Self-Brand Connection, Schadenfreude, and Sympathy: a Person-Centered Approach to Understanding Emotional Reactions to Product Failure

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Emotional responses to upward social comparisons involving status products, and product failure, were examined via latent profile analyses. Diverse emotion profiles were predicted by self-brand connection. A strong brand connection can buffer against the experience of hostile envy, and schadenfreude after product failure, unless consumers hold certain socially dysfunctional traits.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1015688/volumes/v41/NA-41

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05-D: The Added Value of Contextual Motivations on the Consumer-Brand Relationship
Marina Carnevale, Fordham University, USA
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Purchase decisions may be prompted by the need to self-reward (self-compensate) some positive (negative) feeling about the self caused by extraordinary achievement (failure). Across two studies, we show that these different contextual motivations affect the consumer-brand relationship and explore an important moderator of these effects.

05-E: An Empirical Investigation of the Dynamics of Relationship Development in Brand Community
Miri Chung, University of Rhode Island, USA
Seung Kyoon Shin, University of Rhode Island, USA
Hillary Leonard, University of Rhode Island, USA

The current research investigates the determinants of consumer loyalty in the context of brand communities and proposes an empirical model, considering two perspectives of consumer loyalty development process: communication between consumer and company, and communication among consumers. We suggest that network centrality plays an important role in determining consumer loyalty.

05-F: Collector-Brand Relationships: Consumer Engagement via Disney Pin Collecting
Alexander J. Kull, University of South Florida, USA
Barbara A. Lafferty, University of South Florida, USA

By examining Disney pin collectors, this research investigates the strategically important construct of consumer engagement. Drawing upon observations, a survey, and depth interviews, the paper explores whether and how collecting branded items can initiate and strengthen consumer-brand relationships. Preliminary results suggest categorizing collectors’ initial motivations as brand-driven, product-driven, or socially-driven engagement.

05-G: How You Are With Mike Tells Us How You Are With NIKE: Relationship Between Interpersonal Attachment Styles and Brand Attachment
Hyewon Cho, University of Illinois at Urbana-Champaign, USA
Tiffany White, University of Illinois at Urbana-Champaign, USA

We argue and demonstrate that highly avoidant people, who tend to be detached in their interpersonal relationships, form stronger self-brand connections with exclusive brands than consumers who are low in avoidance. We also explore whether exclusive brands provide emotional comfort to consumers who are high versus low in avoidance.

05-H: Self-Brand Connection, Schadenfreude, and Sympathy: A Person-Centered Approach to Understanding Emotional Reactions to Product Failure
Sarah Roche, University of Texas at San Antonio, USA
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Emotional responses to upward social comparisons involving status products, and product failure, were examined via latent profile analyses. Diverse emotion profiles were predicted by self-brand connection. A strong brand connection can buffer against the experience of hostile envy, and schadenfreude after product failure, unless consumers hold certain socially dysfunctional traits.