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Self-congruity, brand attitude, and brand loyalty: a study

...

In this study, 732 Turkish tourists from 25 five-star hotels serving in Bodrum (Turkey) were surveyed via questionnaires to investigate the effects of brand personality (BP), self-congruity

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and functional congruity on hotel brand loyalty. Before

What Is Self- Congruity And Consumer Behaviour? - 1406

...

The Effects of Self-Congruity and Functional Congruity on e-WOM - 3 - passing along travel experiences. Hence, the notion of self-construal should be regarded as an essential factor evoking e-WOM.

Effects of self-congruity and destination image on ...

The results show that both religiosity and self-image congruity have significant effects on the dimensions of retailers' brand equity except retailer awareness. This study contributes to the literature by enhancing the understanding regarding the effects of consumer-based antecedents on retailer brand equity in emerging markets.

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Effects of Self-Congruity and Source Credibility on ...

The Effects Self-Congruity and Multifactorial Gender Identity in Advertising Market segmentation is a process that is used to make the selling of goods or services more efficient and profitable. By dividing a large and diverse population into smaller groups, marketers can craft persuasive messages designed to target a specific audience.

Congruence Between Self-concept and Brand Personality, Its ...

The self-congruity effect on a long-term brand relationship can explained in relation with the concept of commitment, which has been considered to be a crucial element in the formation of a successful long-term relationship (Gundlach, Achrol, and Mentzer 1995; Morgan and Hunt 1994).

Selfâ congruity effects: A critical review and an ...

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Effects of Self-Congruity and Source Credibility on Consumer Responses to Coffeehouse Advertising Donghwan Yoon
Department of Retail, Hospitality, and Tourism Management, University of Tennessee, Knoxville, Tennessee, USA & Youn-Kyung Kim Department of Retail, Hospitality, and Tourism Management, University of Tennessee, Knoxville, Tennessee, USA Correspondence ykim13@utk.edu

Assessing the effects of self-congruity, attitudes and ...

image. The positive effect of self-congruity on brand evaluation is known as the “self-congruity effect.” Four self-congruity effects are related to the corresponding four types of self-expression motives in order: self-consistency, self-esteem, social-consistency and social-approval motives (Sirgy, Johar, Samli, & Claiborne, 1991).

Exploring the Effects of Self-Image Congruity and ...

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The Effect of Self-Image Congruity on Retailers' Brand Equity
According to self-image congruity theory, consumers have favorable perceptions of products and brands perceived to be congruent with their self-image because they seek self-consistency (Sirgy, 1982).

Effects Of Self Congruity And Functional Congruity On

The hypothesis suggested here relate to the effect of functional congruity over self- congruity. In order to measure the relation between user image and self-concept, the mathematical discrepancy index was used, involving the seven point Likert type scale (Sergy & Su, 2000, p.350). Usakli and

Retail Environment, Self-Congruity, and Retail Patronage

...

Dolich [10] found that self-congruity has a different effect on brand preference for socially consumed vs. privately consumed

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products, and Graeff [17] found that ideal self-congruity is more highly correlated than actual self-congruity to brand evaluations of publicly consumed brands but that there is no significant difference between the influences of actual and ideal self-congruity on brand ...

Effects Of Self Congruity And

The work finds that both determinants exert an effect on brand equity, albeit in distinct ways: motivation is essential in attracting clients to the destination, while self-congruity is vital for retaining them. The study presents a number of implications of interest to the professional sector.

Effects Of Self Congruity And Multifactorial Gender ...

The findings confirmed the influential role of self-congruity and destination image on destination loyalty in both samples. A multi-

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group SEM analysis revealed the differential effect of self-congruity and destination image on destination loyalty, which was dependent on the tourists' countries of origin.

Exploring the Effects of Self-Image Congruity and ...

Destination branding is a key factor in the creation of a differentiated identity to increase a tourist's interest in travelling to a specific area. This study investigated the effects of self-congruity and destination image on destination loyalty. The sample comprised of both Western and Asian destination tourists to South Korea. To analyse the data, descriptive statistics, confirmatory factor...

The effect of self-congruity and motivation on consumer

...

Ideal self-image congruity had a stronger direct effect on attitudes, than did actual self-image congruity. Indeed, there

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was evidence in this study that behavioural intentions were directly or indirectly influenced by shopper's self-congruity, attitudes, and satisfaction.

(PDF) Effects of Brand Personality, Self-Congruity and ...

Therefore, the effect of real-self congruity on creating emotional brand attachment is greater. Service engagement, self-esteem and public self-awareness increase the positive impact of actual self-congruence, but decrease the impact of ideal self-congruence on emotional brand attachment.

Effects of self-congruity and destination image on ...

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Self-congruity effects: A critical review and an ...

- This study aims to examine the effects of three self-congruity constructs: the brand's personality congruity (BPC), the brand's user imagery congruity and the brand's usage imagery congruity, in consumers' attitude and brand loyalty toward two luxury fashion brands., - Using a sample of Australian consumers, this study examines two luxury fashion brands (CK and Chanel) from two product ...

The Effects of Self-Congruity and Functional Congruity on

...

The positive effect of self-congruity on brand evaluation is known as the "self-congruity effect." Four self-congruity effects are related to the corresponding four types of self-expression motives in order: self-consistency, self-esteem, social-consistency and social-approval motives (Sirgy, Johar, Samli, & Claiborne, 1991).

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Brand Personality, Self-Congruity and the Consumer-Brand ...

Although the focus of this article is self-congruity and its potential effects on patronage, functional congruity also may affect patronage and may be related to self-congruity. At issue, in particular, are the conditions under which consumers may use self-congruity and/or functional congruity, or some combination thereof, to evaluate retail establishments.