

Consumer Identity Expressiveness in Marketing: Triggers and Outcomes

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Abstract

Brands position themselves as means of identity expression in order to form connections with consumers. Identity expressiveness can, therefore, be used as a marketing and advertising tool, albeit extant research which examines its nature and effectiveness is seriously underdeveloped. This paper presents work-in-progress on consumer identity expressiveness, by theorising a framework that identifies the triggers of consumer identity expressiveness while exploring the conditions where it backfires. The study contributes to the literature by extending the current understanding of consumer identity expressiveness, which can be translated into useful practical insights.