

HAPPY, POSSESSIVE AND LOYAL: FROM CONSUMPTION AFFECT TO BRAND LOYALTY

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The Power of Affect

Affect...

...is omnipresent

...influences how
we think

...is a conceptual
minefield

...what we think

...is not the same
as emotions

...what we decide
and do

**Affect =
how do I
feel (no
source)**

...has different
dimensions

...including valence

Positive Affect in Marketing

...is ubiquitous
throughout marketing

...characterizes
consumption experiences

...leads to desired
consumer reactions

...including loyalty

**BUT
WHY?**

e.g., Bagozzi, Gopinath, & Nyer, 1999; Bigné, Mattila, & Andreu, 2008; Chaudhuri & Holbrook, 2001; Ladhari, 2007; Pullman & Gross, 2004

Affect as Information

...affect is informative

...but sometimes
misattributed

...used as information
about whatever we
attend to

...a matter of the
question asked

**I feel good and am thinking
about this room (you) =
I must like this room (you)**

AffectLoyalty

...affect informs about
the here and now



**„How does it
feel to buy
these shoes
right now?“**

**Possessiveness/
Psychological Ownership**

?

...loyalty is a long term
commitment

...a deeper
(cognitive) bond



Psychological Ownership

= the extent to which an object is perceived as **"MINE"**

...is
independent
of actual
ownership

... influences
behaviour and
commitment

... can come
about **fast**



Positive affect



Psychological Ownership

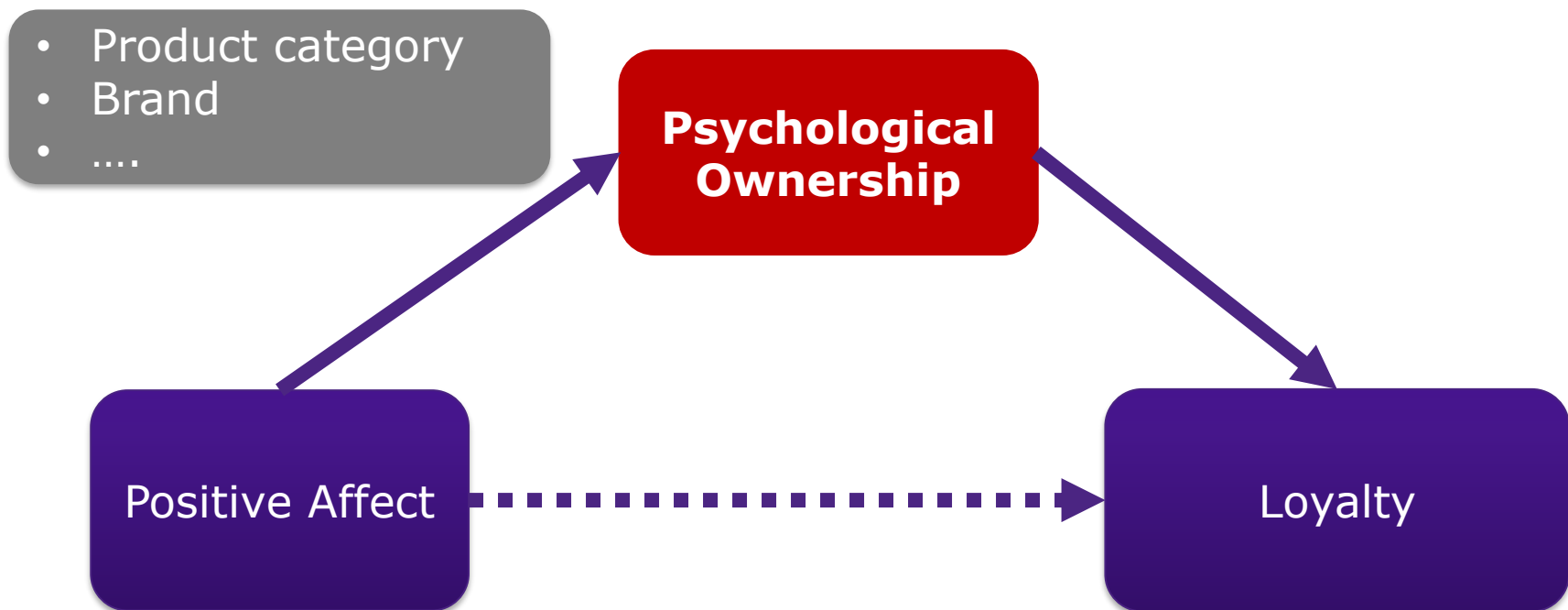
Positive Affect & Psychological Ownership

