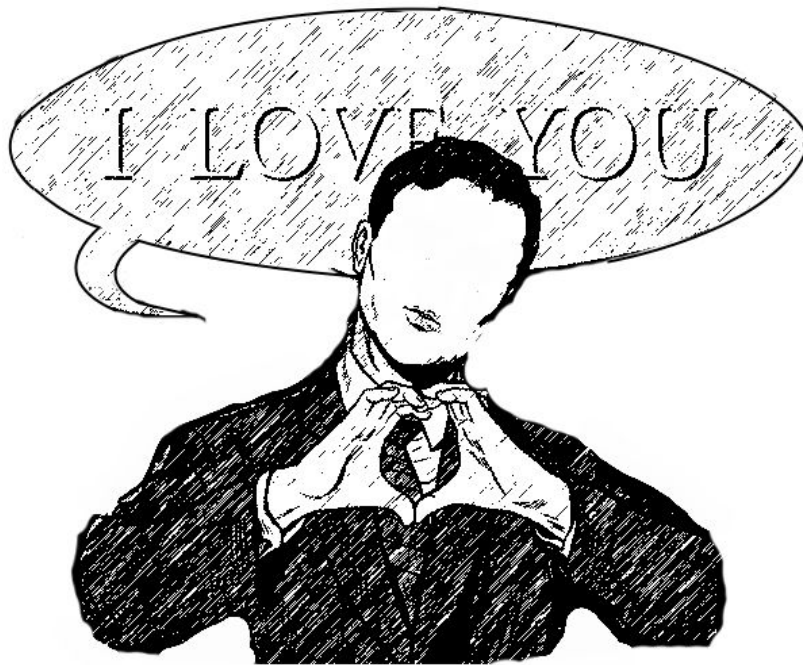


"When Love met Brand"

Comic by Eleni Vidaki



Based on the paper of Ahuvia, A.C., 2006. Beyond the Extended Self: Loved Objects and Consumers' Narratives. *Journal of consumer research*, 171-184.

Link: https://www.jstor.org/stable/pdf/10.1086/429807.pdf?casa_token=G4IzMOTA_lcAAAAA:ETWrrBVGZ11hKtUPDZB-VDnlExdfFDcPl_VgBZr6DSCuhKnrmKaj8ifN:W_wYyroYjgtBkAaWDefd7pPdFU8GJClHELO4wBoV2WqixDEf8BBOZQ7mIwU

WHAT IS LOVE? CAN WE FALL IN LOVE WITH AN OBJECT?

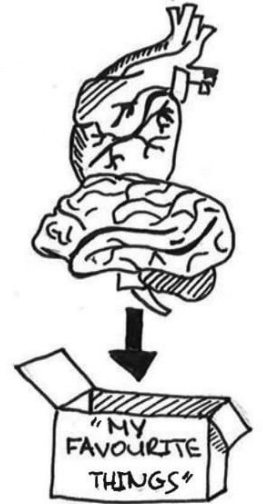
"LOVE IS HAPPINESS.
AN EMOTIONAL
ATTACHMENT WITH A
PRODUCT INVOLVES
LOVE!!"



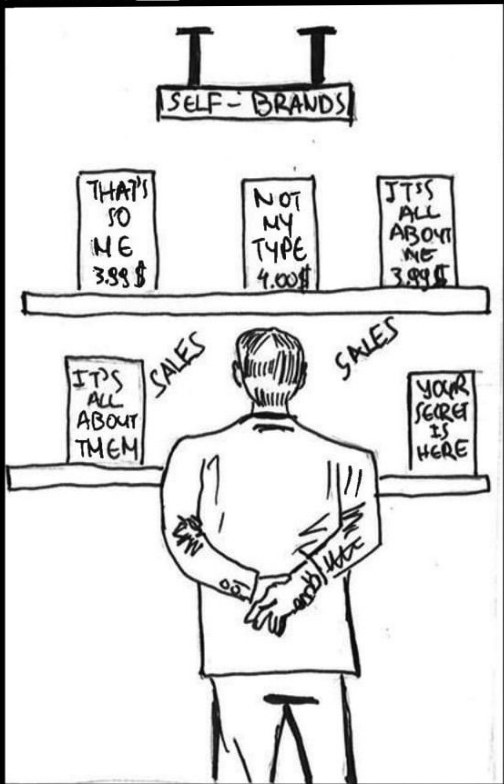
OF COURSE WE CAN!
IN THE END OF THIS
STORY, YOU WILL
FIGURE IT OUT HOW!



