BERGISCHE UNIVERSITÄT WUPPERTAL
FAKULTÄT FÜR WIRTSCHAFTSWISSENSCHAFT
SCHUMPETER SCHOOL OF BUSINESS AND ECONOMICS

**The Consequences of Happiness for Consumption**

Inauguraldissertation
zur Erlangung des akademischen Grades
eines Doktors der Wirtschaftswissenschaften
(doctor rerum oeconomicarum)

vorgelegt von
**Tobias Benjamin Klinke**
aus Wuppertal

Wuppertal, im November 2022

1. Prüfer: Prof. Dr. Tobias Langner
2. Prüfer: Prof. Dr. Dirk Temme

**Table of contents**

## List of figures

**List of tables**

## A    General introduction

## I    Relevance of the topic for marketing research and practice

Throughout human history, happiness has been one of the highest goals and one of the most important concerns of human-beings (Compton 2005). Even today, people rank happiness as very important and report thinking about it at least once a day (Freedman 1978; Lyubomirsky and Lepper 1999; see Figure 1 for a selection of books about happiness on Amazon). In studies examining what parents want for their children's future, happiness ranks at the top across countries (Diener and Lucas 2004). Despite this exposed importance of happiness to people, research in psychology has focused for centuries on phenomena such as depression, trauma, and anxiety (Gable and Haidt 2005; Strack, Argyle, and Schwarz 1991). Admitting that there is more to happiness than the mere absence of ill-being (Huppert 2009), psychology began to examine the other end of the continuum several decades ago (Alex Linley et al. 2006; Fredrickson 2003). In positive psychology, scholars address issues such as the drivers and consequences of happiness (Diener 1984; Fredrickson 2001; Seligman and Csikszentmihalyi 2000; Sheldon and King 2001).
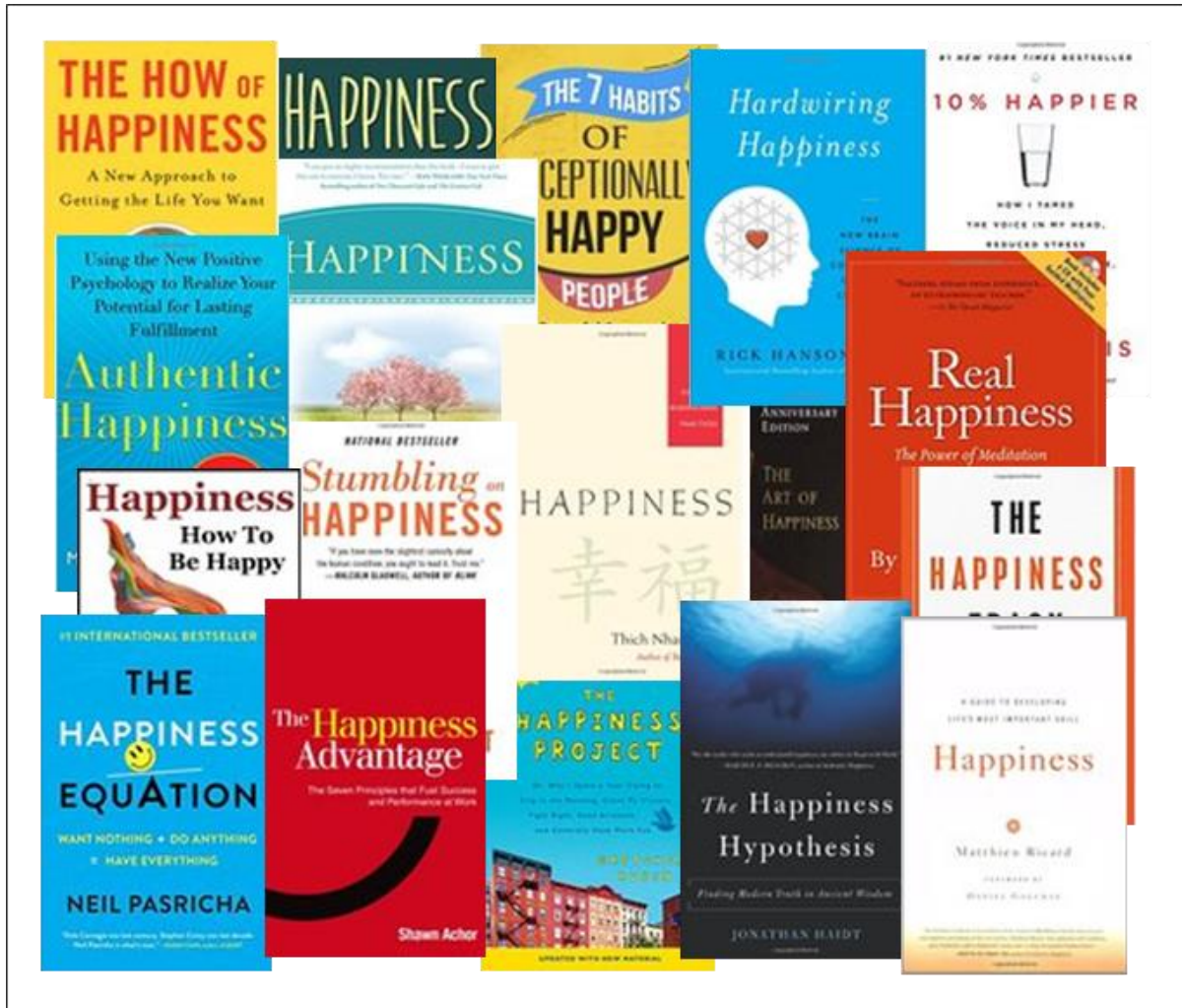
**Figure 1: Selection of books with the topic 'happiness' on amazon.com**

