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# Mavenism, Frugality, and Loyalty

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## ABSTRACT

Since Feick and Price (1987) introduced the concept of market mavenism almost 30 years ago, researchers have accumulated a large body of empirical findings describing market maven attitudes, behaviors, and characteristics. Mavenism can be defined briefly as a strong involvement in the marketplace. The purpose of the present study was to assess relationships between market mavenism and three aspects of consumption behavior largely ignored by previous research into market mavenism. Analysis of data from a sample of 351 adult U.S. consumers confirms that market mavenism is positively related to frugality and negatively related to brand loyalty. The results showed that as H1 hypothesized, mavenism is positively related to frugality ( $r = .27$ ). H2 proposed that mavenism is negatively correlated with brand loyalty. The results ( $r = -.24, p < .01$ ) support this hypothesis as well. H3 posited that mavenism is positively correlated with shopping and spending. The correlations (.27 and .29) support this. These findings continue to develop our understanding of market mavenism and provide insights that marketing managers might use as they factor mavenism into their strategies.

## ABOUT THE AUTHORS

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