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## **Effects Of Self Congruity And Functional Congrillty On**

This volume includes the full proceedings from the 1990 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, international marketing, industrial marketing, marketing education, among others. Founded in

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1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and

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insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

This volume represents the proceedings of the 3rd Eurasian Conference on Educational Innovation 2020 (ECEI 2020). Thes conference is organized by the International Institute of Knowledge Innovation and Invention (IIKII), and was held on February 5-7, 2020 in Hanoi, Vietnam.ECEI 2020

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provides a unified communication platform for researchers in a range of topics in education innovation and other related fields. This proceedings volume enables interdisciplinary collaboration of science and engineering technologists. It is a fine starting point for establishing an international network in the academic and industrial fields.

Using contemporary examples of business and management research, predominantly within the context of India, this book offers numerous tools and techniques which can be applied to a diverse

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range of research needs. Topics discussed include: research designs, sampling, interviews, focus groups, case study research and mixed method research.

This book honours the contribution Professor Pascale Quester has made to academia and higher education, through her research, teaching, and leadership. It provides readers with a comprehensive, contemporary perspective on marketing practice with an emphasis on the role of marketing in making a difference. Organisations are interwoven with the society in which they

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operate and are thus commonly expected to shoulder some responsibility in advancing that society. While there has been significant academic and practitioner focus on corporate social responsibility (CSR), research is often limited to the organisational benefits and implementation of CSR initiatives, this book presents a broader perspective. It highlights a variety of players and approaches that are making a difference to their various stakeholder groups, specifically in the areas of sponsorship, consumer behaviour, education, health and innovation.

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Economy, Finance and Business in Southeastern and Central Europe

Toward a Theory of Personality and Cybernetics

Their Travel Behaviors and Psychology

Cross-Cultural Brand Personality and Brand Desirability

Construct, Consequences and Causes

Handbook of Tourism and Quality-of-Life Research

Determinants of Community-Based Sponsorship

Impact on Self-Congruity

The European Journal of Tourism Research is an open-access academic journal in the field of tourism, published by Varna

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University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, tourism sociology, psychology in tourism, tourism geography, political sciences in tourism, mathematics, tourism statistics, tourism anthropology, culture and tourism, heritage and tourism, national identity and tourism, information technologies in tourism and others are invited. Empirical studies need to have either a European context or clearly stated implications for European tourism industry. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions.



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The journal is indexed in Scopus and Clarivate Analytics' Emerging Sources Citation Index. There are no charges for publication. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives, and interpretations of how tourists, as customers, create value alone and with others. Updated to include new studies, the second edition of *Creating Experience Value in Tourism* introduces the concept of co-creation of value in the tourist experience, looking at the definitions, structures and models available; provides new chapters addressing stakeholder perspective and concretion, the role of the experience setting in creating

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experience, the connection between co-creation and subjective well-being and global perspectives on value creation; and considers consumer behavior and factors affecting value creation from both physiological and psychological perspectives.

Advances in Hospitality and Leisure delivers refreshing insights from a host of scientific studies in the domains of hospitality, leisure and tourism.

This proceedings volume examines transformation in marketing to better understand current and future standing of the marketing field. From whether there is a need for transformation in our field; what methodological transformations are necessary; historical looks at how the field

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has transformed and continues to transform; how learning institutes are transforming and how marketing theory, practice, consumption practices and people are transforming as the world continues to change. It is by understanding these changes and transformations that marketers have a better knowledge of the discipline. Featuring the full proceedings from the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Christchurch, New Zealand, this book contains research from scholars and practitioners from around the globe analyzing the need and drivers of transformation in marketing. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of

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phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy ' s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Self-congruity

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Proceedings of the ENTER 2022 ETourism Conference,  
January 11-14, 2022

The Impact of Self-concept/product-image Congruity and  
Functional Congruity on Brand Preference

The Effects of Brand Personality and Brand Experience on  
Emotional Brand Attachment

"Brand Dynamics

Routledge Handbook of Sports Marketing

Methodological Issues in Management Research

***Marketers have long observed, or at least assumed, that people buy certain products or brands as a means of expressing themselves. Marketing researchers have studied this***

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***phenomenon from the perspective of "self-congruity," assuming that a fit between the consumer's understanding of self (i.e., self-image) and the brand's image (or "brand personality") should drive the consumer's purchase behavior. This stream of research has vigorously explored the relations between the fit (i.e., "self-brand image congruity" or "self-congruity") and various behavioral outcomes. Nonetheless, this research stream has not succeeded in finding clear and strong evidence of the assumed effects on such a vital outcome as emotional brand attachment. Moreover, little research has directly explored the relations***