Happiness in the sense of well-being comprises peoples' longer-term affective and cognitive positive appraisal of life (Diener 1984). When studying happiness, researchers typically focus their efforts on understanding antecedents and consequences of happiness. After psychological research has focused on investigating happiness as a dependent variable for decades (Diener, Sandvik, and Pavot 1991; Kahneman und Krueger 2006; Lyubomirsky, Sheldon, und Schkade 2005), more recently scholars have started to examine happiness as an independent variable (Lyubomirsky, King, und Diener 2005). Although the main focus of research is still concentrated on what makes people happy, a stream of research has emerged that has uncovered how happiness might affect people's cognition and behavior (Veenhoven 2019). For example,

happiness has been found to exert temporally downstream effects on career success (for a literature review, see Walsh, Boehm, and Lyubomirsky 2018), the development of satisfying and stable relationships (Fredrickson et al. 2008; Moore, Diener, and Tan 2018; Waugh and Fredrickson 2006), or personal health (Fredrickson 2000; Kok et al. 2013; Tugade, Fredrickson, and Feldman Barrett 2004). Besides investigating the outcomes of happiness in general, psychological research has recently started to examine how different happiness orientations shape people's behavior (Peterson, Park, and Seligman 2005). Whether one seeks pleasure or meaning in life has important implications for how people think and behave (Baumeister et al. 2013; Dwyer, Dunn, and Hershfield 2017).

In marketing and consumer research, the majority of studies have focused on examining how happiness as a dependent variable can be influenced by consumption-related means (Bhattacharjee and Mogilner 2014; Gelbrich 2011; Mogilner, Hershfield, and Aaker 2018; Nicolao, Irwin, and Goodman 2009). The very few studies that have addressed the cognitive and behavioral effects of happiness largely employed an understanding of happiness in terms of a short-lived specific emotions or mood (Labroo and Mukhopadhyay 2009; Labroo and Patrick 2008; Silvera, Lavack, and Kropp 2008). Accordingly, marketing and consumer research lacks studies that examine how happiness affects consumption.

In analyzing the literature at the interface of happiness and marketing, the following research gaps are identified, which pave the way for the research presented in this dissertation.

(1) While the extant literature confirms the close relationship of consumption and happiness, existing studies have predominantly treated happiness as an outcome of consumption (Bhattacharjee and Mogilner 2014; Nicolao, Irwin, and Goodman 2009). However, evidence in psychological research suggests happiness should

also be considered to be a critical psychological resource influencing consumer behavior (Lyubomirsky, King, und Diener 2005).

(2) The scientific investigation of how different types of happiness, specifically pleasure and meaning happiness, might influence consumption is a blind spot in marketing and consumer research, which has typically conceptualized "happiness as an individualistic pleasure-based construct without considering its collectivistic meaning-based dimension" (Gaston-Breton et al. 2021, p. 1).