... ownership is emotionally significant

...positive affect facilitates appropriation

Just like negative affect informs us that we have lost something of value to us (Keltner, Ellsworth, & Edwards, 1993), positive affect may serve as a cue that we have gained something

The Proposition: Happy-Possessive-Loyal



The Evidence

Study 1 – exploring with waffles (scenario)

Study 2 – generalizing to other product categories (scenario)

Study 3 – going real and testing for brand differences (consumption video-diaries)

Measures & Participants

Measures

- **Positive Affect**
experienced happiness and joy; 100-point scale; 7-point scale (Study 3)
- **Psychological Ownership**
4 items (Van Dyne & Pierce 2004; Peck & Shu 2009); 1 item (Study 3)
- **Loyalty**
“Would you be loyal ...”
(7-point)

Participants

- **Study 1:**
n = 124; 54% female,
mean age = 35 years
- **Study 2:**
n = 168; 54.9% female,
mean age = 31 years
- **Study 3:**
n = 146; 51.4% female,
mean age = 36

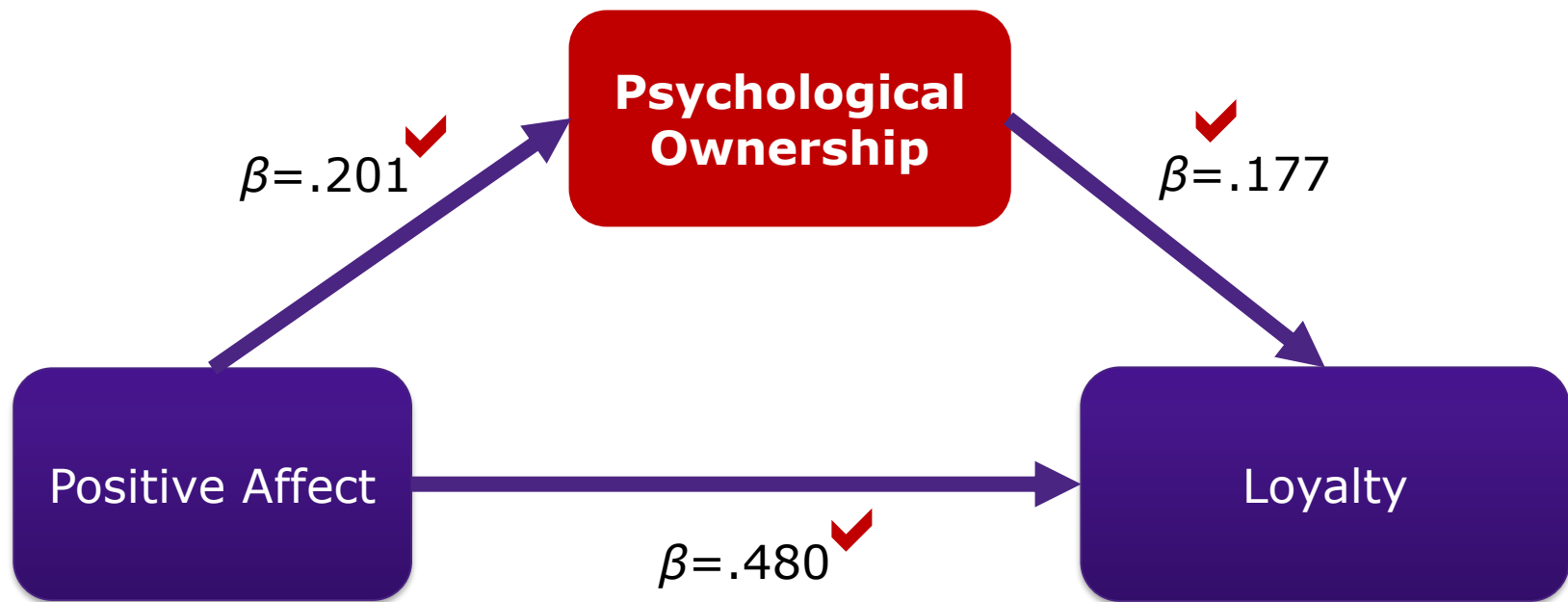
Study 1 - Setting



Imagine

- **What do you do?**
- **Who is there?**
- **How much do you eat?**
-

Study 1 – Results



indirect effect [0.006, 0.026] ✓

Discussion – Study 1

- Positive affect influences loyalty
- At least to some extent because positive affect relates to psychological ownership
- **BUT:** One time observation of a very hedonic product
- Scenario may have biased natural consumption emotions – emotions may have been attributed to gift

Study 2 – Setting



***Imagine
consuming***

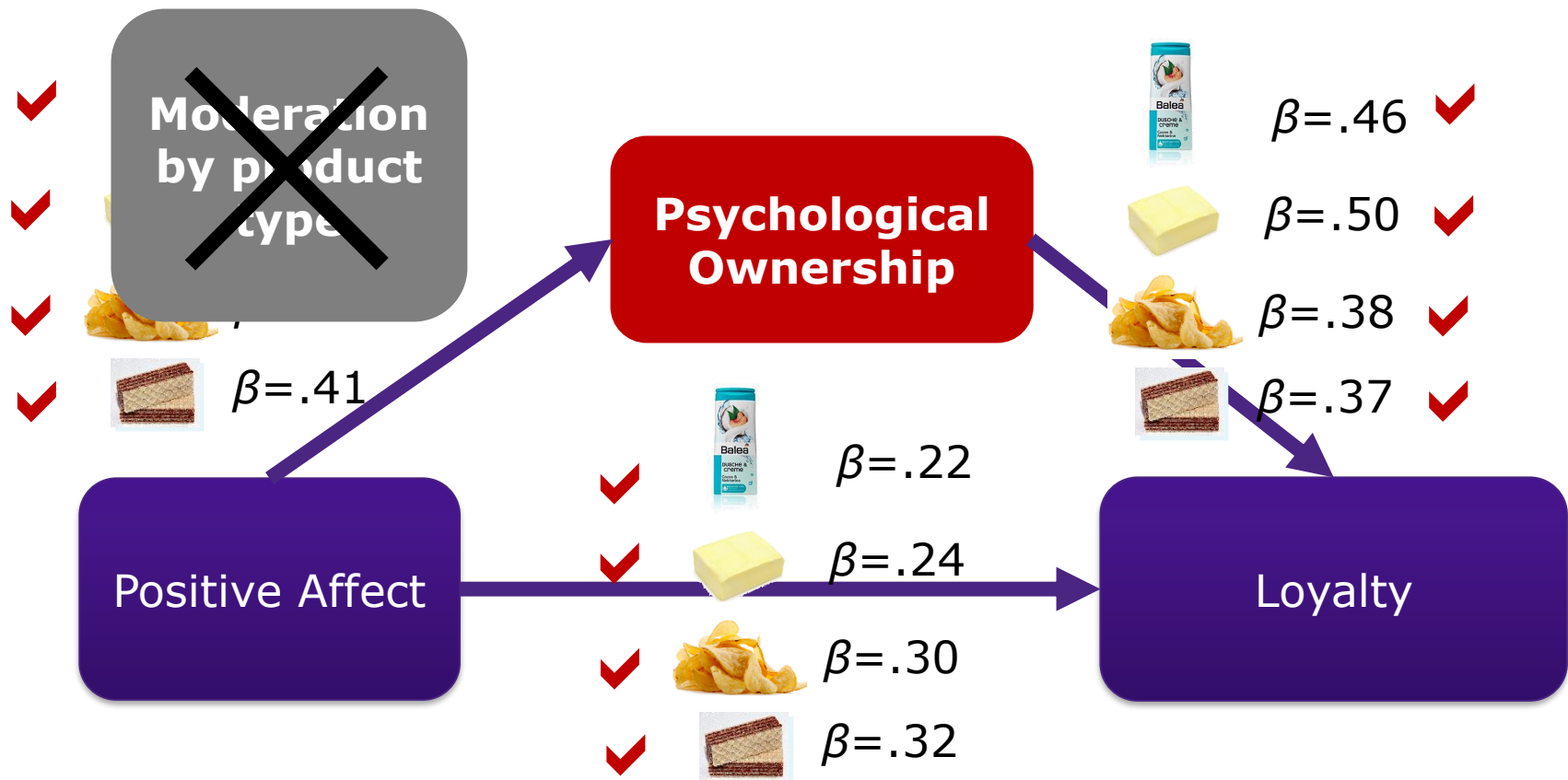
1 Person – all
products that
the person at
least knows



