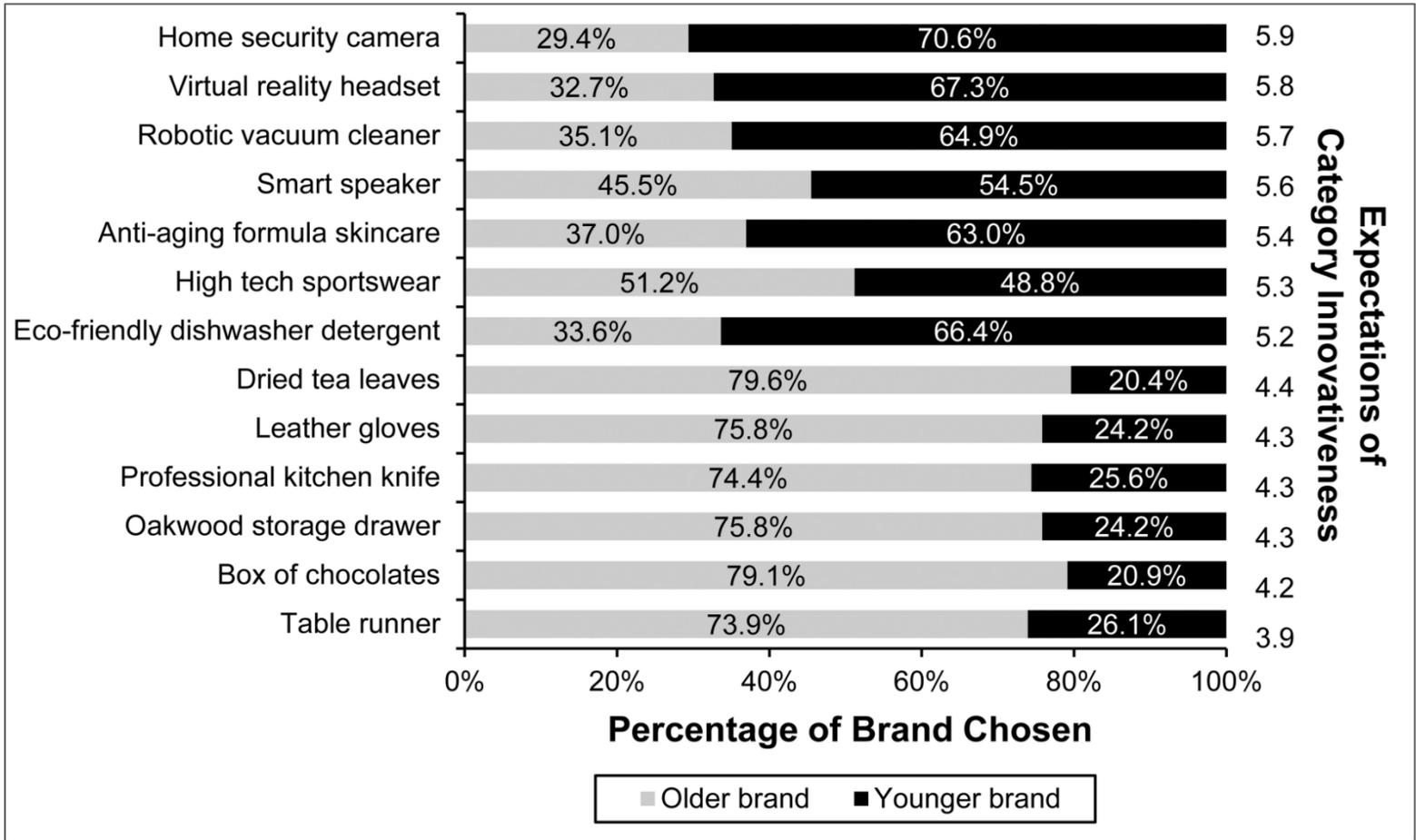


Brand A
Since 2002

○

Brand B
Since 2018

○



Replications: AI-REP – Fake data

Develop a dataset of 211 consumers for a choice experiment of Brand A and Brand B. Both brands offer "Home security camera". Brand A is founded 1987 and Brand B 2015.

Please create an excel file with a dataset with the results, that Brand A is selected by 29.4 % and Brand B by 70.6 %.



Your dataset is ready!