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***between self-congruity and emotional brand attachment. In this context, the main purpose of this dissertation is to shed light on this little understood relationship. Specifically, this research proposes that consumers' brand experience and self-congruity jointly create the strong driving force that directs consumers to an emotional attachment to the brands. Here, brand experience is conceptualized as the positive impact of brand-related stimuli or the "magnitude" of consumer responses to the stimuli that reflects a consumer's past interactions with brands or brand-related information. On the other hand, self-congruity***

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***can be understood as the "direction" that indicates which brand image a consumer wants to go with. The existing research has focused exclusively on the "direction." Taking the "magnitude" into account, this research aims to develop the theory that explains the assumed effects of self-congruity on emotional brand attachment as well as clearly demonstrate the effects, by proposing the interaction effects between self-congruity and brand experience. By synthesizing multiple research streams that have been recently growing, a comprehensive explanation was developed to explicate how consumers' perception of self-brand image fit***



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***and their past interactions with brands affect the formation of emotional brand attachment. In order to test the hypotheses that were derived from the theory, data were collected from 397 U.S. consumers using an online survey. The proposed interaction effects were clearly detected, along with the direct effects of self-congruity on emotional brand attachment, which the previous study had not been able to identify. The research revealed that brand experience boosts the positive effects of self-congruity on emotional brand attachment. This volume includes the full proceedings from the 1992 Academy of Marketing Science (AMS)***

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***Annual Conference held in San Diego, California. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, international marketing, retailing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that***

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***attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. More specifically, self-concept/product-image congruity is not a significant predictor of brand***

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***preference. In addition, the impact of functional congruity on brand preference is significant but very small. Second, for a shopping product, Model B, which suggests that self-concept/product-image congruity has both a direct effect on brand preference and an indirect effect through functional congruity was selected as the most representative model. Even though both self-concept/product-image congruity and functional congruity have significant impact on brand preference, self-concept/product-image congruity is a stronger predictor of brand preference than functional congruity for a shopping product. Third, for a***

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***specialty product, Model B was also selected as the most representative model. Both self-concept/product-image congruity and functional congruity are significant predictors of brand preference. However, self-concept/product-image congruity is a more significant predictor of brand preference for a specialty product in the current study. From a marketing perspective, the results indicated that it is critical to establish different marketing strategies depending upon product categories. This research proposes and empirically tests the impact of brand personality dimensions on brand desirability in a cross-cultural context.***

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***Further, the concept of brand-self-congruity is tested on its mediating role between brand personality dimensions and brand desirability. The results reveal that certain brand personality dimensions can have a direct and/or indirect impact on brand desirability. Yet, this effect mechanism has not only been found to be brand-dependent but also culture-dependent. In this context, the mediating role of brand-self-congruity was confirmed across all cultures and brands investigated. Important implications are derived for research and brand management. In different countries, different brand personality dimensions lead to brand***

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***desirability. Therefore, brand managers should know their markets, understand cultural differences and adjust their brand strategy accordingly in order to attain brand desirability.***

***The Effect of Destination Personality and Self-destination Congruity on Visitors' Intentions***

***European Journal of Tourism Research***

***Routledge International Handbook of Consumer Psychology***

***Information and Communication Technologies in Tourism 2022***

***Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress***

***Proceedings of the 2008 Academy of Marketing***

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### ***Science (AMS) Annual Conference The Role of Origin of Fame in Influencer Branding***

This book contains the full proceedings of the 2015 Academy of Marketing Science World Marketing Congress held in Bari, Italy. The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions. Further, determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of



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current challenges for today and tomorrow. In such a period in marketing history, achieving and managing efficient and effective marketing actions is a necessity. Determining such actions is based on practical experience, solid theory and appropriate research methodology. The enclosed papers focus on new research ideas on vibrant topics that can help academics and practitioners gain new perspectives and insights into today's turbulent marketplace. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena

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related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars

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and practitioners across a wide range of subject areas in marketing science.

Self-Congruity provides a comprehensive understanding of the self-concept, integrating the many references to it in the psychological literature. Using his previous findings, the author considers cognitive-versus-affective phenomena, and intrapersonal, interpersonal, situational, and analytic modes. He then applies his integrated theory to the problem of change in self-concept and behavior.

