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Psychological Ownership: Exploring Motivational Conditions, Consumer Engagement, and the Moderating Effect of Consumer-Brand Disidentification

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**PSYCHOLOGICAL OWNERSHIP: EXPLORING MOTIVATIONAL
CONDITIONS, CONSUMER ENGAGEMENT, AND THE MODERATING
EFFECT OF CONSUMER-BRAND DISIDENTIFICATION**

A Dissertation

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LIST OF ABBREVIATIONS

AVE   Average Variance Extracted

CBE   Consumer Brand Engagement

CB-SEM   Covariance-Based Structural Equation Modeling

CCA   Confirmatory Composite Analysis

CFA   Confirmatory Factor Analysis

HTMT   Heterotrait-Monotrait

LM   Naïve Linear Model

MAE   Mean Absolute Error

MGA   Multigroup Analysis

MICOM   Measurement Invariance Of Composite Models

OSL   Optimum Stimulation Level

PLS-SEM   Partial Least Squares Structural Equation Modeling

PO   Psychological Ownership

RMSE   Root Means Square Error

ABSTRACT

Ledet, Amanda, Ph.D., University of South Alabama, May 2022. Psychological Ownership: Exploring Motivational Conditions, Consumer Engagement, and the Moderating Effect of Consumer-Brand Disidentification. Chair of Committee: Joseph Hair, Ph.D.; Cochair: Marko Sarstedt, Ph.D.

Psychological ownership is a cognitive-affective state experienced by individuals who feel a sense of ownership over a target of possession–material or non-material–but often do not have an actual ownership relationship with the target of possession. Psychological ownership literature categorizes four motives that are at the root of the experience of psychological ownership: (a) effectance, (b) self-identity, (c) having a place, and (d) stimulation. Analyzed in the context of social media, different engagement behaviors (creating content, liking, commenting, or observing) are associated with distinct psychological ownership motives. In addition, consumer brand engagement is positively related with psychological ownership. An alternative consumer-related concept, brand disidentification, moderated the relationship between engagement behaviors and ownership motives, depending upon the type of engagement activity performed. Ultimately, psychological ownership exhibited a positive influence on consumer intentions (attitudes towards and enjoyment of using a brand). Theoretical and managerial implications are proposed based on the findings to advance current knowledge of psychological ownership motives, consumer engagement, consumer-brand disidentification, and psychological ownership.

CHAPTER I

INTRODUCTION

Imagine you are driving to work. Upon arriving and pulling into the parking lot, you proceed to park your vehicle in the same parking spot you occupy every day. Today as you enter, you see a shiny, red car unpleasantly inhabiting "your spot." You are immediately flooded with feelings of agitation and distress over the inconvenience of having to deviate from your routine and find a different spot. You think to yourself, "Didn't the owner of the red car know that spot was *mine*?" This scenario describes a setting that may induce feelings of psychological ownership. Pierce at al. (2003) describe psychological ownership (PO) as a cognitive-affective state in which a target of ownership is felt to belong to an individual (i.e., "It is mine!"; p. 86). PO may be experienced by individuals over both material and non-material targets and may or may not be legally owned. PO is typically experienced as an extension of the individual and their identity, often creating psychological ties between the individual and the object (Jussila et al., 2015; Pierce & Jussila, 2011).

Long studied in the management field, the concept of PO (Pierce et al., 2001) has experienced a recent increase in interest from the field of marketing, with many scholars emphasizing the need to study the phenomenon from a consumer perspective (Hulland et al., 2015; Jussila et al., 2015). An increased sense of possession has been associated

with many positive marketing-related outcomes such as: higher consumer commitment, relationship intentions, word-of-mouth, and willingness to pay a premium (Asatryan & Oh, 2008; Fuchs et al., 2010; Peck & Shu, 2009).

Psychological ownership theory posits there are four motives that lead to the development of PO feelings: (a) efficacy and effectance, (b) self-identity, (c) having a place, and (d) stimulation (Pierce & Jussila, 2011). Hulland et al. (2015) and Jussila et al. (2015) encourage scholars to further explore psychological ownership motivations and their role in the development of PO within a social media context. Karahanna et al. (2015) partly answered this call with their development of the construct deemed "psychological ownership motivation." But Karahanna et al. (2015) only included three of the four motives defined by Pierce and Jussila (2011), excluding the stimulation motive. This research contributes to PO literature by including the stimulation motive in the study and examining its relationship not only to PO but with consumer engagement.

In today's digital age, consumers frequently interact with brands through engagement on social media. Seven-in-ten Americans report using some type of social media platform and that number has remained constant over the past five years (Auxier & Anderson, 2021). When a consumer engages with a brand, many important consequences have been observed, including for example: emotional bonding, loyalty, satisfaction, commitment, trust, enhancing relationships and establishing competitive advantages (Brodie et al., 2013). These benefits result in engagement being a highly sought-after goal for many firms and their marketing personnel (De Oliveira Santini et al., 2020).

Van Doorn et al. (2010) posit that customer engagement behaviors are behavioral manifestations that result from motivational drivers. An objective of this research is to

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determine if individuals inclined to perform distinct engagement behaviors (e.g., creating content, liking/sharing, or observing) were driven by different motivational drivers of PO (i.e., individuals who choose to create content may have a high level of stimulation motivation). The relationship between psychological ownership motives and consumer engagement is explored. The mediating effect of consumer engagement on the relationship between motivational conditions and PO is also explored.

Hollebeek et al. (2014) explored engagement and found it leads a consumer to feel a sense of self-brand connection. However, a brand may take a certain stance on a topic or perform actions that change the consumer's perspective of the brand and influence their desire to engage. Consumers who view certain characteristics of a brand to be unfavorable may begin to disidentify with that brand to distance their internal view of their self-concept from the unfavorable traits of the brand (i.e., a health-conscious consumer not wanting affiliation with McDonald's; Ruppel & Einwiller, 2021). With the prevalence of negative word of mouth and the capacity of content to go viral overnight, marketers should not ignore consumer-brand disidentification. Indeed, they should monitor disidentification and respond accordingly. Adding to the consumer engagement and PO literature, an additional goal of this research, therefore, is to examine the moderating role of brand disidentification on the relationship between engagement and PO.

Chapter II of this dissertation provides a literature review of all theoretical constructs explored in this research. Chapter III provides an overview of the methodology and describes the quantitative procedures. Data analysis and results of the study are summarized in Chapter IV. Chapter V includes a discussion of the results and provides

answers to research questions such as "Do individual motivational conditions of PO

affect a consumer's level of engagement and PO?" "What is the role of consumer brand

disidentification in shaping the relationship between engagement and PO?" and "Does

PO change with different consumer engagement activities, and does this affect consumer

intentions?" Implications associated with the effect of PO motives and consumer brand-

disengagement on consumer engagement strategies are offered, providing important

considerations for managers.

CHAPTER II

LITERATURE REVIEW

Engagement theory posits that an actor investing their resources (i.e., time, knowledge, and skills) into connections with a brand, typically produces positive outcomes for the firm (i.e., brand loyalty, purchase intent, and product contributions; Brodie et al., 2013, 2019; Hollebeek et al., 2014). In parallel, psychological ownership theory posits the investment of resources may lead to feelings of ownership which typically generate positive outcomes for the firm (i.e., customer satisfaction, loyalty, and attitude towards the brand; Baker et al., 2021; Hair et al., 2016). In their recent theoretical piece, Baker et al. (2021) describe engagement theory and psychological ownership theory as intersecting – "where PO leaves off, engagement begins" (p. 484). Baker et al. (2021) suggest that engagement is an antecedent of PO. Kumar and Nayak (2019) also found PO to be a predecessor of consumer brand engagement. In the traditional fashion of the chicken or the egg, this raises the question of which comes first – engagement or PO? As an addition to the PO and engagement theory literature, therefore, this research will explore whether engagement can, in fact, precede PO.

Many practical implications of this research are possible, such as the notion that consumers predisposed to certain motivational drivers may be more likely to perform distinct engagement behaviors. Engagement behaviors may lead, therefore, to feelings of

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PO, and ultimately positive outcomes for the firm. At the same time, organizations

should be aware that consumers may, at some point, no longer identify with the brand

(disidentification), and the relationship between engagement and PO would change.

Driven by the framework of psychological ownership theory, the theoretical model in

Figure 1 below is proposed:
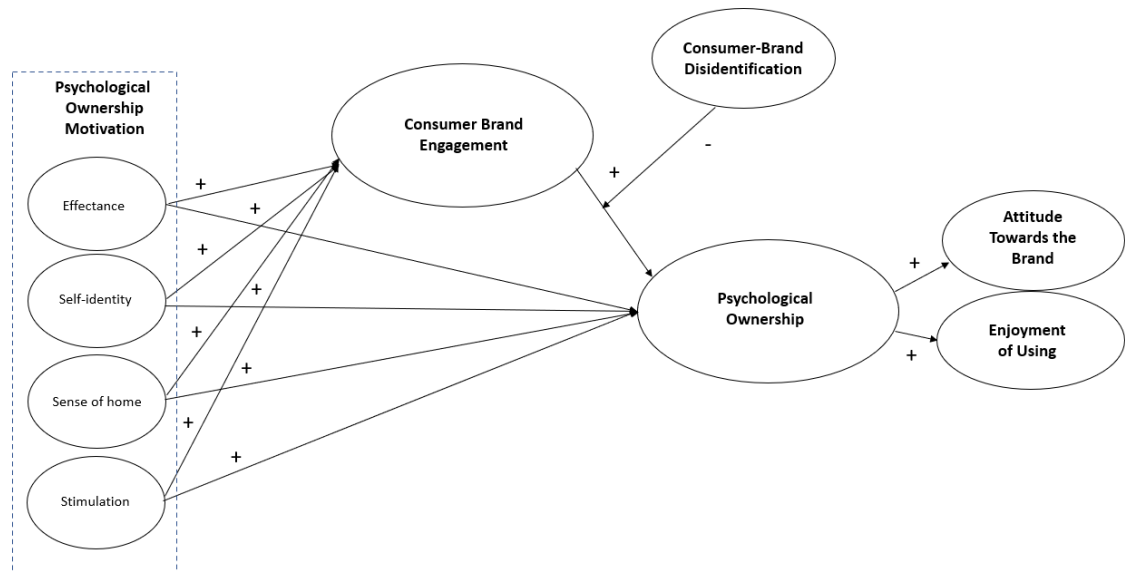
Figure 1. Theoretical Model of Consumer Brand Engagement Mediating the Relationship
Between Psychological Ownership Motivations and Psychological Ownership and
Consumer Perceptions; Including the Moderating Role of Consumer-Brand
Disidentification.

2.1 Psychological Ownership

Dating back to the 1700s, there are records of individuals in classical Western

society fencing off a section of land and claiming it as "mine" (Pierce et al., 2003). A

young child can often be seen claiming a toy or object as "mine" without being taught to

do so. Economists and psychologists have been studying the "psychology of mine and

property" for over 80 years (Pierce et al., 2003, p. 84). In 2003, Pierce et al. proposed that the cognitive-affective state of human condition in which we experience possession could be studied through the lens of psychological ownership theory.

Pierce et al. (2003) define PO as "the state in which individuals feel as though the target of ownership or a piece of that target is 'theirs' " (p. 86). While PO has been associated largely with material objects, the focus of this study is on the development of PO associated with a non-material target. The prevalence of feelings of ownership over non-material objects has been noted by scholars (Heider, 1958; Pierce & Jussila, 2011). Heider (1958) references the work of Isaacs (1993) and suggests that to find evidence of feelings of ownership over non-material objects, one only needs to look to the "controversies among scientific men as to the parentage of ideas, discoveries, or inventions" (Isaacs, 1993, p. 222). For the purposes of this research, the target of ownership is a social media page – created on Instagram and Twitter – representing the "brand" of a university level principles of marketing class. The participants of the research study were informed as an integral part of the study that the social media page was *their* page representing *their* brand. Moreover, this type of association was anticipated as the university has a long-standing reputation as an entity exhibiting a passionate identification with the school, and particularly its sports and academic programs.

Subsequent research in PO has explored the concept in various contexts. Folse et al. (2012) found that women shown an advertisement with a psychological ownership appeal (i.e., a photo of images representing Louisiana with the verbiage "*YOUR* Louisiana" written above it) were less inclined to pay a premium or display a higher

attitude about the target than when they were shown an advertisement without a psychological ownership appeal. This was found to be magnified when the perception of manipulative intent was present. Pick (2020) observed positive relationships between a consumer's connection with an influencer, psychological ownership, and perceived credibility and purchase intention. Peck et al. (2021) discovered increased PO was related to stewardship of public goods (i.e., state parks, public walking paths, or lakes). Morewedge et al. (2021) discuss the "evolution of consumption" and propose recent shifts in consumption changes such as decreased ownership of physical goods, increased legal access rights to property owned by others, and replacement of tangible goods with "liquid" experiential goods can threaten PO and cause it to transfer to other targets. They also posit the shift from ownership to access (i.e., ride-sharing, luxury clothing, and vacation home rentals) offer increased chances to preserve PO. As we enter further into the information age, the use and applications of psychological ownership theory will only grow and continue to be more relevant than ever.