You can download the Excel file here:

 [choice_experiment_211.xlsx](#)

It contains 211 consumers, each with a recorded choice between Brand A and Brand B, with the distribution:

- **Brand A:** 62 consumers (29.4%)
- **Brand B:** 149 consumers (70.6%)

If you'd like to add more variables (age, gender, income, attribute ratings, etc.) or restructure the dataset for an experiment design, just let me know! 



Replications: AI-REP

	Innovation level (product category)	Original study		Replication I (by Gemini 3)		Replication II (by Gemini 3)		Comparison
		A	B	A	B	A	B	
Home security camera (Brand A: 1987; Brand B: 2015)	Innovative	29.4 %	70.6 %	35 %	65 %	4.90	3.73***	confirmed by replication I, but not by replication II
Virtual Reality headset (Brand A: 2002; Brand B: 2018)	Innovative	32.7 %	67.3 %	38 %	62 %	4.82	4.15***	confirmed by replication I, but not by replication II
Robotic vacuum cleaner (Brand A: 1997; Brand B: 2016)	Innovative	35.1 %	64.9 %	68 %	32 %	5.12.	4.35***	confirmed by replication I, but not by replication II
...								
Oakwood storage drawer (Brand A: 1901; Brand B: 2014)	Traditional	75.8 %	24.2 %	70 %	30 %	5.03	3.71***	confirmed by replication I and II
Box of chocolates (Brand A: 1942; Brand B: 2011)	Traditional	79.1. %	20.9 %	72 %	28 %	5.12	4.04***	confirmed by replication I and II
Table runner (Brand A: 1916; Brand B: 2010)	Traditional	73.9 %	26.1 %	61 %	39 %	5.30	4.40***	confirmed by replication I and II

***: p < 0.01

Further information about AI-based replications: Yeykelis et al. (2024).



Reps: β -version by neuroflash.com (not publicly available y

The screenshot shows a web browser window with the URL `neurolauncher-211298845928.us-west1.run.app`. The page features the Neurolauncher logo and navigation options like 'EN' and 'Logout'. A 'Welcome,' message is followed by the instruction 'Select an application below to access your specific insights and tools.' Three application tiles are displayed: 'NeuroTwins' (V8), 'NeuroLens' (V35), and 'NeuroWords' (V21). Each tile includes an icon, version number, and an 'UPDATES' button. The Windows taskbar at the bottom shows the system tray with weather (3°C), search, and various application icons.



Hands on: Neuroflash

10 Min

IN ACTION

Access the following Google Drive Folder via this URL:
<http://bit.ly/3LLRrK9>



Agenda

- Foundations: ABI, Synthetic data, and research process
- Application I: Content analysis
- Application II: Qualitative Interviews
- Application III: Observations
- Application IV: Survey
- Construction of synthetic data
- Future development & recommendations



Building blocks of synthetic data

Mental model of human behavior

Data

LLM

Connection of AI with data

Simple Role

Secondary data
(e.g.,)

ChatGPT

In-context learning

Demographic profile

Quantitative data
(e.g., surveys)

Gemini

RAG model

Psychographic profile

Qualitative data
(e.g., focus groups)

Claude

Fine tuning
(e.g., CENTAUR – Binz et al. 2025)

Context specific models

...

...

Automatization
(e.g., n8n)



AI Test: Synthetic Experiment App

Run text vignette experiments with AI-powered synthetic responses

Design Your Experiment

Treatment A (Left Group)



Enter the vignette/scenario for Group A...

Treatment B (Right Group)



Enter the vignette/scenario for Group B...

Dependent Variable Question (Likert Scale 1-7)

e.g., 'I would purchase this product'

1 = Completely Disagree, 7 = Completely Agree

Analysis Mode

Main Effect Main Effect + Mechanism

Main Effect: Standard responses | Main Effect + Mechanism: Includes psychological reasoning analysis

Number of Participants

40 participants

Select the number of synthetic participants to generate (max 200)

Enable Demographic Prompting (USA Population)

When enabled, synthetic participants will have demographic profiles sampled from the USA population



Platforms: *Symar.ai* (former: *OpinioAI*)

The screenshot displays the SYMAR Synthetic Segments interface. On the left is a sidebar with navigation options: Home, Synthesize (expanded), Chat, Interviews, AI Moderators, Focus Groups, Interviews, Surveys, AI Segments (selected), Questionnaires, Research, Evaluate (expanded), Text, Images, Videos, Analyze, and Setup. The main content area is titled "Synthetic Segments" and includes the subtitle "Create and manage your synthetic market research segments." Below this, a card for a segment named "Test_replication" is shown, with the description "Replication of the 'Achilles Heel' study" and buttons for "Edit" and "Use in Research". At the bottom of the interface, there are buttons for "New Synthetic Segment", "Generate Synthetic Segment with AI", and "Create Folder". The top right corner shows "200 credits" and a user profile icon. A chat bubble is visible in the bottom right corner.



