

Competing for a Consumer's Identity

Limits to Self-Expression and the
Perils of Lifestyle Branding

Ryan Hamilton
Assistant Professor of Marketing
Emory University



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BUSINESS
SCHOOL

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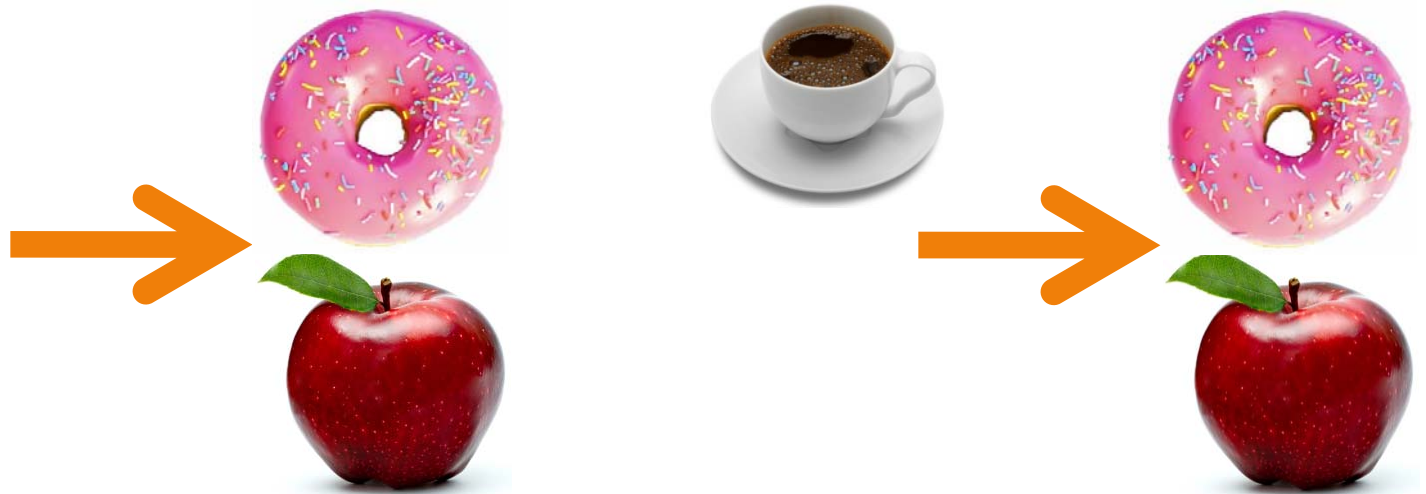
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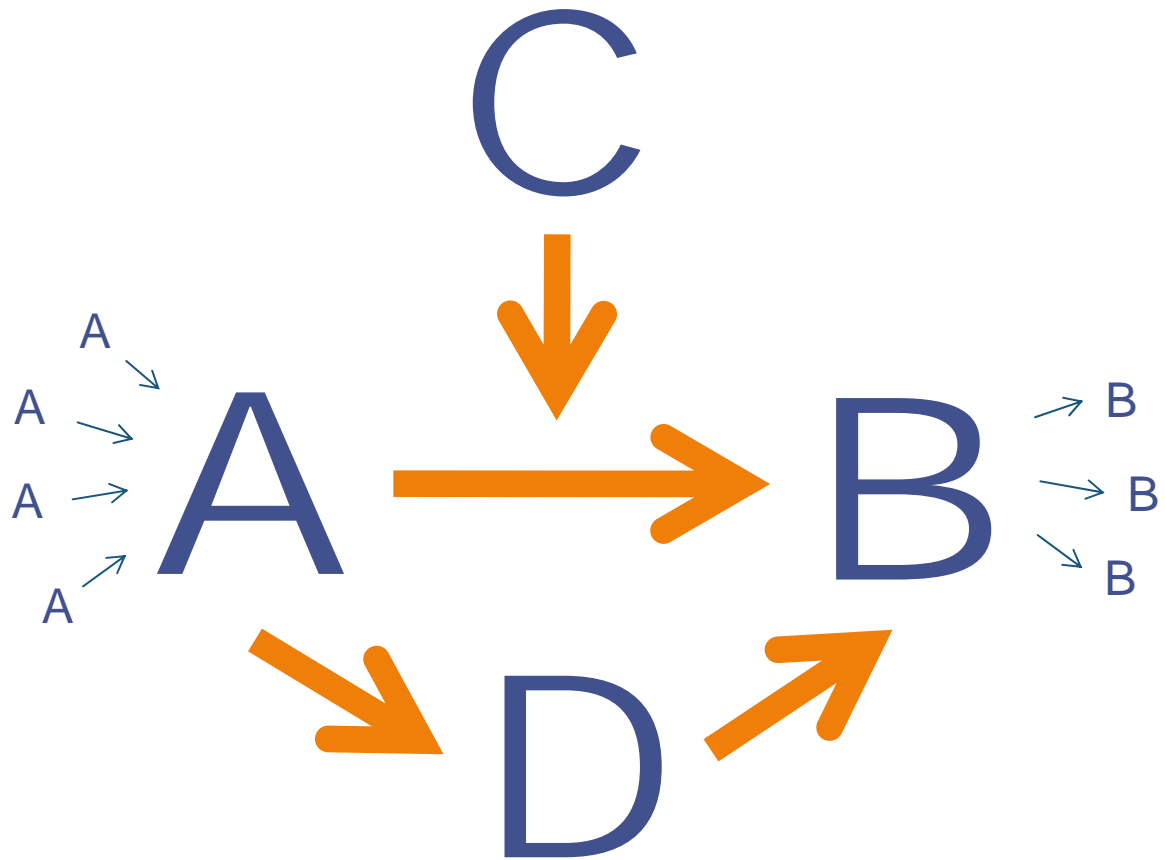
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Opportunities
for Self-
expression



Brand
evaluations



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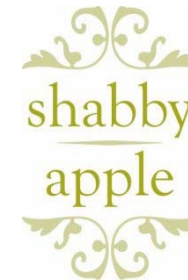
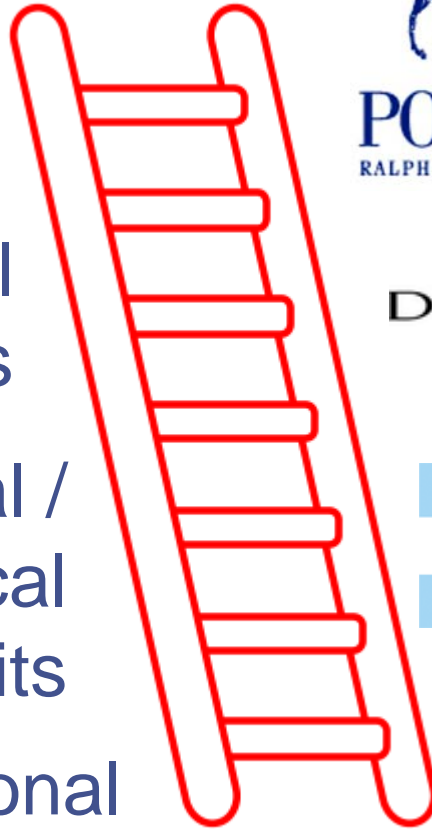
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Lifestyle /
Self-expression
Benefits

