

Carina Thürridl^a, Bernadette Kamleitner^a, Ruta Ruzeviciute^a, Sophie Süssenbach^a & Stephan Dickert^b
^aWU Vienna, ^bQueen Mary University of London

ABSTRACT

The feelings consumers experience during consumption can have powerful effects, but can they also influence how possessive one feels towards products? In this paper, we examine whether the positive affect experienced during product consumption can instill a sense of ownership for the consumed product, subsequently leading to brand loyalty.

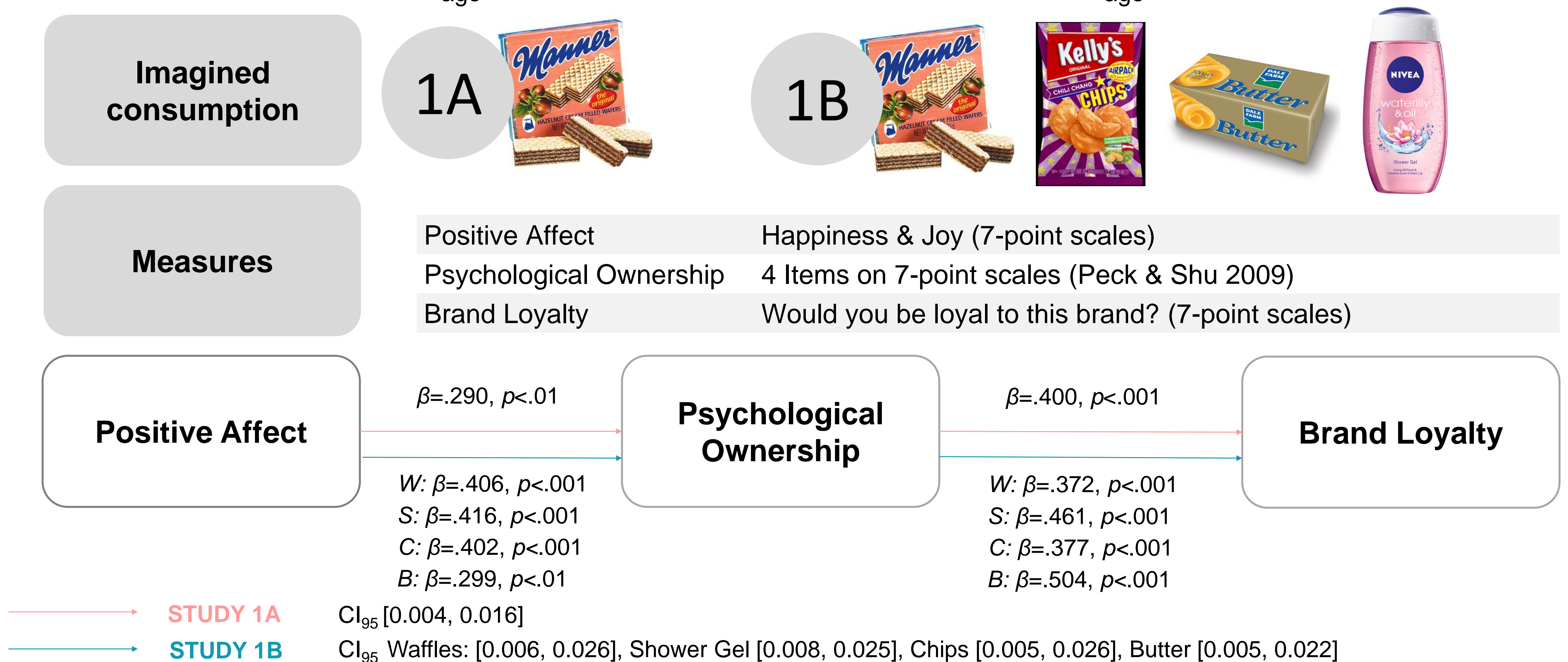
Can positive affect experienced during consumption instill psychological ownership for the consumed product and, thus, lead to brand loyalty?

BACKGROUND

- Positive consumption affect can lead to many immediate attitudinal and behavioral consequences (Forgas & Ciarrochi 2001).
- Less is known about its long-term impact, which is often more essential for the enduring success of brands.
- In this paper, we propose and show that positive consumption affect can also affect consumers' long-term bonds with brands (e.g. loyalty) by increasing psychological ownership (PO) for them, i.e., the feeling that something is "mine" (Pierce et al. 2003).
- We demonstrate that particularly brands with a positive affective positioning strategy benefit from the effect.

