

Can Identity Duels Improve Consumers' Brand Attitude?

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Abstract:

Creating impactful exchanges between brands and customers is challenging. Due to the overload of information that customers are exposed to, brand managers have difficulties cutting through the clutter. One novel technique to overcome this challenge is the dueling preference approach. Using this approach, branding practitioners can implement competing social identities in interactions and allow consumers to self-express one of their social identities. This research investigates whether identity duels positively impact attitudes and behaviors in a branding context. Our studies show that identity duels can positively affect individuals' brand attitudes and focal behaviors. Several of our studies produce sizable effects, but not continuously. On social media, including identity duels increased consumers' brand attitude. In a retail environment, including identity duels increased consumers' brand-related behaviors. Brands should investigate whether the dueling preference approach could be feasible in their branding strategy. Where proven effective, identity duels are a highly efficient addition to a brand manager's strategy portfolio.

Keywords: social identities, brands, experiments

Track: Consumer Behavior