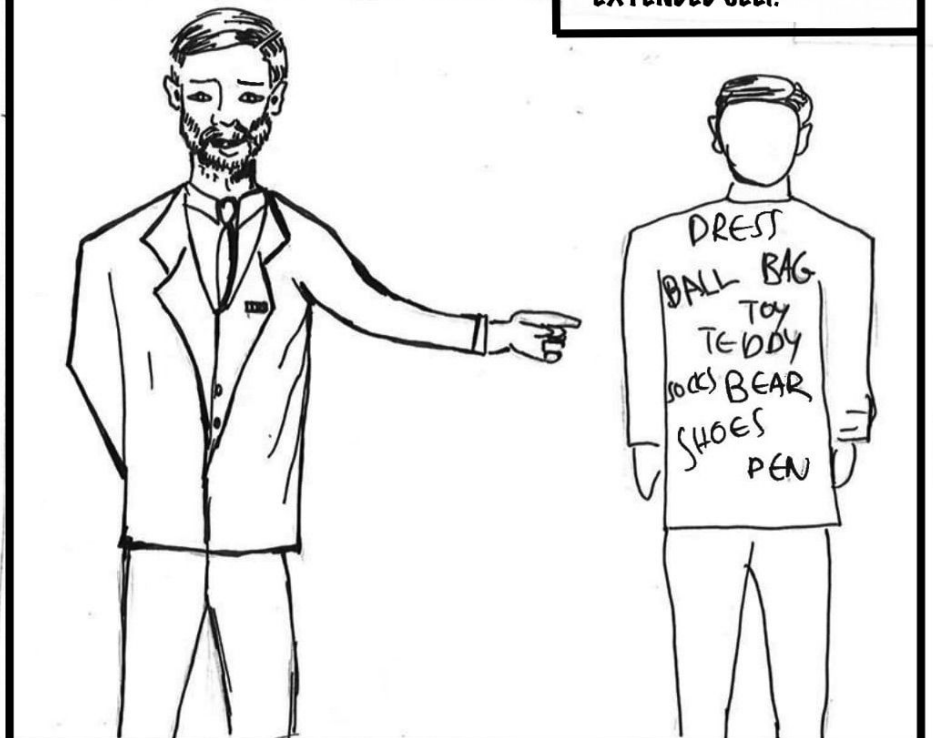
CONSUMER-BRAND
RELATIONSHIP
INVOLVES LOVE, BUT
ALSO OTHER
FEELINGS!



WE IDENTIFY OURSELVES THROUGH
CONSUMPTION!



"BELK (1998) SEES CONSUMERS AS POSSESSING A CORE-SELF THAT IS
EXPANDED TO INCLUDE ITEMS THAT BECOME A PART OF THE
EXTENDED SELF"