Social
Benefits

Emotional /
Psychological
Benefits

Functional
Benefits



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Initial need
for self-
expression



Subsequent
need for
self-
expression

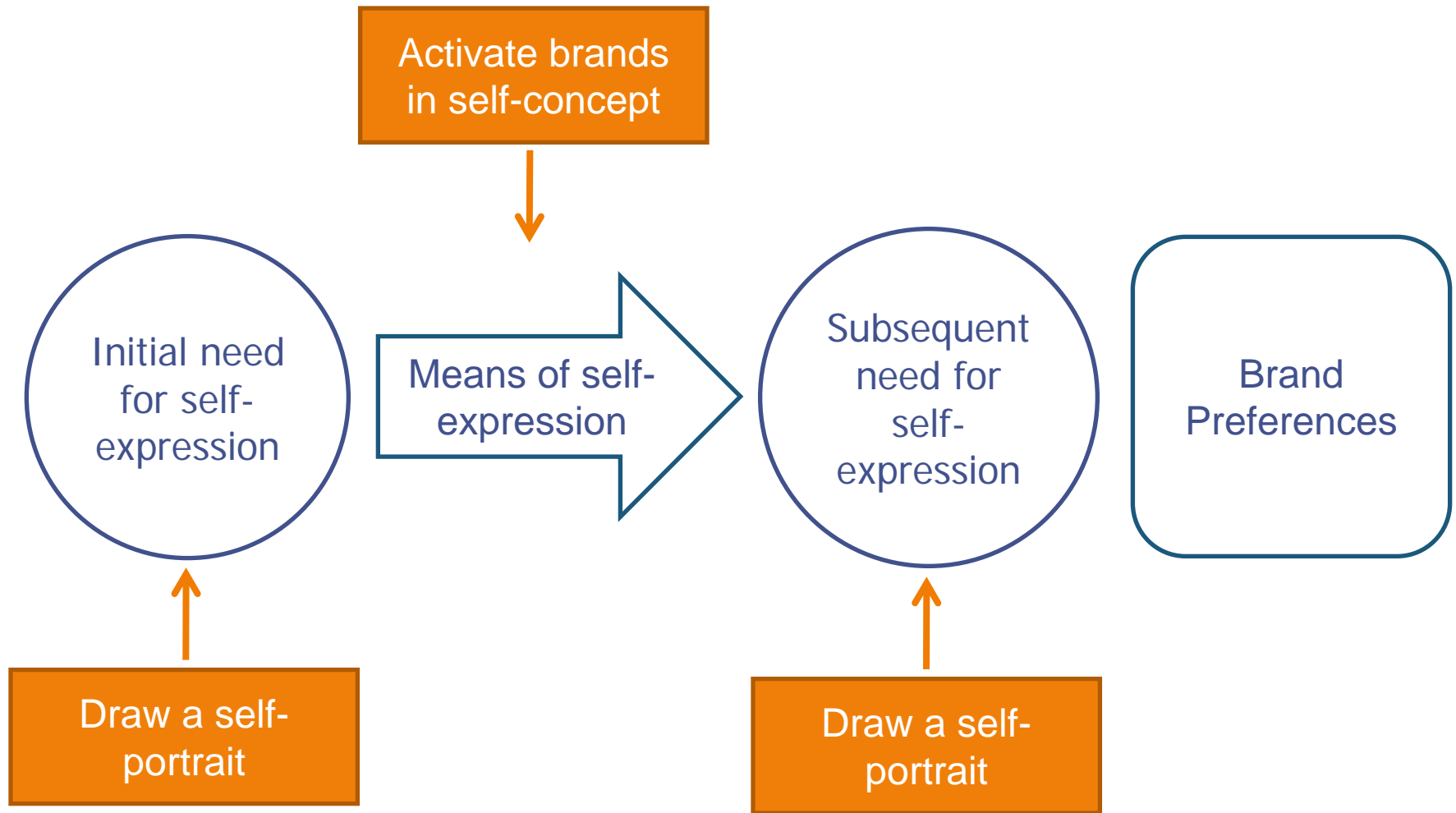
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Theoretical Framework



Experiment 1



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Experiment 1

- High self expression
 - Think of brands that are very important to *you*. List up to eight brands that you consider the most relevant to you
- Low self expression
 - Think of brands that are very important to *your parents*. List up to eight brands that are most important to your parents

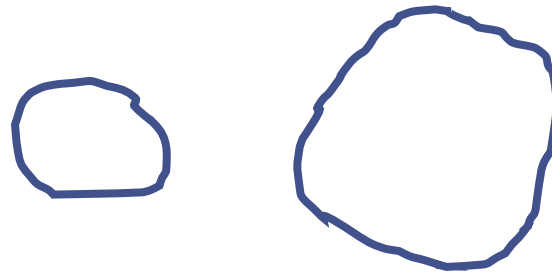


Dependent Variable

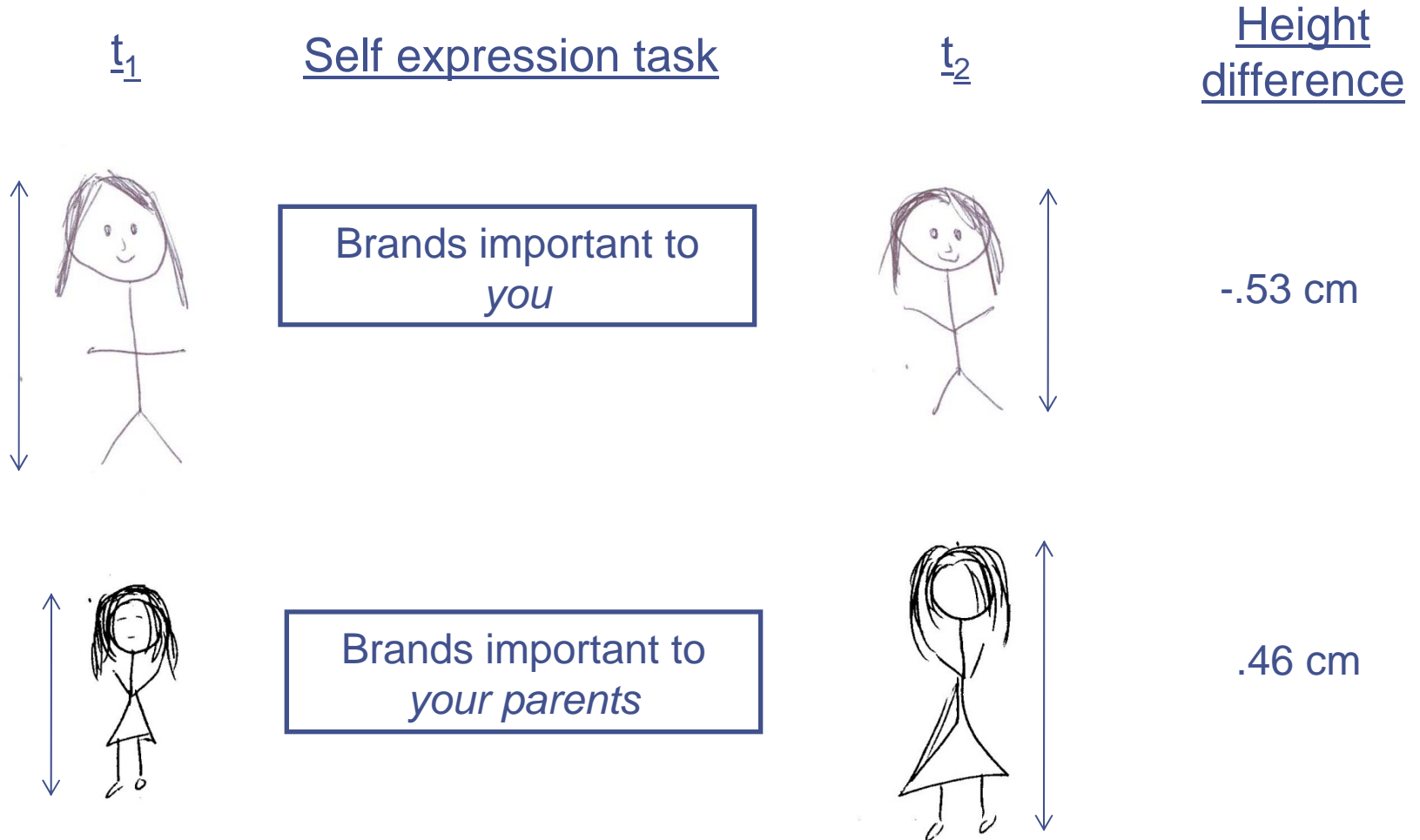
- Cigarette length (Brendl, Markman & Messner 2003)



