

The Merits of Happy Consumption: Positive Affect & Psychological Ownership



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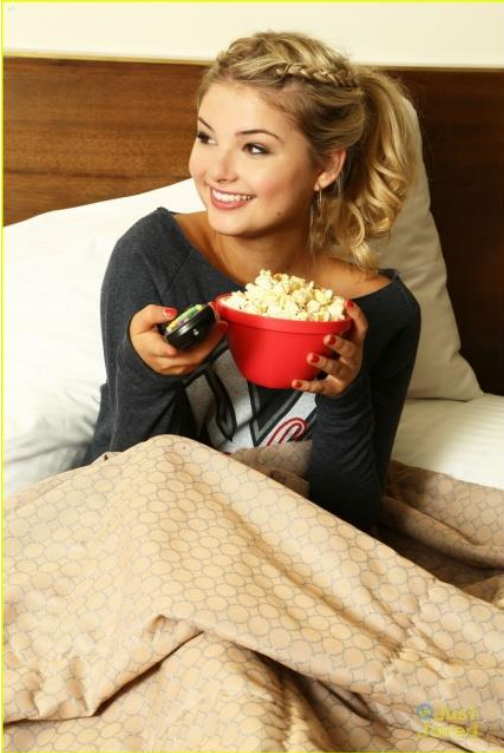
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SABE/IAREP Conference 2018, Middlesex University, London, July 19th - 22



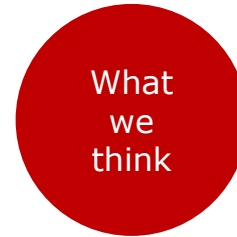
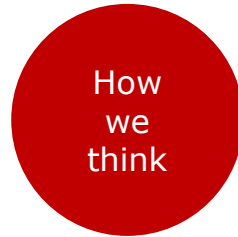
This is Jo....



Short-term
★★★★★ ↑

Long-term bonds
MINE ↑ ?

The experience of a **momentary, positively valenced feeling state**
(e.g., happiness)



Positive affect guides our evaluations and judgements

Positive Affect

- *Incidental* = unrelated to a particular decision



Rose-colored glasses effect:

Everything seems more appealing –
often: misattribution

(Clore and Huntsinger 2007, Griskevicius et al. 2010)

- *Integral* = linked to a decision-relevant target



Objects that elicit positive feelings are evaluated more favorably

Feelings as information

(Schwarz 1998, Cohen et al. 2008)

Positive Affect

- So far...



or



Our Research Proposition

Set in the context of brands and consumption:



The feeling that something is „mine“ (Pierce et al. 2003)

- Independent of legal ownership
- Tangible & intangible targets
- Fosters a bond between target and psychological owner



Positive Affect & Psychological Ownership

(1) Feelings may be indicative of ownership status



Loss of something of value
(e.g., Keltner et al. 1993)



