

The cultural codes of retirement and their impact on brand associations

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Abstract

Due to aging population, the aspects of addressing this growing market segment with appropriate products and brands gain interest among scholars and business practitioners. As retirement is not just legal or political issue, but also a cultural category with evolving meaning, particular brand narrations based on this meaning may be developed. The concept of cultural branding has been established in marketing literature, but there is a lack of studies linking this concept with brand-related effects. The aim of the paper is to explore the possible relationships between various cultural brand narrations based on changing meaning of retirement and brand associations. As a result of conceptual study, the authors suggest a theoretical model where particular brand narrations based on cultural codes of retirement are independent variables, brand associations are dependent variables and consumers' age is moderator of the relation.

Keywords: *cultural codes; retirement; brand associations*

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