A logical initial question is *how* does the state of PO develop? Pierce and Jussila (2011, pp. 78-81; 119-121) posit there are three "routes" to the progression of PO and ultimately the "roots" of the emergence of PO. The three routes are as follows: (a) through "control of the target"; (b) by "coming to know intimately"; and (c) through "investment of the self into the target." The focus of this research is on *why* a consumer develops feelings of psychological ownership, not *how*. The focus, therefore, is on the motives or "roots" to PO, not on the causes or the "routes" of PO. A theoretical model proposed by Jussila et al. (2015) to study psychological ownership theory in the field of

marketing is shown as Figure 2 for reference of the motives and causes. The ascribed

motives of PO will be discussed in the subsequent section.

Figure 2. Theory of Psychological Ownership in a Marketing Context (Jussila et al., 2015).

2.2 Psychological Ownership Motivation

To gain a more thorough understanding of a firm's customers and develop deeper

relationships with them, marketing scholars must understand the linkages between

motivational aspects and PO (Jussila et al., 2015). While the causes of PO help to answer

how the state emerges, it is critical to know *why* the state emerges (Jussila et al., 2015).

To answer the question – What purpose is served when PO is experienced? – this

research further explores the motivations a consumer may possess that lead to feelings of

PO or other important marketing outcomes, such as engagement.

The concept of PO initially emerged when the sense of possession was categorized as being engrained in three human motives: (a) efficacy and effectance – possession over something provides a measure of control; (b) self-identity – possessions may symbolize status or an extension of oneself; and (c) having a place – fulfilling the need to inhabit and have a preferred space (Pierce et al., 2003). A fourth motive or "root" was later added: stimulation – which includes arousal requirements; consumers seeking out possessions which are beyond their comfort zone and abandoning current possessions (Pierce et al., 2003). These four motives are the core of PO experiences (Jussila et al., 2015; Pierce et al., 2003).

Karahanna et al. (2015) further conceptualized these ideas, labeling the construct *Psychological Ownership Motivation*, and studying three of the previously described four motives (i.e., efficacy, effectance, self-identity, and need for place). Pierce and Jussila (2011) suggest these motives generally lie dormant, but that all individuals have the propensity to develop feelings of ownership and act upon a sense of possession. While societal and cultural factors may influence this manifestation, it exists, in some level, in all individuals. Therefore, the question is not "Do some individuals have a greater propensity to become a psychological owner?" (Pierce & Jussila, 2011, p. 56) but "Do individuals with different psychological motives have a greater propensity to engage, and does that engagement help to develop PO?"

To answer these questions, research is conducted to help firms identify the possible profile of social media users who participate in distinct social media behaviors (e.g., content creation, liking, commenting, and observing) and the outcomes of those activities. Extending the work of Karahanna et al. (2015), the focus of this research is to

clarify the stimulation motive suggested by Pierce et al. (2001) and explore all four

components of psychological ownership motivation, including how those motives impact

a consumer's level of engagement with a brand. Each of the four motives of PO are

discussed in greater detail in the following sections.

2.2.1 Effectance Motivation

Most animals have an instinct to investigate and explore the world around them

(i.e., a dog sniffing to discover its surroundings; curiosity killing the cat). Humans have

similar instincts and a predisposition to explore the world around them (White, 1959).

This desire to discover often has been linked to the desire to control and affect an

individual's situation (Pierce & Jussila, 2011). When an individual feels as though they

may foster change and are able to maintain control in their environment, ultimately a

sense of self-efficacy and the psychological state of ownership emerges (Pierce & Jussila,

2011). As noted by Pierce and Jussila (2011, pg. 39), "…the control of objects that

accompanies ownership is pleasure producing *per se*, (cf. Drever, 1917) and leads to

experiences of personal efficacy. Feelings of efficacy and pleasure (that is, the affective

side of effectance) stems from 'being the cause,' having altered the environment through

one's control or actions."

Exploration of and the ability to control one's environment gives rise to feelings

of efficacy and pleasures associated with being the cause (Deci & Ryan, 1985; 1987).

Specifically, Kwon (2020) found perceived control positively influenced PO towards

social media platforms. Social media use helps to fulfill the motivation for efficacy and

effectance in many ways. First, engaging through comments and suggestions as well as

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through content creation may cause a user to feel a sense of competence (Karahanna et al., 2015). Second, instantaneous feedback and recognition of contributions from other users (i.e., likes and comments) helps provide reinforcement to enhance the sense of competence (O'Regan, 2009). Third, expression of opinions and influence over other people's actions and pursuits, allows the user to feel as if they are the "cause" and leads to a sense of efficacy (Pierce et al., 2003). Fourth, collaboration with other users enables individuals to feel a sense of accomplishment through the contribution process (Zhang & Zhu, 2011). Together, Karahanna et al. (2015) posited these processes would develop a user's sense of efficacy and lead to greater engagement in social media. This leads to the first set of proposed hypotheses:

Hypothesis 1a: A consumer's need for effectance motivation is positively associated with consumer engagement.

Hypothesis 1b: A consumer's need for effectance motivation is positively associated with psychological ownership.

2.2.2 Self-Identity Motivation

The connection between self-identity and possessions has been noted by numerous scholars over the course of several years (Dittmar, 1992; Pierce & Jussila, 2011; Porteous, 1976). Porteous (1976) proposes an assertion of one's identity through personalization of physical space is common in Western societies. Moreover, personalization of space promotes self-knowledge and identification by others of the self, and also leads to psychic security and preservation of self-identity across time (Pierce & Jussila, 2011). The self-identity motive is perhaps the most complex of the four motives and can be divided into three components: (a) coming to know the self, (b) expression of

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self-identity, (c) and maintaining continuity of self-identity. Discussion of each component follows this section.

Individuals give meaning to objects, especially their possessions. Oftentimes, possessions become a means of self-identification and self-understanding (Mead, 1934; Pierce & Jussila, 2011). A relationship is formed between an individual and their possessions, through interactions and reflections upon their meaning. The individual's sense of identity may often be cultivated through his or her possessions as they become representations of oneself (Pierce & Jussila, 2011). Thus, one's use of possessions as a way to better "know the self" is the first component of the self-identity motive.

Oftentimes possessions are used to symbolize accomplishments, reputation, power, interests, and education (i.e., degrees and awards displayed on a wall). In addition to serving as a symbol, possessions also serve to communicate an individual's identity to those around them. According to Dittmar (1992), wealth and material possessions are frequently viewed as cues to status in social interactions. In the online arena, social media is another avenue consumers use to communicate identity. For example, the sharing of photos, opinions, music preferences, and even the selection of a personal avatar are all ways users can display their identity to others (Karahanna et al., 2015). It is even argued that due to virtual anonymity, individuals may be more prone to express their "true self" online than in the offline world (Tosun, 2012). Therefore, the "expression of self-identity" is the second component included in the self-identity motive.

Along with the need to understand one's own identity and then express that identity to others, individuals also desire to maintain their identity over time (Karahanna et al., 2015; Pierce et al., 2001). Memorabilia, keepsakes, and photos are often used as

"repositories of memories of one's self-identity in the past" (Cram & Paton, 1993, p. 19).

Social media is an especially good way to store and revisit past experiences. Many online

platforms organize and present events and photos that occurred previously and display

them to users. Hence the inclusion of the third component of the self-identity motive,

"maintaining continuity of self-identity."

Overall, the self-identity motive is represented as the "underpinning" of the routes

to PO (Hillenbrand & Money, 2015). Interestingly, Hillenbrand and Money (2015)

suggest that when an individual uses language describing the target of their ownership

such as "my son," "my home," or "my basketball club" they are actually displaying

characteristics of *themselves* to others. For instance, "my son" infers the speaker is a

mother or a father, "my home" signals the ability to own a certain type of house, and "my

basketball club" implies the inclusion of the individual in the specific club. With the

many facets of individual concepts woven throughout PO literature, it is thought-

provoking that until recent years, many researchers studied the phenomenon through an

organizational lens. Hillenbrand and Money (2015) call for more research to be done with

PO in the individual realm. The desire to fulfill the self-identity motive by participation

in social media leads to the second set of proposed hypotheses:

> *Hypothesis 2a: A consumer's need for self-identity motivation is positively*
>
> *associated with consumer engagement.*
>
> *Hypothesis 2b: A consumer's need for self-identity motivation is positively*
>
> *associated with psychological ownership.*

2.2.3 Need for Home

Individuals have an inherent drive to obtain and preserve their property (Ardrey, 1966). While a literal home or piece of land is a typical object one desires to possess, the third psychological ownership motivation, a "need for a home," "addresses the individual's placement and understanding of him/herself in the time and space" (Pierce & Jussila, 2011, p. 44). As an individual becomes at home in their surroundings, whether this be truly at home, work, school, etc. they typically develop a sense of self and purpose and may feel the object of ownership is a part of themselves (Pierce & Jussila, 2011). Investment of resources such as time and emotions tend to make an object feel more like a home to an individual (Porteous, 1976).

Karahanna et al. (2015, p. 190) indicate a user's social media page can be viewed as "virtual personal territory." Many users incorporate a large amount of their self-identity in the personalization of their online space (i.e., page layouts, personalized quotes, biography, interests, photos, and content). In a psychological sense, the immense amount of emotional investment spent in curating one's personal page increases the consumer's sense of ownership over the virtual space. Goel et al. (2011) found users were more likely to return to a virtual environment after perceiving it as a "place" tied to a meaningful experience. Through time and energy spent to develop one's online territory, a sense of home and meaning may be derived (Karahanna et al., 2015). This leads to the third set of proposed hypotheses:

Hypothesis 3a: A consumer's need for home motivation is positively associated with consumer engagement.

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Hypothesis 3b: A consumer's need for home motivation is positively associated with psychological ownership.

2.2.4 Need for Stimulation

Activation and arousal effects are connected with ownership as possessions provide entertainment, trigger memory, and possibly the need to preserve and protect the object (Pierce & Jussila, 2011; Porteous, 1976). Pierce and Jussila (2011) propose individuals with a need for stimulation commonly fulfill arousal requirements by seeking out new and better possessions and disregarding old possessions. Moreover, attainment of new belongings leads consumers to experience a positive state (Pierce & Jussila, (2011). In a similar fashion, social media also fulfills arousal requirements for users. For instance, each time a user receives a "like" on social media, the experience produces dopamine in the body of the user. This is like a drug to the brain and can be addictive for some individuals (Burhan & Moradzadeh, 2020; Yates, 2017).

A related concept is optimum stimulation level (OSL). OSL is the optimal level of stimulation a person desires to establish and maintain (Kirk et al., 2015; Zuckerman et al., 1964). Some consumers require a higher optimum stimulation level and are more likely to seek risk, variety, and information (Kirk et al., 2015). We therefore posit individuals with a high propensity to seek stimulation may also be more inclined to engage on social media. This leads to the fourth set of proposed hypotheses:

Hypothesis 4a: A consumer's need for stimulation motivation is positively associated with consumer engagement.

Hypothesis 4b: A consumer's need for stimulation motivation is positively associated with psychological ownership.

2.3 Consumer-Brand Engagement

Consumers have been engaging with brands for centuries. Due to the relatively recent emergence of online platforms and the opportunity for online interaction, brand engagement has become a goal of organizations and gained substantial traction in the marketing literature (De Oliveira Santini et al., 2020). Harvard Business Review (2018) notes at least 90% of medium and large businesses have used social media marketing for the past five years or longer. CEOs and CMOs today understand nurturing a firm's relationships with customers is key to a sustainable competitive advantage (Van Doorn et al., 2010). Finally, Brodie et al. (2011) described engagement as a dynamic, multidimensional psychological concept that occurs within a specific set of situational conditions.

Three distinct stages or levels of engagement have been proposed by marketing scholars. Maslowska et al. (2016) define the three levels of engagement as: co-creating (i.e., participating in product development), participating (i.e., commenting on posts), and observing (i.e., viewing content). Muntinga et al. (2011) also suggest three stages of social media engagement: creating (i.e., user-generated content), contributing (i.e., commenting, rating), and consuming (i.e., observing and following). In alignment with prior engagement literature, the current study divided participants into three groups: content creators (i.e., users who created and submit their own content for the class social media page), engagers (i.e., users who liked, commented, and/or shared content created by others), and observers (i.e., users who only viewed the posts). A more complete description of the research design is included in a later section of this dissertation.

The definition of consumer brand engagement (CBE) has been debated in current academic literature. Two streams of thought regarding CBE are: the concept is a psychological state that maintains cognitive, affective, and behavioral components (Brodie et al., 2013; Hollebeek et al., 2014). A second group of scholars identifies the concept as simply behavioral (Obilo et al., 2021). Obilo et al. (2021) argue the cognitive and affective components of the traditional CBE scale developed by Hollebeek et al. (2014) are represented by other well-known constructs such as involvement, self-brand connection, brand attachment, brand usage intent, and attitudes towards the brand. While the behavioral perspective only is possible, a primary component of this research is the psychological characteristic of motivation. For this study, therefore, the Hollebeek et al. scale which specifically considers the cognitive and emotional aspects of engagement was considered the most appropriate.

To confirm the Hollebeek et al. scale accurately captures engagement, reliability and validity are assessed in Chapter IV – Data Analysis and Results of this dissertation. As conceptualized in this research and drawn from Hollebeek et al. (2014, p. 154), engagement is: "A consumer's positively valenced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interaction." More specifically, the "level of brand-related thought processing and elaboration in a particular consumer/brand interaction" is the cognitive dimension of CBE, the "degree of positive brand-related affect in a particular consumer/brand interaction" is the affective dimension of CBE, and the "level of energy, effort and time spent on a brand in a particular consumer/brand interaction" is the behavioral dimension of CBE (Hollebeek et al., 2014, p. 154).

