



Marketing to the Digital Extended Self

“We come to see ourselves differently as we catch sight of ourselves in the mirror of the machine.”

(Turkle, 1995)

**You are invited to
Samantha Read’s
PhD Transfer
Seminar**

**12:30—1:30pm on
Monday 21st May**

Digital technology is rapidly changing consumer behaviour and continues to have significant implications on the formation of the extended self. Yet, research into self-extension through digital possessions is significantly under-researched. This research focuses specifically on consumer brand engagement with branded Smartphone Applications to study the affect of users’ self-concept on the continued usage of digital possessions. The exploratory study takes a multiphase mixed methods approach, involving quantitative data collection, digital ethnographic research and qualitative data analysis. The first phase of the study applies Aaker’s brand personality inventory (1997) and Sprott, Czellar and Spangenberg’s (2009) BESC scale to the extended Expectation Confirmation Model (2011). A quantitative self-report questionnaire will be used to measure consumer perspectives of their ideal self and actual self, the perceived brand personalities of their branded Smartphone applications, and determinants of continued brand engagement. Situated within a constructivist paradigm, the second phase of the study involves digital ethnographic research using a app usage tracking Smartphone application across a three month period to take an inductive approach to understanding how technology is being used by Smartphone users to extend the self. This will be followed by phase three of the research study which involves online semi-structured interviews to gain a deeper understanding of the ways in which consumers extract meaning from their digital branded possessions. Expected outcomes include substantial contribution to the emergent area of brand engagement in self-concept (BESC), and to the field of digital ethnography.