

Chaplin, Lan Nguyen and Deborah Roedder John (2005), "The Development of Self-Brand Connections in Children and Adolescents," *Journal of Consumer Research*, 32 (June), 119-129.

Abstract

Individuals use brands to create and communicate their self-concepts, thereby creating self-brand connections. Although this phenomenon is well documented among adult consumers, we know very little about the role of brands in defining, expressing, and communicating self-concepts in children and adolescents. In this article, we examine the age at which children begin to incorporate brands into their self-concepts and how these self-brand connections change in qualitative ways as children move into adolescence. In three studies with children 8–18 yr. of age, we find that self-brand connections develop in number and sophistication between middle childhood and early adolescence.

Keywords: self-brand, children, adolescents, self-concept