Gain of something of value

Positive Affect & Psychological Ownership

(2) Positive affect facilitates the (psychological) appropriation of objects

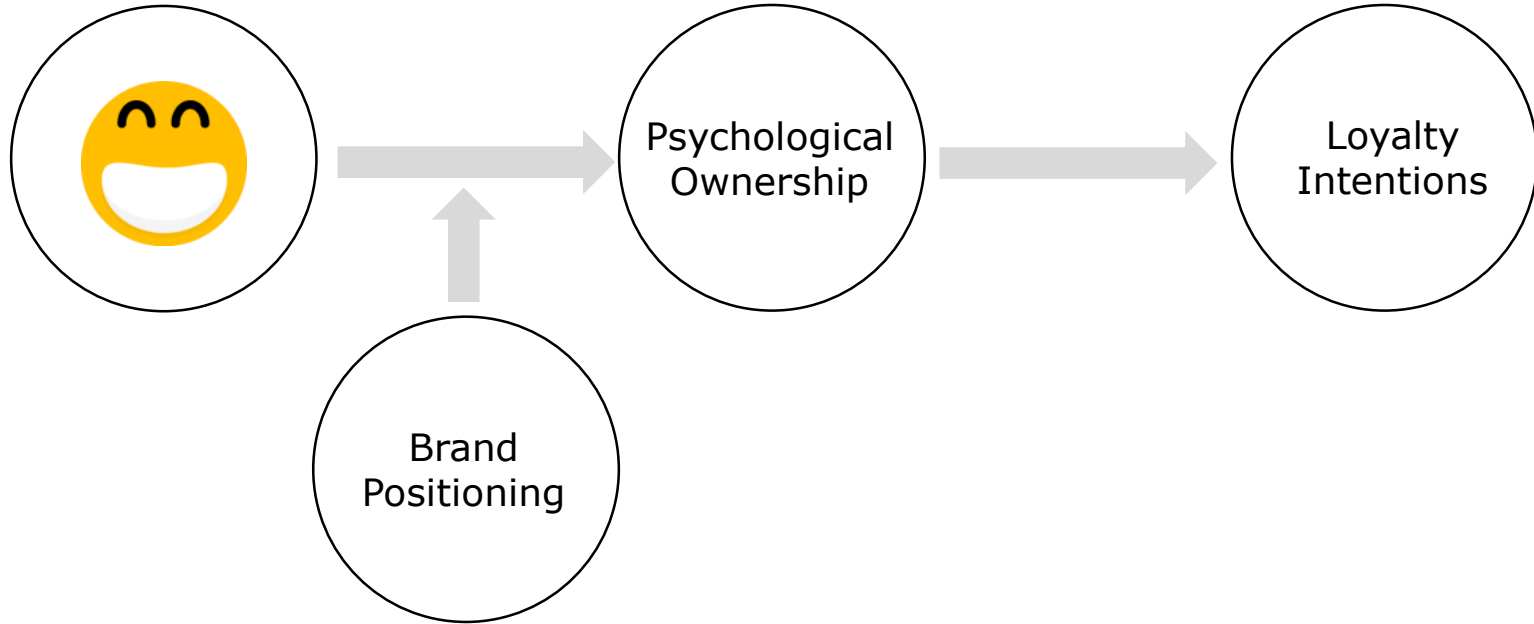


(e.g., Forgas & Ciarrochi 2001)

The Moderating Role of Brand Positioning



The Moderating Role of Brand Positioning



Moderation by brand positioning: **affective** positioning should facilitate the affect-PO link because of an easier access to more positive associations – potentially causing stronger misattribution of positive affect

Study Overview

CORRELATIONAL
EXPERIMENTAL

Studies 1A &
1B



Main effect for **real brands** in the context of **imagined consumption**

Study 2



Main effect for a **fictitious brand** in the context of **actual consumption**

Study 3



Moderation for **real brands** in the context of **actual consumption**

Study 4



Moderation for **fictitious brands** in the context of **imagined consumption**

Study 1A - Correlational Evidence for Real Brands

Objective: Test the basic mediation model in the context of imagined product consumption



Imagine

Positive Affect

(Happiness on 100-point scale)

Psychological Ownership

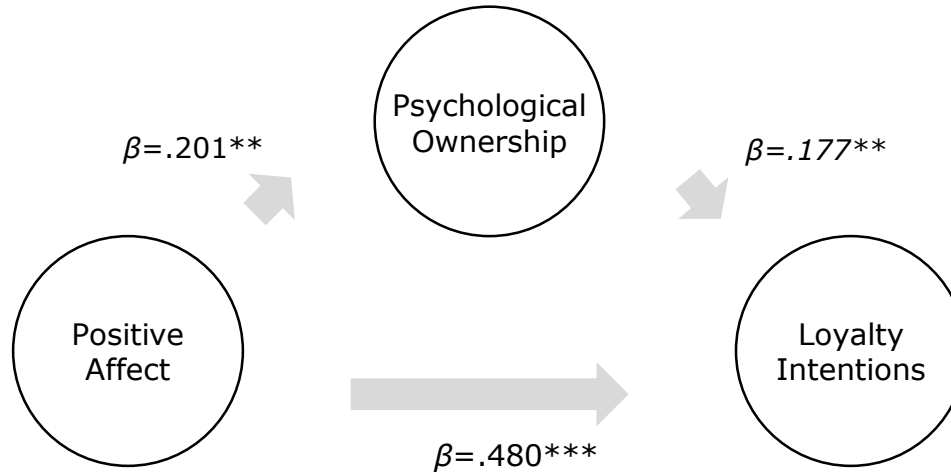
(four items Van Dyne & Pierce 2004; Peck & Shu 2009)

