Brand Happiness: Scale Development and Validation

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This study reports the development and initial validation of a scale measuring the brand happiness construct, defined as feelings of happiness and satisfaction with lives or selves when consumers buy, have, or think about brands. The simple but powerful scale showed good reliability, validity, and predictability on consumers' market behavior.

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146. What is Brand Authenticity? An Exploration of the Concept

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This research focuses on understanding the concept of brand authenticity from a consumer perspective, a topic characterized by a lack of consensus in the literature. Following fifteen individual interviews, we identify eight common characteristics of authentic brands, revealing that some form of objectivity is found in consumers’ authenticity perceptions.

147. Brand Happiness: Scale Development and Validation

Sunmyoung Cho, Yonsei University, South Korea
Ae-Ran Koh, Yonsei University, South Korea

This study develops a scale to measure the brand happiness construct and demonstrates that it captures consumers’ feelings of happiness with their selves and lives as their happiness is related to brands. Through four different phases, we establish internal and nomological validity and explore various predictions.

148. Primacy of Acculturation Categories over Demographic Variables as Differentiators of Brand Preference

Rohini Vijaygopal, University of Bedfordshire, UK
Sally Dibb, Open University, UK
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The literature highlights the importance of demographic variables and acculturation categories in consumer behavior involving ethnic minorities. This paper considers the primary differentiators of consumer behavior among British Indians by examining the relationships between acculturation categories, demographic variables and preferences for a range of ethnic and host brands.

149. Why Are Consumers Fans of Counterfeit Branded Products? Consumers’ Psychological Motivations in Counterfeit Consumption

Xuemei Bian, University of Nottingham, UK
Natalia Yannopoulou, University of Newcastle, UK
Kai-Yu Wang, University of Brock, Canada
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This research examines the psychological motivations of different consumer categories when counterfeits are consumed, while considering different quality levels of such products. Our findings reveal consumers’ enjoyment during the shopping experience and satisfaction of securing a good deal as the main psychological motivations of such purchases. We offer guidelines to practitioners.

150. Is Social Responsibility Beneficial for Private-Label Brands?

Maryam Tofighi, Concordia University, Canada
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Integrating two research streams of corporate social responsibility in marketing and retail branding, this paper suggests that social responsibility initiatives are more beneficial for both national (or manufacturer) brands and high-quality private-label brands (i.e., brands owned, controlled and sold exclusively by a retailer), whereas social responsibility initiatives are detrimental for low-quality private-label brands.