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Article

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The Impact of Self-Concept and its Congruence with Different Brands on Purchase Intention: Evidence from Pakistani Consumers

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Abstract

Current research explores the effect of self-congruity (matching one's self with brands) on brand attitude causing purchase intention. Mostly marketers communicate the conception that their brand matches with how ideally consumers want to see themselves. So, there is an imperious self-congruity effect applied to most brands universally. This research validates the previous theories of self-congruity in Pakistani context by confirming the positive consequence of self-congruity on brand-attitude and purchase intention. Current information is highly significant for segmentation as well as branding and promotional strategies. After initial data screening, statistics from 250 respondents was analyzed by using structural equation modeling (SEM, used here after) for verification of measurement as well as structural models. The results verified the theories of self-congruity and it is recommended that better targeting is required by understanding perceived self of the target market to be used in brand communication strategies. Findings of this study revealed that consumers evaluate brands by matching them with their perceived self (self-image) and accordingly develops attitude towards brands which ultimately influences their purchase intention i.e. those brands are preferred which matches with one's perceived self-image. Findings also confirmed that Self-Congruity (the perception about one's self) effects the consumer's choice to prefer a particular brand (which matches to their perceived self) in the form of brand attitude which

ultimately determines purchase intention. This understanding could be further used to improve segmentation and targeting decisions.

Keywords: self-congruity, brand attitude, self-image, purchase intention, self-concept, Pakistani market.

1. Introduction

Current research investigates the consequence of self-congruity on attitude towards different brands, ultimately resulting towards brand preference causing purchase intention. Tsai, Chang, and Ho (2015) also supported this phenomenon in their research stating that self-concept analogy has an affirmative consequence on brand-preference. The main task of the research is to offer the empirical evidence in the context of Pakistani consumer to verify/nullify already existing theories about self-congruity and its effect. This research offers practical acumen for the marketers to modify brand communications to the target market on the basis of their self-concept, which could vary within and across the targeted segments (Riefler, Diamantopoulos, & Siguaw, 2012). The results of the research revealed that self-congruity (perceived consistency of self with particular brands) has strongest effect on brand attitude, which ultimately governs purchase intentions.

Not only, patented products could be noticed in nearly every store around the globe but exclusive stores are also developed in most metropolitan cities of the world. Many consumers proudly say that “This is my brand...”, “I feel passionate about it” and “my favorite product reveals who I am...” etc. These apparently straightforward statements reflects that brands are connected very intimately to perception of consumers to see themselves, how they would like to be seen by others and their state of idealization as well. Razmus, Jaroszyńska, and Pałęga (2017) also mentioned that “one’s self-concept arise from the desire to build and have a proper image for others”. The same is called self-concept in consumer research (Sirgy, 1982). People who see themselves as attached with others are also more strongly driven to adapt to social norms (Locke & Christensen, 2007).

Organizations knew that customers consume brands to articulate their own personality and they utilize this information in aspirational branding approaches to generate preference towards their patented products by pursuing consumers to believe that using their brand will make them more satisfied, socially acceptable, and idealized by others. Overall, it is quite obvious that consumers are probably possessing robust constructive attitude towards those brands which match their self-concept (Malär, Krohmer, Hoyer, & Nyffenegger, 2011).

Such studies are very rare who have empirically verified how sturdily self-concept affects the brand attitude, which ultimately determines purchase intention, particularly in Pakistani consumer’s context. Therefore, the purpose of current research is to offer substantiation that self-congruity possess robust effect on attitude towards brand and ultimately on his/her purchase intention. We contribute toward the literature by outspreading the self-congruity theory by offering first-hand confirmation on the influence of self-congruity as a construct as a whole’s effect on brand attitude.