Loyalty Intentions

(Would you be loyal to this brand? 7-point scale)

124 Austrian participants, 54% female, mean age = 35 years

Study 1A - Results



Indirect effect: 95% CI [0.006, 0.026]

*** $p < .001$, ** $p < .01$

Study 1B - Correlational Evidence for Real Brands

Objective: Test the basic mediation model in the context of imagined product consumption.



Participants were asked about all products they were familiar with

Positive Affect

(Happiness on 100-point scale)

Psychological Ownership

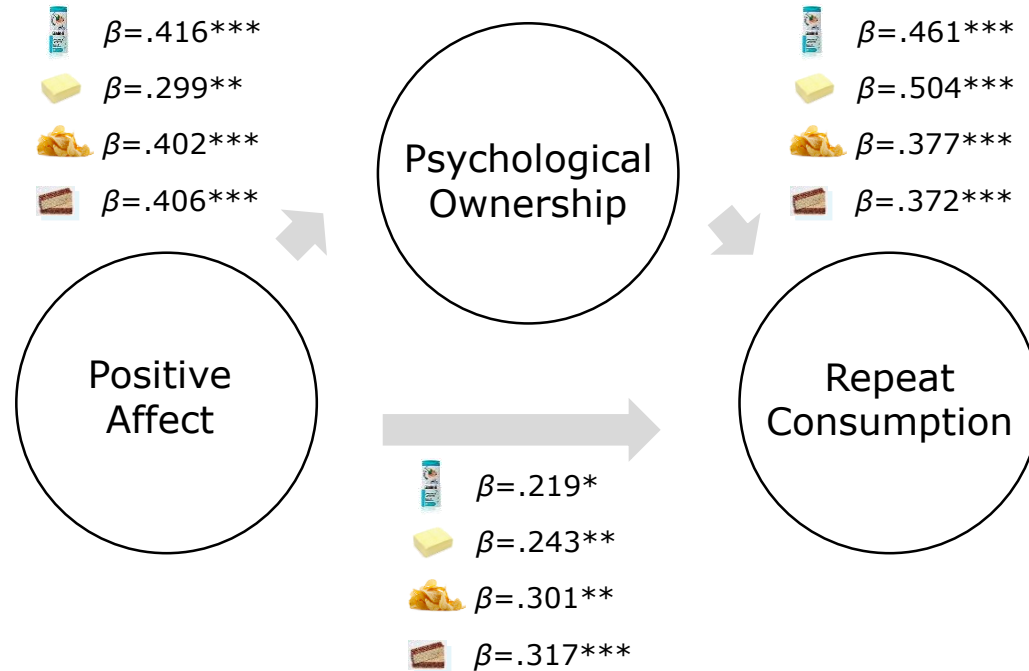
(four items Van Dyne & Pierce 2004; Peck & Shu 2009)

Loyalty Intentions

(Would you be loyal to this brand? 7-point scale)

168 Austrian participants, 55% female, mean age = 31 years

Study 1B - Results



Robustness check:
No moderation of
category

Indirect effect significant throughout

*** $p < .001$, ** $p < .01$, * $p < .05$

Studies 1A & B - Discussion

Across product categories we find that:

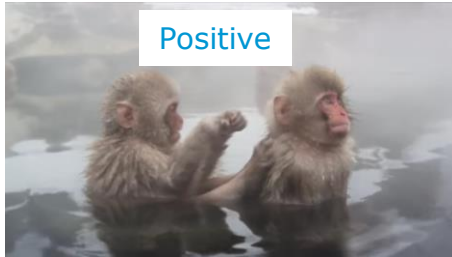
- Positive affect reliably leads to PO
- PO reliably predicts loyalty intentions

