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# Meaning in Life, Life Reminiscence, and Brand Relationship





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# WHAT IS MEANING IN LIFE...



“Sense made of, and significant feeling regarding, the nature of one’s being and existence...”

**MEANING IN LIFE** is related to the concept of human beings’ desire to understand themselves and the world around them (Steger et al., 2008).

Those who have found meaning in life reported

- Higher levels of life satisfaction (chamberlain & zika, 1988)
- Happiness (debats et al., 1993)
- Work enjoyment (bonebright et al., 2000)
- Exhibited higher levels of adaptive psychosocial functioning (dezutter et al., 2013).

# MEANING IN LIFE BOOSTER



- Practice of **LIFE REMINISCENCE** can enhance meaning in life (MacKinlay et al., 2009; Butler 1995; 1968; 1964)
- **COUNTERFACTUAL THINKING** enriches meaning in life through fate perception (for example, “It was meant to be”) and a benefit-finding mechanism, i.e., the recognition of positive consequences (Kray et al., 2010).
- **PRIMING THE SENSE OF BELONGINGNESS** or increasing the sense of belongingness causes people to perceive their life as meaningful (Lambert et al., 2013)

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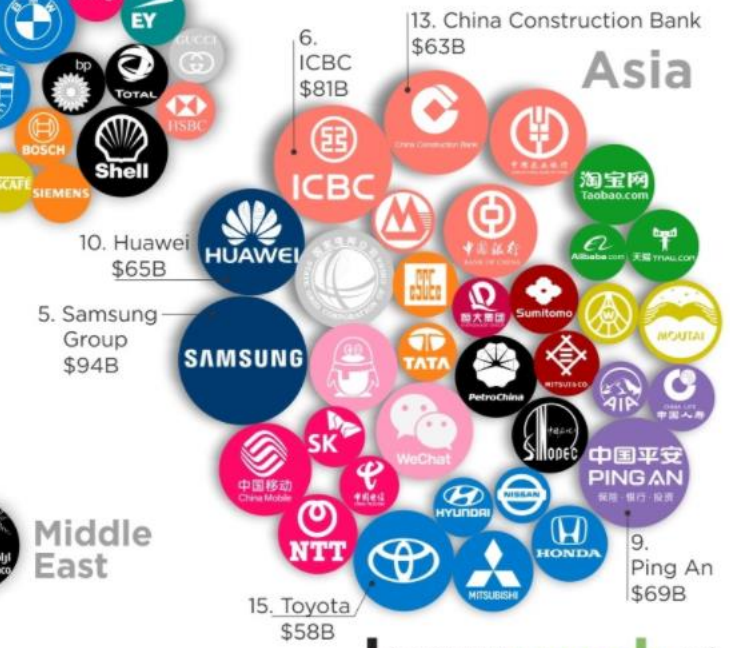
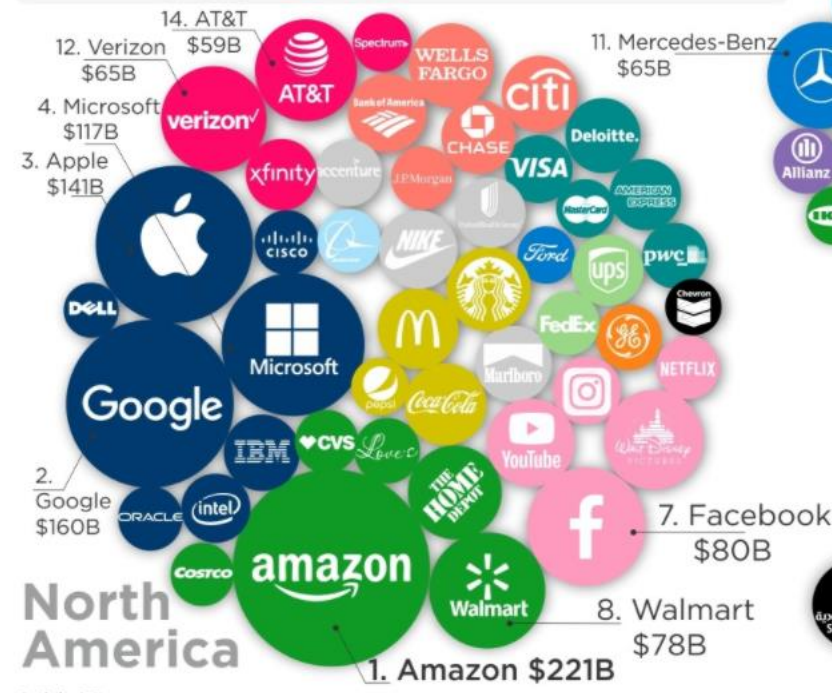
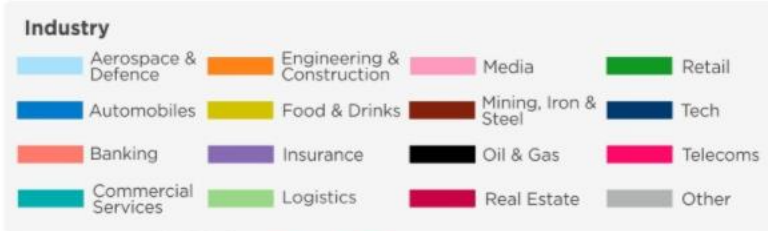
# LIFE REMINISCENCE