From a managerial perspective, this research provides marketers with deeper understandings into the concept of self-congruity to equate their brand position, especially when making targeting and segmentation decisions on the basis of consumers’

perception of self. For example, the results of this research shows that people with an overriding preference towards domestic products, such as those having countryside background and converging on native customs, have the greatest affirmative attitude towards those brands having an appearance corresponding with perceived self-concept implying local orientations (Liu, Sprott, Spangenberg, Czellar, & Voss, 2018). Consequently, if the marketers are focusing those consumers who are having rural orientation then they must utilize such branding tactics (by using rural names/images in the promotional messages) that implies confirmation of rural consumers' self-concept. On the contrary, if marketers are focusing those consumers having urban orientation, then they must use those branding tactics (by using modern and famous names/images in the promotional messages) which could give an impression that the brand could nurture the perceived modern self-image of urban customer (Liu et al., 2018).

Secondly, current research propose understanding to marketers about how specific targeted messages could be used to attract consumers by corresponding to their perceived self-image and which marketing channels are more suitable to reach them in this regard. This research demonstrates that buyers with foremost multicultural urban tendency exhibit to use modern products.

2. Idea of Self-Congruity: a literature review and hypothesis development

2.1. The Self-Concept

Self-concept has been recognized as one of the major concept in marketing studies, as it is quoted that consumers utilize brands for the purpose of self- manifestation and consequently develops conforming behavior for them (Belk, 1988; He & Mukherjee, 2007; Sung & Choi, 2012). In existing corpus the idea of self-concept is generally referred as totality of individual's thoughts and feelings with himself as an object" (Mehta, 1999; Rosenberg, 1979; Yim, Chan, & Hung, 2007). Current definition apprehends the self-concept as an information organization comprising the total evidences consumer encrypts in the whole life (Linville & Carlston, 1994). In prior research consumer is mostly determined by idea of self-concept (Bolton, Keh, & Alba, 2010).

2.2. Self-Congruity Theory

Self-congruity theory suggests that increase in congruence between users' ideal, actual & social-concept and brand image resulted in positive impact on brand's attitude, loyalty and attachment (Malär et al., 2011). This theory presumes customers utilize those patent products which more closely help to define themselves and help to represent their own self-concept (Aaker, 1999). In total, self-congruity is of four types. Sirgy and Su (2000) mentioned that two of them represent private selves' i.e. actual self-congruity and ideal self-congruity, and two of them represent public selves' i.e. social self-congruity and ideal-social self-congruity. Individuals attempt to satiate their self-driven desires by utilizing those brands that propound them a chance to achieve this (Howard & Sheth, 1969; Razmus et al., 2017). Tsai et al. (2015) also supported this phenomenon in their research stating that self-concept similarity has an affirmative impact on brand-preference. Consumer's behavior is steered by their requirement for dependability and matching with the private self as well as social self. Subsequently, a brand recognized as compatible with the self-concept permits him/her to gratify the need for private self-satisfaction as well as social self-satisfaction. Thus, if marketers have understandings into

relationship between self-congruity and brand attitude for consumers, they can better entice their target market. For example, consumers may utilize a dependable branding method that makes them trust that after consumption, the brand assures them a way of confirming an unswerving view of their self-concept.

In the previous decade, considerable research has been done on self-congruity theory. Many researches have shown that self-congruity has an affirmative impact on brand attitude (F. Liu, Li, Mizerski, & Soh, 2012). Some researchers have also given substantiation that self-congruity poses a robust impact on brand attitude, ultimately leading towards intention to purchase (Marshall, Na, & Deuskar, 2008). In addition, some authors also emphasized the significance of self-congruity theory to understand consumer behavior in stores emphasizing that this theory could be a major determinant which overwhelms store perception (El Hedhli, Zourrig, & Park, 2017). El Hedhli, Zourrig, and Chebat (2016) mentioned that self-congruity could strongly influence shopper's well-being which could affect their satisfaction with a particular brand. However empirical evidences of how self-congruity effect consumer's brand attitudes in Pakistani market is missing. Therefore, this study intended to examine consumer's brand attitude and his/her purchase intentions are effected by self-congruity.