PO and engagement have many similar characteristics. For example, PO develops over time and from the investment of oneself (Jussila et al., 2015) and engagement includes similar behaviors such as investment of time, self, and resources (Baker et al., 2021). Previous scholars have proposed PO as an antecedent of engagement (Baker et al., 2021; Kumar & Nayak, 2019). What has not been explored in the literature, however, are the mediating and direct effects of engagement on PO. Engagement as described by Hollebeek et al. (2014) assumes engagement is a psychological emotional state. We therefore propose engagement will invoke increased feelings of PO. This leads to the fifth and sixth proposed hypotheses:

Hypothesis 5: Consumer engagement is positively associated with psychological ownership.

Hypothesis 6a: Consumer engagement mediates the positive relationship between effectance motivation and psychological ownership.

Hypothesis 6b: Consumer engagement mediates the positive relationship between self-identity motivation and psychological ownership.

Hypothesis 6c: Consumer engagement mediates the positive relationship between need for home motivation and psychological ownership.

Hypothesis 6d: Consumer engagement mediates the positive relationship between stimulation motivation and psychological ownership.

2.4 Consumer-Brand Disidentification

The concept of consumer brand identification has been well developed by marketing scholars and has been shown to produce benefits for both firms and consumers

(Anaza et al., 2021; Lam et al., 2010; Lam et al., 2013; Wolter et al., 2016). Consumers often reinforce their own identity through their product choices when they perceive a match between their sense of self and the identity of a brand (Ruppel & Einwiller, 2021). The reverse, however, might also be true. Disidentification with a brand may occur in situations where consumers once identified themselves with the brand, then choose to reject the brand upon perceiving a disconnect between their sense of self and the brand's identity. The consumer's sense of self-identity may be strengthened through the action of rejection (Anaza et al., 2021). A dark side to identification emerges, therefore, when consumers discover a lack of identity congruence. A firm does not want consumers to distance themselves from their brand as this may lead to negative implications such as adverse emotions and negative word of mouth (Wolter et al., 2016). A lack of connection between a consumer and a brand's identity is referred to as consumer-brand disidentification. According to Anaza et al. (2021, p. 118), Consumer-brand disidentification is "a customer's self-perceived cognitive dissociation from a brand based on incongruent values and identity evaluations of oneself relative to the brand's self." Important to note, consumer-brand disidentification should not be confused with brand repulsion or brand hate, as consumers may not despise a brand simply because they do not identify with it (Anaza et al., 2021).

As described later in the pilot study of this research, some of the content submitted by participants was politically charged, inappropriate, or inconsistent with the personality of the brand (e.g., the particular principles of marketing class and "Here for the Content" – the class social media page representing the class) and was therefore not posted on the class social media page. As a result of their content not being posted some

participants appeared to develop lower levels of PO when their material was not utilized on the page. From observing these developments, the concept of consumer-brand disidentification emerged and became an additional component of the current research. These initial observations led to the seventh proposed hypothesis:

> *Hypothesis 7: Consumer-Brand Disidentification moderates the relationship between consumer brand engagement and psychological ownership.*

2.5 Attitude Toward and Enjoyment of Using a Brand

Major outcomes of PO, such as a consumer's attitude toward and enjoyment of using a brand, are also salient topics that could provide meaningful findings for marketers. These two outcomes of PO have been examined in prior research studies (Hair et al., 2016; Kamleitner & Feuchtl, 2015) and could extend current knowledge of factors that affect them. As a result, these outcomes were included for further study in this research. These factors lead to the eighth proposed hypothesis:

> *Hypothesis 8a: Psychological ownership is positively associated with a consumer's attitudes toward the brand.*
>
> *Hypothesis 8b: Psychological ownership is positively associated with a consumer's enjoyment of using the brand.*

CHAPTER III

METHODOLOGY

3.1 Participants

To test the hypothesized relationships, data were collected using a survey of undergraduate students in a large southern university in the United States. Since the focus of the research is on PO and engagement in a social media context, and young adults ages 18-29 make up the largest portion of social media users in the United States (Auxier & Anderson, 2021), university students are key informants on the topic. Utilization of students in this age range was appropriate, therefore, for the current research.

A total of 594 responses were received for the survey sent out in Time 1 (T1) and a total of 597 responses were received for the survey sent approximately two months later at Time 2 (T2). Removing individuals who failed attention checks, had straight line responses, or substantial missing data reduced the sample size to 471 at T1 and 490 for T2. Selecting the project associated with this study was optional and students who did not participate at all were still allowed to take the survey. Data for students who did not participate in the project were not analyzed due to small sample sizes. Removing data for students who did choose the research project brought the sample size for T1 to 435 and for T2 to 439. The group composition for T1 was 107 Content Creators, 192 Engagers,

and 136 Observers. The group composition for T2 was 113 Content Creators, 180 Engagers, and 146 Observers. The sample at T1 was comprised of 236 (54%) females, 186 (43%) males, and 13 (3%) individuals who identified as other or left gender blank. The mean age at T1 was 20 years and 316 (73%) respondents were Caucasian, 40 (9%) were African American, 24 (5%) were Asian, 25 (6%) were Latino/Hispanic, and 30 (7%) were other nationalities. The sample at T2 was comprised of 240 (55%) females, 194 (44%) males, and 5 (1%) individuals who identified as other or left gender blank. The mean age at T2 was 20 years and 323 (74%) respondents were Caucasian, 46 (10%) were African American, 21 (5%) were Asian, 26 (6%) were Latino/Hispanic, and 23 (5%) were other nationalities. See Table 1 for an overview of the representation of groups and their assigned responsibilities.

Table 1. *Groups and Responsibilities for Social Media Behavior Study*

Group	Responsibilities	Sample Size	
		T1	**T2**
Content Creators	Responsible for generating ideas, submitting photos and videos, captioning content for posts.	107	113
Engagers	Responsible for liking and/or commenting on posts.	192	180
Observers	Responsible for observing posts and submitting a form indicating observation. No other interaction required.	136	146
Total		**435**	**439**

3.2 Pilot Testing

A pilot test was performed with a small group of participants in the summer of 2021. Social media accounts (e.g., Instagram and Twitter) were created for the study.

Participants were allowed to choose between the "social media project" and an alternate project. They were informed the social media project was part of a research study on engagement but were not aware of any of the other concepts being studied. Participants were informed the page, titled "Here for the Content," was "their" page representing the brand of "their" principles of marketing class. A software package was used to randomly assign the participants to one of three groups. The groups to which they were assigned were "Content Creators," "Engagers," and "Observers."

The tasks assigned to each of the groups were different. Content creators were required to submit at least three items of content throughout the semester. Photos, ideas, or videos all counted as content. A meeting was held for content creators at the beginning of the semester to set the tone and goals for the page. Engagers were required to like, share, or comment on the posts in any capacity. Observers were only required to view the posts, then submit a form notifying the instructor that they did so. The survey at Time 1 (T1) was sent out in early June, after students had been participating in the project for approximately two weeks. The survey at Time 2 (T2) was sent out at the end of June, after students had been participating in the project for approximately four weeks. With sample sizes of 40 at Time 1 and 33 at Time 2, data was not sufficient to analyze. However, the average mean of PO increased from T1 to T2. It was also qualitatively observed during the pilot test that randomly assigning individuals to create content or engage when they were not eager to do so, appeared to lead to feelings of consumer disidentification and not PO. Therefore, it was deemed appropriate to allow students to self-select their groups for the main study in the fall of 2021.

3.3 Procedure

The primary research study was performed in the fall of 2021. Social media accounts (i.e., Instagram and Twitter) previously created in the summer of 2021 were used for the study. Students were allowed to choose between the "social media project" and an alternate project. They were informed that the social media project was part of a dissertation study on engagement but were not aware of any of the other concepts being studied. Students were allowed to choose to be in one of three groups but were not allowed to switch after selecting their group. Students were informed that the page, titled "Here for the Content," was "their" page representing the brand of "their" principles of marketing class. The groups available to choose from were "Content Creators," "Engagers," and "Observers." Content creators were required to submit at least five items of content throughout the semester. Photos, ideas, or videos all counted as content. A meeting was held for Content Creators at the beginning of the semester to set the tone and goals for the page. Engagers were required to like, share, or comment on the posts in any capacity. Observers were only required to view the posts, then submit a form notifying the instructor that they did so. The survey at Time 1 was sent out at the end of September, after students had been participating in the project for approximately one month. The survey at Time 2 was sent out at the end of November, after students had been participating in the project for approximately three months. Both surveys included the scale items along with demographic information such as gender, age, ethnicity, major, and four-year classification. At the beginning of the survey, respondents were asked to confirm that they were proficient in the English language to proceed. Attention checks such as "Select three for this question" were spaced throughout the surveys. Consistent

with guidance from Podsakoff et al. (2003), scale points ranged from one to seven and zero to ten and anchors were altered throughout the survey to reduce systematic influence on responses.

3.4 Measures

3.4.1 Psychological Ownership Motivations

3.4.1.1 Stimulation.

Stimulation was measured using the seven item scale (Steenkamp & Baumgartner, 1992) of the change seeking index (α = .84). This scale was chosen to represent stimulation based on Kirk et al. (2015) indicating the optimum stimulation level was relative to an individual's stimulation arousal requirement in a PO context. A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "I am continually seeking new ideas and experiences."

3.4.1.2 Self-Identity.

Self-Identity was measured by the Karahanna et al. (2015) eight item scale of self-identity (α = .90). A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "I feel a need to develop a sense of self-identity."

3.4.1.3 Efficacy and Effectance.

Efficacy and effectance were also measured by the Karahanna et al. (2015) two item scale of efficacy and effectance (α = .77). A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "I need to feel competent."

3.4.1.4 Having a Place.

Having a place was measured by the two item scale (Karahanna et al., 2015) representing having a place (α = .88). A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "I need to have a safe and secure place like home."

3.4.1.5 Consumer Engagement.

Consumer Engagement was measured with the Hollebeek et al. (2014) ten item scale of consumer engagement (α = .93). A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "Engaging with 'Here for the Content' gets me excited to think about Mkt 3401." Consumer Engagement was modeled as a higher order construct with three subcomponents: cognitive processing, affection, and activation.

3.4.1.6 Psychological Ownership.

Psychological ownership was measured by the Fuchs et al. (2010) six item scale of PO (α = .95). A 10-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (10). A sample item is "I believe 'Here for the Content' incorporates a part of myself."

3.4.1.7 Consumer-Brand Disidentification.

Consumer-brand disidentification was measured by the Anaza et al. (2021) twelve item scale of consumer-brand disidentification (α = .96). A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "The identity of 'Here for the Content' does not represent me."

3.1.4.8 Attitude Towards the Brand.

Attitude towards the brand was measured by the Goldsmith et al. (2000) one-item scale of attitude towards the brand. A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "My overall impression of the class social media page is good."

3.4.1.9 Enjoyment of Using.

Enjoyment of using was measured by the Fuchs et al. (2010) one item scale of having a place. A 7-point Likert scale was used with anchors of *Strongly Disagree* (1) to *Strongly Agree* (7). A sample item is "Compared to other social media pages, it is more fun to interact with 'Here for the Content'."

In the next chapter, the data analysis of the theoretical model using these scales is described. The analysis applies the method of partial least squares structural equation modeling (PLS-SEM). A two-step process is followed by first completing a confirmatory composite analysis (CCA) to assess the measurement models (Hair et al., 2020). As a second step, the structural model results were evaluated to assess the causal-predictive relationships between the constructs (Hair et al., 2022). The SmartPLS3 software (Ringle et al., 2015) was applied to execute the PLS-SEM statistical analysis.

CHAPTER IV

DATA ANALYSIS AND RESULTS

To determine if there was a significant relationship between the PO of the participants in T1 and T2, a paired-samples *t*-test was conducted (Hair, Black, et al., 2019). Results indicated PO did increase over time and statistical significance between the group means was found in the complete group and the engager group. Results from the paired-samples *t*-test are shown in Table 2.

Table 2. *Increase in Psychological Ownership from T1 to T2*
Paired-Samples T-Test

	N	T1		T2		*t*-value	*P* (2-tailed)
		Mean	*SD*	Mean	*SD*		
Complete	435	4.28	2.06	4.85	2.53	3.52	0.000
Content Creators	107	4.81	1.69	5.22	2.00	-1.76	0.081
Engagers	180	4.33	2.28	5.16	2.62	3.26	0.001
Observers	136	3.75	1.85	4.16	2.64	1.36	0.174

To determine if there were differences in the level of PO between groups in the final results a one-way ANOVA with T2 data was also executed (Hair, Black, et al., 2019).

Results showed an overall significance $p = .001$ and an F-value of 7.516. Analysis of Post

Hoc test results indicated statistically significant differences between content creators and

observers ($p = .002$) as well as engagers and observers ($p = .003$). But differences

between content creators and engagers ($p = .991$) were not statistically significant. This

result is most likely due to the similar psychological aspects of both creating and

engaging.

