

THIS BRAND IS MINE: BRAND PSYCHOLOGICAL OWNERSHIP AS A DISTINCT CONSTRUCT AND POWERFUL DRIVER OF CONSUMER BEHAVIOR

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ABSTRACT We explore the conceptual distinctiveness of **psychological ownership for brands (Brand PO)** from other brand relationship constructs such as brand attachment, self-brand connection & brand identification. Across three studies we show that brand PO is a conceptually distinct construct and has greater explanatory power in predicting brand loyalty than brand attachment.

BACKGROUND

- Brand PO is the extent to which a brand feels like "MY" or "MINE"
- PO is independent from legal ownership
- Ownership appeals are widely used in the branding practice



- Little is known on how PO differs from other constructs such as brand attachment, self-brand connection & brand identification
- Some sources use PO and attachment interchangeably

REFERENCES

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 Park, W. C., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, 74(6), 1-17.

1

Is Brand PO a distinct construct?

STUDY 1 n = 198 (50.3% female, M_{age}=33.96)

Participants were asked to describe their relationship with a well-known national waffle brand.



Measures:

| | | |
|-----------------------|-----------------------------------|----------------|
| Brand PO | 3 items (Van Dyne & Pierce, 2004) | $\alpha = .94$ |
| Brand Attachment | 10 items (Park, et al., 2010) | $\alpha = .92$ |
| Brand Identification | 5 items (He, Li, & Harris, 2012) | $\alpha = .89$ |
| Self-Brand-Connection | 5 items (Escalas & Bettman, 2005) | $\alpha = .87$ |

Principal Component Analysis:

KMO= .901, KMO_{single} > .82, $\chi^2 = 4076.68$, $p < .001$

| | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 |
|----------------|---------------------------------|------------------------------|-----------------------|---------------------|----------------------|
| Items | BA1, BA2, BA3, BA4, SBC1, SBC2, | BI1, BI2, BI3, BI4, BA5, BA6 | SBC3, SBC4, SBC5, BI5 | BA7, BA8, BA9, BA10 | PO1, PO2, PO3 |
| Loadings | .61 - .78 | .50 - .83 | .62 - .81 | .63 - .82 | .90 - .93 |
| Interpretation | BA | BI | SBC | BA (emotional) | Brand PO |
| Eigenvalues | 11.27 | 2.34 | 1.68 | 1.37 | 1.06 |
| % of variance | 48.99 | 10.18 | 7.32 | 5.97 | 4.62 |
| α | .92 | .90 | .87 | .87 | .94 |

BA = Brand Attachment; **SBC** = Self-Brand Connection, **BI** = Brand Identification, **PO** = Psychological Ownership

! Brand PO is the only clearly distinguishable factor!

2

Does Brand PO predict loyalty?

STUDY 2A + 2B n = 943/400 (~50.3% female)

Participants were asked to describe their relationship with a well-known ketchup / car manufacturer brand as well as to report their prospective loyalty.

Measures:

| Study | 2A | 2B |
|-----------------------|----------------|----------------|
| Brand PO | $\alpha = .92$ | $\alpha = .86$ |
| Brand Attachment | $\alpha = .91$ | $\alpha = .87$ |
| Self-reported Loyalty | Single- item | $\alpha = .80$ |

Linear Regression:

Stepwise Linear Regression on Brand Loyalty

| Study | 2A | 2B |
|------------------|---|---|
| Brand Attachment | $\beta = .59^{**}$, $R^2 = .31$, $p < .001$ | $\beta = .63^{**}$, $R^2 = .40$, $p < .001$ |
| Brand Attachment | $\beta = .29^{**}$, $R^2 = .35$, $p < .001$ | $\beta = .12^{**}$, $R^2 = .40$, $p < .001$ |
| Brand PO | $\beta = .33^{**}$ | $\beta = .78^{**}$ |

! Brand PO is a strong predictor of brand loyalty.

CONCLUSION

- Brand PO is a distinct brand relationship construct.
- Brand PO predicts loyalty and does so even better than felt brand attachment.
- Therefore, instigating possessive feelings towards the brand might indeed pay off managerially.