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**The Missing Link between Self-Definitional Principles and Resilience to  
Negative Information: The Role of Consumer Brand Identification**

**Abstract**

Of particular importance to academics and practitioners in the marketing discipline is the ability to identify means of building deep, committed and enduring relationships with customers and convert them into champions and supporters of these brands. This study proposes and tests determinants of consumer-brand identification which provide consumers with means to partially satisfy their key self-definitional needs. In addition, the influence of consumer-brand identification on consumers' resilience to negative information is also examined. The conceptual model is tested with a sample of 293 customers of two private and public products. The results confirm the influence of value congruence on consumer-brand identification. However, the findings reveal no significant relationship between brand prestigious, brand distinctiveness and consumer-brand identification. Finally, the results show that consumer-brand identification has a positive influence on consumers' resilience to negative information. The study points to the importance of value congruence and identification in protecting the brands from the detrimental impact of negative information.

**Keywords:** *Consumer-brand identification, social identity theory, value congruence, resilience to negative information, brand prestige, brand distinctiveness*