LIFE REMINISCENCE generally refers to a recall of memories which may be in the form of simple daydreaming, storytelling, or nostalgia, which is more descriptive in nature.

The life reminiscence process has been suggested to help/result in *identity maintenance*, the *reintegration of the self* that enables openness to change and development in later life, and *re-engagement in societies* (Coleman & O'Hanlon, 2004). It has been shown that this process gives us an opportunity to retell our stories which enhance our sense of possibility, thereby making us feel that we are a "work in progress."

# BRANDS & MEANING IN LIFE

## The Top 100 Most Valuable Brands in 2020 Companies by Brand Valuation Around the World



Article & Sources:  
<https://howmuch.net/articles/top-100-most-valuable-brands-2020>  
 Brand Finance - <https://brandirectory.com>

howmuch.net

# ROLE OF BRAND IN OUR LIFE

Relationships with brands can help in resolving the life themes (Csikszentmihalyi and Beattie, 1979)

- Consumers' relationships with brands help in constructing, maintaining, and dissolving important life roles (Cantor et al., 1987; Caspi, 1987; Erikson, 1950).
- "What matter in the construction of brand relationships is not simply what managers intend for them or what brand images 'contain' in the culture, but **what consumers do with brands to add meaning in their lives.**" (Fournier, 1998)



# Consumer and Brand Relationship

1998



**Brand Relationship**  
Fournier, 1998

2010



**Brand Attachment**  
Thompson et al, 2005; Park et al 2010

2012



**Brand Love**  
Beta et al, 2012,

2013



**Brand-Self Distance**  
Park et al, 2013



# Consumer and Brand Relationship

2012

## Brand Love

Betra et al, 2012,

"Overall, how much do you love this brand?"

"Describe the extent to which you feel love toward this brand."

