

CONSUMER IDENTITY AND IMPLICATIONS FOR THE BRAND

Author **Raluca Mihalcea**

N/A

Author **Iacob Cătoi**

N/A

Abstract:

In a consumer culture people no longer consume for merely functional satisfaction, but consumption becomes meaning-based, and brands are often used as symbolic resources for the construction and maintenance of identity. All human behavior is a symbolic action. People are not just choosing the best, the fanciest, or the cheapest brands. They're choosing brands that have the right meaning. Brands are now creating value not just by the products or services they represent, but by the meanings they generate. This meaning is being adopted by consumers to express who they are and what they stand for. Meaning, in fact, may be the most important product a brand creates today.

Keywords: *identity, consumer divergence, reference groups, brand image, brand culture*

JEL codes: *M31*