- Coin size (Bruner & Goodman 1947)

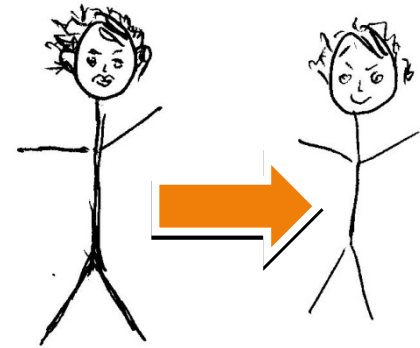
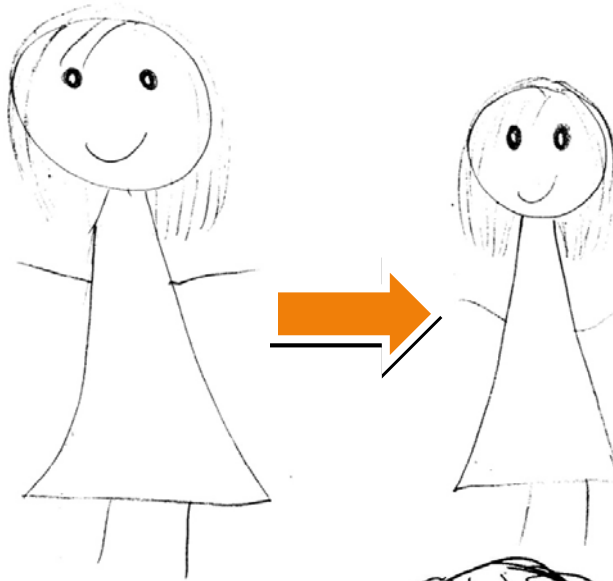


Results

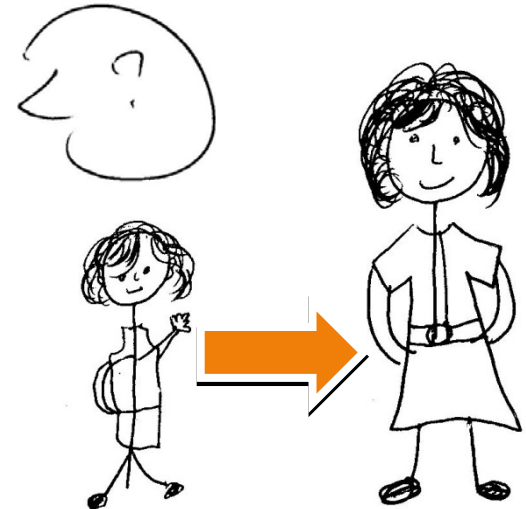
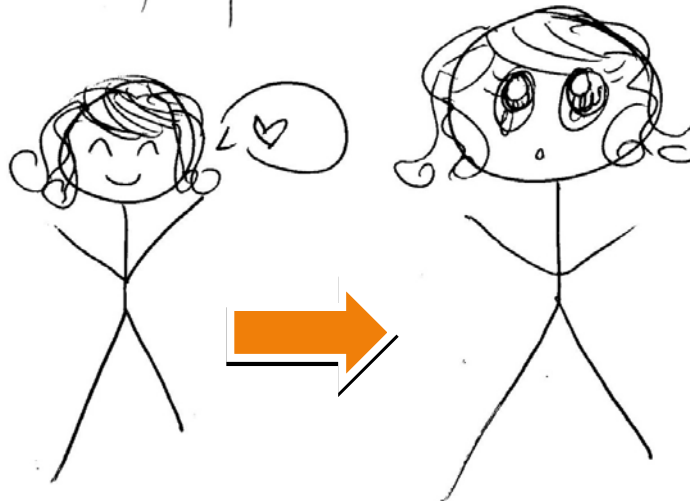


