

The Fine Line between ME and MINE: Brand Psychological Ownership as a Distinct and Powerful Construct

Abstract

Marketers often aim to make consumers experience a brand as “my” brand. In other words, they hope that consumers develop psychological ownership for it (brand PO). Given that marketers also strive for consumers to become attached and connected to a brand, we investigate whether brand PO exists as a conceptually distinct and managerially relevant construct. In study 1, we demonstrate that brand PO is indeed conceptually different from related constructs such as brand attachment, self-brand connection and brand identification. In studies 2a and 2b, we show that brand PO acts as a powerful driver of consumer intentions across different contexts. Importantly, this holds even when controlling for attachment. The current findings contribute to both theory and practice and open up an abundance of PO-inspired research opportunities in the field of marketing and branding.

Keywords

Brand Psychological Ownership, Brand Loyalty, Construct Validation

Track

Product and Brand Management