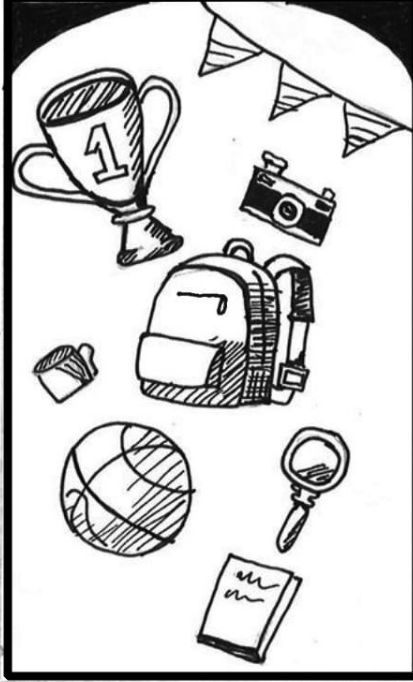


EXTENDED SELF

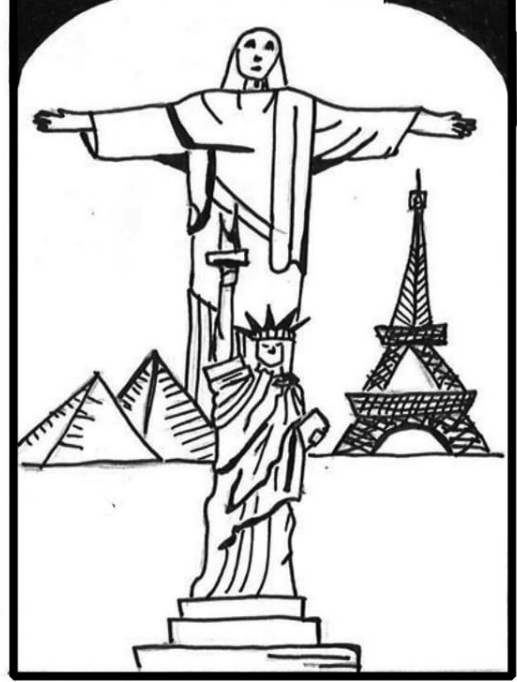
PEOPLE



THINGS



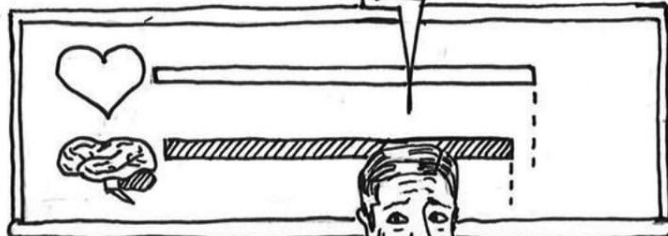
PLACES



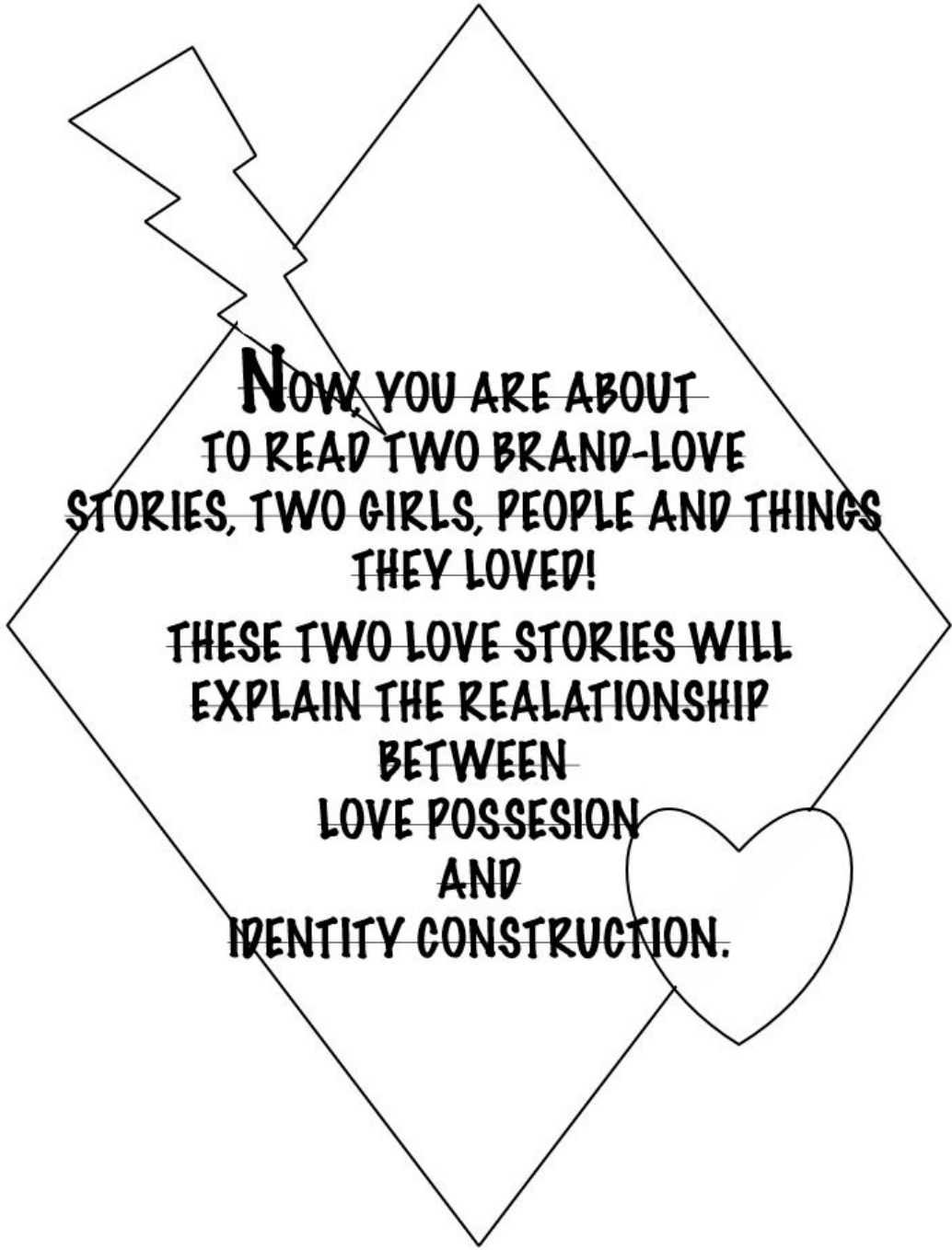
PEOPLE USE ALL OF THESE THINGS TO MAKE SENSE OF WHAT THEY ARE. THEIR MEMORIES ARE WHO THEY ARE. BUT THERE ARE TWO TYPES OF PEOPLE...