Results

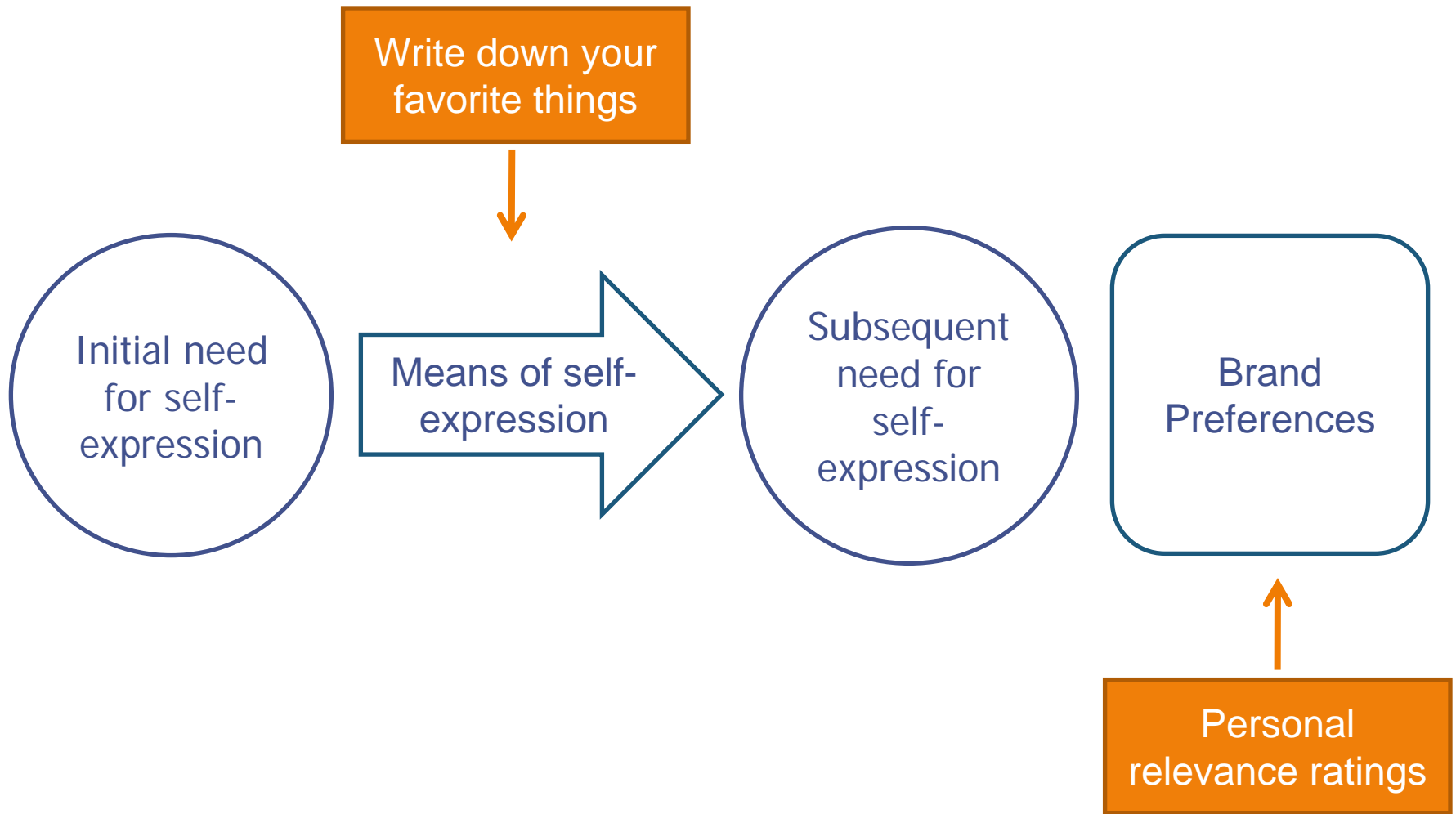
Brands
important to
you



Brands
important to
your parents



Theoretical Framework



Experiment 2



Experiment 2

- Self expression task
 - Favorite sports teams, TV shows, books, hobbies
 - Unrelated filler task
- Brand-evaluation task
 - ▶ How *personally relevant* to you are the following brands? Please allocate 100 points across these brands based on the degree to which you perceive them to be personally relevant.

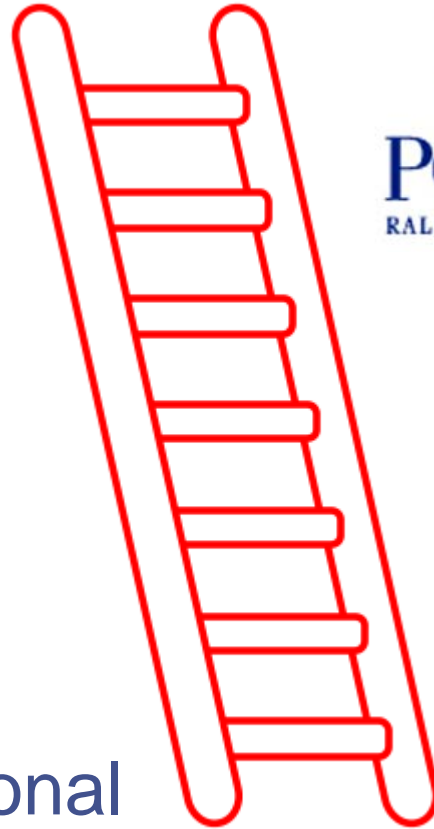
<input type="text"/>	The North Face
<input type="text"/>	JanSport
<input type="text"/>	Columbia
<input type="text"/>	Mountain Hardwear
<input type="text"/>	Timbuk2
<hr/>	
Total (should add to 100)	



Lifestyle /
Self-expression
Benefits



POLO
RALPH LAUREN



Functional
Benefits



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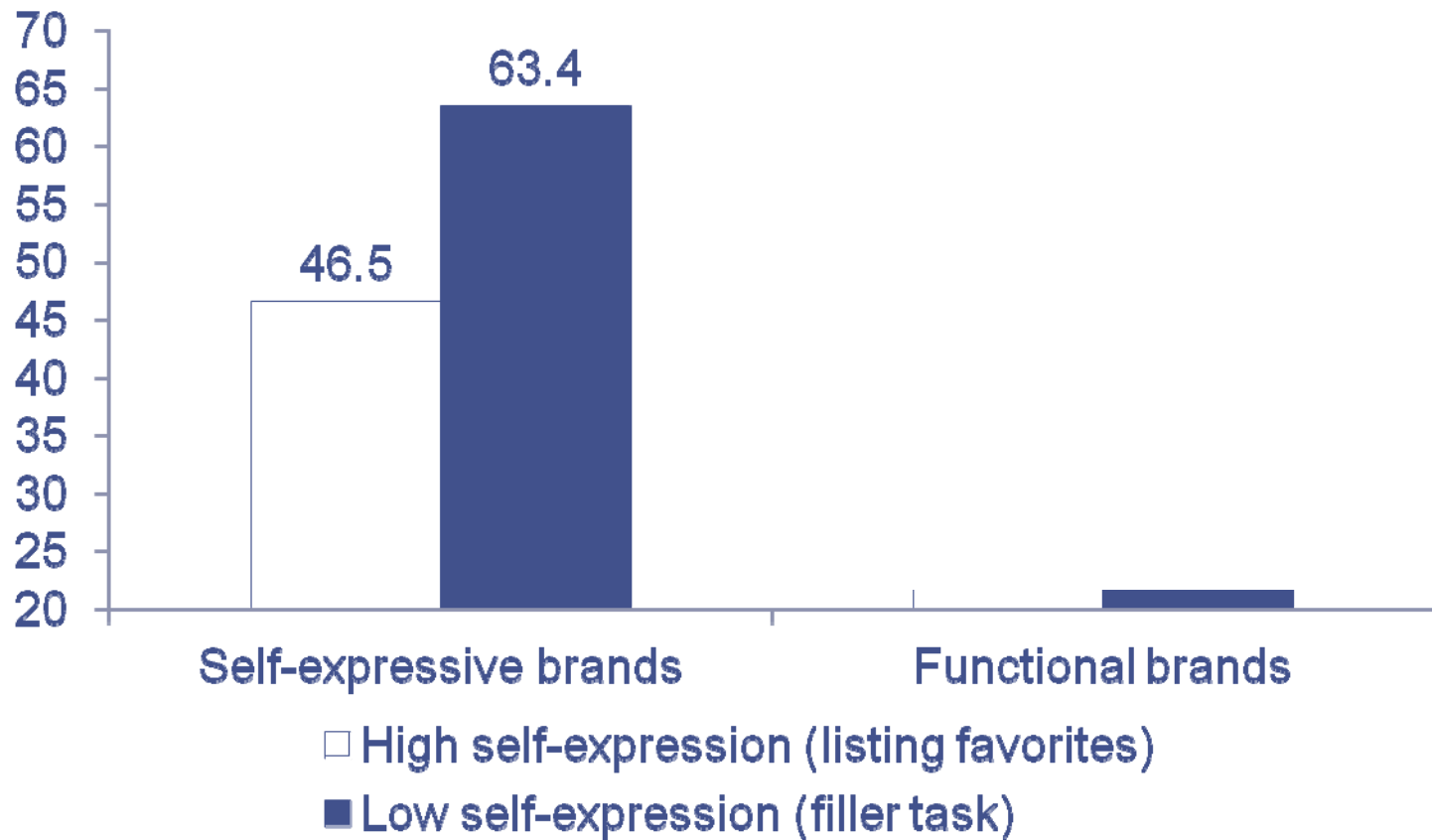
Experiment 2

