

Consumer's Self-Extension with Smart Technologies: Scale Development and Validation

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Cite as:

Yan Min, Filieri Raffaele , Gorton Matthew, Golossenko Artyom (2024), Consumer's Self-Extension with Smart Technologies: Scale Development and Validation. *Proceedings of the European Marketing Academy*, 53rd, (119368)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

Digital technologies are creating a hyperconnected world that shapes people's identities and relationships. This paper draws on self-extension theory to explore the relationship between consumers and objects in the context of smart technologies. Utilizing a mixed methods approach encompassing six studies, the research develops and validates a higher order self-extension scale through various stages, including conceptualization, item generation, EFA, CFA, discriminant and nomological validation, and incremental and predictive validation. A higher-order self-extension scale is presented with four dimensions, encompassing physical, social, affective, and cognitive elements. This paper conceptualizes consumers' self-extension with smart technologies and establishes the scale's ability to predict both marketing (i.e., satisfaction and perceived value) and information system (i.e., perceived usefulness, technostress, and continuance intention) outcomes.

Subject Areas: *Consumer Behaviour, Information Systems*

Track: Consumer Behaviour