My Brand and I: the Impact of Self-Construal on Self-Brand Closeness

Jia Liu, Monash University, Australia
Dirk Smeesters, Erasmus University, The Netherlands
Els Gijsbrechts, Tilburg University, The Netherlands

Three studies demonstrate that consumers with independent self-construals are more inclined to incorporate brands into the self and hence maintain close connections with them than consumers with interdependent self-construals. We demonstrate the underlying role of self-expression in explaining this effect. Unlike interdependent consumers, independent consumers have a high need for self-expression, and are inclined to use brands to communicate the self, which should further strengthens their self-brand connections.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/14274/volumes/v36/NA-36

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
My Brand and I: The Impact of Self-Construal on Self-Brand Closeness
Jia Liu, Monash University, Australia
Dirk Smeesters, Erasmus University, The Netherlands
Els Gijsbrechts, Tilburg University, The Netherlands

ABSTRACT
Three studies demonstrate that consumers with independent self-construals are more inclined to incorporate brands into the self and hence maintain close connections with them than consumers with interdependent self-construals. We demonstrate the underlying role of self-expression in explaining this effect. Unlike interdependent consumers, independent consumers have a high need for self-expression, and are inclined to use brands to communicate the self, which should further strengthen their self-brand connections.