- More self-expressive product categories
 - Sneakers (Nike, Adidas, Puma, Converse, and Reebok)
 - Knit shirts (Polo, Nautica, Abercrombie & Fitch, and Lacoste)
 - Jackets (The North Face, Timberland, Patagonia, and Columbia)
 - Watches (Seiko, Movado, Omega, and Rolex)
- More functional product categories
 - Soft drinks (Coke, Pepsi, and RC Cola)
 - Paper towels (Brawny, Bounty, and Scott)
 - Cereal (Kellogg's, General Mills, Post, Kashi, and Jewel)
 - Sports drinks (Gatorade, PowerAde, and SoBe)

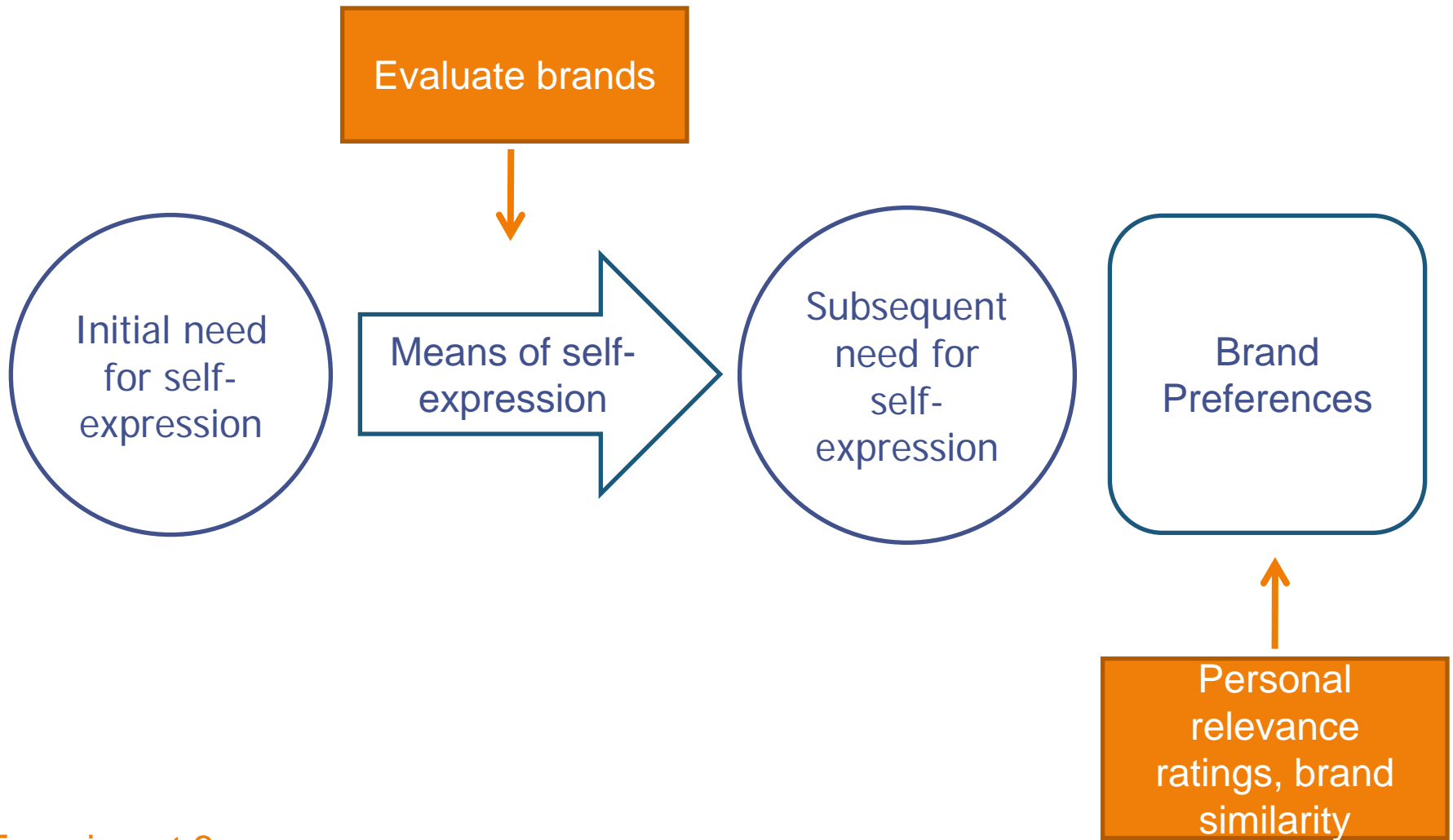


Experiment 2

Rating of favorite brand



Theoretical Framework



Experiment 3



Experiment 3

- Self expression (brand evaluation) task
 - Rank order 15 categories in terms of personal relevance



- High self-expression: Rate brands in 5 MOST relevant categories, then 5 moderately relevant categories, OR



- Low self-expression: Rate brands in 5 LEAST relevant categories, then 5 moderately relevant categories



Experiment 3

▶ How *personally relevant* to you are the following brands? Please allocate 100 points across these brands based on the degree to which you perceive them to be personally relevant.

<input type="text"/>	The North Face
<input type="text"/>	JanSport
<input type="text"/>	Columbia
<input type="text"/>	Mountain Hardwear
<input type="text"/>	Timbuk2
<hr/>	
	Total (should add to 100)

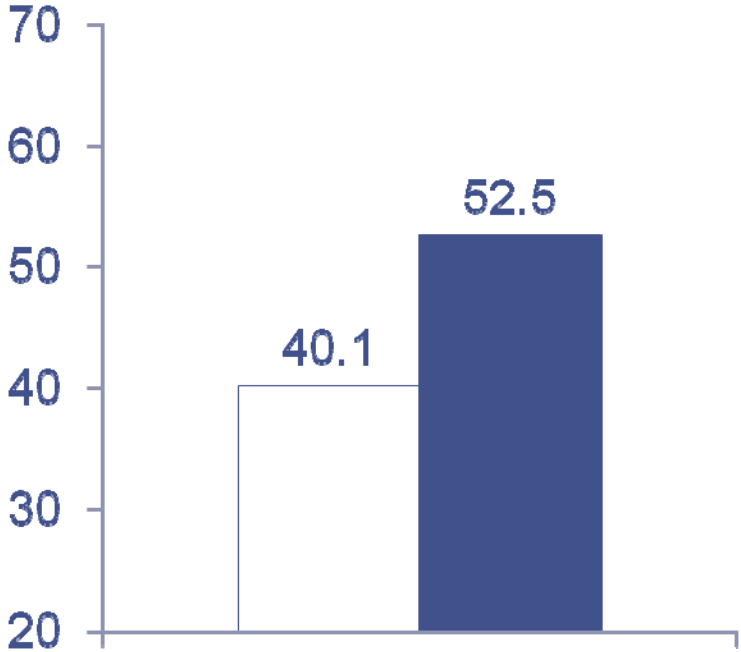
▶ How similar to each other are these five brands?