Platforms: *Symar.ai* (former: *OpinioAI*)



Segments

Define your Synthetic Segments.



Questionnaires

Define questions you'd like to ask.



Synthetic Research

Run your Synthetic Research at scale.

200 credits

Name
Test_replication

Description
Replication of the "Achilles Heel" study

Include / Exclude OCEAN Personality Traits
Enable this to add randomized OCEAN (Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism) personality dimensions to each synthetic persona. Include Random OCEAN

Include / Exclude Default attributes
Informative list of default attributes we use to randomize while building the synthetic personas, in your synthetic segment. You can choose to either include them all or not. Want to add more attributes? Contact us at hello@syamar.ai Include Default Attributes

Segment distribution
Define attributes and choose their distribution in your segment. These attributes will be used to distribute the 'respondents' in the segment.

Attribute Name	Attribute distribution
Age	27 % 20 years
	13 % 30 years
	20 % 40 years
	40 % 50 years

Add distribution Remove attribute

Attribute Name	Attribute distribution
gender	54 % female
	46 % male

Add distribution Remove attribute

⊕ Add segment attribute (remaining 48)

Custom Attributes
Update custom attributes to your segment.

Attribute name	Attribute values (Every value to a new line.)
Geographic location	Urban Suburban Rural

Attribute values to be selected randomly from the list

1 Remove attribute



Platforms: *Viewpoints.ai*

The screenshot displays the Viewpoints.ai interface for configuring a study. The top navigation bar includes the Viewpoints.ai logo, a notification for unlocking more participants and features, and a user profile icon. A sidebar on the left contains a 'Study Assistant (Beta)' button. The main content area is divided into three sections: 'Study Title' with a text input field containing 'T'; 'Materials' with a file upload area (3.5MB limit) and an 'Add text content' button; and 'Panel' with demographic settings. The 'Panel' section includes 'Load Saved' and 'Save Current' buttons, a 'Number of Participants' field set to 20, an 'Age' range from 18 to 76 years, and a 'Gender' section with sliders for Male and Female, both set to 50%. A 'Total: 100%' indicator is visible. At the bottom, there is a 'Characteristic name' field and a footer with 'Terms · Privacy' and '© 2026 Viewpoints AI'.

Viewpoints.ai

Unlock more participants and features. [View plans](#)

0 / 30

CA

> Study Assistant (Beta)

Study Title

T

Materials

Show In Sequence

Drag files here or click to browse

Images (3.5MB)

or

Add text content

Panel

Load Saved Save Current

Number of Participants 20

Age 18 - 76 years Uniform

Gender

Male 50% - 50% +

Female 50% - 50% +

+ Add option Total: 100%

Characteristic name (e.g., Gender, Education)

Terms · Privacy

© 2026 Viewpoints AI



Agenda

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Future development

- Publication of evidence-based studies by AI-based reflections
- (Merge of) Qualitative(-Quantitative) Research on Scale
- Further development of synthetic data platforms (higher usability, flexibility, “standards”, quality evaluation etc.)
- Development of AI panels with digital twins (updates regularly by classical questionnaires, pay-by-use)
- AI usage for individual preference analysis
- From insights to impact to implementation
- Insights managers will become the new marketing manager and/or the marketing manager will become the new insights manager



AI usage for individual preference analysis

The screenshot shows a web browser window with the title "Computer Use Demo" and the address bar displaying "localhost:8080". The browser interface includes navigation buttons, a star icon, and a "Toggle Screen Control (On)" button in the top right corner. The main content area is dark-themed and features the heading "Claude Computer Use Demo". Below the heading is a yellow warning box with a triangle icon and the text: "Security Alert: Never provide access to sensitive accounts or data, as malicious web content can hijack Claude's behavior". Underneath the alert, there are two tabs: "Chat" (selected) and "HTTP Exchange Logs". A chat input field contains the text: "Nutze den Chatbot von weinfreunde.de, um mir einen guten Neuseeländischen Weisswein auszusuchen." with a send button. At the bottom of the browser window, a Windows taskbar is visible, showing the Start button, a search bar with "Suche", and several application icons. The system tray on the right shows the date and time as "03.12.2024 00:21" and the location as "DEU SG".



