

Self-found, spellbound!

The sense of own discovery of hospitality venues forges customer bonds

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Short Abstract

We propose that the sense of own discovery can benefit hospitality venues because customers tend to bond more with what they discovered for themselves. Results of four studies (field study, representative survey, online experiment and lab experiment) confirm that the sense of own discovery strengthens customer bonds (self-connection, emotional attachment, psychological ownership) with service venues, and in turn predicts behavioral intentions that benefit the venue (i.e., patronage intentions). These findings provide novel insights into customer relationships and highlight the importance of boosting perceptions of own discovery as a way to build stronger customer bonds.

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