But:

- Evidence is correlational → Studies 2 & 4
- Imagined consumption only → Studies 2 & 3
- No consideration of brand positioning (e.g., affective vs. non-affective) → Studies 3 & 4

Study 2 - Experimental Evidence for a Fictitious Brand

Objective: Show that positive affect causes PO in the context of actual consumption



pretested



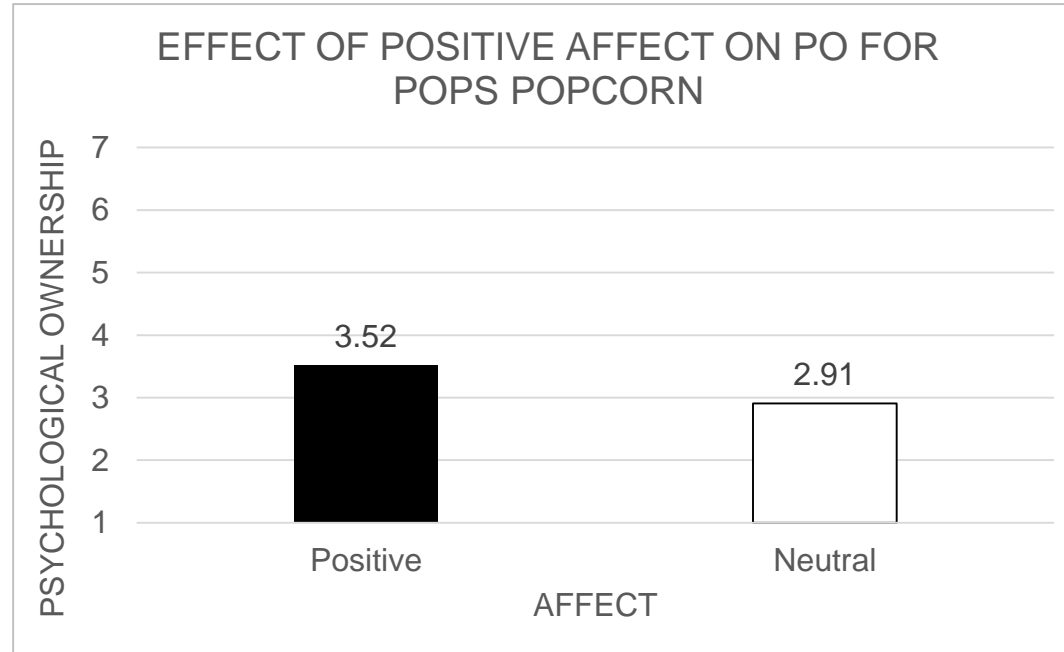
Psychological Ownership

(three items adapted from Van Dyne & Pierce 2004, Peck & Shu 2009; e.g., „In my mind, I feel like POPS is mine“)