4.1 Partial Least Squares Structural Equation Modeling

Partial Least Squares Structural Equation Modeling (PLS-SEM) was performed

utilizing the SmartPLS 3 software package to examine the moderated mediation path

model with reflectively measured constructs (Ringle et al., 2015). The statistical objective

of PLS-SEM is maximizing the variance explained in the dependent variables. In

contrast, covariance-based SEM (CB-SEM) focuses on optimizing the statistical

objective of minimizing the differences between the observed and estimated covariance

matrices (Hair et al., 2012; Hair, Risher, et al., 2019). As PLS-SEM follows a causal-

predictive paradigm, it is the method of choice when testing the predictive power of a

model established on theory and logic is the overriding goal (Hair et al., 2022). Based on

explaining and predicting theories (Gregor, 2006), the causal-predictive logic allows

PLS-SEM to be well-equipped for investigation of models utilizing an explanation and

prediction approach as PLS-SEM employs a balance of machine learning methods

(predictive in nature) and CB-SEM (focused on model fit and confirmation; Hair et al.,

2022). PLS-SEM also obtains good solutions with smaller sample sizes (Hair, Sarstedt, &

Ringle, 2019) and is a superior approach compared to PROCESS when mediation is

assessed (Sarstedt et al., 2020). Based on the statistical objective of the research and the sample sizes of the individual groups, PLS-SEM is considered the more appropriate analytical tool for this research.

The components of the model were selected based on knowledge of psychological ownership theory and the ability to answer our research questions in the context of social media research. Consumer-brand disidentification was added after performing a qualitative analysis during the pilot study upon noticing that participants appeared to disidentify with the brand (e.g., the social media page for the principles of marketing class) when they provided content and/or comments that were not utilized on the page. The four motivational constructs: stimulation, self-identity, effectance, and having a place are independent variables. Consumer-brand engagement is a mediating variable and was modeled as a higher order construct based on a literature review of existing engagement theory. In addition, an exploratory factor analysis performed with all indicators of consumer-brand engagement indicated the existence of distinct subcomponents. Consistent with Hollebeek et al.'s (2014) suggestions, our assessment specified the three distinct subcomponents of consumer-brand engagement as follows: cognitive processing, affection, and activation. Consumer-brand disidentification is a moderating variable. The dependent variables are PO and consumer attitude towards and enjoyment of using the brand. Detailed discussion of the results of the analysis appears in the following sections. Table 3 includes descriptive statistics, means, standard deviations, and correlations for all variables.

Variable	Mean	SD	1	2	3	4	5	6	7	8
1. Effectance	5.91	0.98								
2. Self-identity	5.45	1.13	0.50***							
3. Need for Home	5.94	1.19	0.51***	0.51***						
4. Stimulation	4.99	1.08	0.13**	0.38***	0.13**					
5. Engagement	5.16	1.20	0.15**	0.27***	0.17***	0.21***				
6. Disidentification	2.95	1.36	-0.03	-0.07	-0.06	-0.12*	-0.62***			
7. Psychological Ownership	4.83	2.53	0.06	0.16**	0.06	0.13**	0.66***	-0.62***		
8. Attitude to Brand	6.27	0.99	0.22***	0.19***	0.20***	0.15**	0.54***	-0.44***	0.31***	
9. Enjoyment of Using Brand	5.12	1.49	0.06	0.13**	0.07	0.16**	0.64***	-0.50***	0.50***	0.54***

Notes. $N = 439$; *$p < .05$; **$p < .01$; ***$p < .001$.

4.2 Measurement Model Evaluation – PLS-SEM

Confirmatory composite analysis (CCA) is a measurement assessment approach similar to the CB-SEM procedure of confirmatory factor analysis (CFA). CCA was used to assess the measurement models (Hair et al., 2020). Four models were analyzed: the "complete" data set, "content creators," "engagers," and "observers." Item loadings which were below the recommended threshold of .70 (Hair, Matthews, et al., 2017) were removed. Cronbach's alpha has been noted to represent a lower bound of internal consistency reliability with composite reliability representing an upper bound and ρ_A usually lying in between the two bounds. ρ_A is a good representation of internal consistency reliability assuming the factor model is correct (Hair, Risher, et al., 2019). Cronbach's alpha, ρ_A, and composite reliability for all models was above the recommended threshold of .70 (Hair, Matthews, et al., 2017), and convergent validity based on average variance extracted (AVE) indicated all constructs were above .50 (Hair et al., 2011). Discriminant validity is supported using the heterotrait-monotrait (HTMT) method (Henseler et al., 2016). All HTMT ratios except one were below .85. The only

exception was cognitive processing, a component of consumer-brand engagement, which was slightly above at .905 for the total sample.

4.3 Structural Model Evaluation – PLS-SEM

A six-step approach to structural model evaluation, an extension of the CCA approach (Hair et al., 2020), was executed. The assessment of multicollinearity, path coefficients and significance, R^2 total variance explained in the endogenous constructs, exogenous construct f^2 effect sizes, endogenous construct Q^2 and out-of-sample prediction according to PLS predict (Merkle et al., 2020, p. 427) was performed. The variance inflation factor (VIF) of inner relationships for all relevant constructs is below 3.0 (Hair, Risher, et al., 2019). The PLS bootstrapping procedure was used to assess statistical significance of the path coefficients. Bias-corrected confidence intervals were produced using 10,000 samples. The specific results from the model with the complete dataset are shown in Figure 1 and results from datasets separated by group (complete, content creators, engagers, and observers) can be found in Tables 4–6, with a discussion of the direct and indirect relationships following the figure and tables.

Table 4. *Comparison of R ^{2} Values by Social Media Behavior Groups*

	Complete	Content Creators	Engagers	Observers	Excluding Consumer-Brand Disidentification - Engagers
Construct	R^2	R^2	R^2	R^2	R^2
Consumer Brand Engagement	0.08	0.20	0.09	0.10	0.09
Cognitive Processing	0.83	0.77	0.88	0.74	0.88
Affection	0.84	0.82	0.89	0.74	0.89
Activation	0.67	0.65	0.72	0.59	0.72
Psychological Ownership	0.52	0.51	0.60	0.46	0.58
Enjoyment of Using	0.26	0.17	0.26	0.31	0.26
Attitude Towards the Brand	0.11	0.05	0.13	0.10	0.13

Table 5. *Structural Model Path Analysis of Hypothesis Testing*

Path	Complete				Content Creators				Engagers				Observers				Excluding Consumer-Brand Disidentification - Complete			
	B (Effect)	P-value	Hypothesis	Supported	B (Effect)	P-value	Hypothesis	Supported	B (Effect)	P-value	Hypothesis	Supported	B (Effect)	P-value	Hypothesis	Supported	B (Effect)	P-value	Hypothesis	Supported
Direct Effects																				
Effectance → CBE	0.04	0.51	1a	No	0.01	0.94	1a	No	-0.01	0.91	1a	No	0.16	0.14	1a	No	0.04	0.26	1a	No
Effectance → PO	-0.03	0.55	1b	No	0.01	0.92	1b	No	0.07	0.28	1b	No	-0.13	0.16	1b	No	-0.03	0.29	1b	No
Self Identity → CBE	0.14	0.03	2a	Yes	-0.04	0.71	2a	No	0.21	0.04	2a	Yes	0.08	0.51	2a	No	0.14	0.01	2a	Yes
Self Identity → PO	0.07	0.15	2b	No	0.18	0.08	2b	No	-0.01	0.87	2b	No	0.08	0.43	2b	No	0.07	0.07	2b	No
Need for Home → CBE	0.06	0.32	3a	No	0.12	0.28	3a	No	0.11	0.24	3a	No	-0.04	0.72	3a	No	0.06	0.16	3a	No
Need for Home → PO	-0.05	0.24	3b	No	-0.19	0.04	3b	Yes	-0.05	0.36	3b	No	-0.02	0.79	3b	No	-0.05	0.12	3b	No
Stimulation → CBE	0.16	0.00	4a	Yes	0.43	0.00	4a	Yes	0.06	0.63	4a	No	0.20	0.04	4a	Yes	0.16	0.00	4a	Yes
Stimulation → PO	-0.02	0.67	4b	No	-0.01	0.85	4b	No	-0.02	0.76	4b	No	-0.02	0.85	4b	No	-0.02	0.33	4b	No
CBE → PO	0.45	0.00	5	Yes	0.54	0.00	5	Yes	0.48	0.00	5	Yes	0.40	0.00	5	Yes	0.45	0.00	5	Yes
PO → Attitude towards the Brand	0.33	0.00	8a	Yes	0.21	0.02	8a	Yes	0.36	0.00	8a	Yes	0.32	0.00	8a	Yes	0.33	0.00	8a	Yes
PO → Enjoyment of Using	0.51	0.00	8b	Yes	0.42	0.00	8b	Yes	0.51	0.00	8b	Yes	0.55	0.00	8b	Yes	0.51	0.00	8b	Yes
Indirect Relationships (Mediation)																				
Effectance → CBE → PO	0.02	0.51	6a	No	0.00	0.95	6a	No	-0.01	0.91	6a	No	0.06	0.18	6a	No	0.02	0.26	6a	No
Self Identity → CBE → PO	0.06	0.04	6b	Yes	-0.02	0.72	6b	No	0.10	0.05	6b	No	0.03	0.55	6b	No	-0.06	0.02	6b	Yes
Need for Home → CBE → PO	0.03	0.33	6c	No	0.07	0.31	6c	No	0.05	0.26	6c	No	-0.02	0.74	6c	No	0.02	0.16	6c	No
Stimulation → CBE → PO	0.07	0.00	6d	Yes	0.23	0.00	6d	Yes	0.03	0.64	6d	No	0.08	0.10	6d	No	0.07	0.00	6d	Yes
Indirect Relationship (Moderation)																				
CBE*Brand Disidentification → PO	-0.02	0.68	7	No	0.04	0.50	7	No	-0.10	0.00	7	Yes	0.05	0.45	7	No	N/A	N/A	N/A	N/A

Note. N = 439   *Note. N* = 113   *Note. N* = 180   *Note. N* = 146   *Note. N* = 439

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Table 6. *Effect Sizes and Bias Corrected Confidence Intervals of Direct Effects and Indirect Relationships (Mediation and Moderation)*

Path	Complete			Content Creators			Engagers			Observers			Excluding Consumer-Brand Disidentification - Complete		
	f^2 (Effect Size)	Confidence Interval 5%	Confidence Interval 95%	f^2 (Effect Size)	Confidence Interval 5%	Confidence Interval 95%	f^2 (Effect Size)	Confidence Interval 5%	Confidence Interval 95%	f^2 (Effect Size)	Confidence Interval 5%	Confidence Interval 95%	f^2 (Effect Size)	Confidence Interval 5%	Confidence Interval 95%
Direct Effects															
Effectance → CBE	0.00	-0.81	0.11	0.00	-0.20	0.17	0.01	-0.18	0.12	0.01	0.00	0.35	0.01	-0.06	0.13
Effectance → PO	0.00	-0.13	0.05	0.00	-0.16	0.25	0.01	-0.04	0.17	0.02	-0.29	0.01	0.01	-0.11	0.07
Self Identity → CBE	0.00	0.05	0.24	0.00	-0.26	0.11	0.00	0.06	0.39	0.00	-0.15	0.25	0.01	0.04	0.24
Self Identity → PO	0.01	-0.01	0.15	0.07	0.05	0.36	0.00	-0.14	0.10	0.01	-0.07	0.26	0.01	0.05	0.22
Need for Home → CBE	0.00	-0.04	0.15	0.04	-0.08	0.31	0.00	-0.03	0.25	0.00	-0.24	0.13	0.01	-0.04	0.16
Need for Home → PO	0.00	-0.11	0.04	0.03	-0.33	-0.03	0.00	-0.15	0.05	0.00	-0.16	0.12	0.01	-0.11	0.05
Stimulation → CBE	0.01	0.06	0.23	0.02	0.26	0.56	0.00	-0.33	0.15	0.02	-0.21	0.32	0.02	0.06	0.23
Stimulation → PO	0.00	-0.09	0.05	0.00	-0.13	0.13	0.00	-0.15	0.08	0.00	-0.18	0.09	0.01	-0.04	0.12
CBE → PO	0.30	0.33	0.53	0.69	0.38	0.65	0.32	0.34	0.59	0.23	0.20	0.58	0.23	0.35	0.53
PO → Attitude towards the Brand	0.12	0.25	0.40	0.05	0.05	0.37	0.15	0.26	0.46	0.11	0.21	0.42	0.12	0.25	0.40
PO → Enjoyment of Using	0.36	0.45	0.57	0.21	0.27	0.54	0.35	0.41	0.60	0.44	0.45	0.63	0.36	0.45	0.57
Indirect Relationships (Mediation)															
Effectance → CBE → PO	N/A	-0.04	0.05	N/A	-0.12	0.09	N/A	-0.09	0.06	N/A	0.01	0.16	N/A	-0.03	0.06
Self Identity → CBE → PO	N/A	0.02	0.12	N/A	-0.14	0.07	N/A	0.03	0.21	N/A	-0.06	0.12	N/A	0.02	0.13
Need for Home → CBE → PO	N/A	-0.02	0.07	N/A	-0.04	0.19	N/A	-0.01	0.13	N/A	-0.10	0.05	N/A	-0.02	0.07
Stimulation → CBE → PO	N/A	0.03	0.11	N/A	0.13	0.33	N/A	-0.17	0.08	N/A	-0.05	0.15	N/A	0.03	0.12
Indirect Relationship (Moderation)															
CBE*Brand Disidentification → PO	0.00	N/A	N/A	0.00	N/A	N/A	0.03	N/A	N/A	0.00	N/A	N/A	N/A	N/A	N/A