THOSE WHO TRYING TO FIND THEIR AUTHENTIC SELF, THEIR FREEDOM...




... AND THOSE WHO FEEL EMPTY, TRYING TO FEED THEIR INNER BLACK HOLE... BUT NEVER FILLS UP!!



**Now YOU ARE ABOUT
TO READ TWO BRAND-LOVE
STORIES, TWO GIRLS, PEOPLE AND THINGS
THEY LOVED!**

**THESE TWO LOVE STORIES WILL
EXPLAIN THE REALATIONSHIP
BETWEEN
LOVE POSSESION
AND
IDENTITY CONSTRUCTION.**



PAM'S LIFE STORY

HEY! MY NAME IS PAM AND I'M COMING FROM PHILIPPINES. I'M 29 YR., OLD AND I AM A MUSIC COMPOSER FOR FILM SCORE. NOW I LIVE IN A MEXICAN NEIGHBORHOOD IN CHICAGO WITH LOW RENTS NEAR NIGHTLIFE AND CULTURAL ATTRACTIONS.

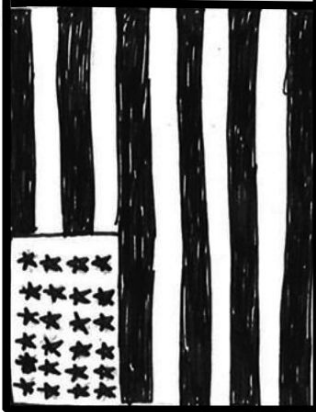


... BEFORE I SETTLED HERE ME AND MY FAMILY IMMIGRATED...

FIRST...



AND THEN...



"I SPEND SOME YEARS IN LONDON. WE WERE AMONG THE ELITE SOCIETY! MY PARENTS WERE TAKING US TO MUSEUMS IN ORDER TO CULTIVATE OUR PERCEPTION ABOUT ART!"



"ART AND MUSIC WERE HUGE IN OUR HOUSE. MY MOM WAS JAZZ SINGER AND MY DAD A LOVELY TENOR"



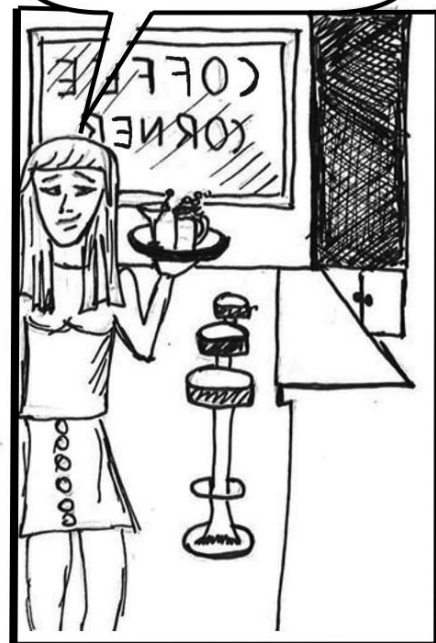
I LOVE MUSIC SO MUCH!!!!

... BUT I ENDED UP WORKING FOR A VERY DART-MOUTH WAPSY FIRM. THAT WAS A COMPLETE DISSASTER..



AFTER THIS FAILURE, I DECIDED TO FOLLOW MY DREAM AS MUSIC COMPOSER. MY PARENTS DIDN'T LIKE THAT THOUGH...