(3) The few extant studies in the marketing literature that have examined the outcomes of happiness in consumption (Kuanr et al. 2021; Zhong and Mitchell 2012) have focused on effects of increases in well-being, overlooking that significant declines in well-being (i.e., unhappiness) might be a potentially motivating force for divergent outcomes in consumer behavior.

(4) As psychological research on happiness as an influential factor is still in its infancy, research is needed that uncovers potential psychological mechanisms that account for the impact of happiness on outcomes in consumption. Conceptually and empirically demonstrating how happiness exerts impact on consumer behavior is an important contribution to the marketing as well as psychology literature as it advances the deeper understanding of the consequences of happiness.

Addressing the identified research gaps is of primary importance for marketing research and practice. As happiness has been found to exert major effects on a broad variety of domains (for a review, see Lyubomirsky, King, und Diener 2005), it is crucial to understand what outcomes happiness exerts in the domain of consumption. First of all, consumers can benefit from such insights, as those enable them to better understand and adopt their own behavior. When consumers understand that certain levels or types of happiness influence their choices,

they can make use of this knowledge to make their choices in a more reflected and mindful way. For example, unhappiness might foster some consumer behaviors that are rather adaptive and others that are rather maladaptive. By knowing these relationships consumers are able to choose the more adaptive behaviors, which help them overcome the unhappy period. Answers to the identified research gaps are also relevant for marketing management. To understand the potential consequences of happiness in consumption is the necessary first step, to subsequently consider these effects in divergent marketing means, like for example the promotion of products or the creation of brand experiences. Furthermore, many marketing initiatives nowadays "are often criticized because they adopt a monolithic, universal view of happiness, focusing on individual and pleasure-based orientations" (Gaston-Breton et al. 2021, p. 1) while ignoring meaning-based orientations (Peterson et al., 2005; Ryan & Deci, 2001). This thesis informs marketing managers in which instances marketing initiatives might benefit from meaning-focused happiness message framings, instead of hedonic ones.

To address the identified research gaps, an initial analysis of the literature in marketing and consumer research is needed to provide an overview of studies investigating happiness outcomes in consumption. Moreover, empirical work is needed that examines these happiness outcomes in consumption in general as well as the specific consequences of pleasure and meaning happiness for consumer behavior.

## II    Purpose of the thesis and research framework

The overarching purpose of this thesis is to close the identified research gaps in marketing and consumer research. Therefore, this thesis is based on the following primary research question: What are the consequences of happiness for consumption?

For a differentiated consideration of both conceptual and empirical approaches to examine effects of happiness in consumption, this thesis chooses a cumulative approach. Accordingly, this thesis includes three independent articles that represent self-contained papers which can be read separately. These three articles contribute to closing the identified research gaps. The first article is a conceptual paper that summarizes major conceptual approaches in psychological research on happiness, points out recent developments in this research field, and reviews literature in marketing on the outcomes of happiness in consumption. The second article represents the first empirical paper, which examines the impact of pleasure and meaning happiness on consumption and uncovers a psychological mechanism that explains the effect. The third article is the second empirical paper that investigates consequences of unhappiness for consumption, specifically brand consumption in unhappy periods in life.

### <u>Article 1</u>: Consequences of happiness for consumption: Conceptual derivation of novel research directions in the study of happiness in marketing

Drawing on psychological research, the first article provides an overview of conceptual and theoretical foundations of happiness and its outcomes. In this course, the article first presents different approaches to define happiness. Then, it points out recent developments in psychological research on happiness. In doing so, the article also summarizes the key propositions of the Broaden-and-Build Theory (Fredrickson 2001) as a theoretical explanation for the effects of happiness. Afterwards, an analysis of the marketing literature on happiness is presented. By specifically highlighting blind spots in extant marketing and consumer research on outcomes of happiness, the existing research gaps in the marketing literature are identified. Accordingly, the article answers the following research questions:

1) What are the major findings in the marketing literature on consequences of happiness for consumption?

2) What are research gaps in the marketing literature on consequences of happiness for consumption?