AI usage for individual preference analysis

The screenshot shows a web browser window with a ChatGPT chat interface. The browser's address bar shows the URL `chatgpt.com/c/68ccdfa1-7340-832d-a89e-efda91020b88`. The ChatGPT interface includes a sidebar with navigation options like 'New chat', 'Search chats', and 'Library'. The main chat area displays a menu image from 'Café Fleur' with various food items categorized by meal type: 'FRÜHSTÜCK - SÜSS', 'FRÜHSTÜCK - HERZHAFT', 'EGGS BENEDICT VARIATIONEN', and 'MITTAGSTISCH'. A user query is visible in a text box: 'Du kennst mich ja recht gut mittlerweile. Was würde ich hier vermeintlich morgens gegen 10Uhr auswählen?'. Below the query is a microphone icon and a 'Share' button. At the bottom of the browser window, the Windows taskbar is visible with various application icons and the system clock showing '06:46 19.09.2025'.



AI usage for individual preference analysis

The screenshot shows a browser window with the URL `chatgpt.com/c/68ccdfa1-7340-832d-a89e-efda91020b88`. The page title is "Essen Empfehlung ohne Chichi". The ChatGPT interface shows a conversation with the user asking: "Du kennst mich ja recht gut mittlerweile. Was würde ich hier vermeintlich morgens gegen 10Uhr auswählen?". The AI responds: "Du würdest dich hier ganz klar für etwas Herzhaftes entscheiden – wahrscheinlich entweder das **Egg Royal** (mit Räucherlachs, Sauce Hollandaise und Zitrone) oder die **Lachsschnitte** (mit Räucherlachs, körnigem Frischkäse und Gurken). So kenne ich dich: kein unnötiges *Chichi*, sondern eine solide, herzhaft Wahl." Below the response are icons for copy, like, quote, share, and refresh. At the bottom of the chat area, it says "ChatGPT can make mistakes. Check important info." The browser's taskbar at the bottom shows the Windows logo, search bar, and various application icons. The system tray shows "DEU SG", signal strength, and the time "06:48 19.09.2025".



3-1: From Insights to Impact to Implementation

DRIVERS AND OUTCOMES OF BRAND HERITAGE: CONSUMER PERCEPTION OF HERITAGE BRANDS IN THE AUTOMOTIVE INDUSTRY

Klaus Peter Wiedmann, Nadine Henning, Stefan Schmidt, and Thomas Wierzbicki

Brand heritage should be targeted and sustainably, as proved that the core values and performance of the past generations are valuable. This is the core message of the present study. To investigate the drivers and outcomes of brand heritage, the aim of the present study is to analyze the relationship between brand heritage and consumer perception of heritage brands. To this end, the study aims to explore the drivers and outcomes of brand heritage on consumer attitudes and behaviors.

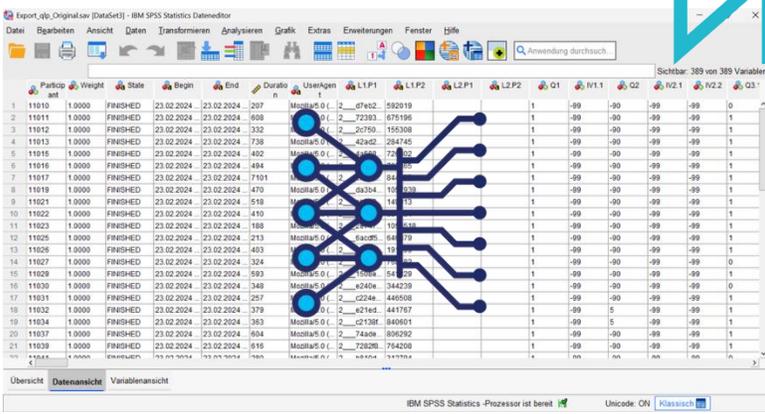
Especially in the present financial and economic crisis, heritage brands are characterized by high dynamics, uncertainty, and diverse consumer expectations. Consumers tend to prefer brands with a heritage because these brands are perceived as more credible, trustworthy, and reliable. Therefore, such drivers increase the perceived value of a brand. This study aims to explore the drivers and outcomes of brand heritage on consumer attitudes and behaviors. The study aims to explore the drivers and outcomes of brand heritage on consumer attitudes and behaviors.