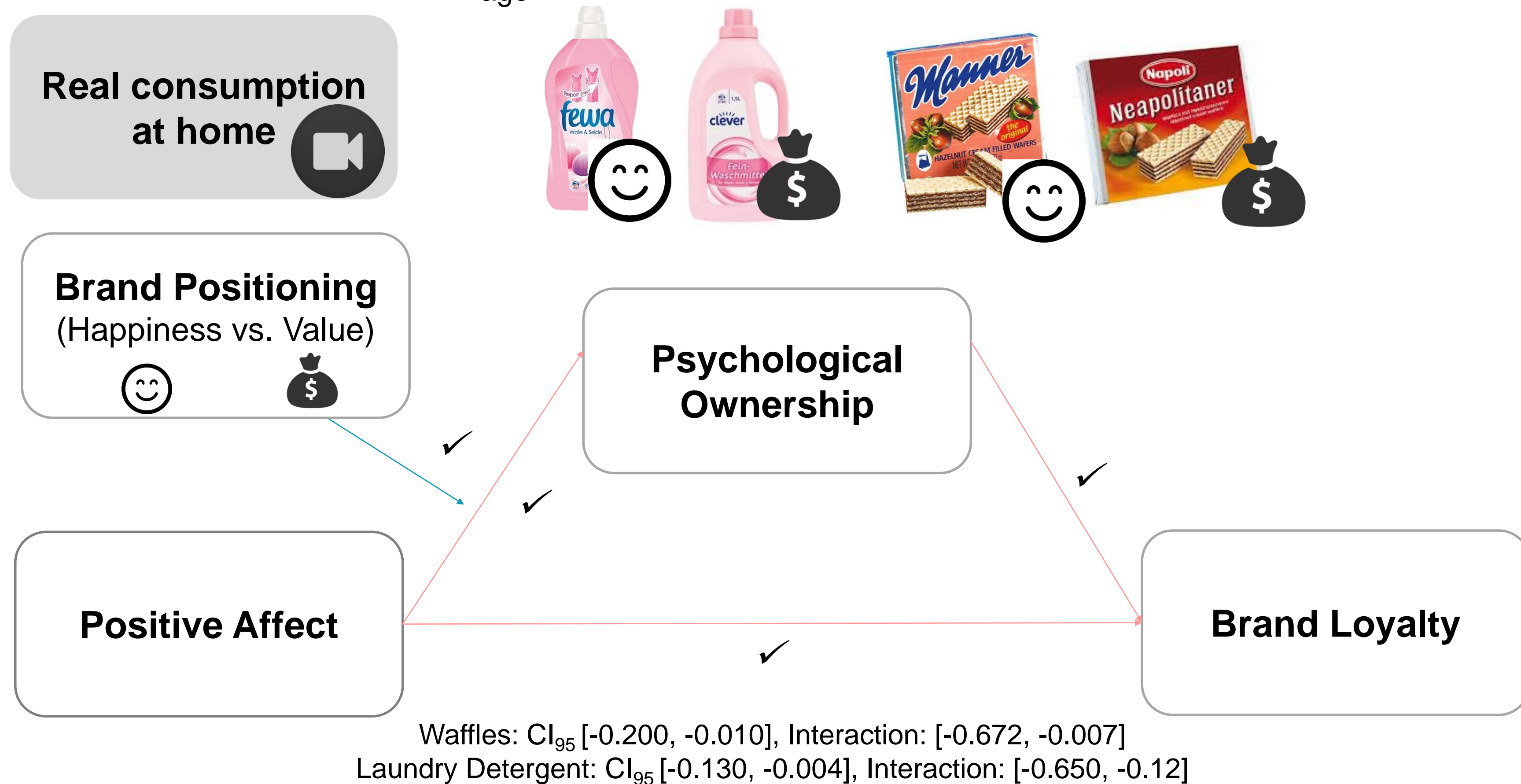
STUDIES 1A & 1B – CORRELATIONAL EVIDENCE

1A n=124 (54% female, M_{age}=35 years) | 1B n=155 (55% female, M_{age}=31 years)