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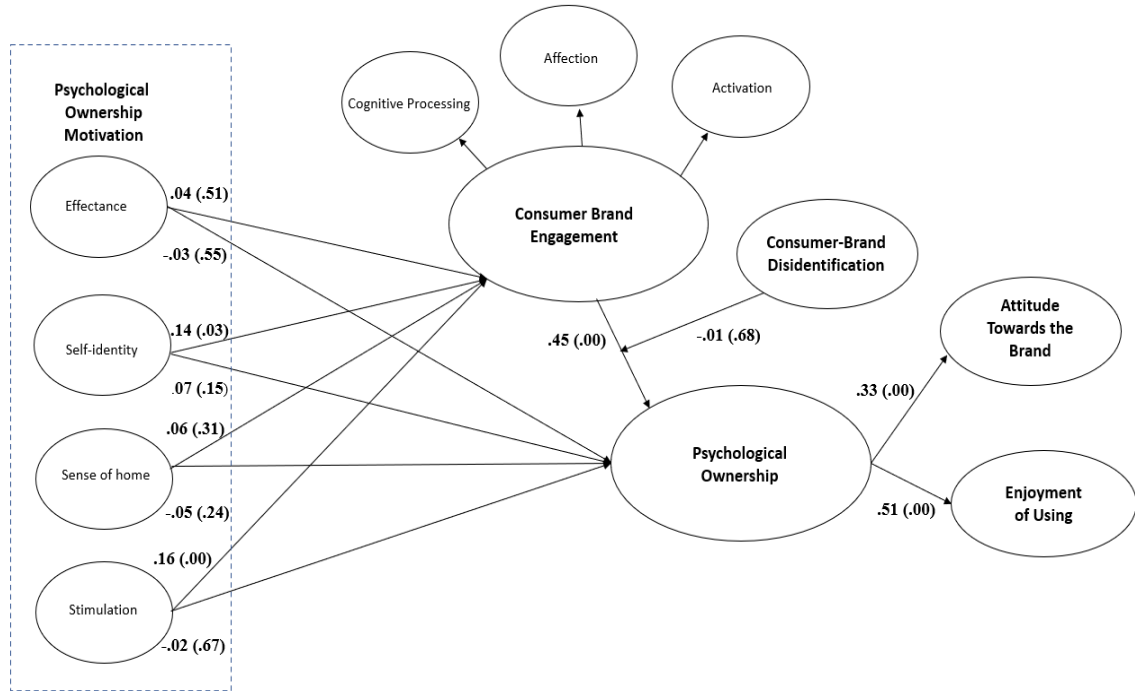
Figure 3. Structural Model of Consumer Brand Engagement Mediating the Relationship Between Psychological Ownership Motivations and Psychological Ownership and Consumer Perceptions; Including the Moderating Role of Consumer-Brand Disidentification. (Including All Groups).

4.3.1 Direct Relationships

The results do not support Hypothesis 1a stating that effectance motivation is positively associated with CBE for all groups. Hypothesis 1b stating that effectance motivation is positively associated with PO is not supported for all groups. In contrast, Hypothesis 2a stating self-identity motivation is positively associated with CBE is supported with significant results for the complete and engager groups. The results do not support Hypothesis 2b stating that self-identity motivation is positively associated with PO for all groups. Hypothesis 3a stating need for home motivation is positively associated with CBE is not supported for all groups. Hypothesis 3b stating need for home

motivation is positively associated with PO is supported only for the content creator

group. The results support Hypothesis 4a stating that stimulation motivation is positively

associated with CBE for all groups except the engager group. Hypothesis 4b stating that

stimulation motivation is positively associated with PO is not supported for all groups.

Hypothesis 5 stating CBE is positively associated with PO is supported with significant

results for all groups. Hypotheses 6 and 7 can be found in subsequent sections.

Hypothesis 8a stating that PO is positively associated with a consumer's attitudes toward

the brand is supported for all groups. Last, Hypothesis 8b stating that PO is positively

associated with a consumer's enjoyment of using the brand is supported for all groups.

These findings are an intriguing addition to PO literature. Most prior theoretical

literature represented PO as an antecedent to CBE (Baker et al., 2021; Kumar, 2020;

Kumar & Nayak, 2019). These results reveal a strong significant relationship between

CBE as an antecedent and PO as an outcome. The results indicate, therefore, that firms

can increase a consumer's level of PO, and ultimately enjoyment of using and attitude

towards the brand, by encouraging customer engagement activities. More discussion on

ways a brand can encourage engagement are provided in the implications section.

4.3.2 Indirect Relationships – Mediation

A mediating variable can be found in between an exogenous and endogenous

variable and altering the relationship between the relationship between the two variables

(Hair, Sarstedt, et al., 2017). The bootstrapping function in was applied to determine

meaningful indirect effects on the mediation relationships. The bootstrapping process

creates subsamples of randomly drawn observations and facilitates solutions for complex

models with small sample sizes (Hair, Sarstedt, et al., 2017; Sarstedt et al., 2020).

Hypothesis 6a stating that CBE mediates the positive relationship between effectance motivation and PO is not supported for all groups. Hypothesis 6b stating that CBE mediates the positive relationship between self-identity motivation and PO is not supported, with the exception of the complete group. Hypothesis 6c stating that CBE mediates the positive relationship between need for home motivation and PO is not supported for all groups. Hypothesis 6d stating that CBE mediates the positive relationship between stimulation motivation and PO is supported for the complete group and the content creator group.

4.3.3 Indirect Relationships – Moderation

When a third construct changes the direction or strength of the relationship between two other constructs, moderation is said to be present. Therefore, moderation is a means to assess heterogeneity in the data set (Hair, Sarstedt, et al., 2017). We propose with Hypothesis 7 that consumer-brand disidentification moderates the relationship between CBE and PO. Testing of Hypothesis 7 revealed CBI significantly moderates the relationship between CBE and PO for participants in the engager group. Results were not significant for the content creator and observer groups.

As psychological ownership theory proposes investment of oneself leads to PO, our results show that possibly too much or too little investment acts as a buffer for brand disidentification. For instance, content creators had a high amount of investment in the target and observers had a low amount of investment, and brand disidentification did not affect the relationship between CBE and PO for these groups. However, since the moderation was quite significant, it is possible consumers who perform low investment engagement activities such as liking and commenting remain sensitive to their level of

identification with a brand. In addition, perhaps consumers who create content have

enough identification with the brand that when the firm does something that would

normally cause them to disidentify, they are unaffected. On the other end of the spectrum,

perhaps consumers who simply observe posts on a page have such a low level of

identification with the brand that when the firm does something that would normally

cause them to disidentify, they are also unaffected. The moderation relationships are

displayed in the simple slope analysis shown in Figure 4.
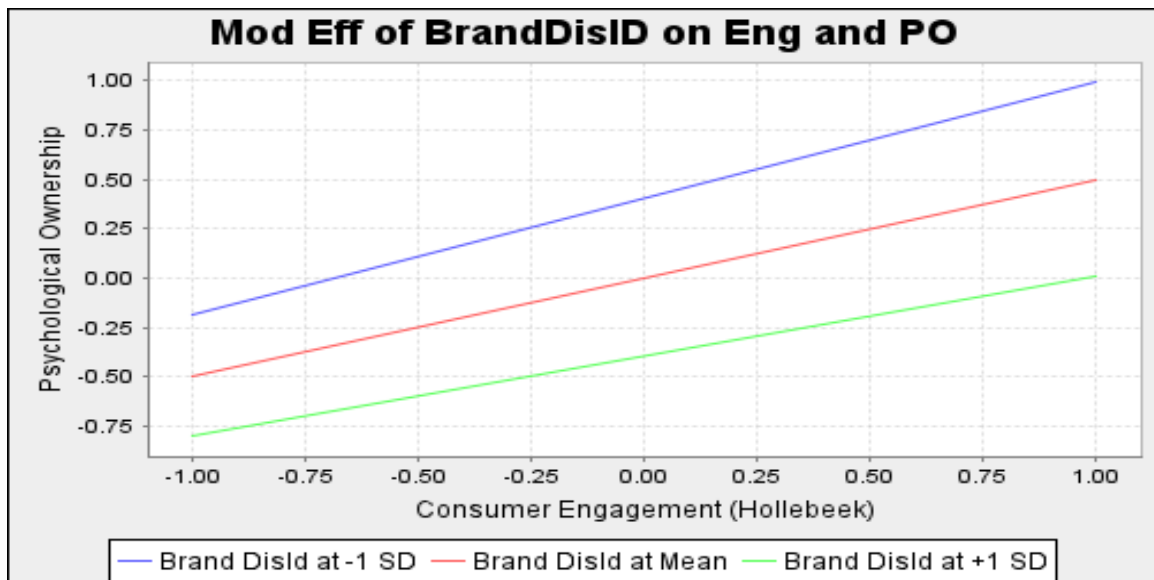
Figure 4. Moderating Effect of Brand Disidentification on CBE and PO for Participants
in the Engager Group.

4.3.4 In-Sample Explanatory Power and Out-of-Sample Prediction

A common metric used to assess structural model prediction is the coefficient of

determination, or R^2. The R^2 measures in-sample explanation for endogenous constructs

(Hair et al., 2020). Therefore, the R^2 represents an in-sample metric of explanatory ability

for the sample used in the data analysis and is not an indication of explanatory ability for

inferences to the population (Rigdon, 2012; Sarstedt et al., 2014; Shmueli et al., 2019). R^2

values range from 0-1, however, a value of 0 or 1 is seldom to occur. Larger R^2 values

indicate greater explanatory power (Hair, Sarstedt, & Ringle, 2019). The R^2 values for

the constructs can be found in Table 3.

Another measure of the structural model's explanatory power is the effect size

represented by f^2. The f^2 is a means to assess explanatory ability for each independent

construct and is also considered a measurement of in-sample explanation. Effect size

values ranging from .02 – .15 are deemed small, ranging from .15 – .35 are deemed

medium, and > .35 are deemed large (Cohen, 2013; Hair et al., 2020). Effect size values

can be found in Table 6. As can be seen, the f^2 value for the effect of CBE on PO for

observer, engagers, and content creators was .231, .324, and .687 respectively. Therefore,

the effect sizes on the relationship between CBE and PO increased as the involvement

with the project increased. These results are in line with the notion in psychological

ownership theory that investment of oneself is a cause of PO. That is, as an individual

invests time and resources into a target, PO tends to increase.

The last two steps of the CCA structural model evaluation process are

assessments of out-of-sample prediction using the PLSpredict procedure (Hair et al.,

2020). Out-of-sample prediction is a more meaningful metric for assessing the extent to

which the sample data results can be used to infer to the population. In-sample prediction

is likely to overstate the predictive ability of the model as the same sample is used to

estimate the model and predict responses. This may be referred to as an overfitting

problem and indicates the model has a poor capability of predicting observations not included in the original sample (Hair et al., 2020).

The first step is to review the Q^2 metric for endogenous constructs. While Q^2 is considered by many scholars an adequate assessment of out-of-sample predictive power, it is not as strong of a prediction metric as the PLSpredict prediction metric described next. Any value larger than 0 provides a baseline indication the PLS model has in-sample predictive power (Hair et al., 2020). Q^2 results for all groups examined were greater than 0, except for three items in the content creator group. Overall, results indicate meaningful out-of-sample predictions.

Last, the PLSpredict procedure provides a way to assess out-of-sample prediction power utilizing a hold-out sampling approach along with a comparison of all single-item error terms estimated under a linear regression compared to the error terms generated from the PLSpredict modeling approach (Shmueli et al., 2019). Analyzed for the PO construct, all RMSE and MAE values were larger than the naïve linear model (LM) benchmark in the complete model, indicating a lack of predictive power. All RMSE and MAE values were smaller than the naïve LM benchmark, except for one MAE value for the content creator model, indicating high predictive power. The majority of RMSE and MAE values were larger than the naïve LM benchmark for the engager model, indicating low predictive power. The majority of the RMSE and MAE values were larger than the naïve LM benchmark for the observer model, indicating low predictive power (Hair et al., 2020). These results indicate that similar results are likely to be present in real-world situations for groups of individuals who are inclined to produce user generated content. In short, marketers should develop strategies to encourage users to create their own content

for a brand, thus leading to higher PO and ultimately more loyal customers. See Table 7 for results of PLSpredict analysis.