Loyalty Intentions

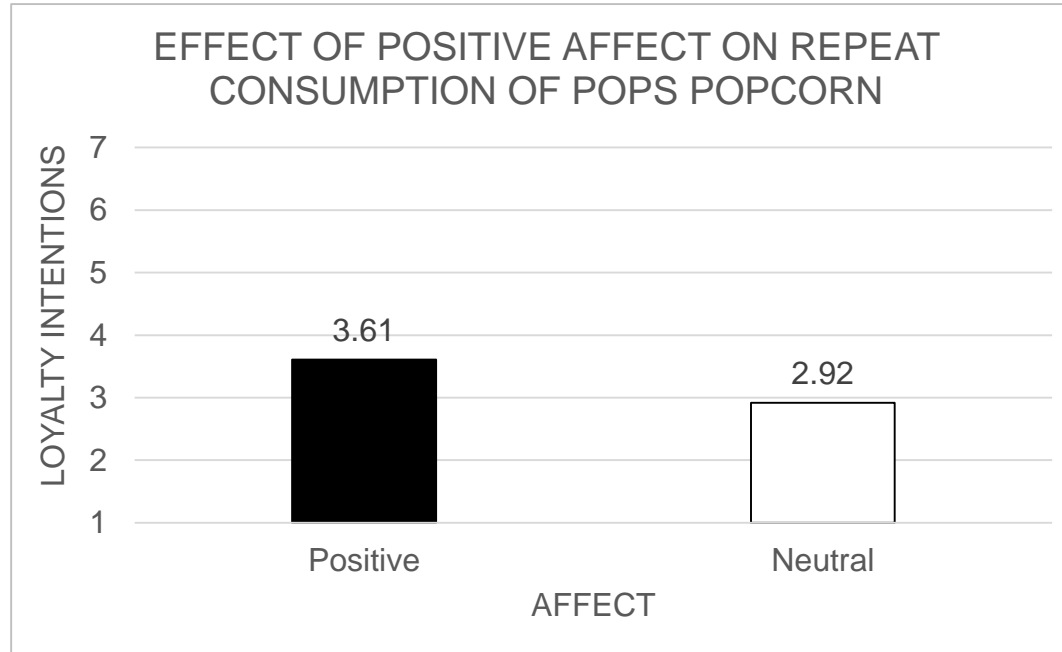
(three items adapted from Chaudhuri & Holbrook 2001; e.g., „I would buy this brand the next time I buy ready-to-eat popcorn“)

Study 2 - Results



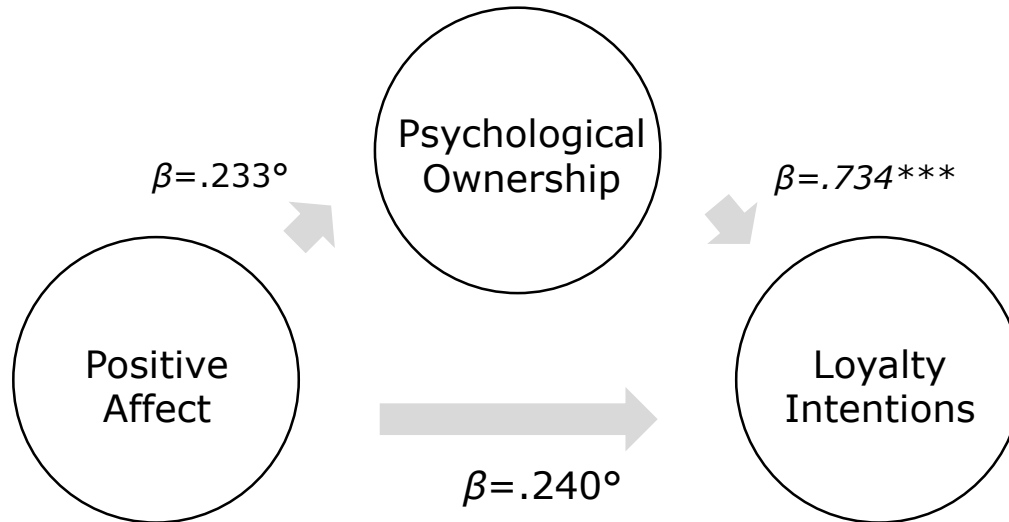
$t(63)=1.903, p=.062$

Study 2 - Results



$t(63)=1.962, p=.054$

Study 2 - Results



Indirect effect: 95% CI [-1.047, -.0024]

*** $p < .001$, ** $p < .01$, * $p < .05$, ° $p < .10$

Study 3 - Brand Positioning: Correlational Evidence

Objective: Test our model in the context of actual product consumption for different brands

Affective



Non-affective



Self-Report
Videosurvey

5. Hast Du genau diese Chips schon einmal gegessen?
☐ Ja ☐ Nein

6. Wie oft isst Du normalerweise Chips?
☐ Nie ☐ O ☐ O ☐ O ☐ O ☐ O ☐ O ☐ O ☐ O
Nur selten Sehen Sehen Sehen Sehen Sehen Sehen Sehen Sehen Sehen Sehen