This article provides contributions to marketing and consumer research, as it identifies existing research gaps in the literature on the outcomes of happiness in consumption and outlines opportunities for future studies.

### Article 2: Pleasure and meaning happiness and their consequences for consumption

The second article empirically examines how pleasure and meaning happiness influence exploratory consumption. Specifically, the paper shows how pleasure and meaning mindsets impact consumers' choice of familiar vs. unfamiliar options by evoking differences in willingness to learn. This finding is confirmed in four experimental studies with multiple methods for assessing happiness orientations (e.g., individual differences, experimental manipulations), during a broad variety of choices (advertising exposures, grocery shopping, consumption of leisure activities, ice cream choices, donations to charities, commercial brands, vacation activities), as expressed by different samples (Prolific workers, university students) on two continents (North America and Europe). The paper answers the following specific research questions:

3) What is the effect of pleasure vs. meaning happiness on exploratory consumption?

4) What psychological processes explain the effect of happiness orientations on exploratory consumption?

5) How does personality influence the effect of happiness orientations on exploratory consumption?

This article has significant contributions for marketing research and practice. To the consumer research discipline, this paper offers the first comprehensive theoretical and empirical description of the roles of pleasure and meaning orientations as two fundamental drivers of exploratory consumption. For marketing practice, the findings yield important implications for the promotion of novel as well as familiar products and brands.

**<u>Article 3</u>: Unhappiness and its consequences for consumption**

The third article empirically investigates how unhappiness affects consumption. Specifically, the paper provides an exploratory approach to examine brand consumption in unhappy periods in life. The results of a qualitative interview study reveal major patterns of consumer-brand interactions in unhappy phases in life that are associated to the applied coping strategies. A quantitative study conducted five days after the United States had become the country with the highest death toll in the world from Coronavirus (COVID-19) provides support for the association between applied coping strategies and consumers' interactions with brands . The article answers the following research questions:

6) What are major patterns of consumer-brand interactions in unhappy periods?

7) How do coping strategies relate to consumer-brand interactions in unhappy periods?

This article contributes to recent research in the marketing discipline that investigates well-being outcomes in consumption. It expands the existing literature by specifically examining how significant declines in well-being, specifically unhappiness, affect consumer behavior. Furthermore, the findings of this article have valuable implications for marketing practice. For brand managers, the article indicates what means might prevent brands from being avoided during unhappy periods.

## III   Structure of the thesis

The thesis is divided into five chapters (see Figure 2):

**Chapter A** begins by outlining the relevance of happiness as a subject of investigation in marketing and consumer research (section 1.1). Afterwards, the research framework of this thesis and the research questions of the included articles are presented (section 1.2).

The three articles are described in the Chapters B, C, and D. These three chapters represent self-contained articles that could be read separately.

After an introduction (section 2.1), **Chapter B (Article 1)** provides an overview of concepts of happiness in psychology (section 2.2). Then, the chapter points out recent streams in psychological research on happiness (section 2.3). In the subsequent literature analysis, relevant research in marketing, which investigates consequences of happiness for consumption, is presented (section 2.4). The article ends with a summary of the results and implications for further research (section 2.5).

**Chapter C (Article 2)** examines the effects of happiness orientations in consumption. After an introduction to the topic (section 3.1), the theoretical derivation of the hypotheses and

their summary in a research model are presented (section 3.2). Then, the proposed effects are empirically investigated in four studies (section 3.3 – 3.6) that confirm the proposition with individual differences in and situational inducements of happiness orientations among a broad variety of choice. The article concludes with a discussion of limitations and implications for research and practice (section 3.7).

**Chapter D (Article 3)** presents an empirical investigation of consumption during times of unhappiness. After introducing the topic (section 4.1), the psychological literature on the construct of coping and the marketing literature on coping through consumption is reviewed (section 4.2). Drawing on the identified research gap, a qualitative interview study on brand consumption in unhappy periods in life is presented (section 4.3). After reviewing the findings of the qualitative study against the background of the extant psychological literature and deriving five hypotheses (section 4.4), a quantitative survey study on brand consumption during the early stages of the COVID-19 pandemic is presented (section 4.5). The article ends with a discussion (section 4.6).

