



UNIVERSITÀ DEGLI STUDI DI
BERGAMO

Corso di
MARKETING AVANZATO

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Attachment/extended self

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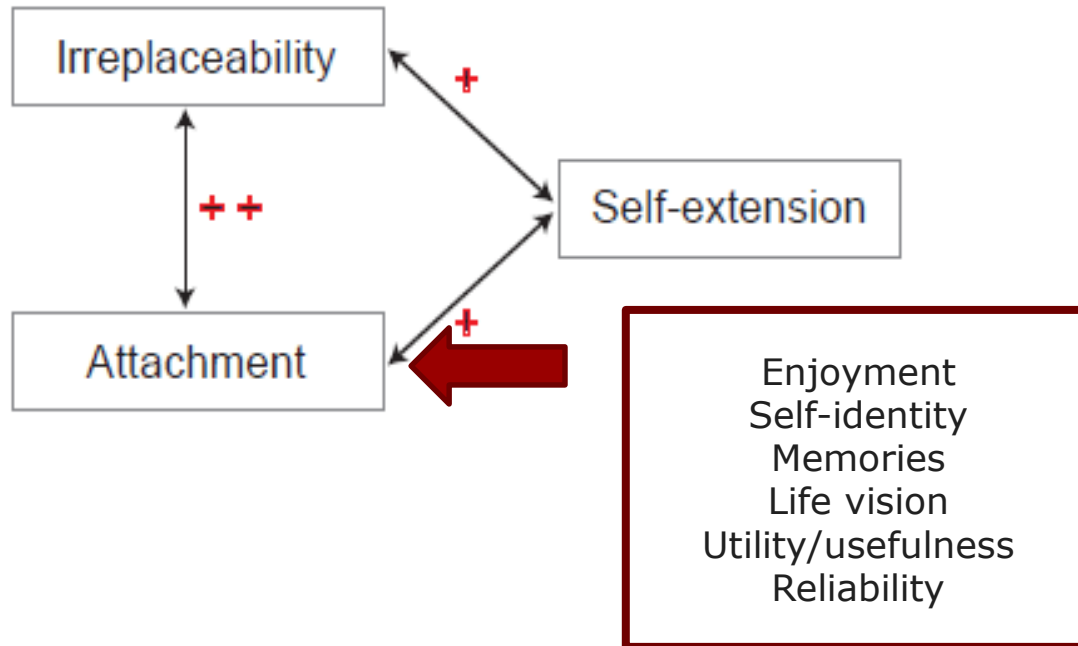
Attachment and extended self

The concept of attachment is implicated in the extended self construct since attachment relates to people's individual or group identity (Belk, 1989: 130). Hence, it is likely that things that are more a part of our identities result in greater emotional attachment than things that are less relevant to our identities.

Nonetheless there can be products to which people feel attached even though these products do not relate to their identities (Belk, 1988).



Attachment and extended self



Possessions & the extended self

Pietra miliare della CCT

6.503 citazioni

Primo studio su identity and possession e sul possesso come modalità di estensione del self.



Self concept

	Actual Self Concept	Ideal Self Concept
Private Self	Actual Self Come vedo me stesso	Ideal self Come vorrei vedermi
Social Self	Social Self Come gli altri mi vedono	Ideal Social Self Come vorrei che gli altri mi vedessero

Self-esteem



Extended self

- ❑ Sparisce la distinzione tra «io» e «mio»
- ❑ Il prodotto diviene fonte di attachment
- ❑ Il prodotto diviene parte della personalità
- ❑ Having, doing and being