2013

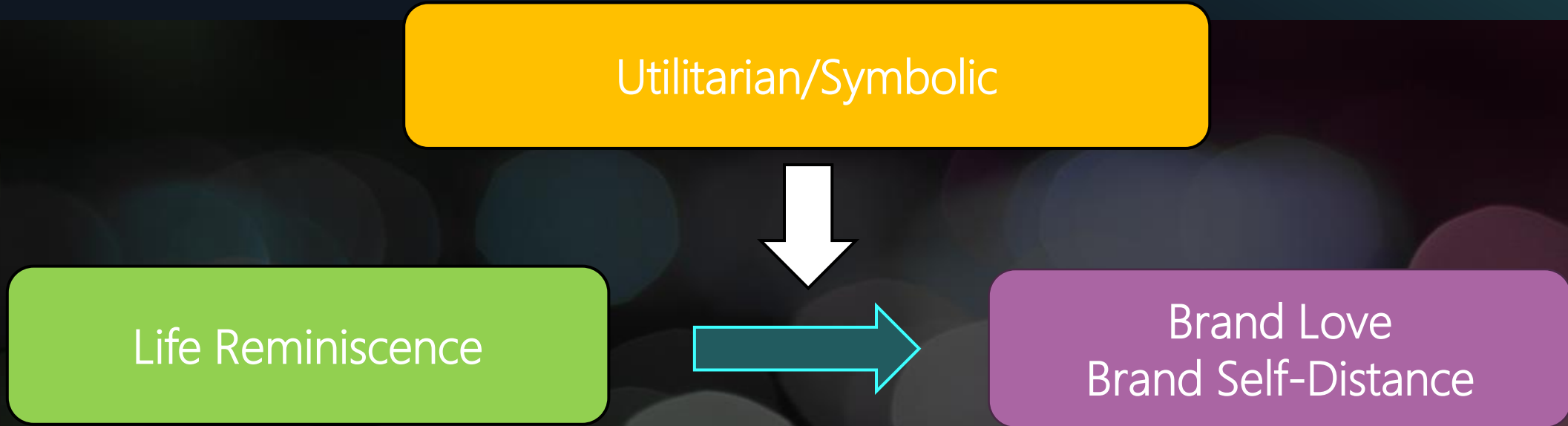
## Brand-Self Distance

Park et al, 2013

"I am personally disconnected from (brand name)"

"I am personally connected to (brand name)."

# CONCEPTUAL MODEL



Meaning in life promises to give us life satisfaction and happiness. Previous research has shown that our relationships with brands can extrinsically provide us with meaning in life. This research aims to demonstrate that life reminiscence can provide meaning in life which dilutes brand love and increases brand-self distance.

# RESEARCH HYPOTHESIS



**H1** When meaning in life has been internally acquired through life reminiscence, it may dilute consumers' relationship with brands such that the magnitude of brand love will be weaker while the brand-self distance will be higher.



**H2** When meaning in life has (not) been internally acquired through life reminiscence, the perceived symbolic benefits of the brand especially symbolic brand will be lower (higher) results in weaker (stronger) consumers' relationship with brands. Such that the magnitude of brand love will be lower (higher) while the brand-self distance will be higher (lower)

# WHY EXPERIMENTAL RESEARCH?

	Correlation/Observational	Experimental Method
Empirical		Both
Measurement		Both
Replicability		Both
Objectivity		Both
Manipulation of Variable	Unobtrusive	Intervention
Identify Causality	No	Yes (Control vs. Experimental Group)

# STEP IN CONDUCTING EXPERIMENTAL RESEARCH

- 1 Defining specific question
- 2 Identify the variable that will be manipulated (independent variable)
- 3 Defining dependent variable (physiological, behavioral, self-report)
- 4 Selected the experimental design that is the most suitable to the research question
- 5 Running the experiment

# EXPERIMENT I RESEARCH DESIGN

**Design:** The 2 Meaning in Life (Life Reminiscence vs. Control) x 1 between subject experimental design was conducted utilizing a Mechanical Turk sample (n = 50).

**Manipulation:**



"Please take your time to think about what gives greatest meaning to your life now?" and "Why is that so? Could you please elaborate more?" (McKinlay and Trevitt, 2010)

