

Abstract:

Despite the surge in interest in research on organizational identification, little attention has been paid to investigating the notion of identification in the branding context. Moreover, consumer-brand identification has been conceptualized and operationalized equally as organizational identification ignoring both the shortcomings of organizational identification measures and the differences between the two contexts. Drawing from social identity theory and marketing literature, the authors develop a theory-derived definition of consumer-brand identification distinct from organizational identification. Additionally, the authors propose a conceptual model of the different antecedents and consequences of consumer-brand identification, including product involvement as a key moderating variable. The findings of this study would benefit the managers to gain a better understanding of the factors that are valuable for consumers, thereby increasing both in-role and extra-role behaviour. Finally, the scale that will be developed in this research may be a useful tool for managers to determine the level of identification of current and potential consumers.

Keywords: Social identity theory, Consumer-brand identification, Consumer behaviour, Branding, Self-image congruence, Loyalty.