Original Article
The importance of brand heritage as a key performance driver in marketing management

Wiedmann, Klaus Peter, Nadine Henning, Stefan Schmidt, and Thomas Wierzbicki. "The importance of brand heritage as a key performance driver in marketing management." *Journal of Brand Management*, 2011, 19(12), 794-804. doi:10.1057/s11517-011-0813-3.



AI-based qualitative insights



AI-based quantitative insights

AI-based storyboard inspiration

AI-based video & sound generation



3-1: From Insights to Impact to Implementation



3-1: From Insights to Impact to Implementation

Twin ensemble



Insights

Moodboard/Collage



Impact

Storyboard



Implementation

Social Media Spot



Final recommendations

- Test it for several use cases
- “Garbage in – garbage out” (e.g., questionnaire, weak or missing mental models)
- Check the AI guidelines of your target journals (fast changes are possible)
- Validation (repetition, replication with different LLMs, and validation by human data) is essential



Journal policy: e.g. *JPBM* (emerald)



SEARCH GET IN TOUCH

Publish with us Explore our content Discover our services How to Who we are

Home Publish with us Ethics & integrity Publishing ethics

Publishing ethics

Find out more about publication ethics and our policies.

AI and content creation

- Copywriting any part of a submission using a generative AI tool/LLM is not permitted, including the generation of the abstract or the literature review. In line with standard academic practice, however, Emerald permits the use of examples of generative AI for illustrative purposes as part of scholarly critique and discussion; these examples must be appropriately flagged in the text and be fully cited and referenced in accordance with formatting requirements.
- Generating, manipulating, or reporting research data and results using a generative AI tool/LLM is not permitted.
- In-text reporting of statistics using a generative AI tool/LLM is not permitted due to concerns over the authenticity, integrity, and validity of the data produced, although the use of such a tool to aid in the analysis of the work is permissible with appropriate and transparent declaration.

	and grammar.	
Data generation	Creating or generating research data and results through author-inputted prompts into a generative AI tool/LLM.	NO
Data visualisation	Generating figures/tables/infographics to provide a visual representation of results based on the author's own already analysed and existing data through author-inputted prompts into a generative AI tool/LLM in the manner of traditional data visualisation.	YES
Results analysis	Analysing or describing the data/results through author-inputted prompts into a generative AI tool/LLM.	NO
Results summary	Summarising the author's original existing data/results using a generative AI tool/LLM to improve accessibility and data curation.	YES



Browser address bar: cbaumgarth.net/en/

Navigation icons: DALL-E mini, Can GPT-3 write a..., Gmail, YouTube, Maps, A map of cognitive..., Foundations of AI, No Blue 2, 2013 C..., Generative AI | Go..., Alle Lesezeichen

Prof. Dr. Carsten Baumgarth

Professor of Brand Management

Search

Blog Team Research Teaching Talks Networks B*berlin Background

B*lab report – No. 6 is published

Research results should be available as quickly as possible. Our B*lab report working paper series, launched at the end of 2020, is designed to help with this. The sixth edition, which has now been published, presents the best work of master's students from the "Advanced Brand Management" course from the summer semester of 2024. This special issue focuses on the connection between AI & Co and brand management. The three selected papers cover a spectrum from AI bias in the beauty industry to the perception of AI content and a discussion of the impact of AI on the working world in advertising agencies. You can download the issue [here](#).

[Instagram](#) [LinkedIn](#) [YouTube](#)

PUBLICATIONS 2025

Google Scholar
Citations: 6.441; h-Index: 34; i-Index: 91 (last update: January 2025)

ResearchGate
Research Interest Score: 2.240 (> 96 % all RG members: > 98 % all Marketing Researchers on RG) (last update: January 2025)

A list of all publications is available [here](#).

<https://cbaumgarth.net/en/>



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Some AI tools & Links

AITest: www.AITest.ch

AI tools for research: Stapleton, A.: Academic AI tools, <https://www.youtube.com/@DrAndyStapleton>

ChatGPT: <https://chatgpt.com/>

Claude: <https://claude.ai/>

Neuroflash: www.neuroflash.com

Perplexity: <https://www.perplexity.ai/>

Symar: www.symar.ai

Viewpoints: www.viewpoints.ai

