Fully funded PhD: Decomposing consumer self-brand congruence: accounting for individual and cultural discrepancies

Sheffield University Management School is seeking applications for a fully funded PhD from exceptional UK/EU/International students with an outstanding academic record (distinction/high merit or equivalent), as well as a proven record in research training.

Project description

The demand for brands that ‘fit’ with consumers’ beliefs is growing. For example, millennials favour brands that reflect social agendas that are important to this consumer generation (e.g. “pro-social messages, sustainable manufacturing methods and ethical business standards” (Forbes, 2017). This project aims to investigate whether and how fit/misfit between consumers’ and brands’ beliefs impacts consumers’ brand engagement. It will involve an examination of self-brand congruence in the context of brands that convey ‘social citizenship’ statements, such as advancing inclusion.

Whilst prior research demonstrated the positive effects of self-brand congruence on brand-related outcomes (such as consumer satisfaction, loyalty and brand attachment), multiple limitations remain. In particular, approaches to capturing self-brand congruence have thus far been focused upon measuring whether and how the degree of similarity between self and brand image impacts brand-related outcomes. Conversely, attention to whether and how the degree of discrepancies and the mechanisms through which these discrepancies occur, has been scant. This project aims to address this gap by: 1) developing a decomposed conceptualisation and measure of self-brand congruence that incorporates such wider view; and 2) examining the role of culture as a mechanism potentially serving as a source for self-brand discrepancy. Employing mixed methods (qualitative research and quantitative scaling procedures, including exploratory and confirmatory and multi-group factor analyses: for measure development; modelling: for theory testing), the project aims to contribute a more nuanced understanding of self-brand congruity.

How to apply

The deadline to apply is 1 July 2019 at 17:00 UK time. Please note that applications will not be processed if they are incomplete or received after the deadline. Shortlisted candidates will be invited to interview on Tuesday 13/Wednesday 14 August 2019.

Applicants should submit a 1000 word research proposal which directly addresses the theme and/or specific topic to which they are applying. The proposal should contain a brief background to the topic, which demonstrates knowledge of existing work in the field, and potential contributions to knowledge. It should also explain the proposed research methods and include a plan of the research, and a timeline.
For more information and to submit an application, visit: www.sheffield.ac.uk/management/study/researchdegrees/fundedprojects

Please clearly indicate the number of the project in your application: Marketing 3/3

Supervisors

Dr Eva Kipnis

Professor Fraser McLeay

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For an informal discussion about this opportunity, please contact: Dr Eva Kipnis eva.kipnis@sheffield.ac.uk

Funding notes

This scholarship is offered on a full-time basis for three years subject to satisfactory progress. The award pays tuition fees and an annual tax free maintenance stipend at the RCUK rate.

Scholarships are awarded on a competitive basis – applications are assessed on the basis of academic success and qualifications, experience, research background, a clear well-articulated research proposal, the potential impact of the research and a close synergy of research interests with supervisor expertise.