Table 7. *Results of PLSpredict*

	Complete					Content Creators					Engagers					Observers				
	PLS	LM	PLS	LM	PLS	PLS	LM	PLS	LM	PLS	PLS	LM	PLS	LM	PLS	PLS	LM	PLS	LM	PLS
	RMSE		MAE		Q²_predict	RMSE		MAE		Q²_predict	RMSE		MAE		Q²_predict	RMSE		MAE		Q²_predict
PO1	2.66	2.56	2.20	2.07	0.18	2.64	2.98	2.09	2.39	0.03	2.61	2.80	2.15	2.24	0.23	2.83	2.85	2.38	2.27	0.14
PO2	2.38	2.13	1.93	1.69	0.29	2.11	2.06	1.67	1.67	0.15	2.27	2.27	1.84	1.83	0.36	2.67	2.74	2.22	2.10	0.19
PO3	2.51	2.26	2.06	1.81	0.21	2.37	2.32	1.92	1.80	0.08	2.52	2.47	2.06	1.96	0.25	2.67	2.70	2.22	2.10	0.13
PO4	2.36	2.21	1.84	1.71	0.29	2.11	2.39	1.62	1.78	0.23	2.40	2.46	1.86	1.87	0.29	2.50	2.44	1.99	1.89	0.24
PO5	2.39	2.14	1.94	1.69	0.31	2.06	2.17	1.62	1.73	0.24	2.44	2.35	2.00	1.84	0.33	2.53	2.25	2.07	1.75	0.24
PO6	2.56	2.45	2.10	1.92	0.20	2.35	3.03	1.86	2.25	0.10	2.61	2.59	2.19	2.08	0.23	2.75	2.87	2.24	2.20	0.12

4.3.5 Multigroup Analysis

Multigroup Analysis (MGA) is an analytical method used in PLS to compare model estimation results across different groups (Henseler et al., 2016). An objective of this research was to determine if PO and psychological ownership motives varied according to different engagement activities (creating content, liking/commenting, and observing). To evaluate and interpret this comparison, MGA was performed. Before performing MGA, the measurement invariance of composite models (MICOM) process should be executed. When measurement invariance (also referred to as equivalence) is established, researchers can conclude that the measurement model for the multiple groups are equivalent. That is, the measurement models represent the same attributes and different model estimation parameters are the result of differences between the groups and not due to dissimilar meanings of the latent variables and constructs (Matthews, 2017). The MICOM procedure compares group parameters and identifies whether the

measurement models can be characterized as exhibiting full measurement invariance, partial measurement invariance, or no measurement invariance (Henseler et al., 2016; Matthews, 2017). The MICOM process consists of three stages, including configural invariance, compositional invariance, and equality of composite mean values and variances (Hair, Sarstedt, et al., 2017).

The first step of the MICOM procedure is to test for configural invariance. This is done by assuring all constructs were designed as equivalent in the survey development process, all data was treated equally (i.e., reverse coding, missing value treatment, dummy coding), item loadings on each construct are invariant across groups, and all algorithm settings are identical. For this research, the survey development and data treatment for all groups as well as the PLS path models were identical. Therefore, the criterion for configural invariance is confirmed.

The second step of the MICOM procedure is to examine compositional invariance, also identified as partial invariance. Compositional invariance is achieved when the indicator variables for the composites are the same for all groups included in the MGA (Henseler et al., 2016). This process involves creating composite scores of the constructs that are statistically equal across groups (Dijkstra & Henseler, 2011). The permutation test utilizes a nonparametric test to statistically assess compositional invariance. To do so, the process calculates correlations between the composite scores derived from the weights of one group compared to the composite scores from the weights of the second group. If the correlation c is significantly different from the empirical distribution of C_u (shown in the 5% quartile column; Henseler et al., 2016), then compositional invariance is not established. As shown in Tables 8 to 10, all original

correlations are equal to or greater than the 5% quantile correlations (shown in the 5%

column), indicating compositional invariance has been demonstrated for all constructs.

Table 8. *MICOM Step 2 Results Report - Content Creators and Engagers*

	Original Correlation	Correlation Permutation Mean	5.00%	Permutation p-Values
Activation	1.00	1.00	1.00	0.17
Affection	1.00	1.00	1.00	0.57
Attitude Towards the Brand	1.00	1.00	1.00	0.49
Brand Disidentification	1.00	1.00	1.00	0.03
Cognitive Processing	1.00	1.00	1.00	0.67
Consumer-Brand Engagement	1.00	1.00	0.99	0.28
Effectance Motive	0.97	0.95	0.76	0.34
Enjoyment of Using	1.00	1.00	1.00	
Moderating Effect of Consumer-brand Disidentification	1.00	1.00	1.00	0.10
Need for Home Motive	1.00	1.00	0.99	0.85
Psychological Ownership	1.00	1.00	1.00	0.54
Self Identity Motive	0.98	0.99	0.97	0.15
Stimulation Motive	0.97	0.97	0.92	0.34

Table 9. *MICOM Step 2 Results Report - Content Creators and Observers*

	Original Correlation	Correlation Permutation Mean	5.00%	Permutation p - Values
Activation	1.00	1.00	1.00	0.04
Affection	1.00	1.00	1.00	0.35
Attitude Towards the Brand	1.00	1.00	1.00	0.07
Brand Disidentification	1.00	1.00	1.00	0.54
Cognitive Processing	1.00	1.00	1.00	0.06
Consumer-Brand Engagement	0.99	0.99	0.99	0.17
Effectance Motive	0.95	0.96	0.86	0.16
Enjoyment of Using	1.00	1.00	1.00	
Moderating Effect of Consumer-brand Disidentification	1.00	1.00	1.00	
Need for Home Motive	1.00	0.98	0.94	0.58
Psychological Ownership	1.00	1.00	1.00	0.85
Self-Identity Motive	0.99	0.98	0.93	0.53
Stimulation Motive	1.00	0.99	0.98	0.61

Table 10. *MICOM Step 2 Results Report - Engagers and Observers*

	Original Correlation	Correlation Permutation Mean	5.00%	Permutation *p*-Values
Activation	1.00	1.00	1.00	0.46
Affection	1.00	1.00	1.00	0.54
Attitude Towards the Brand	1.00	1.00	1.00	0.10
Brand Disidentification	1.00	1.00	1.00	0.10
Cognitive Processing	1.00	1.00	1.00	0.03
Consumer-Brand Engagement	1.00	1.00	0.99	0.34
Effectance Motive	1.00	0.99	0.95	0.53
Enjoyment of Using	1.00	1.00	1.00	0.36
Moderating Effect of Consumer-brand Disidentification	1.00	1.00	1.00	0.09
Need for Home Motive	1.00	1.00	0.98	0.33
Psychological Ownership	1.00	1.00	1.00	0.91
Self-Identity Motive	1.00	0.99	0.96	0.60
Stimulation Motive	0.96	0.91	0.70	0.70

The third step in the MICOM process is assessing the composites' equality of mean values and variances across groups. If evidence of invariance is present, the mean original difference should fall within the lower (2.5%) and upper (97.5%) boundaries (within the 95% confidence interval; Matthews, 2017). As shown in Tables 11 to 16, some items do not fall within the 95% confidence interval, indicating only partial invariance. Another alternative assessment method is to examine the *p*-value of *c* for further analysis. A *p*-value above .05 signifies *c* is not significantly different from 1, which indicates compositional invariance has been established (Hair, Sarstedt, et al., 2017). As none of the constructs failed both Part 1 and Part 2 below, support is provided for all constructs passing the measurement invariance test.

Table 11. *MICOM Step 3 Results Report: Part 1 - Content Creators and Engagers*

	Mean - Original Difference (Content Creators - Engagers)	Mean - Permutation Mean Difference (Content Creators - Engagers)	2.50%	97.50%	Permutation *p* -Values
Activation	-0.38	0.00	-0.24	0.25	0.00
Affection	0.03	0.00	-0.23	0.23	0.83
Attitude Towards the Brand	-0.14	0.00	-0.23	0.23	0.24
Brand Disidentification	0.07	0.00	-0.24	0.24	0.60
Cognitive Processing	-0.02	0.00	-0.23	0.23	0.88
Consumer-Brand Engagement	-0.12	0.00	-0.23	0.24	0.31
Effectance Motive	-0.09	0.00	-0.23	0.23	0.45
Enjoyment of Using	-0.24	0.00	-0.22	0.24	0.04
Moderating Effect of Consumer-brand Disidentification	0.38	0.00	-0.30	0.29	0.01
Need for Home Motive	-0.19	0.00	-0.24	0.24	0.13
Psychological Ownership	0.01	0.00	-0.23	0.23	0.93
Self-Identity Motive	0.12	0.00	-0.24	0.24	0.33
Stimulation Motive	0.22	0.00	-0.24	0.24	0.07

Table 12. *MICOM Step 3 Results Report: Part 2 - Content Creators and Engagers*

	Variance - Original Difference (Content Creators - Engagers)	Variance - Permutation Mean Difference (Content Creators - Engagers)	2.50%	97.50%	Permutation *p* -Values
Activation	-0.11	0.00	-0.31	0.30	0.46
Affection	-0.44	-0.01	-0.51	0.48	0.08
Attitude Towards the Brand	0.09	-0.02	-0.56	0.52	0.74
Brand Disidentification	-0.23	0.00	-0.33	0.32	0.17
Cognitive Processing	-0.42	-0.01	-0.46	0.44	0.07
Consumer-Brand Engagement	-0.44	-0.01	-0.45	0.42	0.05
Effectance Motive	0.38	-0.01	-0.47	0.46	0.13
Enjoyment of Using	-0.05	-0.01	-0.35	0.34	0.76
Moderating Effect of Consumer-brand Disidentification	-0.97	-0.05	-1.20	1.12	0.13
Need for Home Motive	0.45	-0.01	-0.49	0.45	0.06
Psychological Ownership	-0.49	0.00	-0.33	0.31	0.00
Self-Identity Motive	-0.13	-0.01	-0.43	0.40	0.54
Stimulation Motive	-0.05	-0.01	-0.34	0.32	0.75

Table 13. *MICOM Step 3 Results Report: Part 1 - Content Creators and Observers*

	Mean - Original Difference (Content Creators - Engagers)	Mean - Permutation Mean Difference (Content Creators - Engagers)	2.50%	97.50%	Permutation *p* -Values
Activation	0.58	0.00	-0.24	0.25	
Affection	0.43	0.00	-0.24	0.24	0.00
Attitude Towards the Brand	0.17	0.00	-0.23	0.25	0.17
Brand Disidentification	-0.39	0.00	-0.25		0.00
Cognitive Processing	0.46	0.00	-0.25	0.24	0.00
Consumer-Brand Engagement	0.58	0.00	-0.24	0.24	
Effectance Motive	-0.04	0.00	-0.24	0.25	0.72
Enjoyment of Using	0.17	0.00	-0.24	0.24	0.18
Moderating Effect of Consumer-brand Disidentification	0.13	0.00	-0.27	0.26	0.34
Need for Home Motive	-0.11	0.00	-0.25	0.24	0.38
Psychological Ownership	0.43	0.00	-0.24	0.24	
Self-Identity Motive	0.27	0.00	-0.25	0.25	0.03
Stimulation Motive	0.26	0.00	-0.24	0.24	0.04

Table 14. *MICOM Step 3 Results Report: Part 2 - Content Creators and Observers*

	Variance - Original Difference (Content Creators - Engagers)	Variance - Permutation Mean Difference (Content Creators - Engagers)	2.50%	97.50%	Permutation *p* -Values
Activation	-0.23	0.00	-0.28	0.28	0.12
Affection	0.04	0.00	-0.33	0.33	0.81
Attitude Towards the Brand	-0.09	-0.01	-0.38	0.37	0.64
Brand Disidentification	-0.08	0.00	-0.36	0.34	0.67
Cognitive Processing	-0.08	0.00	-0.34	0.33	0.63
Consumer-Brand Engagement	-0.02	0.00	-0.30	0.29	0.91
Effectance Motive	0.18	-0.01	-0.44	0.42	0.43
Enjoyment of Using	-0.17	-0.01	-0.33	0.32	0.31
Moderating Effect of Consumer-brand Disidentification	-0.14	-0.01	-0.72	0.72	0.77
Need for Home Motive	0.45	-0.01	-0.43	0.42	0.04
Psychological Ownership	-0.46	0.00	-0.33	0.31	0.00
Self-Identity Motive	-0.19	0.00	-0.40	0.40	0.37
Stimulation Motive	0.28	0.00	-0.33	0.32	0.09

Table 15. *MICOM Step 3 Results Report: Part 1 - Engagers and Observers*

	Mean - Original Difference (Content Creators - Engagers)	Mean - Permutation Mean Difference (Content Creators - Engagers)	2.50%	97.50%	Permutation *p* -Values
Activation	0.87	0.00	-0.22	0.21	
Affection	0.35	0.00	-0.22	0.22	0.00
Attitude Towards the Brand	0.31	0.00	-0.22	0.22	0.01
Brand Disidentification	-0.43	0.00	-0.23	0.22	
Cognitive Processing	0.42	0.00	-0.22	0.22	0.00
Consumer-Brand Engagement	0.62	0.00	-0.22	0.22	
Effectance Motive	0.04	0.00	-0.21	0.21	0.69
Enjoyment of Using	0.39	0.00	-0.22	0.22	0.00
Moderating Effect of Consumer-brand Disidentification	-0.19	0.00	-0.25	0.25	0.12
Need for Home Motive	0.09	0.00	-0.22	0.23	0.46
Psychological Ownership	0.38	0.00	-0.21	0.22	0.00
Self-Identity Motive	0.13	0.00	-0.22	0.22	0.24
Stimulation Motive	0.00	0.00	-0.21	0.22	1.00

Table 16. *MICOM Step 3 Results Report: Part 2 - Engagers and Observers*

	Variance - Original Difference (Content Creators - Engagers)	Variance - Permutation Mean Difference (Content Creators - Engagers)	2.50%	97.50%	Permutation *p* -Values
Activation	-0.11	0.00	-0.24	0.25	0.38
Affection	0.48	0.00	-0.38	0.38	0.01
Attitude Towards the Brand	-0.18	0.00	-0.47	0.46	0.44
Brand Disidentification	0.14	0.01	-0.29	0.30	0.34
Cognitive Processing	0.34	0.01	-0.37	0.37	0.07
Consumer-Brand Engagement	0.44	0.00	-0.32	0.33	0.01
Effectance Motive	-0.18	0.00	-0.36	0.36	0.36
Enjoyment of Using	-0.12	0.01	-0.30	0.30	0.45
Moderating Effect of Consumer-brand Disidentification	0.51	0.01	-0.88	0.87	0.32
Need for Home Motive	0.00	0.00	-0.42	0.43	1.00
Psychological Ownership	0.03	0.00	-0.25	0.26	0.83
Self-Identity Motive	-0.03	0.00	-0.33	0.34	0.88
Stimulation Motive	0.30	0.00	-0.29	0.30	0.05

Once invariance is established, multigroup analysis can be performed. The permutation test was utilized to determine if the path coefficients of the theoretical models were significantly different. A *p*-value of less than .05 on a permutation test

indicates a significant difference as the difference d between the group-specific path coefficients does not full into the 95% permutation-based confidence interval (Hair, Sarstedt, et al., 2017). Permutation *p*-values are shown below in Tables 17 to 19. Interestingly, the results of this assessment show significant differences in the moderating effect of consumer-brand disidentification on the relationship between consumer-brand engagement and psychological ownership for engagers and observers as well as content creators and engagers. The results of moderation differences between content creators and observers is not significantly different. As discussed previously, perhaps this is due to the level of engagement by the consumer. For instance, if a consumer is highly engaged with a brand (as the content creator group) or minimally engaged (as the observer group) it is possible this engagement (or lack of) acts as a buffer which causes a consumer to be less sensitive to situations leading them to disidentify with the brand.