Very similar  Very dissimilar

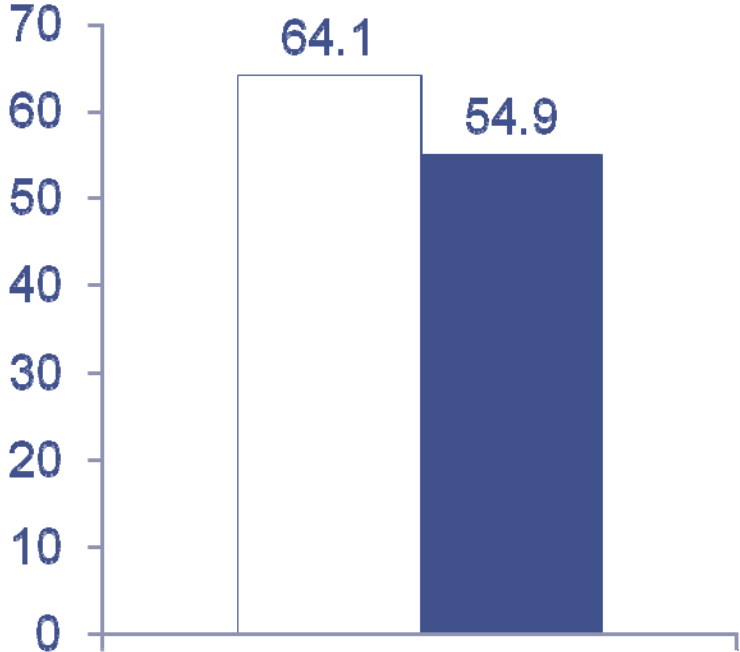


Experiment 3

Rating of favorite brand



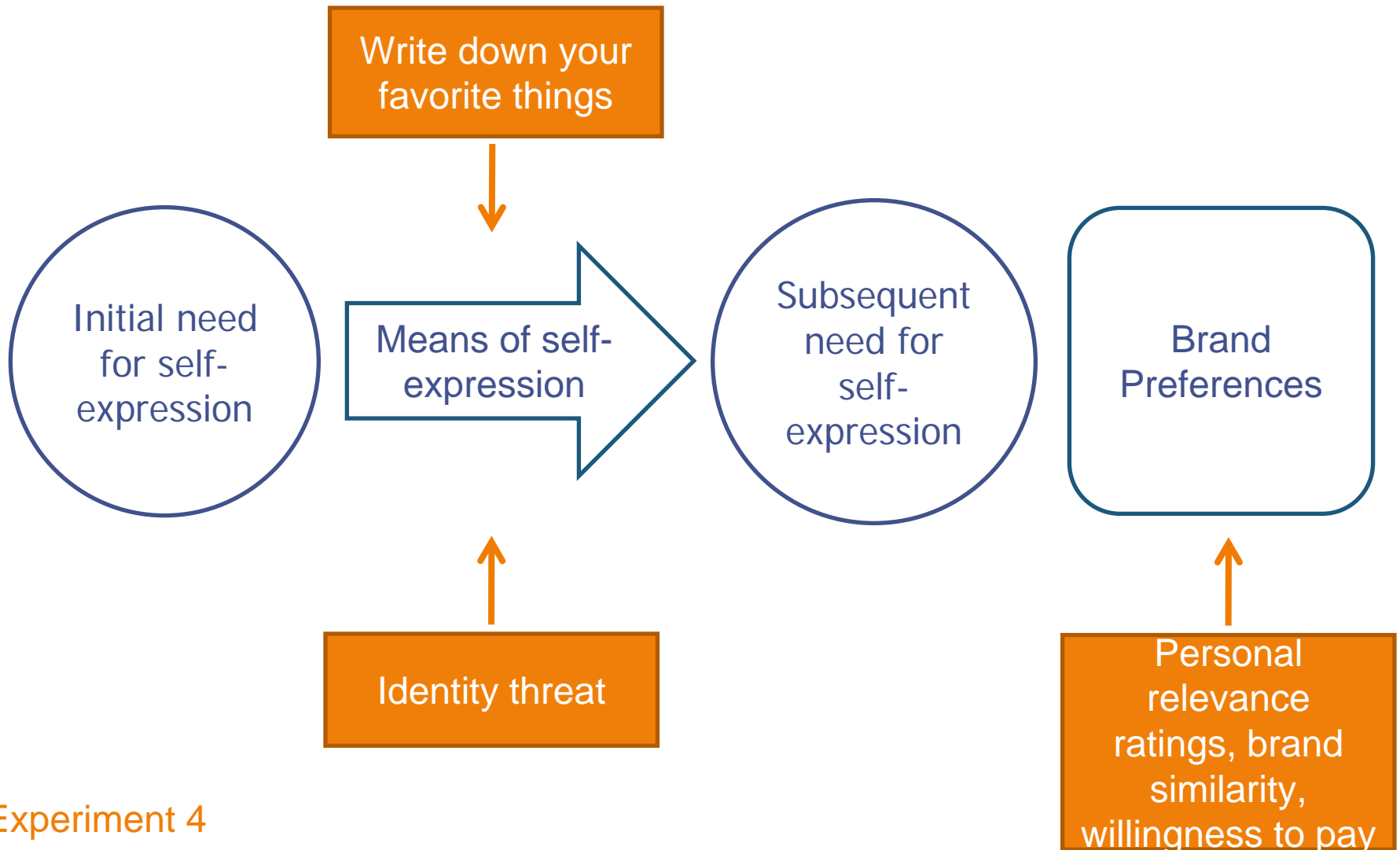
Rating of brand similarity



- High self-expression (most relevant categories)
- Low self-expression (least relevant categories)



Theoretical Framework



Experiment 4



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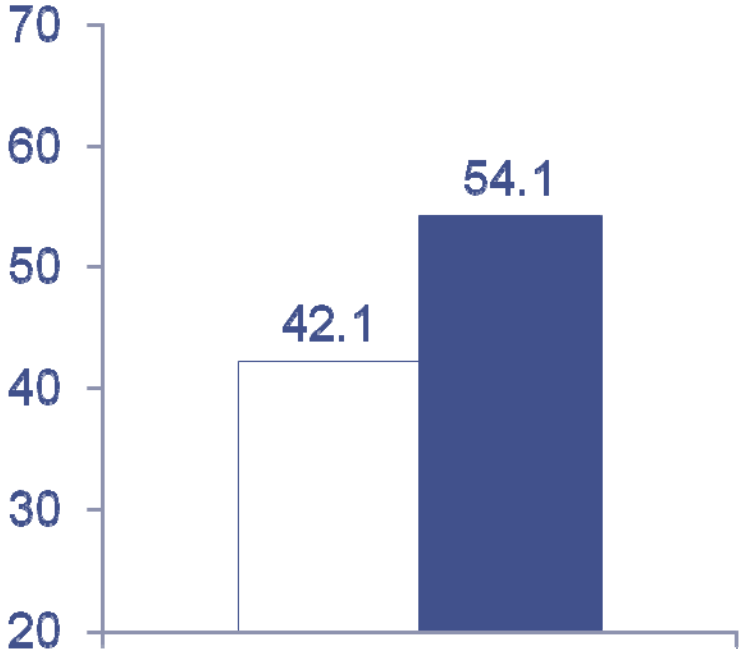
Experiment 4