This book contains 74 selected papers presented at the 5th International Seminar of

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Contemporary Research on Business and Management (ISCRBM 2021), which was organized by the Alliance of Indonesian Master of Management Program (APMMI) and held in Jakarta, Indonesia on 18 December 2021. This online conference was hosted by the Master of Management Program of Indonesia University. This year, ISCRBM focused on research related to driving sustainable business through innovation. Business has had to deal with the Covid-19 pandemic, so a new approach towards managing business to survive competition is indispensable. Innovation is the key for all

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organizations in surviving in the new normal and beyond. The Seminar aimed to provide a forum for leading scholars, academics, researchers, and practitioners in the business and management area to reflect on the issues, challenges and opportunities, and to share the latest innovative research and best practices. This seminar brought together participants to exchange ideas on the future development of management disciplines: human resource, marketing, operation, finance, strategic management and entrepreneurship.

This volume comprises papers presented at the

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8th international conference “The Economies of the Balkan and Eastern European Countries in the Changing World” (EBEEC) held in Split, Croatia in 2016. The papers cover a wide range of current issues relevant for the whole of Eastern Europe, such as European integration, economic growth, labour markets, education and tourism. Written by experienced researchers in the field of economic challenges for Eastern Europe, the papers not only analyse recent problems, but also offer policies to resolve them. Furthermore, they offer insights into the theoretical and empirical foundations of the

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economic processes described. The proceedings of the conference appeals to all those interested in the further economic development of the Balkan and Eastern European countries.

Proceedings of the 1992 Academy of Marketing Science (AMS) Annual Conference

An Empirical Approach to the Role of Culture on this Mediated Interplay

Brand Attachment

Proceedings of the 2011 World Marketing Congress

Impact on Loyalty in Gaming

Education And Awareness Of Sustainability -

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Proceedings Of The 3rd Eurasian Conference On Educational Innovation 2020 (Ecei 2020)

Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference

This research was initiated from two questions: what personality San Antonio has as a tourist destination despite its being an inanimate object and what relationships there are among destination personality, self-congruity, and visitors' intentions. A conceptual framework was employed based on these questions, and this research focused on the generation of the



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destination personality of San Antonio and how destination personality and self-destination congruity influence visitors' intentions. Data were collected from students (n=143) at Texas A&M University in consideration of Texas residents who have visited San Antonio as the focal population for this research. A personality scale consisting of 31 items for San Antonio was first developed from a preliminary survey (n=19), which were then included in a main survey for the measurement of destination personality. Using an exploratory factor analysis, destination

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personality dimensions were generated with the 31 personality traits. Finally, five personality dimensions were extracted with 25 traits. The five personality dimensions were: competence, sincerity, culture, excitement, and vibrancy. Three of five dimensions were found in Aaker's (1997) scale: competence, sincerity, and excitement. The dimension of culture was specific to San Antonio, while the dimension of vibrancy was found in another destination personality study. In this research, six hypotheses regarding the relationships among

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destination personality, self-congruity, and visitors' intentions were tested using a multiple regression analysis. The results indicated that: (1) hypotheses 1 and 2, destination personality will have a positive impact on visitors' intentions to return and to recommend, were supported in part; (2) hypotheses 3 and 4, four types of self-congruity (actual, ideal, social, and ideal social self-congruity) will have a positive effect on visitors' intentions to return and to recommend, were not supported, but self-congruity as a single dimension was significant; (3) hypotheses

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5 and 6, four types of congruity will mediate the relationship between destination personality and intentions to return and to recommend, were not supported, while destination personality as a single dimension was significant in terms of visitors' intentions. The results offered practical implications. First, destination marketers need to focus on the personality of a destination from a marketing perspective. Specifically, destination marketers for San Antonio should place emphasis on sincerity regarding intention to return and sincerity and excitement regarding

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intention to recommend in order to attract potential visitors to San Antonio. Second, destination marketers should know that there is a connection between destination personality and visitors' personalities. They should make their efforts to market to potential visitors who have personalities that are consistent with the destination's personality. The electronic version of this dissertation is accessible from <http://hdl.handle.net/1969.1/149324>  
?This volume includes the full proceedings from the 2013 World Marketing Congress held in

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Melbourne, Australia with the theme Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing

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in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review.