In **Chapter E**, the findings of the articles are summarized (section 5.1) and implications for marketing and consumer research as well as marketing practice are discussed (section 5.2). The chapters concludes with limitations and promising future research directions (section 5.3).

| A. General introduction |
|---|
| 1.1 Relevance of the topic for marketing research and practice |
| 1.2 Purpose of the thesis and research framework |
| 1.3 Structure of the thesis |

| B. Consequences of happiness for consumption: Conceptual derivation of novel research directions in the study of happiness in marketing |
|---|
| 2.1 Introduction |
| 2.2 Concepts of happiness in psychology |
| 2.3 Recent developments in psychological research on happiness |
| 2.4 Systematic analysis of the marketing literature on the consequences of happiness |
| 2.5 Summary and outlook |

| C. Pleasure and meaning happiness and their consequences for consumption | D. Unhappiness and its consequences for consumption |
|---|---|
| 3.1 Introduction | 4.1 Introduction |
| 3.2 Hypotheses and research model | 4.2 Literature review |
| 3.3 Experiment 1 | 4.3 Qualitative interview study |
| 3.4 Experiment 2 | 4.4 Theoretical explanations and hypotheses derivation |
| 3.5 Experiment 3 | 4.5 Quantitative survey study |
| 3.6 Experiment 4 | 4.6 Discussion |
| 3.7 Discussion | |

| E. Final concluding discussion |
|---|
| 5.1 Summary of the findings |
| 5.2 Implications for research and practice |
| 5.3 Limitations and future research |

**Figure 2: Structure of the thesis**

# **Article 1**

Consequences of happiness for consumption: Conceptual derivation of novel research directions in the study of happiness in marketing

Author:

Tobias Klinke (University of Wuppertal, Germany)

# B Consequences of happiness for consumption: Conceptual derivation of novel research directions in the study of happiness in marketing (Author: Tobias Klinke)

**Abstract:** Happiness is a fundamental motivation of human-beings. Accordingly, its scientific examination has attracted scholars from a broad variety of disciplines. While psychology has recently started to investigate happiness as an important psychological resource, the vast majority of research in the marketing discipline has focused on happiness as a result of consumption. This article offers a novel perspective on how scholars in marketing can theorize and empirically study consequences of happiness in consumption. Therefore, this paper provides an overview of the concept of happiness, reviews significant recent developments in psychological research on happiness, analyses the existing marketing literature on consequences of happiness, and derives opportunities for future studies in marketing and consumer research.

# I   Introduction

Happiness is probably the most integral feature of living a fulfilling life. Accordingly, happiness or well-being is of outstanding interest not only for individuals, but also for policy makers, academic scholars, and businesses. Accordingly, many marketing initiatives of the most successful brands in the world draw on the promise of happiness. For example, the Coca-Cola Company employed the term in a global marketing campaign ('Open happiness'), and Unilever used the term to name the ice cream stations of its brand Langnese ('Langnese Happiness Stations'). Similarly, academic scholars have begun the scientific examination of happiness a few decades ago. In the course of the scientific study of happiness, a profound understanding of happiness was established. Especially research in the discipline of psychology has produced deep insights into the phenomenon of happiness.

The purpose of this article is twofold. The first objective of this paper is to provide an overview of the fundamental findings in the science of happiness. The second aim of this article is to spark ideas for future research on the interface of happiness and consumption. Therefore, this paper first reviews core concepts of happiness research and points out significant developments in recent psychological research on happiness. Then, drawing on an analyses of the extant marketing literature on outcomes of happiness, this article identifies research gaps and derives opportunities for future research on happiness in the marketing discipline.

# II   Concepts of happiness in psychology

The term happiness has a wide variety of meanings in everyday use and has sparked numerous controversies within the interdisciplinary scientific community (Diener et al. 2017; Veenhoven 1991). Numerous definitions of happiness exist, ranging from cognitive variables

to purely affective ones. Among others, 'happiness' has been used as a term for a specific emotion (Trautmann, Fehr, and Herrmann 2009), as a proxy for positively valenced affective states in general (Sauter 2010), as a global assessment of one's own life as a whole (Diener et al. 1985; Sirgy 2012), and as a term for different concepts of well-being, like emotional well-being (Kahneman and Deaton 2010), psychological well-being (Ryff 1989), and subjective well-being (Diener 1984). The understanding of happiness as subjective well-being is likely the most widespread approach in scientific research (Deci and Ryan 2008). Subjective well-being reflects both the cognitive evaluation of one's life and the affective experiencing of an individual. It is determined by "three correlated but distinct factors: the relative presence of positive affect, absence of negative affect, and satisfaction with life" (Myers and Diener 1995, p. 11). The cognitive component of subjective well-being is represented by life satisfaction. The affective component comprises the sum of all experiences of positive and negative affect in a given period of time.