Table 17. *Permutation Test Path Coefficient Results - Content Creator and Engagers*

	Path Coefficients Original (Engagers)	Path Coefficients Original (Observers)	Path Coefficients Original Difference (Engagers - Observers)	Path Coefficients Permutation Mean Difference (Engagers - Observers)	2.50%	97.50%	Permutation *p*-Values
Brand DisId → Psychological Ownership	-0.23	-0.41	0.18	0.00	-0.22	0.22	0.10
Consumer-Brand Engagement → Activation	0.81	0.85	-0.04	0.00	-0.11	0.10	0.49
Consumer-Brand Engagement → Affection	0.91	0.95	-0.04	0.00	-0.04	0.03	0.02
Consumer-Brand Engagement → Cognitive Processing	0.88	0.94	-0.06	0.00	-0.05	0.04	0.01
Consumer-Brand Engagement → Psychological Ownership	0.54	0.49	0.05	0.00	-0.23	0.23	0.64
Effectance Motive → Consumer-Brand Engagement	0.01	-0.01	0.02	0.01	-0.27	0.28	0.90
Effectance Motive → Psychological Ownership	0.01	0.07	-0.06	0.00	-0.23	0.24	0.65
Moderating Effect of Consumer-brand Disidentification → Psychological Ownership	0.04	-0.10	0.15	0.00	-0.12	0.13	0.02
Need for Home Motive → Consumer-Brand Engagement	0.12	0.11	0.02	0.00	-0.29	0.28	0.91
Need for Home Motive → Psychological Ownership	-0.19	-0.05	-0.14	0.00	-0.19	0.19	0.17
Psychological Ownership → Attitude Towards the Brand	0.21	0.36	-0.15	0.00	-0.25	0.22	0.23
Psychological Ownership → Enjoyment of Using	0.42	0.51	-0.09	0.00	-0.20	0.19	0.37
Self-Identity Motive → Consumer-Brand Engagement	-0.04	0.21	-0.25	0.01	-0.30	0.32	0.11
Self-Identity Motive → Psychological Ownership	0.18	-0.01	0.19	0.00	-0.25	0.24	0.12
Stimulation Motive → Consumer-Brand Engagement	0.43	0.06	0.37	0.02	-0.23	0.27	0.01
Stimulation Motive → Psychological Ownership	-0.02	-0.02	0.01	0.00	-0.20	0.22	0.94

Table 18. *Permutation Test Path Coefficient Results - Content Creators and Observers*

	Path Coefficients Original (Engagers)	Path Coefficients Original (Observers)	Path Coefficients Original Difference (Engagers - Observers)	Path Coefficients Permutation Mean Difference (Engagers - Observers)	2.50%	97.50%	Permutation p-Values
Brand DisId → Psychological Ownership	0.91	0.86	0.05	0.00	-0.07	0.06	0.17
Consumer-Brand Engagement → Activation	0.88	0.86	0.02	0.00	-0.09	0.08	0.78
Consumer-Brand Engagement → Affection	0.81	0.77	0.04	0.00	-0.12	0.11	0.51
Consumer-Brand Engagement → Cognitive Processing	0.54	0.40	0.14	0.01	-0.27	0.28	0.33
Consumer-Brand Engagement → Psychological Ownership	0.43	0.20	0.23	0.00	-0.23	0.24	0.06
Effectance Motive → Consumer-Brand Engagement	0.42	0.56	-0.14	0.00	-0.20	0.19	0.16
Effectance Motive → Psychological Ownership	0.21	0.32	-0.10	0.00	-0.23	0.23	0.39
Moderating Effect of Consumer-brand Disidentification → Psychological Ownership	0.18	0.08	0.10	0.00	-0.27	0.28	0.49
Need for Home Motive → Consumer-Brand Engagement	0.12	-0.04	0.16	0.00	-0.33	0.32	0.32
Need for Home Motive → Psychological Ownership	0.04	0.05	-0.01	0.00	-0.20	0.20	0.90
Psychological Ownership → Attitude Towards the Brand	0.01	-0.13	0.14	0.00	-0.29	0.29	0.36
Psychological Ownership → Enjoyment of Using	0.01	0.16	-0.15	0.00	-0.31	0.31	0.35
Self-Identity Motive → Consumer-Brand Engagement	-0.02	-0.02	0.00	0.00	-0.22	0.23	1.00
Self-Identity Motive → Psychological Ownership	-0.04	0.08	-0.12	0.00	-0.32	0.32	0.47
Stimulation Motive → Consumer-Brand Engagement	-0.19	-0.02	-0.16	0.00	-0.25	0.25	0.21
Stimulation Motive → Psychological Ownership	-0.23	-0.37	0.14	0.00	-0.26	0.26	0.32

Table 19. *Permutation Test Path Coefficient Results - Engagers and Observers*

	Path Coefficients Original (Engagers)	Path Coefficients Original (Observers)	Path Coefficients Original Difference (Engagers - Observers)	Path Coefficients Permutation Mean Difference (Engagers - Observers)	2.50%	97.50%	Permutation p-Values
Brand DisId →Psychological Ownership	-0.41	-0.37	-0.05	0.00	-0.26	0.25	0.72
Consumer-Brand Engagement → Activation	0.85	0.77	0.08	0.00	-0.09	0.09	0.10
Consumer-Brand Engagement → Affection	0.95	0.86	0.09	0.00	-0.04	0.05	
Consumer-Brand Engagement → Cognitive Processing	0.94	0.86	0.08	0.00	-0.05	0.06	0.00
Consumer-Brand Engagement → Psychological Ownership	0.49	0.40	0.09	-0.01	-0.27	0.27	0.57
Effectance Motive → Consumer-Brand Engagement	-0.01	0.16	-0.17	0.00	-0.27	0.27	0.23
Effectance Motive -> Psychological Ownership	0.07	-0.13	0.19	0.00	-0.22	0.23	0.09
Moderating Effect of Consumer-brand Disidentification → Psychological Ownership	-0.10	0.05	-0.16	0.00	-0.14	0.15	0.03
Need for Home Motive → Consumer-Brand Engagement	0.11	-0.04	0.15	0.00	-0.27	0.28	0.31
Need for Home Motive → Psychological Ownership	-0.05	-0.02	-0.03	0.00	-0.20	0.19	0.80
Psychological Ownership → Attitude Towards the Brand	0.36	0.32	0.04	0.00	-0.19	0.18	0.68
Psychological Ownership → Enjoyment of Using	0.51	0.56	-0.05	0.00	-0.16	0.16	0.56
Self-Identity Motive → Consumer-Brand Engagement	0.21	0.08	0.13	0.00	-0.29	0.30	0.40
Self-Identity Motive → Psychological Ownership	-0.01	0.08	-0.09	0.00	-0.22	0.23	0.42
Stimulation Motive → Consumer-Brand Engagement	0.06	0.20	-0.14	-0.01	-0.22	0.25	0.20
Stimulation Motive → Psychological Ownership	-0.02	-0.02	-0.01	0.00	-0.20	0.20	0.95

CHAPTER V

DISCUSSION

Recent studies have explored PO and consumer engagement together. But none
have explored engagement as an antecedent to PO (Baker et al., 2021, Chang et al., 2016;
Kumar, 2020; Kumar & Nayak, 2019). A goal of this research was to determine if CBE
could be theoretically modeled as an antecedent to PO. We also aimed to explore the
effects of the motivational conditions on CBE and PO. In addition, but equally important,
no studies have explored the role of the recently emerged consumer-brand
disidentification construct and its effects on the relationship between CBE and PO. To
fulfill these objectives, a two-wave study utilizing an experimental design with almost
five hundred participants was conducted.

Results indicate CBE has a strong, significant effect on PO with a large effect
size. As alluded to in the beginning of this dissertation with the mention of the "chicken
and the egg," this satisfies our original inquiry regarding the order of engagement and
feelings of ownership. In short, it appears CBE may lead to PO just as PO was found to
lead to CBE in prior studies (Baker et al., 2021; Kumar, 2020; Kumar & Nayak, 2019).

The results also showed that higher PO led to increased enjoyment of using and
attitudes towards a brand. For firms seeking to increase consumer experience and

perception, these findings provide insight into motivations behind CBE and PO, and therefore increased enjoyment and attitude towards a brand. For instance, individuals who are prone to create content are motivated by stimulation to engage with a brand. Additionally, they do not feel a need to have a safe and secure place that feels like home to develop feelings of PO as the relationship between need for home motivation and PO was significant and negative for content creators. Perhaps they seek new places and change since they are stimulation driven. Individuals who are likely to engage with a brand through activities such as liking, commenting, and/or sharing are driven by the need for a sense of self-identification. These individuals may be less willing to put themselves on display through created content and look to others for ideas and ways to define themselves. Individuals who are prone to solely observe a brand's content may also be stimulation driven, however, they are comfortable with their place in life and are less motivated to change their "home."

Also, the relationship between CE and PO for consumers who tend to engage with brands through liking and commenting is altered by brand disidentification. This makes sense as these same consumers (those in our engager group) were found to be motivated by a need for self-identity. If a consumer is highly motivated by a need to identify themselves with a brand, it is logical to conclude that they would be more sensitive to instances in which they disidentify with the brand.

5.1 Theoretical Implications and Future Directions

A primary objective of this study was to include stimulation motivation in the study of psychological ownership motives. The stimulation motive is suggested by Pierce

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and Jussila (2011) to be one of the four driving motives influencing a consumers' experience of PO. By utilizing Steenkamp and Baumgartner's (1992) change seeking index scale in our study to measure a consumer's stimulation motive, a true representation of PO motives is presented. As stimulation motivation in this research exhibited significant relationships with CBE in the complete, content creator, and observer groups, stimulation is an important motive to consider when studying both CBE and PO. The addition of Steenkamp and Baumgartner's (1992) scale to measure stimulation motivation lays a foundation for future research and advances knowledge of both consumer engagement theory and psychological ownership theory.

Findings from this research also add to psychological ownership theory relative to the digital arena. Engagement with a brand was found to increase PO in consumers. These findings enhance the richness of the marketing literature surrounding CE and PO by adding insights into ways a brand can encourage consumers to experience feelings of ownership.

A further relationship identified in this research is individuals with certain motives may be more inclined to perform distinct engagement activities. Additional exploration of motives and their effects on consumer engagement and PO should be performed. More understanding on the interactions between the motives and the causes of PO (i.e., exercise of control, coming to know intimately, and investment of the self) as well as the attributes of targets of ownership (i.e., attractiveness, openness, visibility, availability, manipulability, and accessibility) would be beneficial to advance PO theory.

Recent research in PO has focused on the phenomenon referred to as "collective psychological ownership" which frequently occurs in groups, teams, and online

communities (Baker et al., 2021; Giordano et al., 2020; Pierce et al., 2018). This area was not explored in the current research. An interesting addition to this research, therefore, would be to include measures of collective PO, such as the shift in ownership from an individual to the collective group and recognition by the group that the target of ownership is an extension of the group's identity (Baker et al., 2021).

To increase generalizability, future studies should attempt to include a non-student sample, such as alumni of a university or other entities, to ensure a broader representation of different demographics. Additional insight may also be obtained by including more specific identifying information to compare individual responses from consumers in Time 1 and Time 2. This would facilitate assessing the increase or decrease in PO on a case-by-case basis. Overall, this research provides evidence for the importance of including CBE as a factor in PO research when studying the phenomenon from an online perspective.

5.2 Practical Implications

Our findings suggest that consumer-brand engagement can increase PO and more favorable customer perceptions of the brand. Firms should, therefore, keep engagement on the forefront of their strategy objectives. For example, interesting content, giveaways, contests, promotions, and other strategies should be employed keeping PO aspects in mind (i.e., verbiage such as "your" prize/contest/content). User generated content on social media platforms should also be encouraged as well as promoting interactions with consumers about "their" product or service they are engaged with via PO.

The findings show consumers choosing to create content were stimulation driven. As a result, if obtaining user generated content is a goal for a brand, marketers should keep in mind when designing social media copy, ads, contests, etc., stimulating consumers may be an effective was to promote content creation. Maintaining a focus on ideas that excite and encourage a change in the user's daily routine is likely to enhance content creation marketing campaigns.