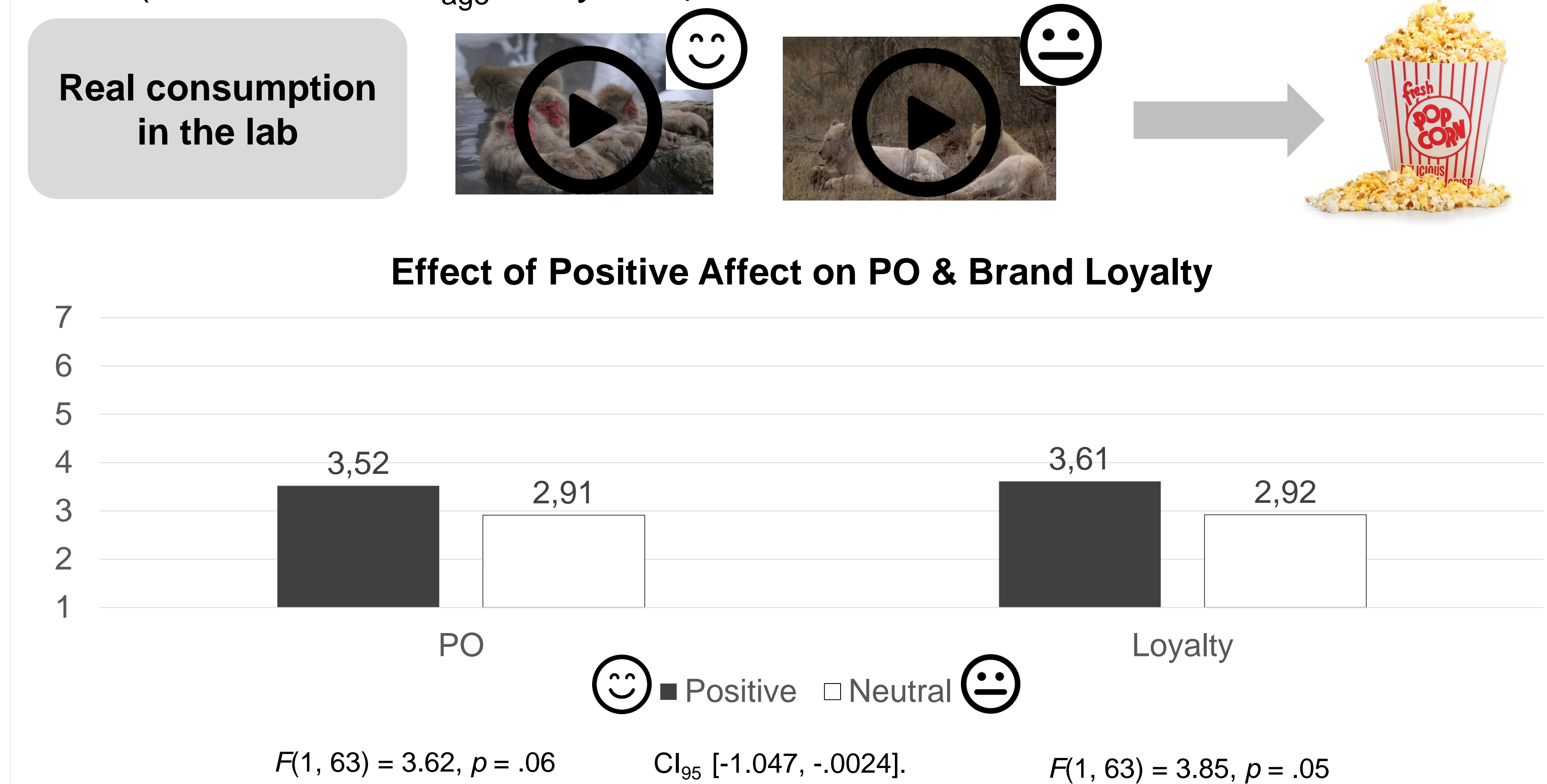
STUDY 2 – MODERATION BY BRAND TYPE

n=146 (51% female, M_{age}=36 years), Measures as before



STUDY 3 – CAUSAL EVIDENCE

n=65 (55% female, M_{age}=22 years), Measures as before



DISCUSSION

- We show that positive consumption affect can instill PO for brands, which, in turn, influences brand loyalty.
- We provide correlational and experimental evidence in real and imagined consumption scenarios for 6 product categories and 2 types of brand positioning.
- In sum, we find that positioning brands emotionally may strengthen consumer-brand relationships in more ways than previously assumed and turning happy consumers into possessive and eventually loyal ones.

REFERENCES

- Forgas, Joseph P. and Joseph Ciarrochi (2001), "On Being Happy and Possessive: The Interactive Effects of Mood and Personality on Consumer Judgments", *Psychology & Marketing*, 18 (3), 239-60.
- Peck, Joann, Victor A. Barger, and Andrea Webb (2013), "In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership", *Journal of Consumer Psychology*, 23 (2), 189-96.
- Pierce, Jon L., Tatiana Kostova, and Kurt T. Dirks (2003), "The State of Psychological Ownership: Integrating and Extending a Century of Research", *Review of General Psychology*, 7 (1), 84-107.
- Van Dyne Linn, Pierce Jon L. (2004), "Psychological ownership and feelings of possession: three field studies predicting employee attitudes and organizational citizenship behavior", *Journal of Organizational Behavior*, 25 (4): 439-459.