Advocates of self-congruity concepts considered relationship between self-concept and consumer behavior is important. They argued that as the perception of congruence between self-concept and brand's image increases, it may positively influence consumer's brand attitude and preferences (He & Mukherjee, 2007; Malär et al., 2011; Sung & Choi, 2012). Consumers also try to satisfy their internal compliance with the inner self by utilizing those brands that matches with their self-concept (Howard & Sheth, 1969; Razmus et al., 2017; Tsai et al., 2015). However, some authors have questioned the generalized applicability of self-congruity theory and suggested that different personality characteristics must be treated separately before applying self-congruity theory as consumer's personality varies from person to person and thus the importance of self-concept also varies accordingly (He & Mukherjee, 2007). Another view is that generally brands are of two types: privately consumed brands and publicly consumed brands so, self-congruity theory is more applicable to privately consumed brands as they could imply conformance with the inner self rather than publicly consumed brands. Several extraneous factors may play a stronger role in case of publicly-consumed brands such as social-self, social desirability and conformance to societal pressures etc. Thus, self-congruity theory should be validated in terms of different types of selves as well (Razmus et al., 2017).

In last twenty years, self-congruity theory progressed by examining influence of self-congruity on numerous product-associated consequences. Number of researches have established the positive impact of self-congruity with product linked aftermaths for example brand attitude, brand loyalty and purchase intention (Aguirre-Rodriguez, Bosnjak, & Sirgy, 2012; Hong & Zinkhan, 1995; Yusof & Ariffin, 2016).

H₁: Overall, for an individual having a strong self-congruity has strong effect on brand attitude.

2.3. Relationship between brand attitude and purchase intention

Aaker (1999) argues consumer buy and utilize brands to represent their self. Fishbein and Ajzen (1975) provide definition of both consumer's attitude and individuals purchase

intentions. They said consumer learned predisposition helped them to react positively or negatively to a given object. Whereas purchase is consumer conscious plan to buy a particular brand (Spears & Singh, 2004). Fishbein and Ajzen (1975) also indicated attitudes towards a product impact buying behavior via behavioral intents. Whan Park, MacInnis, Priester, Eisingerich, and Iacobucci (2010) also mentioned that brand attitudes have insinuations for purchase intent. Analysis of existing literature have found strong relationship between purchase intention and consumer's brand attitude (Bennett & Harrell, 1975; MacKenzie & Spreng, 1992; Spears & Singh, 2004). Therefore, it is postulated that:

H₂: There is a positive relationship between brand attitude and purchase intention.

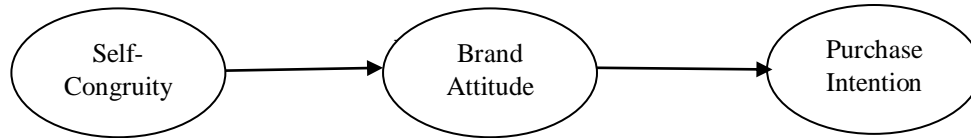


Figure 1: Conceptual Framework

3. Methodology

This research utilizes a quantitative method and the data was collected through a survey. From perspective of Ontology, the scholar believes that realism is impartial in its essence and sovereign of the researcher (Hair, Anderson, Tatham, & Black, 1998). Additionally, from the perspective of epistemology, it is presumed that this realism could be evaluated quantitatively irrespective of the individual view of the scholar. Hereafter, current research embraces a positivist view to check the assumptions by assessing causative connections among the constructs present in the theoretical structure. This methodology is also consistent with preceding research which investigate the impact of self-congruity on brand-attitudes (Malär et al., 2011). This study utilizes a quantitative methodology which represents an approach that aims to enumerate data to analyze it with statistical methods (Malhotra, 2007). Punch (2013) says that research methodology should be in-line with research question and research objectives. Previous theories also endorsed to use the same quantitative method to study the underlying phenomenon, therefore, a survey is considered as an appropriate technique in this case. Survey-questionnaires were found to be fast, proficient, low-cost, and effective to investigate causal-relationships (Zikmund, 2003). Consequently, a survey matches with the objectives of current research as well.

3.1. Data Collection

The hypotheses were tested using the consumers from Pakistan. Pakistan has undergone through transformation, commercial progress and a momentous upsurge in media during the previous few spans of time. Particularly espousal of Western practices has a significant effect on self-concept which could be evidenced by brand attitude and purchase intentions (construct of this study). At the same time, Pakistanis could also embrace local orientation as well. Thus study from Pakistan could have significant theoretical as well as practical contributions as both local and foreign tendencies could be

found. All the consumers despite of their gender or age were considered target segment for the research and convenience (non-probability) sampling technique was used.

