



# Is Brand Love A Social Problem?

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**BBR 2014, Boston**

# Background

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Love is wonderful

- The experience of love is mainly positive
- People in romantic relationships are happier than singles

Materialism sucks

So what about brand love?

# Hypotheses

## It Depends on What You Love



### It's Not the Money It's the Motives

Srivastava, A., Locke, E. A., & Bartol, K. M. (2001). Money and subjective well-being: It's not the money, it's the motives. *Journal of Personality and Social Psychology*, 80(6), 959–971. doi:10.1037/0022-3514.80.6.959

Carver, C. S., & Baird, E. (1998). The American Dream Revisited: Is It What You Want or Why You Want It That Matters? *Psychological Science*, 9(4), 289–292.

- H1a Loving status brands will be positively related to materialism
- H1b Loving PC brands brands will be *negatively* related to materialism
  
- H2a Loving status brands will be negatively related to life satisfaction
- H2b Loving PC brands will be *positively* related to life satisfaction

# Results

Student sample N= 335



- H1a Loving status brands will be positively related to materialism
- H1b Loving PC brands and/or self improvement brands will be *negatively* related to materialism

	Love Armani & Lexus	Love Ten Thousand Villages & Lumosity
Materialism (all)	.319**	
I'd be happier with more money	.183**	.124*
Judge success based on stuff	.278**	
I don't idealize a simple lifestyle	.407**	.155*
Buying lux gives me pleasure		-.157*

Controlling for income

# Results

Student sample N= 335



- H2a Loving status brands will be negatively related to life satisfaction
- H2b Loving social mission and/or self improvement brands will be *positively* related to life satisfaction

	Love Armani & Lexus	Love Ten Thousand Villages & Lumosity
Materialism (all)	.319**	
I'd be happier with more money	.183**	.124*
Judge success based on stuff	.278**	
I don't idealize a simple lifestyle	.407**	.155*
Buying lux gives me pleasure		-.157*
<b>Life Satisfaction</b>	<b>.167**</b>	<b>.145*</b>

Controlling for income

# Hmmmm . . .



## Predicting life satisfaction using regression

	Beta	Sig
Love PC brands	.00	N.S.
Love status brands	.14	.028
Income	.11	.045

# Four Brand Love Consumer Types



**Love PC & Status Brands**

**Love Status Brands Only**

**Love PC Brands Only**

**Don't Love Either Type of Brand**

# Four Brand Love Consumer Types



## Love PC & Status Brands

- Higher overall materialism

## Love Status Brands Only

- Highest overall materialism

## Love PC Brands Only

- Lower overall materialism

## Don't Love Either Type of Brand

- Lower overall materialism



# Four Brand Love Consumer Types



## Love PC & Status Brands

- Higher overall materialism
- Average relative income

## Love Status Brands Only

- Highest overall materialism
- **Lowest relative income**

## Love PC Brands Only

- Lower overall materialism
- Average relative income

## Don't Love Either Type of Brand

- Lower overall materialism
- **Highest relative income**

# Four Brand Love Consumer Types



## Love PC & Status Brands

- Higher overall materialism
- Average relative income
- Average satisfaction with family

## Love Status Brands Only

- Highest overall materialism
- Lowest relative income
- **Highest satisfaction with family**

## Love PC Brands Only

- Lower overall materialism
- Average relative income
- Average satisfaction with family

## Don't Love Either Type of Brand

- Lower overall materialism
- Highest relative income
- **Lowest satisfaction with family**

# Four Brand Love Consumer Types



## Love PC & Status Brands

- Higher overall materialism
- Average relative income
- Average satisfaction with family
- **Highest satisfaction with romantic rel.**

## Love Status Brands Only

- Highest overall materialism
- Lowest relative income
- Highest satisfaction with family
- Average satisfaction with romantic rel.

## Love PC Brands Only

- Lower overall materialism
- Average relative income
- Average satisfaction with family
- **Lowest satisfaction with romantic rel.**

## Don't Love Either Type of Brand

- Lower overall materialism
- Highest relative income
- Lowest satisfaction with family
- Average satisfaction with romantic rel.