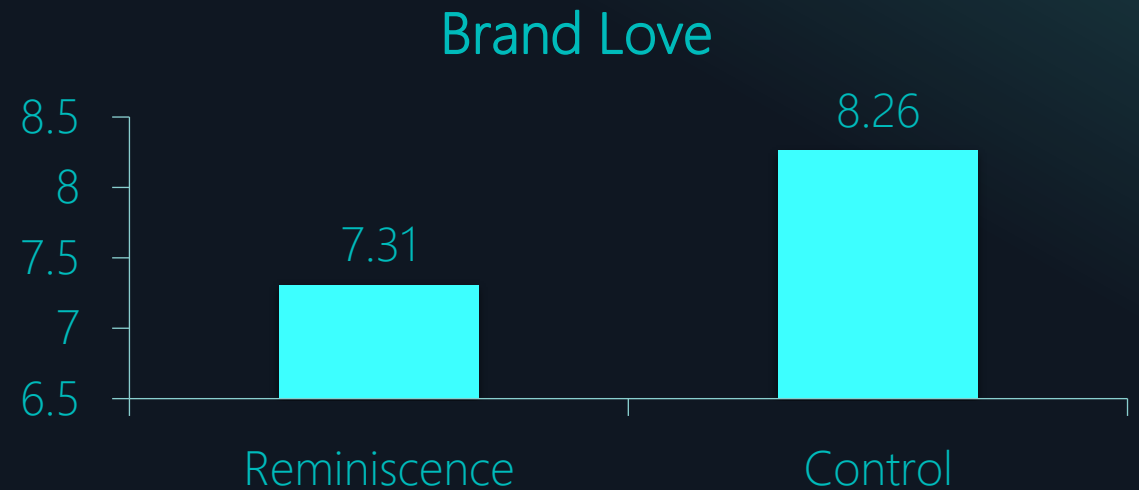
**Measurement:** Brand Love



# EXPERIMENT I

**Results:** There is a significant effect of life reminiscence on brand love where life reminisce reduce the magnitude of brand love

## Effect of Life Reminiscence on Brand Love



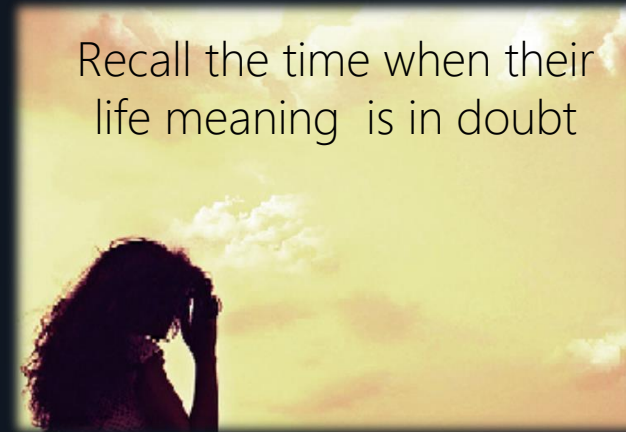
(F (1, 48) = 5.23, p < 0.05).

*Brand love was measured using two 11-point scale items (0 = Not at all, 10 = Very much) in response to the following questions: "Overall, how much do you love this brand?" and "Describe the extent to which you feel love toward this brand"*

# EXPERIMENT 2A RESEARCH DESIGN

**Design:** The 3 Meaning in Life (Positive Life Reminiscence vs. Negative Life Reminiscence vs. Control) x 2 Brand Types (Utilitarian vs. Symbolic) was conducted by utilizing the Mechanical Turk sample (n = 115).

