EDUCATION

- Ph.D. in marketing (expected March 2005) Oklahoma State University, Stillwater, Oklahoma
- M.A. in Media Communications (2001) Webster University, Saint Louis, Missouri
- B.A. in Psychology (2000), Webster University, Saint Louis, Missouri

DISSERTATION

Committee:
Tom J. Brown (chair), Oklahoma State University
John C. Mowen, Oklahoma State University
Tracy A. Suter, Oklahoma State University
Peter A. Dacin, Queens University

Status: Proposal defended June 2004

Brand-Based Community: The Role of Identification in Developing a Sense of Community among Brand Users

Previous research on brand community (i.e., Mckelvie, Schouten, and Koenig 2002; Muniz and O’Guinn 2001) has established a rich qualitative foundation for understanding brand-based communities. The current research offers conceptual and empirical triangulation of sorts to existing research by specifying and operationalizing relevant constructs for quantitative analysis.

This research applies the dominant social psychological framework of community (e.g., Glynn 1981; Sarason 1974) to existing knowledge on branding, brand community, and relationship marketing to examine the social nature of brands. Study One of the dissertation offers the conceptualization of psychological sense of community (PSC) as applied to the relationships among consumers, other users, and brands as well as the development of a psychometrically sound measure of the construct. The operationalization of PSC begins by adapting existing measures from the social
psychology literature (Buckner 1988; Obst, Zinkiewicz, and Smith 2002) and augmenting them with new items developed for this study. Appropriate techniques are employed to assess the construct validity of the resulting measure.

Study Two involves an empirical test of a conceptual model of antecedents and consequences of PSC. Drawing from recent discussions of organizational identification (Rergami and Bagozzi 2000) and consumer-company identification (Bhattacharya and Sen 2003), the model includes identification with the brand and identification with other users of the brand as important antecedents of PSC. Moreover, the two identification constructs are expected to interact in predicting PSC, such that when identification with either referent (i.e., brand, other users) is at higher levels, the influence of the other on PSC is weakened. The model posits several behavioral outcomes of PSC including increased purchase/repurchase of the brand, positive word-of-mouth about the brand, wearing or displaying products with the brand’s logo, and increased group-based activities (e.g., intergroup communication, attending group meetings, promotion of group externally, displaying group symbols on possessions). Identity salience (Arnett, German, and Hunt 2003) is proposed as a moderator on the relationships between PSC and its behavioral outcomes; the more salient an individual’s identity as a user of the brand, the more influential will be PSC on the behavioral outcomes.

The results of this research will offer a psychometrically sound measure of the PSC construct along with a new perspective on consumer-brand relationships to add to the existing brand community literature. The results will allow managers an enhanced understanding of drivers of the relationships between consumers, other users, and their brands.

Studies One and Two will be conducted using student subjects using brands previously identified via pretesting as relevant to students. A third study, which is technically not part of the dissertation, will utilize a known-group sample to replicate and extend the results obtained in the initial studies.

**Timeline:**

- **Pretesting:** Spring 2004, Completed
- **Study One: Data Collection**
  - Summer 2004
- **Study One: Data Analysis**
  - Summer, early Fall 2004
- **Study Two: Data Collection**
  - Fall 2004
- **Study Two: Data Analysis**
  - Fall 2004, early Spring 2005
- **Final Defense**
  - March 2005 (tentative)
- **Study Three**
  - Late Spring 2005

**RESEARCH & TEACHING INTERESTS**

**Research:** Brand-Based Community, Consumer-Brand Identification, Personality Traits and Consumer Behaviors, Branding, Market Orientation

**Teaching:** Integrated Marketing Communications, Consumer Behavior, Sports Marketing, Marketing Research
REFEREED PUBLICATIONS


CONFERENCE PRESENTATIONS

Donavan, D. Todd and Brad Carlson (2004), "Personality Influences on Need for Affiliation and Identification," Corporate Identity / Associations Research Group Conference, (Abstract) April


Donavan, D. Todd and Brad Carlson (2003), "Personality Influences on Need for Affiliation and Identification," Sports Marketing Association Conference, November

Larson, Brian, Gary L. Frankwick and Brad Carlson (2001), "The Effect of Retail Sales Training on Performance," The Association of Marketing Theory and Practice Conference, May


PROJECTS UNDER REVIEW / WORK IN PROGRESS


Carlson, Brad D. and Margaret A. White, "Information Integration and Filtration: An Examination of Information Integration Theory and Information Overload," STATUS: working paper.

PROFESSIONAL ASSOCIATIONS

- American Marketing Association
- Association for Consumer Research
- Academy of Marketing Science

HONORS & AWARDS

2004  AMA Sheth Foundation Doctoral Consortium Fellow (Texas A&M University)
2003  Discussant for Nebraska Marketing Doctoral Symposium, University of Nebraska
2003  CBA Outstanding Graduate Teaching Associate (Oklahoma State University)
2001-2002  Tobert Dean's Endowed Scholarship
2001  M.A. Graduation with Distinction (4.0 GPA)
1999  Selected by University Scholastic Board for B.A./M.A. program, completing bachelors and masters degrees through an accelerated curriculum
1997-2000  Dean's List
1997-2000  Full-tuition Academic and Leadership Scholarship
1997-1999  Varsity Basketball Team Co-Captain
1997-1998  NCAA Scholar-Athlete Award, Varsity Basketball
1996-1998  SLIAC (St. Louis Intercollegiate Athletic Conference) Academic All-Conference Team, Varsity Basketball
1996-1997  SLIAC All-Conference Team, Varsity Basketball

EXPERIENCE

Graduate Teaching Associate – Oklahoma State University 2001 to present
Classes taught:
- Integrated Marketing Communications
- Sports Marketing
- Citibank Student Credit Use Campaign (Fall 2004)
SERVICE

American Marketing Association (AMA) strategy track reviewer – spring 2003
Academy of Marketing Science (AMS) promotions track reviewer – fall 2002

DOCTORAL COURSEWORK

Marketing Seminars
- Marketing Theory
- Consumer Behavior
- Marketing Strategy
- Marketing Theory II

Sociology
- Social Psychology
- Theory of Social Structure

Methodology
- Analysis of Variance
- Multiple Regression
- Advanced Methodology in Management Research
- Multivariate Analysis
- Structural Equations Modeling

Margaret White
John Mowen
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OSU Marketing Faculty

David Knottnerus

Janice Williams
Mark Gavin

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REFERENCES

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