- Self expression task (everyone)
 - Favorite sports teams, TV shows, books, hobbies
- Identity threat
 - Your preferences are very unique (identity validation)
 - Your preferences are very similar to those of other respondents (identity threat)

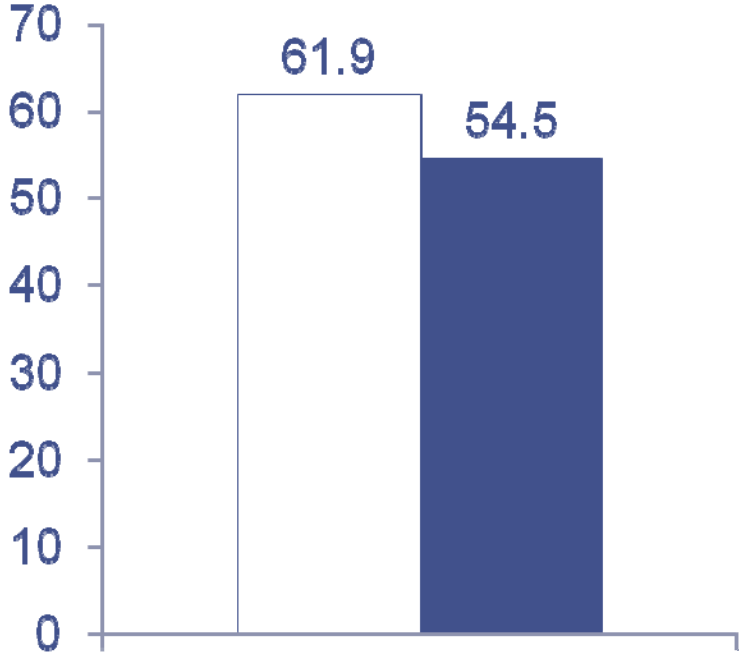


Experiment 4

Rating of favorite brand



Rating of brand similarity



□ High self-expression (identity validation)
■ Low self-expression (identity threat)

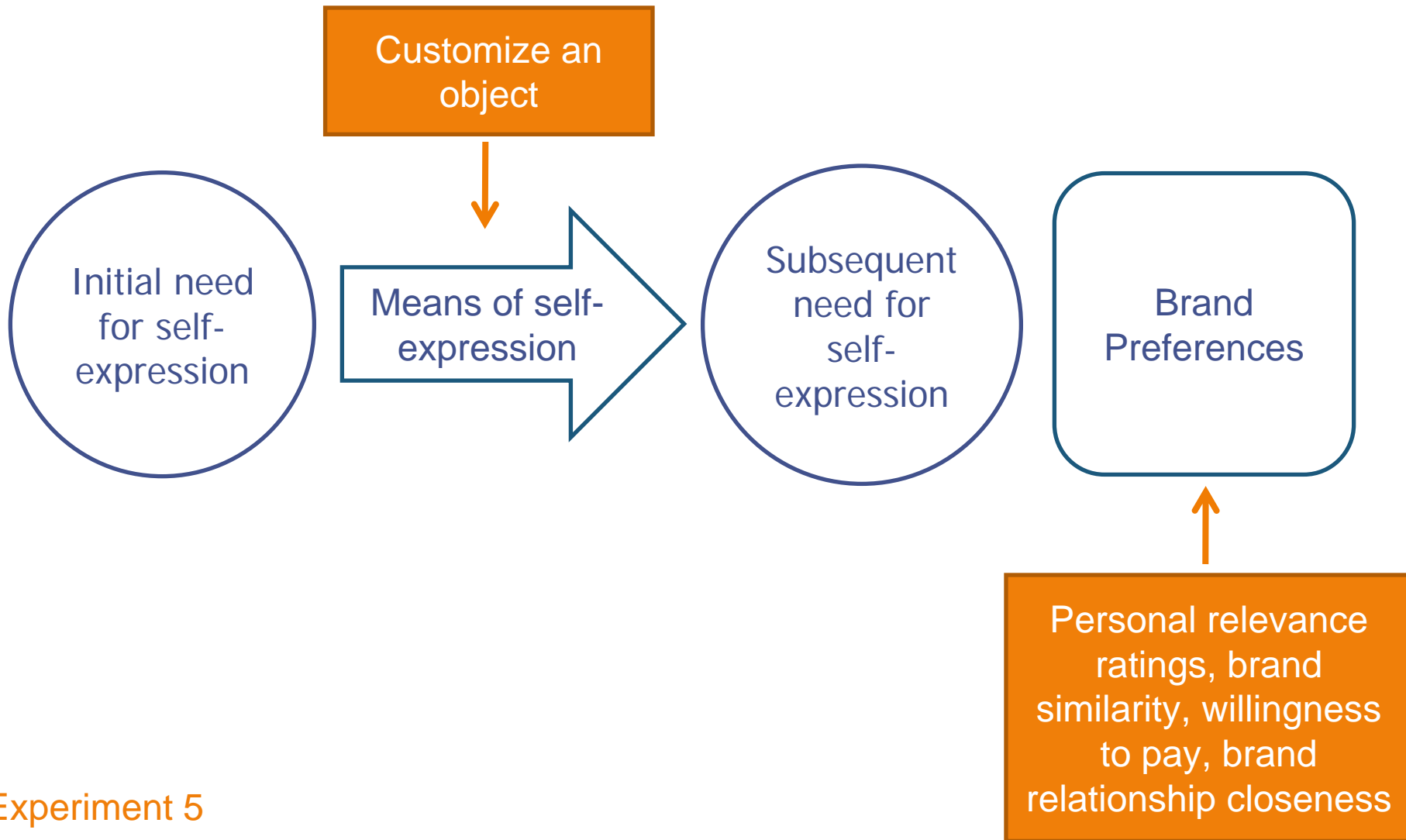


Experiment 4

Self-expression			
	High (identity validation)	Low (identity threat)	Effect
Jackets	\$99.20	\$133.26	25.6%
Pens	\$26.79	\$45.31	40.9%
Knit shirts	\$48.64	\$66.57	26.9%
Sunglasses	\$67.32	\$87.12	22.7%
Overall	\$60.25	\$82.99	27.4%



Theoretical Framework



Experiment 5



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Self-Expression through Customization

SCION SPEAK

Colors Chosen: **Blue** **Dark Pink**

1 Choose Your Colors 2 Enter Your Message 3 Select Your Packaging

Choose any 2 colors.

reset colors

Nike Blazer Mid iD
GBP 75.00

1. DESIGN DONE

Eyestay Colour

Swoosh Material
Smooth Full Grain Leather Patent Leather

Swoosh Colour

Lace Colour

Midsole Colour

VIEW OPTIONS



ROMEO AND JULIET - THE HAPPY ENDING EDITION!

Starring YOU and a special someone as Romeo and Juliet!



The ultimate romantic, wedding or anniversary gift — now available in a personalized "happy ending" edition, with optionally your pictures on the cover!

It's the way Romeo and Juliet *should* have been - true love with a personal twist!