**What do you do? Who is there?
How much do you consume?....**

Study 2 – Results

All simulations led to positive affect

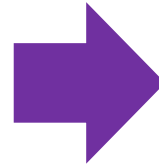


Discussion – Study 2

- Positive affect reliably leads to psychological ownership across product categories
- Psychological ownership consistently predicts intended loyalty
- Differences across product categories are not significant
- **BUT:** Are simulations getting to the real phenomenon?
- Was the utilitarian product utilitarian enough?
- Could the type of brand act as a boundary?

Study 3 – Setting

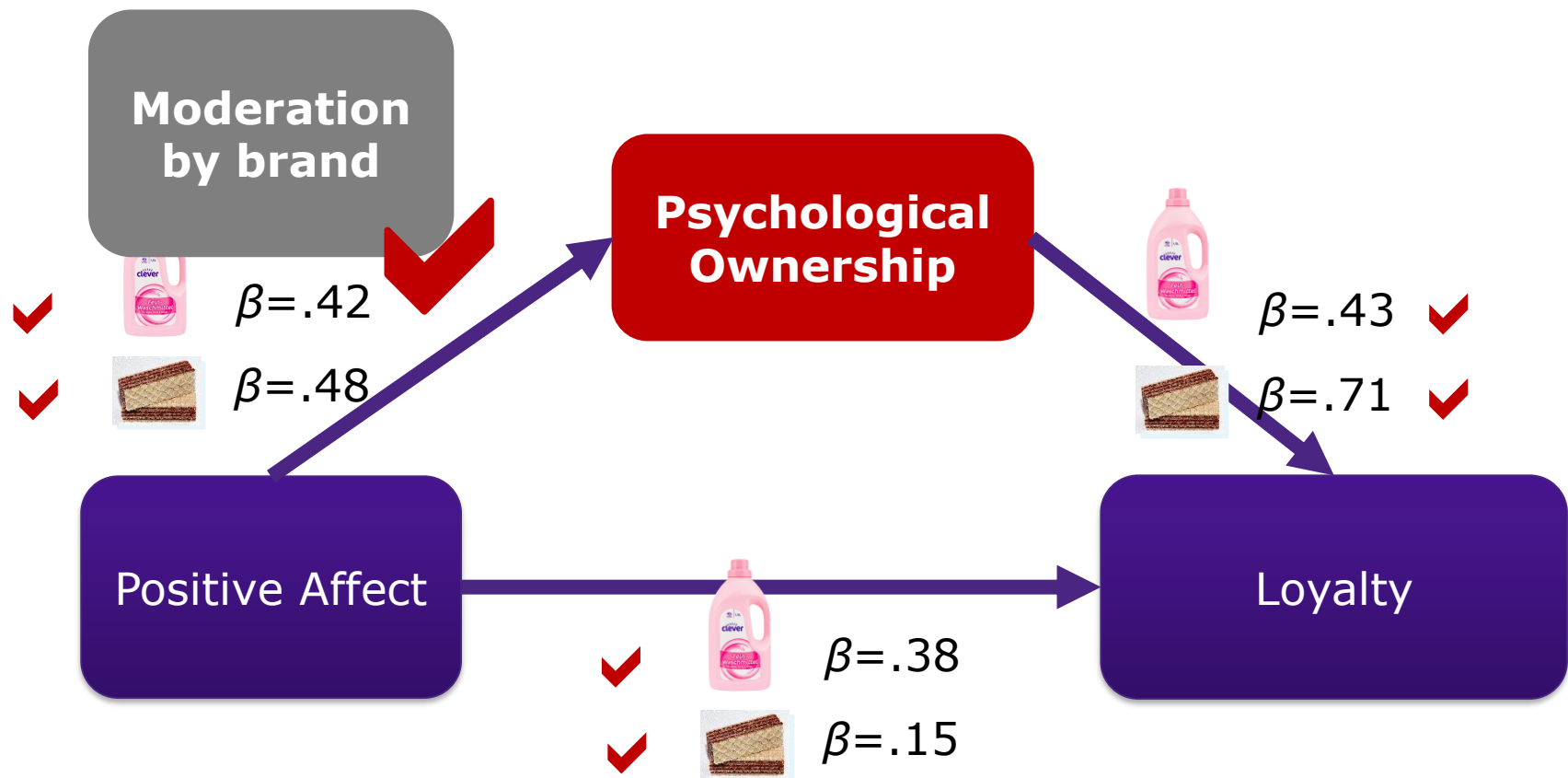
REAL PRODUCT CONSUMPTION



5. Hast Du genau diese Chips davor schon einmal gegessen?
- ☐ Ja ☐ Nein
6. Wie oft isst Du normalerweise Chips?
- ☐ Nie ☐ Sehr selten ☐ Selten ☐ Eher selten ☐ Weder noch ☐ Eher oft ☐ Oft ☐ Sehr oft