7. Warst Du allein, als Du die Chips gerade gegessen hast?
☐ Ja ☐ Nein

8. Wie viele Personen waren bei Dir?
☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ Mehr

9. Hast Du die Chips genauso verwendet wie Du sie normalerweise verwendest?
☐ Ja ☐ Nein

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?
☐ Ja ☐ Nein

12. Könnst Du dir vorstellen, genau diesen Chips treu zu sein?
☐ Ja ☐ Nein

13. Würdest Du diese Chips weiterempfehlen?
☐ Ja ☐ Nein

Positive Affect

(Happiness on 7-point scale)

Psychological Ownership

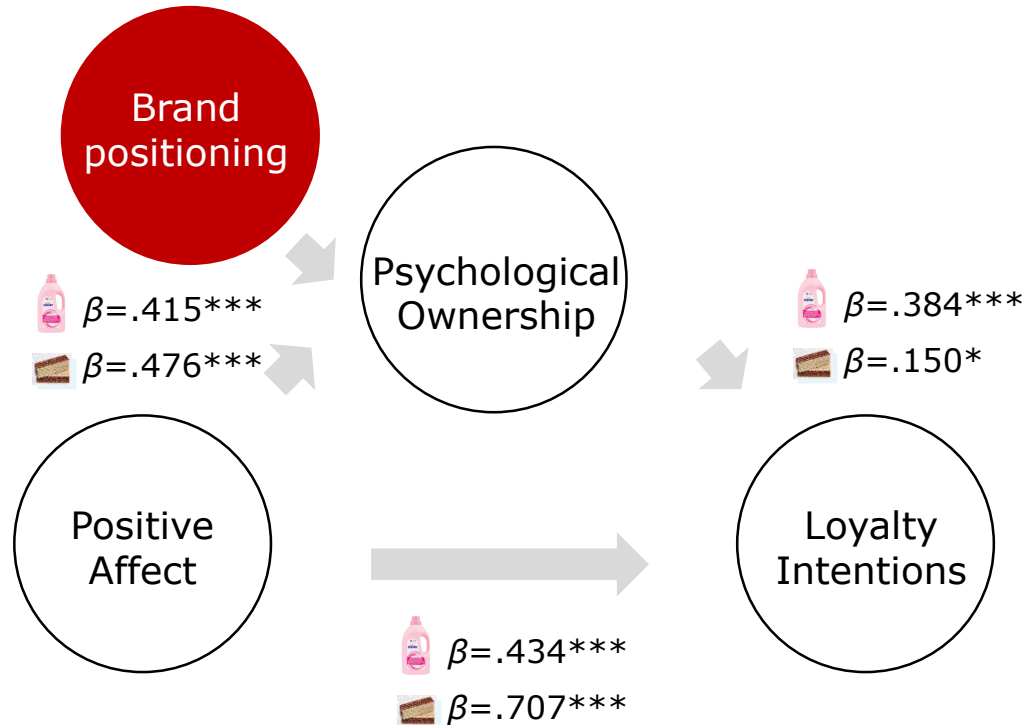
(This is A/MY brand)

Loyalty Intentions

(Would you be loyal to this brand? 7-point scale)

146 Austrian participants, 51% female, mean age = 36 years

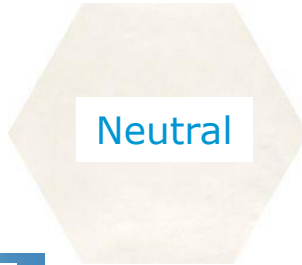
Study 3 - Results



Indirect effect significant throughout, greater for affectively positioned brands

Study 4 - Brand Positioning: Experimental Evidence

Objective: Provide stringent causal evidence for our hypothesized moderation.

