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The role of self-convergence effect in purchasing process vs brand familiarity on example of energy drink category in Polish consumers conditions

Relacja efektu zbieżności z „Ja” z postawami i efektywnością promowania nowego napoju energetycznego

The objective of the study was to verify the relation between the congruity effect between the product 'personality' image and one's self-image with the intention of purchase and valuation, in which attitudes played a mediating role. Analysis of the SEM-PLS structural model showed that the self-convergence effect influenced significantly the level of attitudes, which in turn determined the intention of purchase and willingness to pay for the product. It was shown that one's emotional attitude increased the amount of payment for a known product and decreased it for the unknown product. On the other hand, the cognitive and behavioral attitude increased the willingness to pay for the unknown product rather than the known one. The results expand the knowledge about the effect of convergence between the personality of the customer and the product image.

Keywords

attitudes towards the product, self-congruity effect, intention to buy, willingness to pay, structural equation modeling, energy drink

Nakłady finansowe na marketing firm sprzedających napoje energetyczne (np. Redbull, Tiger, Black) z roku na rok rosną. Kluczowe dla producentów i specjalistów od marketingu jest określenie silnych determinant sprzedaży swoich produktów. Celem artykułu było zweryfikowanie relacji efektu zbieżności obrazu produktu z obrazem własnego „Ja” z intencją zakupu i wartościowaniem, w której postawy odgrywały rolę pośredniczącą. W badaniu wykorzystano reklamę nieznanego i popularnego napoju energetycznego oraz oceniono efekt zbieżności produktu z „Ja”, trzy rodzaje postaw wobec niego, intencję zakupu oraz postrzegane wartościowanie wyrażone w pieniądzu. Analiza modelu strukturalnego SEM-PLS wykazała, że efekt zbieżności z „Ja” wpływał istotnie na poziom postaw, a te z kolei determinowały intencję zakupu i postrzeganą wartość. Wykazano, że przy znanym produkcie postawa emocjonalna zwiększała jego postrzeganą wartość, a przy nieznanym ją zmniejszała. Natomiast postawa poznawcza i behawioralna silniej zwiększała wartość przy nieznanym produkcie niż znanym. Wyniki badania rozszerzają wiedzę o efekcie zbieżności z „Ja” i postaw w kontekście promocji napojów energetycznych.

Słowa kluczowe

postawy wobec produktu, zbieżność z ja, intencja zakupu, modelowanie równań strukturalnych, napój energetyczny

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