Alternatively, in situations where a firm desires engagement activities such as commenting, liking, and sharing, marketers should consider whether these consumers may be drawn to content that enhances their sense of self-identity. Maintaining a focus on ideas that promote well-defined brand identities and encourage consumers to draw on their own personalities and sense of self should prove to be beneficial for objectives of engagement orientated marketing campaigns.

The findings demonstrated consumer-brand disidentification is an important consideration for consumers engaged with a brand through liking and commenting. But the possibility of brand disidentification, and how to discourage it, should be considered for all customers as a means of avoiding this phenomenon. Brands should perform qualitative and quantitative market research to clearly identify the aspects of their own brand personality and the personalities of their target markets, so they do not separate themselves from consumers with personality traits that differ from the brand's.

5.3 Limitations

This research has several limitations. First, data was collected from a student sample and the findings could be used for idea generation – but should not be generalized

to other populations. Second, the study was performed in a classroom environment with the incentive of a grade. Enticing the participants to engage was advantageous to encourage participation, since an objective was to examine the effects of the engagement on their feelings of PO. Findings from a student sample are also not representative of a real-world online environment where consumers are typically not incentivized for their engagement. Finally, information identifying distinct responses enabling us to compare specific responses from T1 and T2 was not obtained. While PO for each group was examined separately for the two time periods, the research design prevented making specific inferences about individual respondents.

5.4 Conclusions

Through the lens of psychological ownership theory, this research examined relationships between psychological ownership motivations, consumer-brand engagement, PO, consumer-brand disidentification, and customer perceptions such as attitude towards and enjoyment of using a brand. Results were analyzed for different groups tasked with participating in a variety of consumer engagement behaviors. The behavior groups were the following: creating content, engaging by liking and commenting, and solely observing. In all groups, strong, significant relationships were found between CBE and PO, PO and enjoyment of using the brand, and PO and a consumer's attitude towards the brand.

In the group of participants who created content (content creators), significant relationships were found between stimulation motivation and CBE as well as need for home motivation and PO. Moreover, CBE was found to partially mediate the relationship

between stimulation motivation and PO. Participants who engaged by commenting and liking (engagers) exhibited significant and meaningful relationships between self-identity motivation and CBE. Consumer-brand disidentification was found to moderate the relationship between CBE and PO. In the group of participants who only observed posts (observers), significant relationships were found between stimulation and CBE.

This research advances current knowledge of consumer-brand engagement and PO in academic literature. For practitioners, it suggests ways to enhance a consumer's feelings of PO towards their brand, ultimately increasing positive outcomes for the firm. Also, depending on a firm's social media objectives, findings from this study could facilitate and likely enhance segmentation strategies – if consumers with different types of motivations can be distinguished. Overall, this research has implications regarding possible alternative strategies for achieving marketing objectives by suggesting ways we can improve relationships between our customers and our brands, thereby promoting increased well-being for all parties.

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APPENDICES

Appendix A

IRB Approval to Conduct Research

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Research & Economic Development

TO:	LEDET, AMANDA LSUAM | Col of BADM | Marketing
FROM:	Alex Cohen Chair, Institutional Review Board
DATE:	20-May-2021
RE:	IRBAM-21-0569
TITLE:	Psychological Ownership: Exploring Motivational Conditions and the Role of Engagement on Consumer Intentions
SUBMISSION TYPE:	Initial Application
Review Type:	Exempt
Risk Factor:	Minimal
Review Date:	19-May-2021
Status:	Approved
Approval Date:	19-May-2021
Approval Expiration Date:	18-May-2024
Exempt Category:	
Requesting Waiver of Informed Consent:	Yes
Re-review frequency:	Three Years
Number of subjects approved:	1000
LSU Proposal Number:	

By: Alex Cohen, Chairman

Continuing approval is CONDITIONAL on:

1. Adherence to the approved protocol, familiarity with, and adherence to the ethical standards of the Belmont Report, and LSU's Assurance of Compliance with DHHS regulations for the protection of human subjects*
2. Prior approval of a change in protocol, including revision of the consent documents or an increase in the number of subjects over that approved.
3. Obtaining renewed approval (or submittal of a termination report), prior to the approval expiration date, upon request by the IRB office (irrespective of when the project actually begins); notification of project termination.
4. Retention of documentation of informed consent and study records for at least 3 years after the study ends.
5. Continuing attention to the physical and psychological well-being and informed consent of the

individual participants, including notification of new information that might affect consent.

6. A prompt report to the IRB of any adverse event affecting a participant potentially arising from the study.

7. Notification of the IRB of a serious compliance failure.

8. **SPECIAL NOTE: When emailing more than one recipient, make sure you use bcc. Approvals will automatically be closed by the IRB on the expiration date unless the PI requests a continuation.**

* All investigators and support staff have access to copies of the Belmont Report, LSU's Assurance with DHHS, DHHS (45 CFR 46) and FDA regulations governing use of human subjects, and other relevant documents in print in this office or on our World Wide Web site at http://www.lsu.edu/research

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Quantitative Questionnaire

Study Title: **Exploring Motivational Conditions and the Role of Engagement on Consumer Intentions**

Purpose: The purpose of the study is to explore the effects of different social media behaviors on consumer intentions. The study will be conducted online through Qualtrics, and you will spend approximately 10-15 minutes completing one questionnaire.

Inclusion criteria: You are eligible to participate if you are over the age of 18 and are proficient in the English language.

Exclusion criteria: You are ineligible to participate if you are under the age of 18 and are not proficient in the English language.

There are no risks involved in participating in this study.

The following investigators are available for questions about this study.
Amanda Ledet, **aledet10@lsu.edu.**

Subjects may choose not to participate or to withdraw from the study at any time without penalty or loss of any benefit to which they might be otherwise entitled.

Results of the study may be published, but no names or identifying information will be included in the publication. Subject identity will remain confidential unless disclosure is required by law.

This study has been approved by the LSU Institutional Review Board (IRB). For questions concerning participant rights, please contact the IRB Chair, Alex Cohen at **225-578-8692** or irb@lsu.edu.

By continuing to this survey, you are giving consent to participate in this study.

Your information collected as part of the research, even if identifiers are removed, may be distributed for future research.

Q2. Please select one option.
Yes, I give permission. I am at least 18 years of age and proficient in the English language.
No, I do NOT give permission. Or I am NOT at least 18 years of age and/or NOT proficient in the English language.

Q3. If you selected the social media project, which group did you select? If you selected the interview project, select N/A - interview project.
Group 1 - Content Creators
Group 2 - Engagers (like, share, comment)
Group 3 - Observers
N/A - interview project

Items on a 1 to 7 scale with anchors of Strongly Disagree (1) to Strongly Agree (7).
Q4. How do you feel about the following statement?
The content which I turned in for "Here for the Content" was used on the class social media page.
Prior to the Mkt 3401 social media project, I was a frequent social media user.

Psychological Ownership Motivations. Karahanna et al., 2015.
Items on a 1 to 7 scale with anchors of Strongly Disagree (1) to Strongly Agree (7).
Q5. Below is a list of statements about motivational needs. Please indicate how strongly you agree or disagree with each statement.
I need to feel competent.
I need to feel capable in what I do.
I need to have safe and secure place like home.
I need places that feel like home to me.
I feel a need to discover what kind of person I am.
I feel a need to develop a sense of self-identity.
I feel a need to learn about myself.
I feel a need to express who I am.
I feel a need to express my personality.
I feel a need to express my self-identity.
I have a need that my past be an important part of my self-identity.
I feel a need that who I am today does not ignore my past.

Stimulation Motivation/Change Seeker Index. Steenkamp and Baumgartner, 1995.
Items on a 1 to 7 scale with anchors of Strongly Disagree (1) to Strongly Agree (7).
Q6. Below is a list of statements about motivational needs. Please indicate how strongly you agree or disagree with each statement.
I like to continue doing the same old things rather than trying new and different things.
I like to experience newness and change in my daily routine.
I like a job that offers change, variety, and travel, even if it involves some danger.
I am continually seeking new ideas and experiences.
I like continually changing activities.
When things get boring, I like to find some new and unfamiliar experiences.
I prefer an unpredictable life full of change to one that is routine.
Please select *"Neither Disagree nor Agree (4)"* for this question.
Consumer-Brand Engagement. Hollebeek et al., 2014.
Items on a 1 to 7 scale with labels such as Strongly Disagree (1) to Strongly Agree (7) on each number.
Q7. In regard to how you interact with the class social media account, "Here for the Content," please indicate how strongly you agree or disagree with each statement.
Engaging with "Here for the Content" gets me excited to think about Mkt 3401.
I think about Mkt 3401 a lot when I am engaging with "Here for the Content."
Engaging with "Here for the Content" stimulates my interest to learn more about Mkt 3401.
I feel very positive when I engage with the Mkt 3401 class itself.
Engaging with the Mkt 3401 class makes me happy.
I feel good when I engage with the Mkt 3401 class.
I'm proud to be in this section of Mkt 3401.
I spend a lot of time engaging with "Here for the Content" as opposed to other social media accounts.
Whenever I'm using social media, I usually engage with "Here for the Content."
"Here for the Content" is one of the accounts I usually engage with when I'm using social media.

Psychological Ownership Motivations. Fuchs et al., 2010.
Items on a 0 to 10 scale with anchors of Strongly Disagree (1) to Strongly Agree (7).
Q8. In regard to the class social media page, "Here for the Content," please indicate how strongly you agree or disagree with each statement.
I believe the class social media page is "my" page.
I believe "Here for the Content" incorporates a part of myself.
I feel a very high degree of personal ownership towards "Here for the Content."
I feel connected to "Here for the Content."
I feel a strong sense of closeness with "Here for the Content."
It is not difficult for me to think of "Here for the Content" as mine.
Consumer-Brand Disidentification. Anaza et al., 2021.
Items on a 1 to 7 scale with anchors of Strongly Disagree (1) to Strongly Agree (7).
Q9. In regard to the class social media page, "Here for the Content," please indicate how strongly you agree or disagree with each statement.
I feel detached from the class social media page.
The identity of "Here for the Content" does not represent me.
I do not relate with "Here for the Content."
The content on the class social media page does not match the way I see myself.
The content on the class social media page is no longer compatible with what I enjoy consuming.
I feel separate from the class social media page.
My identity is not represented by the class social media page.
The class social media page is no longer compatible with who I am today.
I feel that what "Here for the Content" stands for is different from who I am.
There is a gap between "Here for the Content" and me.
"Here for the Content" belongs to a different person other than me.
"Here for the Content" is no longer compatible with my identity.
Please select *(1) Strongly Disagree* for this question.
Q10. With the class social media page in mind, please indicate how strongly you agree or disagree with each statement.
My overall impression of the class social media page is good.
I think social media pages in general are good.

Q11. With the class social media page in mind, please indicate how strongly you agree or disagree with each statement.
Compared to other social media pages, it is more fun to interact with "Here for the Content."
Q12. What is your gender?
Male
Female
Other
Q13. What is your current age in years?
Q14. What is your race or ethnic group?
Q15. How proficient are you in the English language?
Q16. What classification are you?
Q17. What is your major?

BIOGRAPHICAL SKETCH

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Name of Author: Amanda Ledet

Graduate and Undergraduate Schools Attended:

University of South Alabama, Mobile, Alabama

Nicholls State University, Thibodaux, Louisiana

Degrees Awarded:

Doctor of Philosophy in Business Administration, 2022, University of South
Alabama

Master's in Business Administration, 2015, Nicholls State University

Bachelor of Science in Accounting, 2010, Nicholls State University

Awards and Honors:

Best Paper in Business-to-Business Track, Society for Marketing Advances.

Best in Business-to-Business Track for 2020 for paper titled "Communication
Alignment in Sales: The Role of Emotional Intelligence."

Steven J. Shaw and Joe Hair Best Paper Conference Winner, Society for
Marketing Advances.

Best Overall Conference Paper for 2020 for paper titled "Communication
Alignment in Sales: The Role of Emotional Intelligence."

Honor, Nomination for the 2021 AMS Doctoral Consortium, Academy of

    Marketing Science, Scholarship/Research, International.

Honor, Nomination for the 2020 SMA Doctoral Consortium, Society for

    Marketing Advances, Scholarship/Research, International.

Honor, Certificate of Recognition and Appreciation for Outstanding Dedication to

    the Students of LSU, Sigma Phi Epsilon.

Publications:

Ledet, A. A (Presenter & Author), Lawrence, E. (Author) Oral Presentation,

    Society for Marketing Advances 2021 Annual Conference, "Craving

    Communion: A Benefit or a Burden?" peer reviewed/refereed, published in

    proceedings, Accepted. (November 4, 2021).

Ledet, A. A. (Presenter & Author), Henderson, J. (Presenter & Author), Serviss,

    E. (Presenter & Author) Oral Presentation, Society for Marketing Advances

    2020 Annual Conference – Virtual, "Communication Alignment in Sales:

    The Role of Emotional Intelligence," Conference, peer reviewed/refereed,

    published in proceedings, Accepted. (November 5, 2020).

Ledet, A. A. (Presenter & Author), Oral Presentation, Association for Marketing

    Theory and Practice 2020 Annual Meeting, Association for Marketing

    Theory and Practice – Virtual, "The Proof is in the Power: Social Community

    Integration in Electronic Health Records for Elevated Patient

    Empowerment," peer reviewed/refereed, published in proceedings, Accepted.

    (August 6, 2020).