**Manipulation:**



**Measurement:** Brand Love

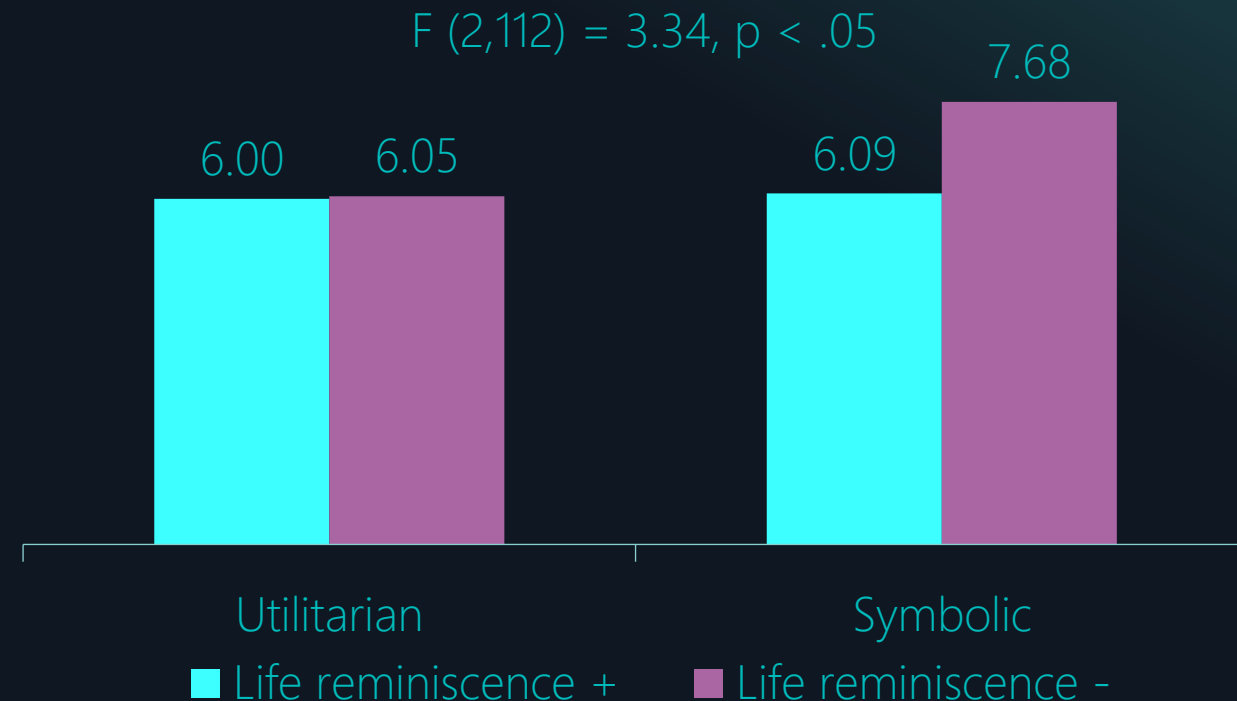




# EXPERIMENT 2A

**Results:** For the case of symbolic brand, brand love magnitude is significantly higher in the negative life reminiscence than positive life reminiscence condition. However, there is no effect in the utilitarian brand.

## EFFECT OF LIFE REMINISCENCE ON BRAND LOVE

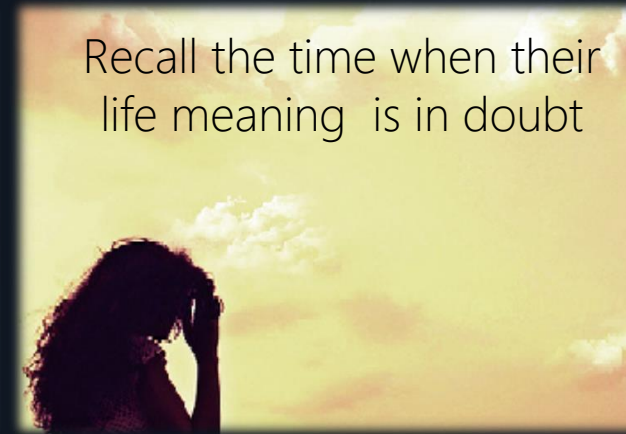


*Brand love was measured using two 11-point scale items (0 = Not at all, 10 = Very much) in response to the following questions: "Overall, how much do you love this brand?" and "Describe the extent to which you feel love toward this brand"*

# EXPERIMENT 2B RESEARCH DESIGN

**Design:** The 3 Meaning in Life (Positive Life Reminiscence vs. Negative Life Reminiscence vs. Control) x 2 Brand Types (Utilitarian vs. Symbolic) was conducted by utilizing the Mechanical Turk sample (n = 115).