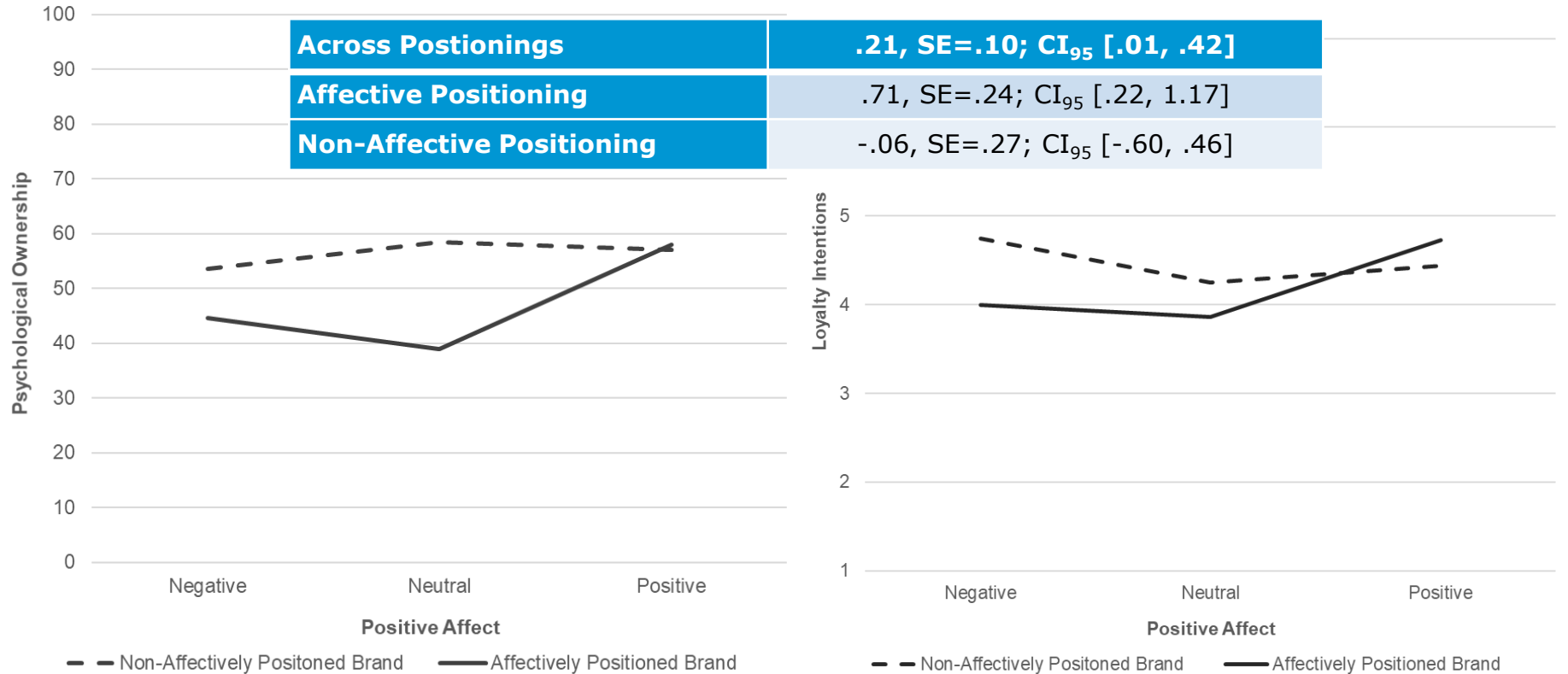


Psychological
Ownership

Loyalty Intentions

303 Mturk workers, 37% female, mean age = 34 years

Study 4 - Results



We find that:

- Positive affect experienced during product consumption elicits PO, which, in turn, predicts loyalty intentions
- Not all brands are affected equally strongly – predominantly those with an affective positioning, i.e., that promise happiness per se → **in line with an attribution account**

We show this (for):

- 6 product categories (waffles, chips, butter, laundry detergent, shower gel, popcorn)
- 2 types of brand positionings (affective vs. non-affective)
- Imagined and actual consumption
- Correlationally and experimentally



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THANK YOU

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Bernadette Kamleitner
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Sophie Süssenbach
Stephan Dickert