3.2. Sampling Methods

Sampling methods are categorized as probability and non-probability sampling. Truthfully, probability sampling is considered as amenity given to researchers of cross-cultural context (Cavusgil & Das, 1997). Many researchers also mentioned that non-probability sampling is utilized in a great number of international researches and found to be very useful particularly in consumer behavior perspective (N. L. Reynolds, Simintiras, & Diamantopoulos, 2003). Thus, non-probability sampling technique was used in this research.

Sample size is calculated based on Cohen (1992) criteria. According to this, required sample size was 147 for the present research but data was collected from 250 respondents to improve strength of statistical analysis and generalizability. Mostly, respondents were approached via mall intercept and face to face interaction between interviewers and respondents took place. The cover letter of survey was kept short just mentioning that it is a research study to evaluate consumer attitude towards brands and free chocolate was also offered as an incentive and a gesture of good will to increase the response rate.

3.3. Research Instrument

As endorsed by various scholars such as Zikmund (2003) and N. Reynolds and Diamantopoulos (1998) pilot study was steered among Pakistani consumers, who denote the respondents of the study. For Self-Congruity, Sirgy et al. (1997)'s 8 item scale was used. For Brand Attitude, Sung and Choi (2012)'s 4 item scale was used, and for Purchase Intention, 3 item scale developed by Choi and Miracle (2004) was utilized.

For Self-Congruity 5 point Likert scale is used. Sirgy et al. (1997) scale was used to measure self-congruity and it was operationalized as described under

Think about brand "X" and further consider that what type of person used "Brand X". Match the Brand "X" with personal characteristics of the person using it such as Stylish, Old, Trendy, Classical etc and answer in the questionnaire about your agreement/disagreement with the following statements.

- 1- This Brand X is consistent with how I see myself.
- 2- The image of brand X is a mirror image of me.
- 3- The brand X is consistent with how I would like to see myself.
- 4- The image of brand X is a mirror image of the person I would like to be.
- 5- The brand X is consistent with how I believe others see me.
- 6- The image of brand X is a mirror image of how I believe others see me.
- 7- The brand X is consistent with how I would like others to see me.
- 8- The image of brand X is a mirror image of how I would like others to see me.

Ensuing previous studies Kang, Tang, Lee, and Bosselman (2012) S.D scale was utilized in the current study. Explicitly, four-item scale by Sung and Choi (2012) was used to measure brand attitude was used in current research. The 4-items of the scale regarding the brand were

- 1- I like/dislike the brand X.
- 2- Brand X possess negative/positive impression.
- 3- Brand X is a good/bad brand.
- 4- Brand X has favorable/unfavorable impression in my mind.

Purchase intention is defined as a consumer's cognizant strategy to make an attempt to buy a brand (Spears & Singh, 2004). At par with past researches, current research used a S.D scale by using Choi and Miracle (2004) scale. This scale comprised of 3 items to evaluate the intention to purchase. All the scales used in this research have been formerly authenticated in number of researches, therefore decreasing the chance of probable glitches of validity and reliability. The product categories for brands were clothing apparel (Giebelhausen & Lawson, 2010) as well as soft drinks and television sets (Hamzaoui Essoussi & Merunka, 2007). The items of the scale were:

- 1- It is highly likely/unlikely that I will purchase Brand X.
- 2- It is most probable/improbable that I will prefer Brand X.
- 3- For the next purchase, it is possible/impossible that I will purchase Brand X.

In preliminary study, respondents were requested to mention any four acquainted brands for each product category. After making a list of brands, frequency was calculated to choose the two most repeated brands for every category as suggested by (Parker, 2009). By this method selected brands were Ideas, Gul-Ahmed, Coca-Cola, Pepsi, Sony, and Samsung.