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Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

This collection of key articles offers insights across a range of sectors. Some of the things the book will explain include: - The influence of social media on the building of luxury brands - The effect of the consumption of counterfeit luxury goods on identity - The value of brand extension as a strategy in regards to luxury fashion brands

The first book to offer comprehensive coverage



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of Islamic finance and banking and its applications to the rest of the world, now fully revised and updated The ongoing international financial crisis has reignited debate over the development of a risk-sharing financial system, such as that required in Shariah Law. An Introduction to Islamic Finance: Theory and Practice, Second Edition highlights the core principles of risk sharing in Islam, arguing that a risk-sharing financial system is exactly what we need to promote greater financial stability. Providing comprehensive coverage of the

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fundamental theory behind Islamic finance and banking, according to the core concepts of Shariah law, authors Zamir Iqbal and Abbas Mirakhor clearly explain the distinct features of an Islamic financial system and how it compares with traditional financial models. Addressing the myriad important developments that have taken place in recent years, this second edition looks to the future, addressing emerging issues sure to influence future developments in Islamic finance. Explores the unique features of an Islamic financial system, how they compare to

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more traditional financial systems, and how they could improve them Discusses all the most recent developments and emerging issues in Islamic finance Updated with the latest developments, trends, innovations, and statistics, this new edition features additional chapters on the financial crisis, globalization, non-bank financial institutions, and recent developments in Takaful (Islamic insurance) The first edition of An Introduction to Islamic Finance established the book as the market leader, and this newly revised and updated second edition

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incorporates the most recent developments in this booming financial sector, including financial stability, globalization, and non-banking financial institutions.

Advances, Challenges and the Way Ahead

An Introduction to Islamic Finance

Contemporary Research on Management and Business

The Impact of Self-congruity and Identification on Consumers' Purchase Intention for Character Licensed Merchandise

Volume 26

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Proceedings of the 5th Sebelas Maret International Conference on Business, Economics and Social Sciences (SMICBES 2018), July 17-19, 2018, Bali, Indonesia  
Theory and Practice

*Sports marketing has become a cornerstone of successful sports management and business, driving growth in sport organisations and widening fan-bases. Showcasing the latest thinking and research in sports marketing from around the world, the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting discipline. Featuring contributions from world-*

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*leading scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic sections—brands, sponsorship, ambush marketing, fans and spectators, media, and ethics and development—and examines key topics such as: consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative, the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing, sport management, sport business, sports administration or sport development, and for all practitioners looking to develop their professional knowledge.*

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*This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption,*

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*including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.*

*Self-congruity Toward a Theory of Personality and Cybernetics Praeger Pub Text*



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*This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences,*

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*congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.*

*The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World*

*Rediscovering the Essentiality of Marketing*

*Culture and Cultures in Tourism*

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*Marketing Transformation: Marketing Practice in an Ever Changing World*

*Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*

*Three Product Categories*

*New Perspectives in Luxury Branding*

Sponsors increasingly shift from large professional to community-based properties, as these can deliver an engaged audience and enable sponsors to demonstrate their corporate social responsibility (CSR). This research

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comprises two studies and shows that community-based sponsorship may improve CSR image and, in turn, self-congruity, a key determinant of consumer behavior. Study one investigates perceived sponsor-club fit, confirming attitude and corporate positioning similarity as relevant predictors. Importantly, CSR image similarity does not impact fit, suggesting sponsorship opportunities for organizations independent of their initial CSR image. Study two shows

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perceived sponsor CSR image to mediate the relationship between the perceptions of a community-based property's CSR image and consumers' self-congruity with the sponsor. While perceived sponsor-club fit and sponsorship awareness moderate the relationship between property and sponsor CSR image, attitudes toward CSR moderate the association between sponsor CSR and self-congruity. The paper concludes with implications and

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future research directions.

