

**BRAND IMAGE OF USERS AND FANS**

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**ABSTRACT**

EVE Online is a massively multiplayer online game (MMO) published by the Icelandic game developer, CCP. The current study aims to measure EVE Online's brand image among two different groups: 1) users and 2) non-users who claim to be fans of the brand. Studies by Ehrenberg and colleagues have shown a systematic and predictable relationship between usage levels of brands and their image. Brands with larger market-shares (more users) tend to elicit more favorable responses from consumers. Here, this relationship was studied on a single-brand level. One hypothesis was tested. It stated that non-users who claim to be fans have a more positive image of the brand than current users. The hypothesis was not supported by the data. This would seem to suggest that even if a sub-set of consumers who claim to be passionate about a brand exists, usage levels will still be a more reliable predictor of its image.

Keywords: *EVE Online; MMOs; Brand image; Brand usage; Fans*