4. Data Analysis

The data was examined preliminary with a most recognized software package, namely SPSS as recommended by Zikmund (2003) as well as AMOS for SEM. As per the recommendations mentioned by Tabachnick and Fidell (2007), the statistics were prepared beforehand further examination by checking input accuracy, analysis of missing data, evaluation of normal distribution and identification of outliers etc. No major issues were found regarding data input accuracy or missing values. To treat the missing values, total mean substitution approach in SPSS was used which replaces the missing values with the mean score. The data was also normally distributed as skew-ness values remained in the acceptable array of -1 to +1 as well as the kurtosis values remained in the range of -3 to +3 (Hair et al., 1998; Tabachnick & Fidell, 2007).

Table 1: Descriptive Statistics

Variables	Mean	St. Deviation	Skewness	Kurtosis
Self-Congruity	5.253	1.854	-0.682	0.783
Brand Attitude	2.691	0.747	-0.225	0.549
Purchase Intention	2.114	1.528	-0.146	0.219

No outliers were even detected in box-plots. Cronbach's alpha values were used to check the internal validity of the scales used that remained from 0.765 to 0.947 for overall all scales which is quite acceptable (Hair et al., 1998) and indicated excellent internal reliability.

Probable non-response biasness in data was checked by matching the means of initial and afterwards respondent. By using t-test to compare the means of the constructs, it was found that the constructs do not diverge significantly proving that non-response bias is highly implausible in the data-set. Descriptive statistics and correlations between the variables are given table 1 and 2 respectively.

Table 2: Correlation Matrix

	Self-Congruity	Brand Attitude	Purchase Intention
Self-Congruity	1	0.7847	0.5564
Brand Attitude	0.7847	1	0.8221
Purchase Intention	0.5564	0.8221	1

As far as the tests of collinearity are concerned, the tolerance level and VIF (variance inflation factor) are above the threshold of 0.2 for tolerance and below the threshold of 5.0 for VIF (see Table 3).

Table 3: Test of Multicollinearity

Variables	Tolerance	VIF
Self-Congruity	0.39	3.93
Brand Attitude	0.44	3.65
Purchase Intention	0.41	2.52

The R-square value for brand attitude showed that the model explained 61% variance in Brand Attitude. Moreover, the R-square value for purchase intention showed that the model explained 87% variance in purchase intention.

SEM is considered a confirmatory approach to the analyze the hypothesized model (Byrne, 2016). In this study, SEM consisting of an entire system of variables, is tested statistically to determine the extent to which it fits the actual data. The benefit of using this approach over others is that it provides flexibility in the assessment and correction for measurement error by incorporating both observed and unobserved variables. Moreover, it also incorporates correlations among variables.

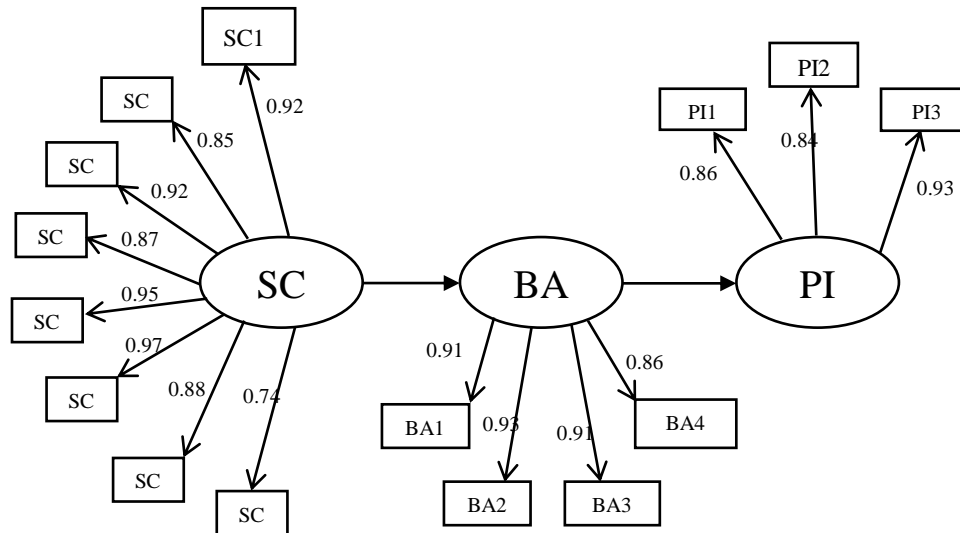


Figure 2: Measurement Model

Table 4: Measurement Model Results

Level of significance	Chi-Square	CFI	df	GFI	RMSEA
$p = 0.000$	2953.065	0.806	789	0.720	0.059

