

THE EFFECT OF CULTURE, PRODUCT SELF-IMAGE CONGRUENCE, AND BRAND ATTITUDES ON THE PROPENSITY TO BE BRAND LOYAL

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ABSTRACT

There is evidence that consumers from dissimilar cultures understand and interact with brands differently. This study is unique in that it tests a model of brand loyalty proneness across a large cross-section of 22 countries reflective of both developed and emerging economies. In addition, it is rare in its focus on a gestalt phenomenon of interest (i.e., brand loyalty proneness) rather than on brand behaviors associated with specific brands. This study also measures specific aspects of culture (collectivism and uncertainty avoidance), in contrast to the predominant approach in cross-national research that typically notes national differences and assumes it is caused by culture. Finally, the tested conceptual model is unique in that it includes three key factors: culture, product self-image congruency, and brand attitudes; rarely, if ever, have these factors been included in a solitary empirical work on branding. The results show that culture is an important determinant of product self-image congruency, which in turn positively affects brand attitudes. Finally, brand attitudes positively affect the propensity to be brand loyal.

References available upon request.