

The background of the slide is the Texas state flag, which consists of a white five-pointed star on a blue vertical stripe on the left, and a white horizontal stripe on top and a red horizontal stripe on the bottom.

Consumer Identity: Pride of Texas

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Tejas

- 25 million people
- 261 million square miles
- Became a republic in 1836, a state in 1845
- Symbols: Bluebonnet, Pecan, Mockingbird, Lone Star State, longhorn, armadillo, “Texas, Our Texas”
- Motto: Friendship



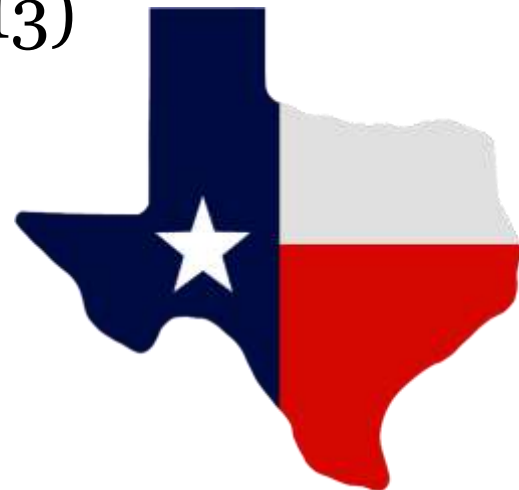


Purpose

- In the course of this research study, I aim to discover if place attachment positively affects the purchase of consumer goods.
- With specific regard to the state of Texas and its inhabitants through qualitative research methods, interviews, and the examination and analysis of relevant existing consumer behavior and marketing literature.

Theoretical Background

- Place Attachment
- Possession Attachment
- Consumer Identity
- Place branding: “the marketing activities that support the creation of a name, symbol, logo, word mark or other graphic that both identifies and differentiates a destination...” (Govers & Go, 2009, p.13)



Place Attachment



- An emotional attachment to a place wherein the brain considers thoughts, knowledge and beliefs related to the place that lead to a lasting connection to the physical setting and the activities associated with that place, (Kyle et al., 2004, p. 439).
 - Those born in Texas carry the spirit of being Texan—and the accompanying identification—wherever they live.

P o s s e s s i o n A t t a c h m e n t

- “A multi-faceted property of the relationship between an individual or group of individuals and a specific material object that has been psychologically appropriated, decommmodified, and singularized through person-object interaction,” (Kleine & Baker, 2004, p.1).
 - People become attached to items that hold significant value either through experiences or intrinsic object value, and they interact with these items many times over the course of having these items in their possession.



Consumer Identity

- “Social identities are mental representations that can become a basic part of how consumers view themselves...a consumer’s sense of who he is should relate to his consumption and choice,” (Reed, 2004, p.286).
 - When Texans are loyal to a facet of their home state’s brand, such as consumer goods, then they are eager to pass that joy on to others.



Methods

- Qualitative research
- Snowball method of approach
- Phenomenological research philosophy
- Open-ended questions



Participant Criteria

- 1) Live in Texas
- 2) Are from Texas
- 3) The researcher did not know the participant personally, at least not well (no family members)
- 4) They have purchased Texas goods
- 5) Above the age of 30; or at least have an established household.



Participants



- Eight, men and women
- Aged 27-49
- Single, married, with and without kids
- Most working in higher education
- Pseudonyms: Ashley, Brian, Christine, Desiree, Ewan, Faye, Greta and Harriet



Interviews

1. How would you describe yourself?
2. What factors do you consider when purchasing a consumer good?
3. Have you ever purchased a good because it was Texas-made?
4. What would you describe as the “brand” of Texas?
5. How important is it to you to support Texas companies/brands when you purchase products?
6. Demographics

“WE EAT ALL WE CAN AND WE
SELL THE REST.” - Desir ee

- It is a cycle of identity, consumption and attachment to both promote and reaffirm a Texan’s connection to the state from which they sprung.
 - The idea of being a Texan, supporting the brand of the home state, consuming in line with Texan ideals and identity and feeling loyalty and attachment to goods produced within the state of Texas.





Themes

1. Consumer identity through community connection
2. Place attachment through emotional connection and state pride
3. Possession attachment based on state pride, quality and the consumption of food

Community Identity Quotes

- “Even though [HEB] is a big company, I think it promotes the community... [HEB] is different everywhere in Texas, you notice a community influence. They cater toward particular communities, and that’s what I appreciate about it.” -*Ewan*



- “I know people here in town who work at Blue Bell [Creamery], it’s just important to me to shop around where I live. I wanna support where I live...it’s important to me that my money stays in my community whenever possible.” -*Greta*



Emotional Connection Quotes

- “When I left Texas for Illinois I had packed up all this BBQ sauce that I loved and it only lasted me about a year or so. I called down to this lady at HEB for some more and she said they didn’t sell it anymore. And I was really distraught; my wife said I was depressed for about a month after that...but this lady sent me a little six-pack of BBQ sauce.” -*Brian*

- “You just kind of feel like you’re fitting in and like you really belong to this place if you like that local flavor.” -*Ashley*



State Pride of Possessions and Food Quotes

- “Most Texans try to reciprocate by trying to purchase Made in Texas, and it just helps perpetuate the pride which then supports the economy and the Texas brand.”-*Christine*
- “When I lived in Georgia, with Shiner Bock, I tried to spread a little bit of Texas goodness with my friends, make them wish they lived here so they could have it all the time.”-*Desiree*





Brands



- HEB
- Shiner Bock
- Blue Bell
- Texas A&M University
- James Avery
- Tito's Vodka
- Messina Hof
- Dell
- Dr. Pepper
- Toyota



- Circle E Candles
- Buc-Ees
- Cavender's Boot City
- Maseca
- MD Anderson
- Mrs. Baird's
- Promised Land
- Sam Houston State University
- Southwest Airlines
- Valero



Practical Application

- “If I knew about it and I was aware it was from Texas I would definitely be more motivated to buy from Texas. It’s not always real publicized or advertised.” –*Harriet*
- Texas companies advertising their products’ “Texan-ness” toward potential consumers
 - “Texas products, that’s something I would purchase before I’d purchase something else,”-Ewan



Research Application

- “When consumers use brands with appealing personalities, does the brand’s personality ‘rub off’ on them?” (Park & John, 2010, page 2).
 - Brand communities around Blue Bell, HEB, Shiner Bock, etc.
- Country of origin studies—state vs. domestic vs. international
 - “If given the choice between two like items and one is from Texas and one is not, I’m going to buy the one from Texas.”-Greta
- Emotional attachment to brands
 - State pride as brand loyalty





Questions?