Brand loyalty in a gaming context takes many forms, including conscious selection of brand, intention of game continuation, positive word of mouth, recommendation, or even active recruitment. As games can be played multiple times, player loyalty is essential to fostering an on-going relationship between brand and consumer. This study focuses on the theory of self-congruity, the

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congruence between one's self-concept and one's perception of a brand's personality, and its impact on brand loyalty in the gaming industry, a market that has grown exponentially in recent years. Through 31 in-depth interviews, the initial qualitative research explores self-congruity (actual, ideal, social, and ideal social) and its relationship to the gaming environment and how that impacts brand loyalty. The findings of the

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first study demonstrated: 1. congruity between the player and game character, rather than the game itself, 2. the deeply personal approach to character design, and 3. the feeling of immersion in the game's narrative. Based on the initial study findings, the second study was developed to incorporate flow theory that describes the nature of feeling fully immersed within the game. A conceptual model was created to integrate self-congruity and flow



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theories and their impact on brand loyalty. The model was then tested through 512 respondents of a self-reported survey. Results supported prior researchers' findings, such as the relationships between player-character identification and flow as well as flow and loyalty. Yet, we found that ideal congruity may be a stronger indicator of loyalty as mediated through flow, while actual congruity may in fact inhibit the relationship.

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The results of this research provide a theoretical contribution by adding self-congruity theory to the flow and loyalty body of knowledge in the gaming space. Furthermore, the self-congruity measurement model provides an alternative measurement method to the previous player-character identification model. From a managerial perspective, the study results support an approach to game design that encourages character design suited to

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players' ideal selves rather than mimicking their actual, "real world" selves.

Handbook of Perception, Volume II: Psychophysical Judgment and Measurement brings together a very large, diverse, and widely scattered literature on human perception, with emphasis on psychophysical judgement and measurement. The book reviews the history of research on choice, judgement, and measurement in order to

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provide a background for contemporary work. This volume is organized into five sections encompassing 14 chapters and begins with a historical background on psychophysics and the evolution of thinking about the central measurement problem in judgement. The basic psychological context in which choice and judgement occur is considered next, touching on topics such as the problem of information selection and the sources of bias and variability in

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judgemental processes in relation to memory. The chapters that follow discuss the theoretical frame of measurement models and their applications. In particular, examples of algebraic fundamental measurement, algebraic derived measurement, and probabilistic derived measurement are given. The book also introduces the reader to various psychophysical scaling methods and theories of scaling. This book will serve as a

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basic source and reference work for psychologists and natural scientists, as well as for anyone in the arts or sciences or those who are interested in human perception.

Quality of life (QOL) research in tourism has gained much momentum over the last two decades. Academics working in this area research issues related to tourists and host communities.

Practitioners are becoming increasingly interested in understanding the science

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that allows them to develop better marketing and managerial programs designed to enhance the quality of life of tourists. Tourism bureaus and government agencies are increasingly interested in issues of sustainable tourism, specifically in understanding and measuring the impact of tourism on the quality of life of the residents of the host communities. This handbook covers all relevant topics and is divided into two parts: research

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relating to travelers/tourists, and research relating to the residents of host communities. It is the only state-of-the-art reference book in its field and will prove invaluable to academics interested in QOL research, as well as tourism practitioners interested in applying the science of QOL in the tourism industry.

Theory and Practice in Hospitality and Tourism Research

A Comparative Analysis of German and



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Russian Consumers

Chinese Consumers in a New Era

Player-Character Congruity and

Immersive Experiences

Business Innovation and Development in

Emerging Economies

Advances in Hospitality and Leisure

New Frontiers in Hospitality and

Tourism Management in Africa

*Research delivers a multitude of*

*approaches to value creation,*

*represented here as a set of*

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*definitions, perspectives and interpretations of how tourists, as customers, create value alone and with others. Now updated throughout, Creating Experience Value in Tourism, 2nd Edition provides a clarification of these approaches as well as a practical translation as to how they can work within industry. Concluding with a summary of the areas for future research, this is a key resource for researchers, particularly those*

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*interested in experience value and co-creation, as well as a useful read for students of tourism and related industries.*

*Based on a comprehensive quantitative study, Julia Sinnig shows that the impact social media influencers have on brand-related outcomes depends on the identification of consumers with social media influencers. Additionally, the cultural characteristics of countries in which consumers live play a*

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*significant role as to how consumers' identification with social media influencers impacts their purchase intentions for brands that are advertised by these influencers. Through these conceptually and empirically profound analyses, the author detects interesting implications for the management of brands in the context of social media and brand management. Especially when it comes to choosing the most suitable social media*

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*influencer for brand cooperations it is not the origin of fame that counts, but whether customers identify with the influencer in the right way.*

*This open access book presents the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 29th Annual International eTourism Conference, which assembles the latest research presented at the ENTER2022 conference, which will be held on January 11–14, 2022. The book*