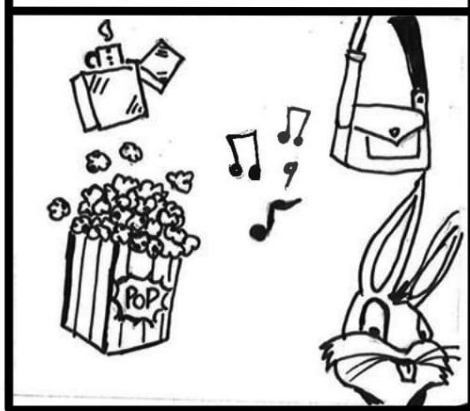
NOW, I WORK HERE BECAUSE I NEED SOME EXTRA MONEY TO FINISH MY FIRST MUSIC PIECE!



PAM LINKS PRACTICAL JOB CHOISES TO HER BUSINESS PERSONA



...BUT HER FAVOURITE THINGS TO COMPOSER, ARTISTIC PERSONA!!



PAM'S COLLECTION IS LINKED TO HER PARENTS AND TO A PRE-FEMINIST ELIT SOCIETY SHE LIVED...



PAM, IF YOUR LOVELY PURSES WERE A PERSON WHO WOULD THEY BE?

WHAT ABOUT CIGARETTES?

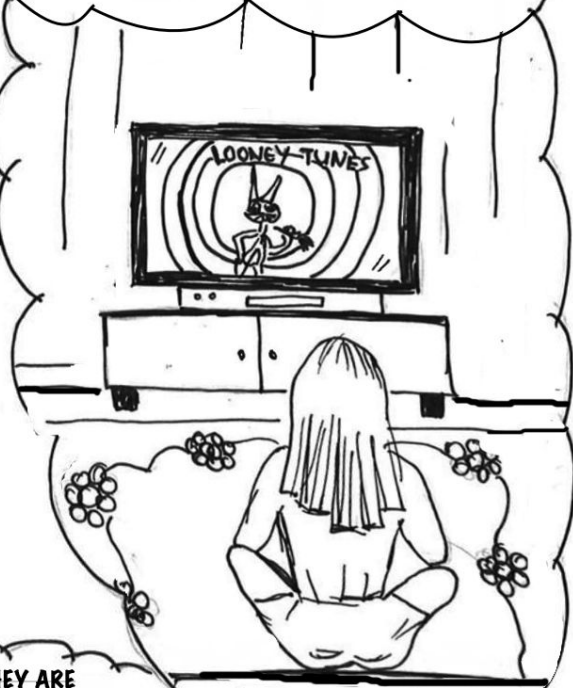
I SEE! NOW, TELL ME ABOUT CARTOONS AND POP-CORNS!

MY MOM GAVE ME MY FIRST PURSE!!

SHE WOULD BE A LADY, VERY PAMPERED PERSON, BEAUTIFUL. SHE WOULD HAVE LIVED IN 20s, 30s...

MY FATHER BOUGHT ME MY FIRST CIGARETTE CASE WHEN I WAS YOUNG!

I LOVE BUGS BUNNY AND BIG FAT-BLOOMY POP-CORNS! ALL MY FRIENDS KNOW THAT THEY CAN'T CALL ME ON SATURDAY MORNINGS...



"HER LOVE OF CARTOONS AND POP-CORNS ARE EXCELLENT EXAMPLES OF HER ARTISTIC EGO. HOW SHE SPEAKS AND TRANSLATES THEM. THEY GIVE HER PLEASURE, PERSONAL VALUE!"



"SOLIDITY OF MOVEMENT"



"THEY ARE REALLY FRESH, FAT, BLOOMY!"



HER APPRECIATION OF CREATIVITY CAN BE SEEN IN HER COMMENTS!!

SO... THAT'S PAM'S STORY! HER ITEMS ARE PART OF HER EXTENDED SELF, THE COMPOSER ONE. ALL OF THEM ARE CONNECTED TO HER PARENTS AND HER CHILDHOOD! NOW LETS MOVE TO CINDY'S LIFE STORY...

CINDY'S LIFE STORY

HEY, MY NAME IS CINDY
I'M 33 YR. OLD AND I'M
HALF GERMAN AND HALF
DANISH!



I LIVE AND I WORK
AS MARKETING EXECUTIVE
IN CHICAGO!

