

Brand Arrogance and Consumption



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Arrogant brands have a multifaceted influence on consumers: Although consumers appreciate arrogant brands as reflecting high status and quality, arrogance can also make consumers feel inferior. Consumers whose self-perception is a priori low may consequently avoid arrogant brands. Results from six experiments using fictitious or actual arrogant brands show that when consumers experience prior threat on their self-perception, they may avoid brands that convey arrogance in favor of a competing, less-arrogant alternative. Such avoidance helps consumers with low self-esteem to restore their self-perceptions and feel better about themselves. From a practical perspective, the current findings suggest that while adopting an arrogant image may attract some consumers, it is likely to repel others, and so the decision to employ arrogance as a marketing tool should be taken with caution.