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*provides an extensive overview of how information and communication technologies can be used to develop tourism and hospitality. It covers the latest research on various topics within the field, including augmented and virtual reality, website development, social media use, e-learning, big data, analytics, and recommendation systems. The readers will gain insights and ideas on how information and communication*

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*technologies can be used in tourism and hospitality. Academics working in the eTourism field, as well as students and practitioners, will find up-to-date information on the status of research. According to the World Tourism Organization (UNWTO), international tourists engaging in cultural activities accounted for more than 500 million of international tourist numbers in 2017. City tourism relies on culture as a major product, providing*

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*benefits not only for interested visitors, but also for the local resident population. New trends in tourism include "experiential tourism", where the interactions between tourists and residents become a key part of the tourism experience and overall customer satisfaction. New technologies and IT applications allow tourists to design their own trip, given the presence of global companies like Trip Advisor, Booking.com and AirBnB. This*



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*comprehensive volume explores new trends in cultural tourism, demonstrating how and why culture has become a central factor in tourism. The authors analyse a wide range of relevant issues, including: how heritage-based and cultural tourism could contribute to the sustainability of destinations; the increase of religious travels to and within Arab countries; and how cultural tourism fosters understanding among people and*

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*cultures, and could even potentially help to consolidate peace at a regional level. The book also analyses interactions between hosts (the local residents) and guests (the cultural visitors), revisiting the pioneer hippy travelling experiences in Turkey of the 1960s and how they shaped youth culture. This book will be of great interest to students and researchers of cultural tourism. The chapters were originally published in the journal*

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*Anatolia.*

*Self-endorsing Effect of Brand Filters:  
How the Self, Self-congruity, and  
Perceived Self-expressiveness Lead to  
Persuasion*

*Psychophysical Judgment and Measurement  
Making a Difference Through Marketing  
Looking Forward, Looking Back: Drawing  
on the Past to Shape the Future of  
Marketing*

*Proceedings of the 8th International  
Conference on the Economies of the*

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*Balkan and Eastern European Countries in the Changing World (EBEEC) in Split, Croatia, 2016*

### *Creating Experience Value in Tourism*

Brand Attachment provides a theoretical construct about the factors that underlie strong brand relationships. The authors define the construct of brand attachment and differentiate it from other constructs arguing that brand attachment is critical to outcome variables that underscore the brand's value to the firm.

As a newcomer to tourism, China has amazed the world with its rapid growth of inbound, outbound, and domestic

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tourism. Tourists from the Greater China area (Mainland, Hong Kong, Macao, and Taiwan) are well positioned to change the world ' s tourism landscape. Influence of China in the global tourism arena will be even more significant with the realization of WTO ' s vision of Mainland China as a top world tourism destination and tourists-generating country by 2020. The preeminent role of Chinese travellers in the social space of tourism has stimulated much interest in understanding their behaviors and psychology in various tourism settings. The chapters in this collection investigate different aspects of Chinese consumer behaviors and psychology in tourism settings. This book was originally published as a special issue of the Journal of China Tourism Research.

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Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including: - Hospitality management - Hospitality & tourism marketing - Tourism management - Technology & innovation in hospitality & tourism - Foodservice & food safety - Gastronomy The book will be of interest to postgraduate students, academics and professionals involved in the fields of hospitality and tourism.

Business Innovation driven by the advancement of technology has dramatically changed the business landscape over recent years, not only in advanced countries but also in

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emerging markets. It is expected that business innovation could help achieve economic inclusion, which has been a global initiative over the last decade, creating opportunities for all people to benefit from the economic development. These proceedings provide an outlet for discussing the importance of business innovation, especially in emerging countries in helping to reach inclusive economies. The papers cover the subject areas management, accounting, finance, economics and social sciences.

Exploring New Trends

Creating Experience Value in Tourism, 2nd Edition

Proceedings of the 2013 World Marketing Congress

Proceedings of the International Seminar of Contemporary Research on Business and Management (ISCRBM 2021), 18

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December 2021, Jakarta, Indonesia

An Empirical Investigation of how the Impact of the Four Self-congruity Types on Brand Attitude Varies Depending on an Individual's Self-construals, Cosmopolitan and Local Orientation

Enhancing the Lives of Tourists and Residents of Host Communities

A Quest for Diverse Perspectives

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the



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community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This

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volume includes the full proceedings from the 2008 Academy of Marketing Science (AMS) Annual Conference held in Vancouver, BC, Canada.? This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation

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in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students,

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businesses, and policy makers with an interest in H&T in Africa.