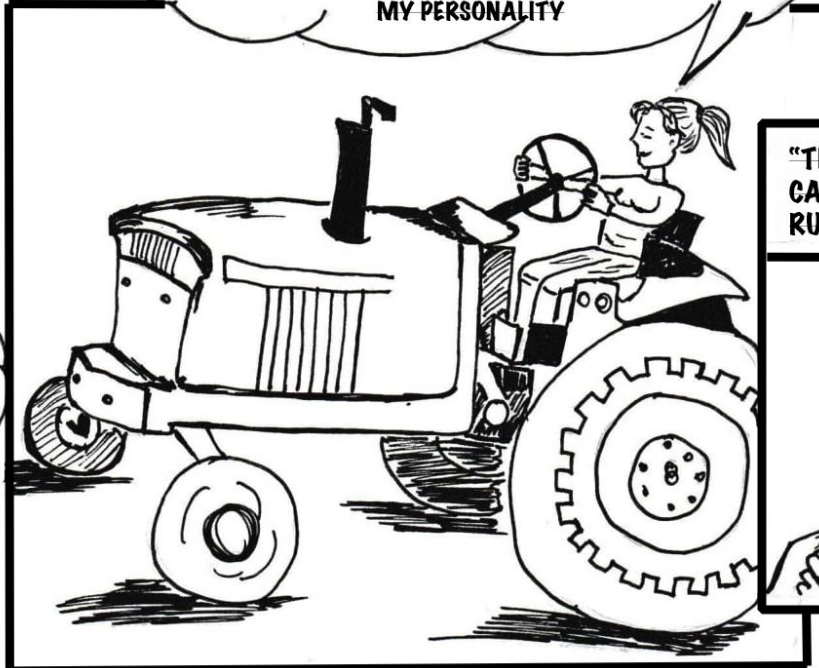
CINDY'S LIFE STORY,
IS ACTUALLY BASED ON HER
MOVE FROM THE RURAL LIFESTYLE
TO URBAN, MARKETING
PROFESSIONAL ONE!



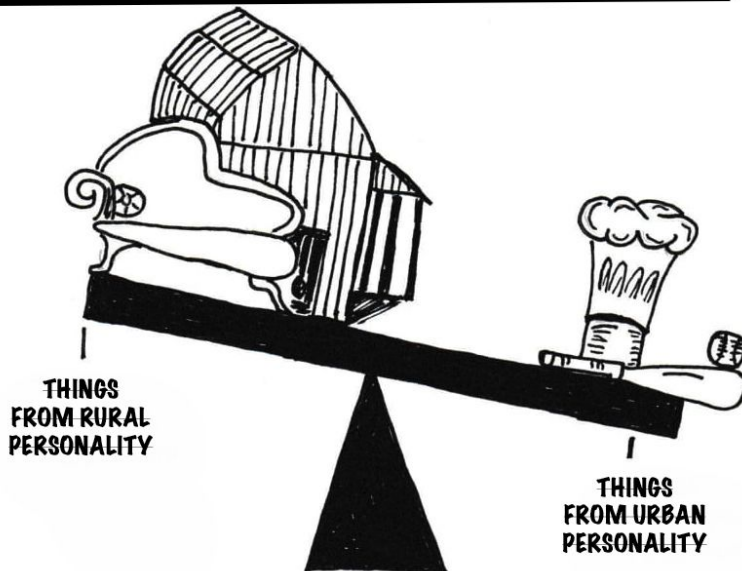
BEFORE IMMIGRATING TO USA, MY FAMILY HAD RURAL ROOTS. I WAS
RAISED IN A RANCH WHICH MEANS A LOT TO ME!

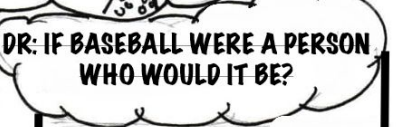
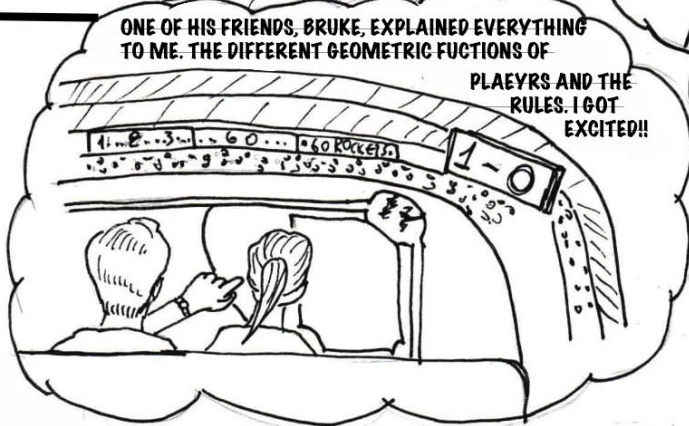