7. Warst Du allein, als Du die Chips gerade getestet hast?
- ☐ Ja ☐ Nein. Wie viele Personen waren bei Dir: _____
8. Wie viel von den Chips hast Du gegessen?
- ☐ Sehr wenig ☐ Q ☐ Q ☐ Q ☐ Q ☐ Q ☐ Sehr viel
9. Hast Du die Chips genauso verwendet wie Du sie normalerweise verwenden würdest?
- ☐ Nein, ganz anders ☐ Q ☐ Q ☐ Q ☐ Q ☐ Ja, genau wie immer
10. Wie viele von 5 Sternen würdest Du diesen Chips geben? Male die entsprechende Anzahl an Sternen bitte aus.
- ☆☆☆☆☆
11. Würdest Du diese Chips kaufen?
- ☐ Nein, niemals ☐ Q ☐ Q ☐ Q ☐ Q ☐ Ja, ganz sicher
12. Könntest Du dir vorstellen, genau diesen Chips treu zu sein?
- ☐ Nein, niemals ☐ Q ☐ Q ☐ Q ☐ Q ☐ Ja, ganz sicher
13. Würdest Du diese Chips weiterempfehlen?
- ☐ Nein, niemals ☐ Q ☐ Q ☐ Q ☐ Q ☐ Ja, ganz sicher

