

Cheng, Shirley, Tiffany Barnett White, and **Lan Nguyen Chaplin** (2012), "The Effects of Self-Brand Connections on Responses to Brand Failure: A New Look at the Consumer-Brand Relationship," *Journal of Consumer Psychology*, 22 (April), 280-288.

Abstract

We argue that consumers with high self-brand connections (SBC) respond to negative brand information as they do to personal failure — they experience a threat to their positive self-view. After viewing negative brand information, high (vs. low) SBC consumers reported lower state self-esteem. Consumers with high SBC also maintained favorable brand evaluations despite negative brand information. However, when they completed an unrelated self-affirmation task, they lowered their brand evaluations the same as low SBC consumers. This finding suggests that high SBC consumers' reluctance to lower brand evaluation might be driven by a motivation to protect the self rather than the brand.

Keywords: Self-brand connections, failure, self-esteem, self-view, brand, evaluation