**Manipulation:**



**Measurement:** Brand Self Distance

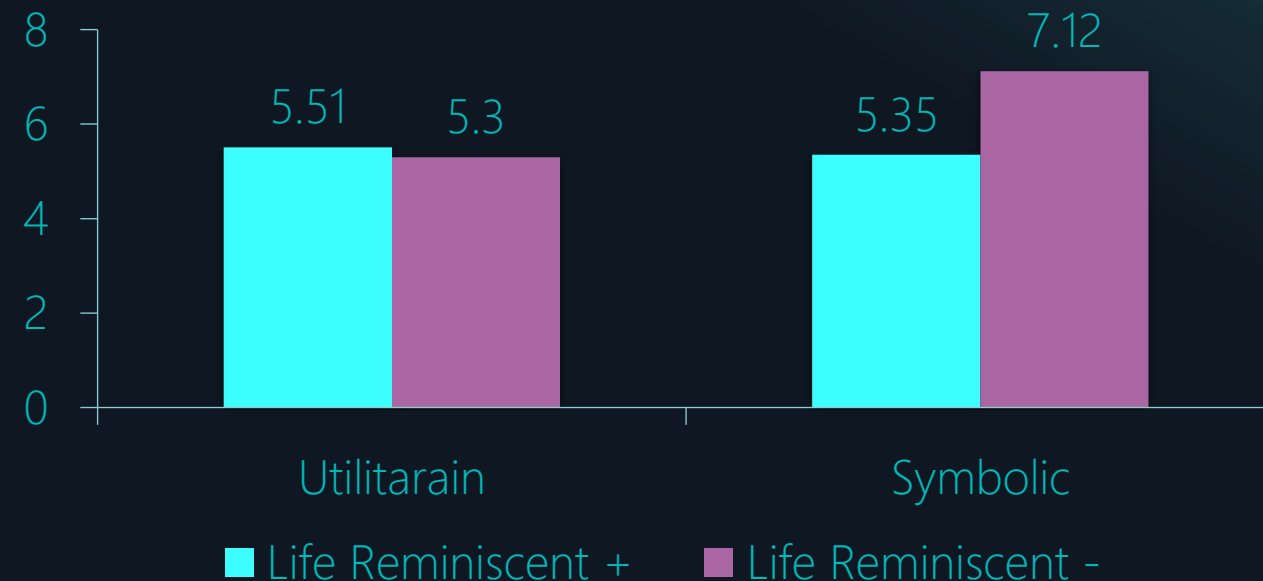


# EXPERIMENT 2B

**Results:** There is a significant main effect of meaning in life condition. The brand self-distance will be greater will be greater once consumers find their meaning in life internally via life reminiscence.

Effect of Life Reminiscence on Brand Self-Distance

$F(2,112) = 3.34, p < .05$



Brand self-distance (Park et al., 2013) was measured using a bipolar 11-point scale item in response to the following questions: "I am personally disconnected from (brand name)" and "I am personally connected to (brand name)" The higher score reflect more brand-self connectedness.

# CONCLUSION

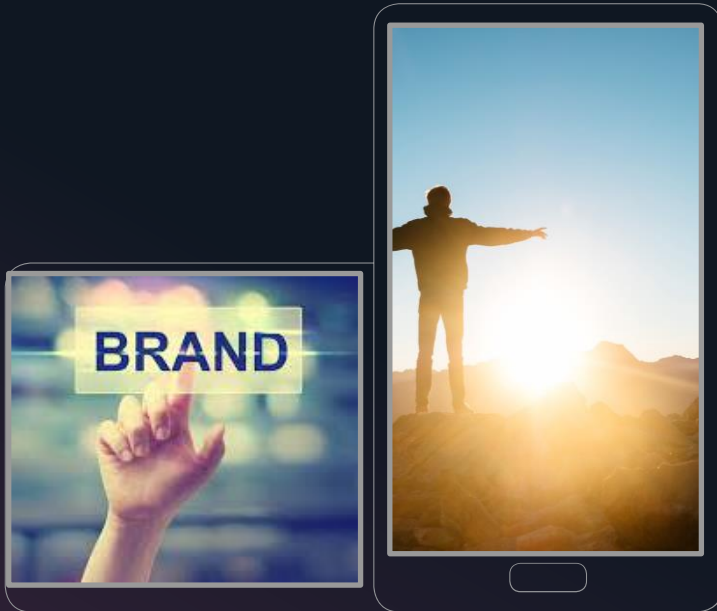
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- When meaning in life is lacking, symbolic brands play a significant role representing self-concept. A consumer's relationship with brands become stronger in the symbolic brand condition than in the utilitarian brand condition when brand love is higher and brand-self distance is lower
- When the consumers feel meaningful about their life, their memory about the brand become less relevant and their relationship with brands becomes weaker and brand self-distance is higher

# MANAGERIAL IMPLICATIONS

- Brands that provide life meaning will be able to build strong relationships with consumers.
- Type of relationship that consumers have with symbolic brand is unique from the type of relationship that consumers have with utilitarian brand.
- While relationship with symbolic brand is quite fragile, consumer relationship with utilitarian brand are less easy to falter.

# FUTURE RESEARCH



- How long the lack of meaning in life effect lasts when life meaning is substituted externally by a symbolic brand?
- What is the linkage between a consumer's attachment to a brand and their willingness to buy?
- What is the relationship between consumers' materialistic value and their meaning in life?

THANK YOU!

**GLOBAL**  
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Custom *Asia*  
Consultants in Customer  
and Brand Strategy