The EFA model resulted in the adequate fit (CMIN = 2953, $p = 0.000$, $df = 1022$, CFI = 0.806, GFI = 0.720, RMSEA = 0.059) (see table 4) based on the threshold recommended by MacCallum, Browne, and Sugawara (1996) and (Byrne, 2016). None of the items were found to have low loadings (i.e. standard regression estimate of below 0.50). This denoted no need to further scrutinize the model. Fornell and Larcker (1981) recommended that those items having loadings of 0.5 and above should be included.

The Average Variance Extracted (AVE) was greater than 0.5 for each of the hypothesis implying convergent validity as indicated by Fornell and Larcker (1981). Critical ratio or t-value was also calculated by dividing the aggregate factor loadings with the standard error and according to Anderson and Gerbing (1988), one could assume that convergent validity exists when the critical ratio of the variables observed against their respective latent variables is over 1.96 at the 0.05 level. Critical ratio for H1 is 5.359 and for H2 is 6.413. All the critical ratios of the indicators of major constructs satisfy this criterion demonstrating evidence for convergent validity.

Level of reliability, convergent validity and discriminant validity of the measurement model showed satisfactory results. The model also achieved acceptable R-square of all the constructs.

Table 5: Reliability & Convergent Validity

Variables	Pointer	Factor Loadings	Reliability
Self-Congruity	1	0.92	0.88
	2	0.85	
	3	0.92	
	4	0.87	
	5	0.95	
	6	0.97	
	7	0.88	
	8	0.74	
Brand Attitude	1	0.91	0.90
	2	0.93	
	3	0.91	
	4	0.86	
Purchase Intention	1	0.86	0.87
	2	0.84	
	3	0.93	

After measurement model, structural model was constructed:



Figure 3: Structural model

As shown in the figures 3, the path line between the latent variables represents the hypothesized relationship between the variables. The structural models above showed an overall adequate level of fit (CMIN = 2366.065, $p = 0.000$, $df = 789$, CFI = 0.820, GFI = 0.895, RMSEA = 0.045) based on the recommended values. Overall, the results showed that Self-Congruity is a strong predictor of brand attitude having strongest effect. Furthermore, brand attitude have strong effect on purchase intention. By the use of SEM, it was proved that exogenous variables have strong effect on endogenous variables as all goodness of fit statistics such as RMSEA showed strong model fitting. R-square value was also in the acceptable range. The significance of path coefficients also showed strong relationship between the variables.

Table 5: Structural Model Results

Path coefficients	Level of significance	Chi-Square	CFI	df	GFI	RMSEA
0.72 and 0.84	$p = 0.000$	2366.065	0.820	624	0.895	0.045

The CFA model resulted in the adequate fit (CMIN = 2366, $p = 0.000$, $df = 624$, CFI = 0.820, GFI = 0.895, RMSEA = 0.045) (see table 5). As far as hypothesis testing is concerned, beta values under standardized coefficients indicated by path coefficients were used as shown in the diagram of Structural Model above. Regarding H1, the values are: Path coefficient (β): 0.72, $p < 0.001$. Consequently, H1 is supported. Results showed self-congruity has significant effect on brand-attitude. For H2, the values are: Path coefficient (β): 0.84, $p < 0.001$. Therefore, H2 is also supported. Consequently, it is deduced that, there is a brand attitude has significant positive effect on purchase intent.

5. Conclusion and Contribution

This research addresses that whether self-congruity (the perception about one’s self) effects the consumer’s choice to prefer a particular brand which matches to his or her perceived self in the form of brand attitude or not, and whether brand attitude effects purchase intention or not?

