Identity Marketing: The Moderating Effect of Self-Construal and Product Category on Consumer Agency: An Abstract

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Abstract In this study, we conducted two experiments to explore the persuasive effects of identity-defining messages and identity-referencing messages under the influences of product category and self-construal when consumers possess the identity described in an advertisement message. The research results show that product category and self-construal can be effective factors interfering with the persuasive effects of identity-relevant messages and that the agency of self-expression acted as a mediator. In addition to enriching the research on identity marketing, we hope to provide information that enables marketers to use identity-relevant messages flexibly in various situations.

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