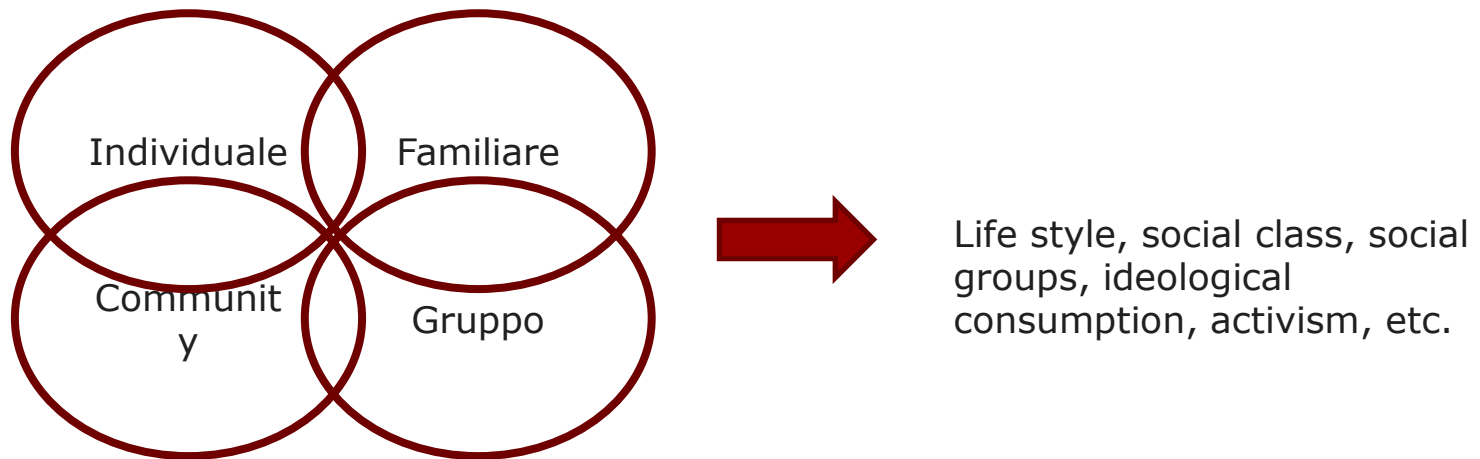
Extended self

- ❑ We are what we have (Tucker, 1957).
- ❑ La nostra self-image influenza i prodotti che scegliamo e consumiamo
- ❑ I prodotti (e il loro valore simbolico) influenzano la nostra self-image
- ❑ Il concetto di extended self incorpora alcuni dei nostri possessi più importanti nel nostro self concept
- ❑ Il ruolo del marketer diventa sempre più quello di capire in che modo un determinato prodotto contribuisce a materializzare una certa immagine (self image) sia “private” che “social”.



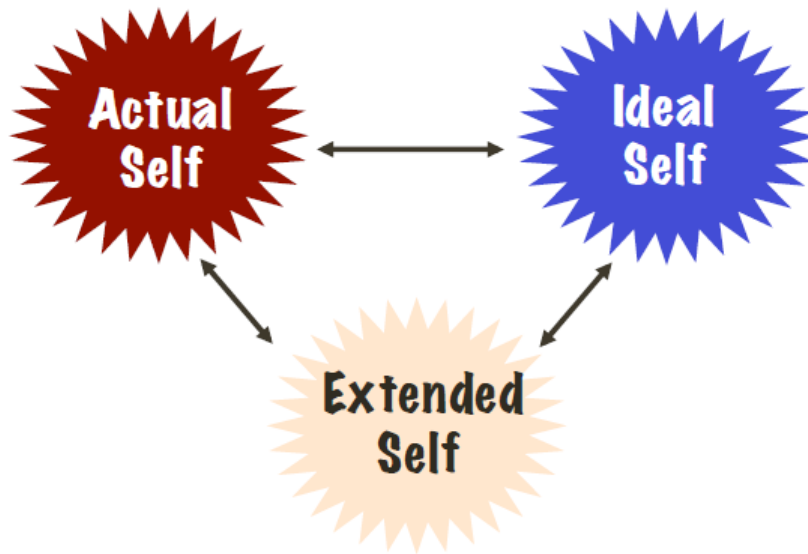
Extended self: livelli

- ❑ Livello individuale: macchina, vestiti, moto, ecc.
- ❑ Livello familiare: casa, mobili, ecc.
- ❑ Livello community: quartiere di residenza, città nella quale si vive, ecc.
- ❑ Livello gruppi sociali: community, partiti, ecc.



Extended self

- ❑ Cosa succede quando si crea un gap tra actual self e ideal self?
- ❑ Gli individui tendono a colmare questo gap con il possesso e con il consumo ...



- ❑ Oggi: self and digital self
- ❑ Digital come strumento di impression management

Extended self

- ❑ Se il possesso è legato al “self” allora:
 - Possesso come fonte di sicurezza ontologica (Giddens, 1984)
 - Separation distress (detachment)
 - Investing self in objects (grooming rituals)
 - Rilevanza delle memories
 - Delegation (impression management)
 - Dematerializzazione/Il problema dell’indexicality



Extended self humanization of artifacts

A. P. «My truck is my partner of adventures. We hang around together, me and him. I feel like of being Don Quixote and my truck is Rocinante. He is my horse, my company.

If he feels good, I feel good as well. I'm jealous of my truck. I am the only one that can get into it. Even my boss is forbidden to get in».



Extended self

The soul of objects

C.C. «If you mistreat a truck it mistreats you in turn. I'm fully convinced of this. Trucks have soul. It happened to me, to say "this shitty truck!" and after two hours, the truck broke down. It can be a coincidence but I don't think so. I had just withdrawn a new truck from the dealer that costs like a studio apartment and it didn't perform as it might. I was always saying "shitty truck, damned truck" and after 20,000 kilometers the engine melted. We spent 60,000 € to repair the damages - obviously I was reimbursed by the producer since the problem was not my fault - and I kept on swearing at the truck. Once I received it from the mechanic I kept on having a bad feeling with it. After two weeks the engine breaking broke down and I ended up on a 10 per cent downhill road, with a 40 ton load practically without breaks. It was awful. You know what I mean when I say that trucks have a soul? After this experience, I have decided to give this new truck that, at the time, was top line to a driver of my company who immediately felt in love with it. As a result now the truck is in a perfect shape and it never shows up with any problems».



Extended self

Investing self in objects

M.D.D. «If you see my truck it seems to see me. I put some pictures of me on the truck. I painted my eyes on the hoods and me posing on each door. You can find some pictures on my personal web site or on facebook. Inside I put red curtains even if my truck is yellow and several fans. I love fans and when I travel, I often buy a fan for my truck. I didn't personalize it too much because I transport materials for construction and the truck is always full of dust. Nevertheless, I have plans for the future. Even if the truck is not mine my boss allows me to do whatever I want to my truck»



Il significato culturale dei prodotti di consumo

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