This research supports that individual’s self-congruity imparts a strong impact on brand attitude. It means that mostly consumers will prefer those brands which matches with their self-concept (perception about one’s self) and marketers should adopt such a marketing/branding approach particularly in advertising that portrays particular personality attributes making it easy for the consumers to match a brand with their self (Tsai et al., 2015). This result is also similar to the previous studies in which it was reported that there is a self-consistency need in every individual which directs the

inclination towards brands consistent with the perceived self-concept (J. H. Kim, 2015; Malär et al., 2011; Sirgy, 1982; Swarm Jr, 1983; Tsai et al., 2015). In Pakistani consumer's perspective, it is quite evident that mostly consumers have a strong self-image which may be developed by their idealization affiliated with celebrities including actors/sports person etc. and this image strongly determine their choice of brands. R. L. Liu et al. (2018) also endorsed that brand involvement in the self-concept becomes stronger in case of foreign brands when consumers are considering matching the brand selection with their self-concept. This study found similar results in Pakistani consumer's as suggested by Sirgy and Su (2000).

Self-concept is a key influencer in consumer decision making process (Kang et al., 2012; Yusof & Ariffin, 2016). It is quite evident that individuals favor to utilize brands consistent with one's own perceived self-concept through way of preserving their self-image and consumers place huge significance on using those products/brands that matches with one's own perceived self. Thus, this study empirically proves strong positive relationship between self-congruity, brand-attitude and brand-conspicuousness. Resultantly, from marketing perspective, it is essential for marketing managers to modify brand advancement strategies on the basis of different self-concept perceptions across the segments and rather than using customary thrusting branding strategies. Branding strategies should create consumer awareness on the belief that advertised brand will carry them close to their realized self-concept. It will help marketers to provoke positive brand perceptions through convincing brand communications. Marketers must realize the requirement to tailor the advertising messages to prompt positive brand impression when pursuing particular buyer clusters. This recommendation is also consistent with the previous research as well (J. H. Kim, 2015; F. Liu et al., 2012; R. L. Liu et al., 2018). Still, future research needs to further improve the understanding, particularly from individuals having specific cultural and socio-economic characteristics.

5.1 Research Contributions and Practical Implications

The results of this research propose marketing managers' understandings into the dissection of consumers groups. This research applied the self-congruity theory to Pakistani (South Asian) context for the first time as all previous researches are mainly based on American and East Asian context. This research recommends that motivations of individuals should be studied with incorporation of local contexts as well. This necessitates performing further research in a broader selection of geographical areas and backgrounds. Brand communication strategies must be designed to match the targeted consumer segment's self-concept. So that it could cause strong positive brand attitude. Marketers should use ambitious classifying and brand naming methods to make consumers trust that by utilizing their brand, their self-concept would be endorsed (Tsai et al., 2015). It is recommended that marketers should use specific consumer group directed messages that could match their self-concept with the brand and rather than using mass marketing approaches for all consumer segments, specific targeted approaches attracting particular segments on the basis on self-concept should be used (Malär et al., 2011). Particularly, new technologies such as SMS and internet could be very useful in this regard as specific consumer segments with customized message matching their self-concept could be used in this regard (Hollenbeck & Kaikati, 2012). Moreover, K. Y. Kim and Lee (2015) also elaborated that rather than comparatively archaic technology of SMS, smart mobile phone technologies including MMS

(multimedia messaging service), video streaming, and SNS (social network service) could be very beneficial to approach specific consumer segments portraying the messages matching with the specific segmentation basis. Therefore, if perceived self-concept is used as a segmentation basis, it is highly likely that consumers will not only be more attracted but more responsive towards promotional messages.

Future research should test how personal characteristics affect self-congruity which further leads to development of a specific brand attitude (He & Mukherjee, 2007). Furthermore, there is also a need to evaluate publically consumed versus privately consumed brands in the context of current research, validating the theory of self-congruity. This is also suggested by (Razmus et al., 2017). Moreover, wide array of brands from different product categories can also be checked using the same conceptual framework. The context of current research could also be applied to other countries as well. A cross-cultural study could be hugely contributing in this regard.

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