

**Summaries of Selected Sessions from the  
2008 AMA Winter Educators' Conference  
(Austin, TX)**

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### 1.3 Branding and Marketing Communications (Special Session)

#### **Emerging Perspectives on Consumer Identification**

##### Session Chair:

*Brad D. Carlson, Texas Tech University*

##### Discussant:

*Peter A. Dacin, Queen's University*

##### Participants:

Consumer Identification with Brands and the Essence of Loyalty over Time

*D. Todd Donovan, Colorado State University*

*James G. Maxham, University of Virginia*

*Swinder Janda, Kansas State University*

Celebrity Endorsements, Credibility, and Purchase Intentions: The Mediating Role of Endorser Identification

*Brad D Carlson, Texas Tech University*

*D. Todd Donovan, Colorado State University*

*Kevin J. Cumiskey, Oklahoma State University*

A Theory and Test of Social Intentionality in Small-Group-Based Brand Communities

*Richard P Bagozzi, University of Michigan*

*Pradip H Sadarangani, Indian Institute of Management Bangalore*

**Session Summary Writer:** Fernando Jimenez, Oklahoma State University

The session as a whole pointed out that the nomological network of identification is not complete. The presenters proposed mediators and moderators for the identification outcomes. Further research should delineate the boundaries and processes in which identification occurs.

Daniel Korschun briefly presented the evolution of identification research since its conception from social identity theory, to management and consumer research. He also presented a model of key antecedents and outcomes of identification that are often explored in marketing. The main point of his presentation was that identification's antecedents and consequences have been explored, but moderating conditions have not received much attention. Thus, he concludes by offering future research opportunities in exploring the moderators between identification and its related outcomes. He proposes some examples of probable moderators such as identity salience, brand relationship, and distinctiveness. He also suggests that further investigation is warranted on the study of identification in intra-groups settings.

Todd Donovan presented his current research on the impact of brand mystique, prestige, and distinctiveness on identification. Also, his study tests the moderating role of intimacy, satisfaction and self-connection on the impact of identification to spending. After analyzing the results from his field study conducted in a motorcycle exposition event, he concluded that identification is influenced by prestige, mystique and distinctiveness. The most significant predictor was mystique.

Brad Carlson presented his research on the mediating role of endorser identification between endorser attractiveness and trustworthiness and purchase intentions. Additionally, he explores the situations when an endorser, conceptualized in his research as a quasi-brand, may not work. He proposes two moderators for explaining when an endorser works: Product Fit, and Involvement. Based on theoretical foundations his results support the mediation. Interestingly, his three way interaction (fit, involvement, level of identification) shows that the greater effect of celebrity identification works when there is product fit and high involvement.

Richard Bagozzi presented a model based on principles of social action such as collective goals and collective commitment. His model depicts how purchasing behavior and purchasing intentions is a function of anticipated emotions, desires, “we” intentions, and cognitive social identity. The model stresses the importance of subjective norms in regulating personal desires and activating a “we” mode.

Peter Dacin discussion on the papers focused on the importance of understanding identification, its boundaries and processes. He encouraged research and careful thinking on the difference between identification and related constructs, its definition, its measurement and its nomological net.