Price: \$ 29.95



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Experiment 5

Design a shirt for yourself



Design a shirt for a parent



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Experiment 5



Experiment 5



Experiment 5



Experiment 5

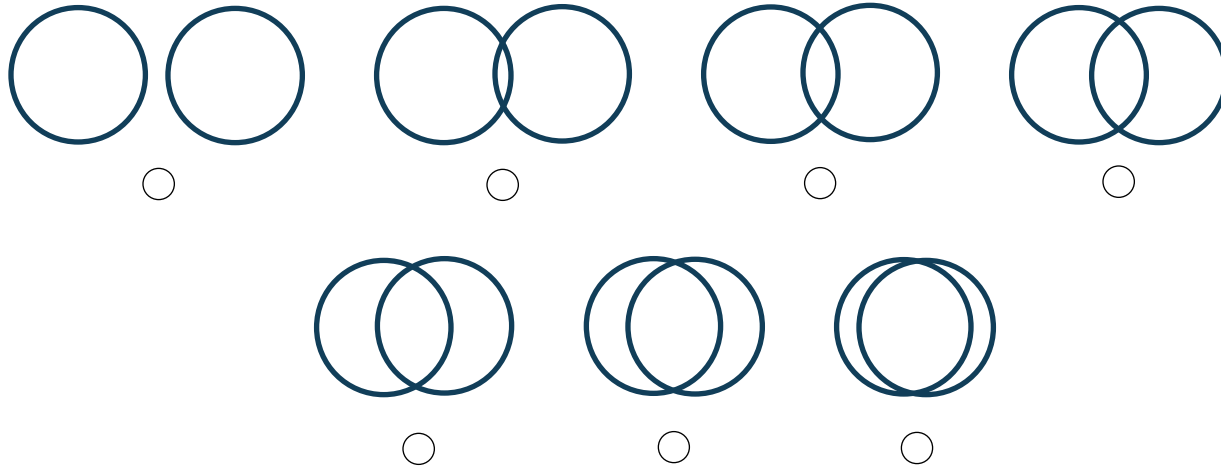
	Self-expression		Effect
	High (t-shirt for self)	Low (t-shirt for parent)	
Sunglasses	\$58.00	\$72.57	20.1%
Knit shirts	\$40.19	\$57.61	30.1%
Backpacks	\$79.52	\$82.07	3.1%
Pens	\$20.12	\$74.67	73.1%
Jackets	\$87.65	\$117.33	25.3%
Watches	\$159.75	\$266.12	40.0%
Overall	\$73.41	\$111.26	34.0%



Experiment 5

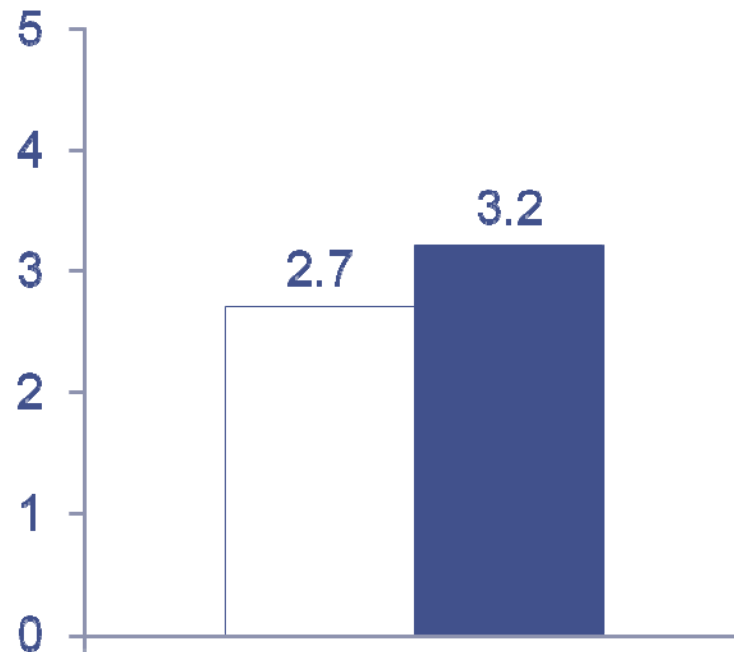
Brand Closeness Scale

Select the pair that best represents your relationship with your most preferred brand.



Experiment 5

Closeness
to brand



□ High self-expression (t-shirt for yourself)

■ Low self-expression (t-shirt for a parent)



In a world of self-expression...



HAVE IT YOUR WAY®



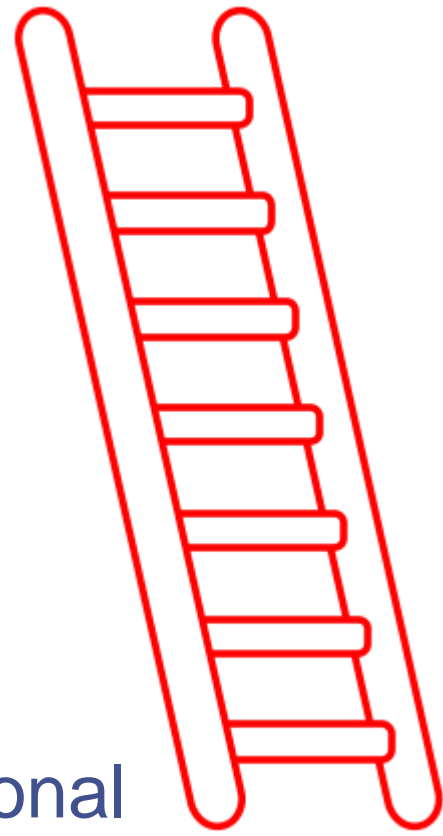
twitter



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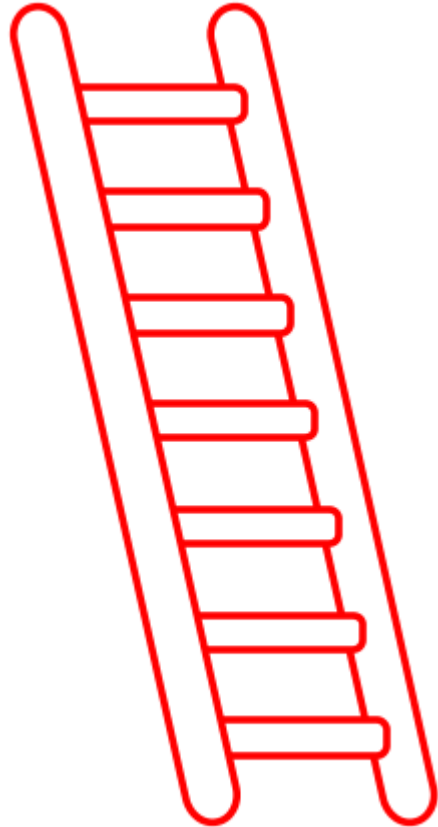
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Lifestyle /
Self-expression
Benefits



Functional
Benefits





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“We give the possibility for a 43-year old accountant to dress in black leather and ride through town and scare everybody!”

- Richard Teerlink
Former CEO



Social Benefits

Emotional Benefits

Self-identification
Benefits

Lifestyle /
Self-expression
Benefits

Emotional /
Psychological
Benefits

Social
Benefits

Functional
Benefits



Thank you!

Ryan_Hamilton@bus.emory.edu



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