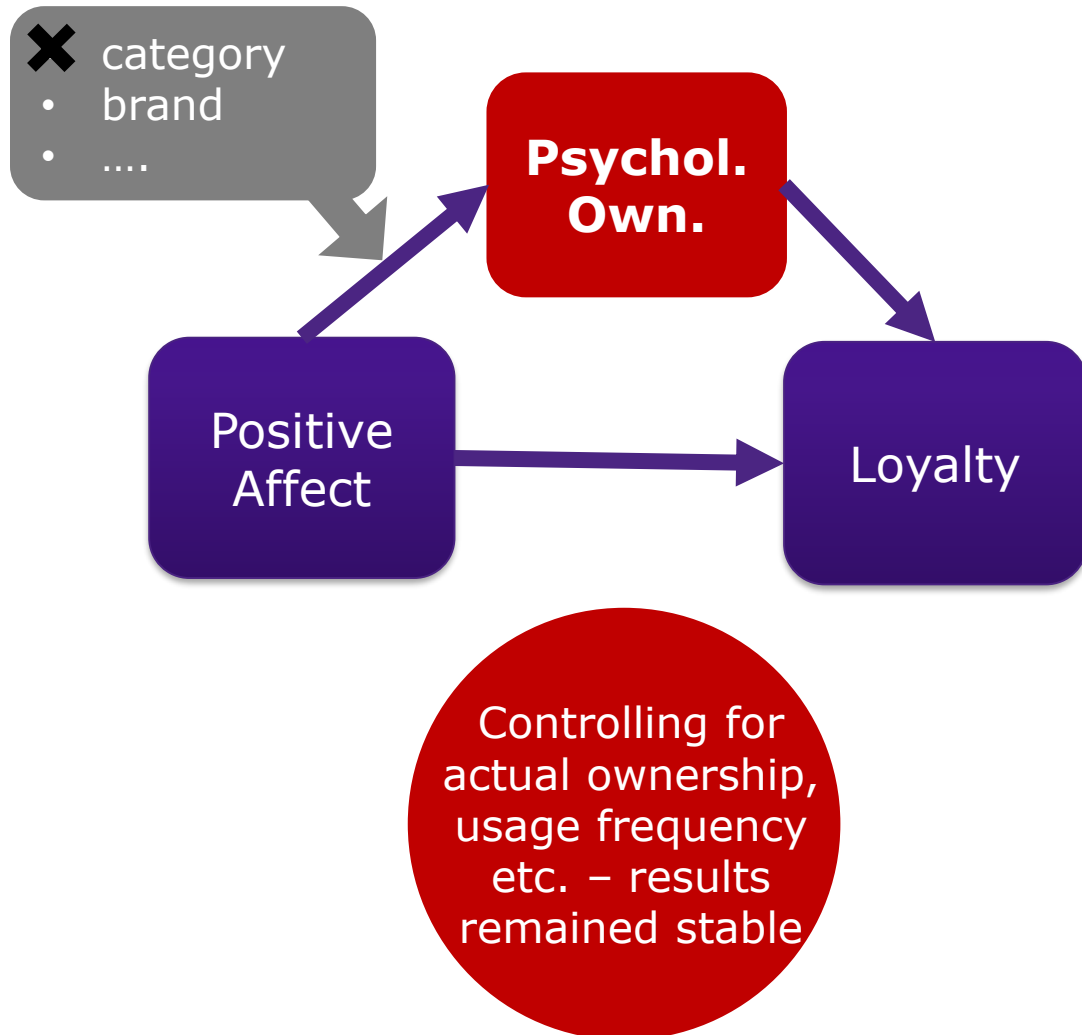
Self-Report
Videosurvey

Study 3 – Results



indirect effect significant throughout

Our Proposition Holds



Model holds for:

- Laundry detergent
- Butter
- Waffles
- Crisps
- Shower gel
- In simulations
- With actual consumption
- Across brands

There is a **HAPPY ROAD TO LOYALTY - Eliciting consumption emotions may build brand capital **BUT:****

Not all brands
can travel it
equally fast

The question of
casuality is still
unanswered

Misattribution
of positive
affect may be
an issue

Future Research