

How you found it matters: Autonomous discovery of hospitality venues fosters customer bonds

Michail D. Kokkoris, WU Vienna University of Economics and Business, Austria

Erik Hoelzl, University of Cologne, Germany

Bernadette Kamleitner, WU Vienna University of Economics and Business, Austria

Short Abstract

Does the way customers discover hospitality venues (e.g., cafés, bars) affect how strongly they later bond with these venues? We show that customers who find a venue autonomously (i.e. entirely on their own) bond with it more strongly than customers finding it heteronomously (i.e. guided by some information or recommendation).

Contact



DEPARTMENT of MARKETING

Institute for Marketing and Consumer Research

Michail Kokkoris

michail.kokkoris@wu.ac.at

www.wu.ac.at/mcore

www.thescienceofownership.com

VIENNA UNIVERSITY OF
ECONOMICS AND BUSINESS