EVERY SUMMER I WAS ON TRACTOR DOING
A LOT OF LABOR WORK!
THIS EXPERIENCE FORMED MY CHARACTER.
IT'S REALLY A "BACKBONE" OF
MY PERSONALITY



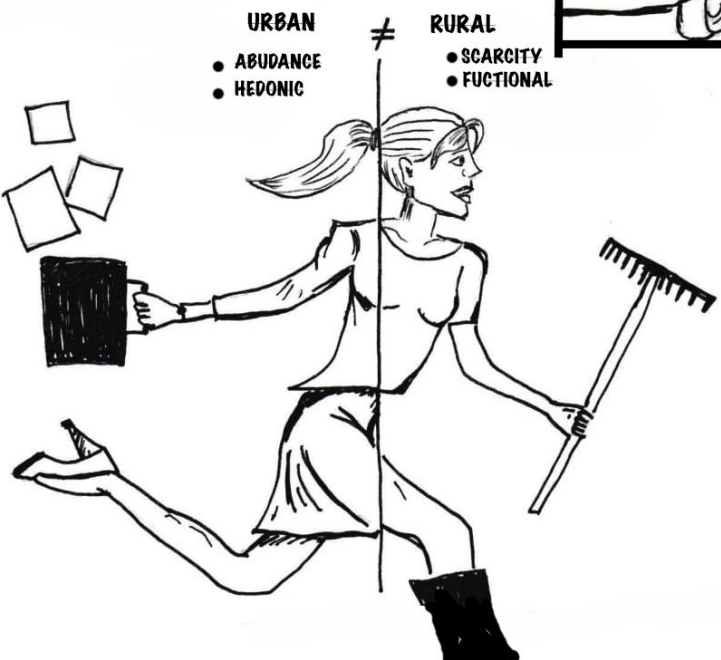
"THIS LIFESTYLE
CAN BE CALLED
RURAL BASICS"





"CINDY STRIVES TO CREATE AN UNIFIED SENSE OF SELF THAT CONTAINS BOTH HER RANCHER AND URBAN IDENTITY WITHOUT WATERING DOWN EITHER ONE"

"COOKING EXPERIENCE ALSO SHARES SOME HEDONISM, BUT IT PLACES MUCH MORE EMPHASIS ON PERSONA RELATIONSHIPS, CREATIVITY INDIVIDUALISM AND AESTHETIC SOPHISTICATION"



LOVE OBJECTS ARE THE INDEXICAL MEMENTOS
IN OUR LIFE NARRATIVES. ALL OUR EXPERIENCES
IDENTIFIED WITH THE CORE-SELF
THE EXTENDED SELF,
OR THE NON-SELF!

IN PAM'S IDENTITY CONFLICT
BETWEEN THE COMPOSER
AND BUSINESSWOMAN,
ALL OBJECTS SHE TRULY
LOVE,
DEMARCATATE THE BOUDARY
BETWEEN HER DESIRED AND
REJECTED IDENTITY.

