



# Self-Brand connecting Communities (German Edition)

*Konrad Brylla*

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Diplomarbeit aus dem Jahr 2007 im Fachbereich Psychologie - Sozialpsychologie, Note: 1,3, Universität Mannheim (Lehrstuhl Psychologie II), Sprache: Deutsch, Abstract: „Brand Communities“ stellen eine Form von Vergemeinschaftung dar, bei der eine Marke im Mittelpunkt steht und als Bindeglied zwischen ihren Mitgliedern fungiert. Die bisherige Literatur lässt erkennen, dass es sich hierbei um eine schwer eingrenzbar Community-Form handelt. Zudem vernachlässigen bisherige Studien insbesondere die Frage nach den Faktoren, mit der Identifikation mit einer Brand Community zusammenhängen. Ziel der vorliegenden Arbeit ist es, theoretische Uneindeutigkeiten zu klären und am Beispiel der Gemeinschaft um die Marke „Smart“ einige Variablen zu identifizieren, die mit diesem Phänomen zusammenhängen. Hierbei spielen insbesondere das „Self-Brand-Connection“-Konstrukt (Escalas & Bettman 2003, 2005), sowie die Selbstkongruenztheorie (Sirgy 1982, 1985) eine entscheidende Rolle. „Brand Communities“ are a type of communitarisation, center of which is a brand that operates as a connector between its members. Literature hitherto demonstrates this fact as a kind of community which is difficult to demarcate. Furthermore, previous studies have particularly disregarded the issue of the facts connected to the identification with a Brand Community. The objective of this thesis is to clear theoretical ambiguities and, using the community around the brand “Smart” as an example, to identify variables related to this phenomenon. In this connection, the construct of “Self-Brand-Connection” (Escalas & Bettman 2003, 2005) plays a decisive role, as well as the theory of Self-Congruity (Sirgy 1982, 1985).

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