

I thought we were one? When consumer-brand identification cultivates shame

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Abstract

Brands are essential components of consumers' identity. Consumers regard beloved brands as extensions of their self-concepts. In case of service failures, however, this oneness is challenged: Dissatisfied consumers may feel betrayed, which ultimately triggers anger and revenge. This effect is strongly associated to brand anger. The purpose of our research is to add an inward-oriented emotional perspective by introducing brand shame to further explain the interrelationship between dissatisfaction, brand anger, and consumer-brand identification (CBI). In line with our conceptual model, the empirical results show that brand shame mediates the relationship between dissatisfaction and brand anger. More importantly, CBI moderates spillover-effects of customer dissatisfaction on subsequent negative emotions.

Keywords: *Consumer-brand-identification; Emotions; Shame*