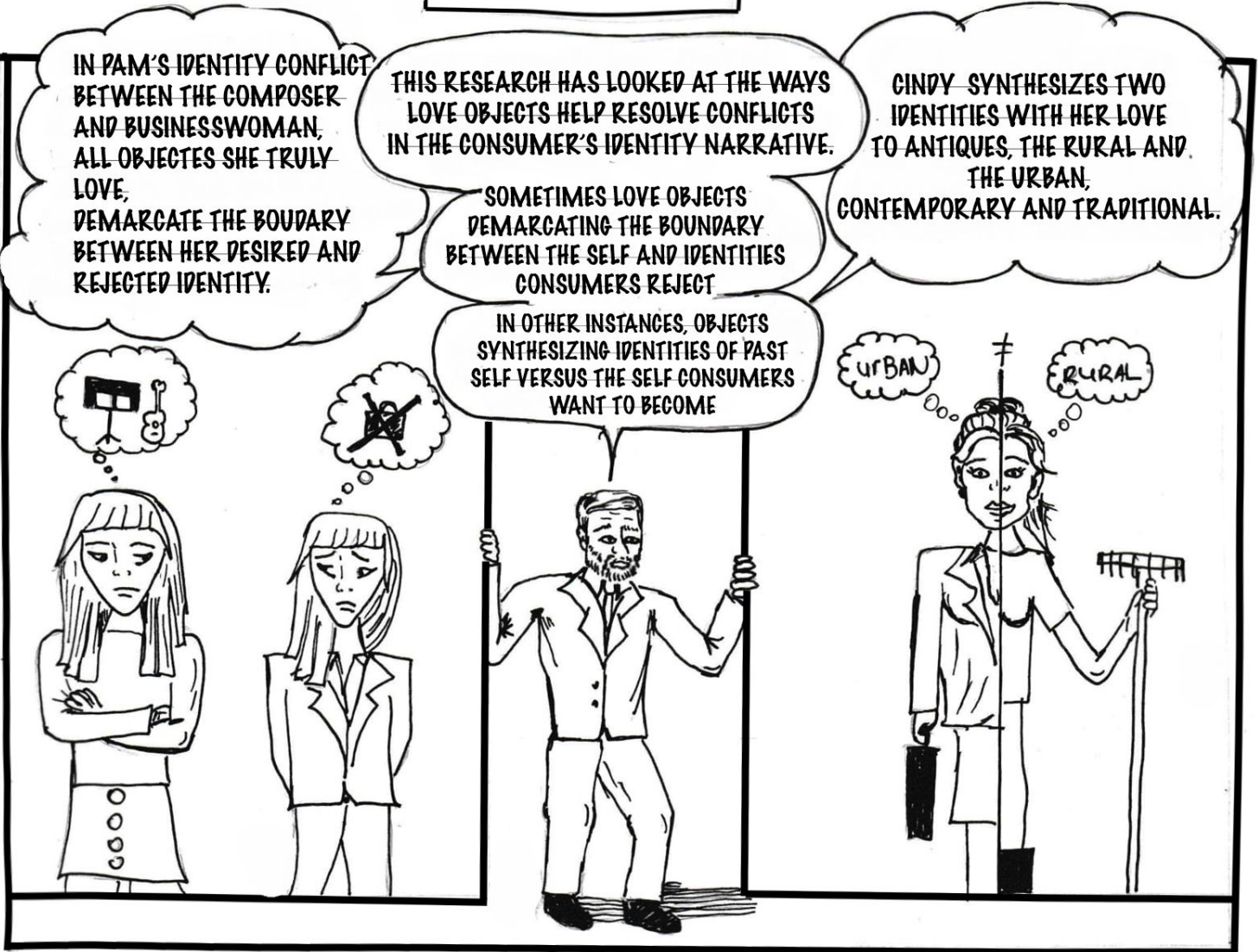
THIS RESEARCH HAS LOOKED AT THE WAYS
LOVE OBJECTS HELP RESOLVE CONFLICTS
IN THE CONSUMER'S IDENTITY NARRATIVE.

CINDY SYNTHESIZES TWO
IDENTITIES WITH HER LOVE
TO ANTIQUES, THE RURAL AND
THE URBAN,
CONTEMPORARY AND TRADITIONAL.

SOMETIMES LOVE OBJECTS
DEMARCATING THE BOUNDARY
BETWEEN THE SELF AND IDENTITIES
CONSUMERS REJECT

IN OTHER INSTANCES, OBJECTS
SYNTHESIZING IDENTITIES OF PAST
SELF VERSUS THE SELF CONSUMERS
WANT TO BECOME

URBAN RURAL



PAM'S COLLECTION OF
VINTAGE PURSES AND
CIGARETTE CASES
SYNTHESIZES A
SOLUTION- PERSONA
FEMININE AND FEMINIST
AT THE SAME TIME

PAME COMPOSES MUSIC:
CINDY SPENDS TWO HOURS PREPARING
DINNER PARTY. THIS INVESTMENT OF
ENERGY INTO OBJECTS HELPS INTEGRATE
THEM INTO SELF.

"This article extends this past research by
showing how consumers use the things they
love to construct a sense of self in the face
of identity conflicts."

"PLEASURE COULD BE BOUGHT,
BUT LOVE WAS MADE"



THE
END!