The conceptualization of happiness as subjective well-being furthermore inherently takes into account that happiness features state as well as trait characteristics. The distinction between a stable long-term phenomenon and an unstable short-term phenomenon is a topic that has grasped some attention in happiness research. Some researchers understand happiness as a phenomenon anchored in personality that is mostly consistent over time. According to this approach, happiness is a disposition that is innate to an individual. Inherent in this definition is the assumption that happiness is difficult or impossible to influence by situational environmental conditions (Csikszentmihalyi and Wong 2014; Veenhoven 2005). Accordingly, happiness is a stable character trait of an individual that describes the tendency to interpret life circumstances positively and to frequently feel good (Diener 1984; Hellén and Sääksjärvi 2011). In contrast, happiness is also frequently understood as a state that is variable over time. In this

perspective, happiness is not a long-term characteristic, but a rather short-term, more fluctuating phenomenon. If happiness is defined as a state, then it can be influenced and changed by situational conditions (Veenhoven 2005). Most commonly, researchers define happiness as a phenomenon including trait and state features. Subjective well-being reflects this balance.

Building on this understanding and drawing on the existing literature, Lyubomirsky, Sheldon, and Schkade (2005b) derive a model in which happiness has trait and state characteristics, likewise. According to this model, the factors that determine individual happiness can be grouped into three primary categories: the set-point, intentional activities, and life circumstances (Lyubomirsky et al. 2005b). These three influencing factors are the central drivers of the individual happiness level.

The set point reflects the long-term stability of happiness. It is genetically determined and beyond human control (Lyubomirsky et al. 2005b). Many studies demonstrate the strong relationship between personality factors and individual happiness (Braungart et al. 1992; Costa and McCrae 1980; Steel, Schmidt, and Shultz 2008). The set point is the baseline level of the experiences of positive and negative affect (Pavani et al. 2016). This means that an individual consistently tends to return to this expected value within the individual's set range (Lyubomirsky et al. 2005b).

The category of intentional activities includes "the wide variety of things that people do and think in their daily lives" (Lyubomirsky et al. 2005b, p. 118). The number of different behaviors that have empirically been shown to influence individual happiness is vast. For example, how often one expresses gratitude (Emmons and McCullough 2003), one meditates (Fredrickson et al. 2008; Garland et al. 2010), or performs interpersonal acts of kindness (Otake et al. 2006), how persistently one pursues goals that are need-satisfying (Sheldon et al. 2010),

or who one spends the own money on (Dunn, Aknin, and Norton 2008) has been shown to influence happiness.

The third superordinate category, the circumstantial factors, comprises the incidental environmental conditions in a particular life stage (Lyubomirsky et al. 2005b). Relevant for individual happiness are, for example, life status variables such as income (Easterlin 2001; Kahneman et al. 2006), living in a steady partnership (Coombs 1991; Vanassche, Swicegood, and Matthijs 2013), or religiosity (Gallup 1984). Key events in a person's life, such as unemployment or the birth of a child, are also part of the category of circumstantial factors that influence the happiness level (Diener et al. 2017; Luhmann et al. 2012). Thus, the happiness level fluctuates around the set-point, "as a function of the events we encounter" (Pavani et al. 2016, p. 2079). Both positive and negative changes in an individual's personal environment influence happiness. Consequently, life circumstances cause deviations of the individual happiness level from the set point and, thereby, have a significant influence on the emergence of happy or unhappy phases in life.

## III   Recent developments in psychological research on happiness

In recent psychological research on happiness, two emerging streams can be observed, one entailing the other. After having examined the drivers of happiness for decades, more recent work has started to focus on the outcomes of happiness. This stream, which focuses on consequences of happiness in general, has inspired a further research stream that investigates outcomes of different types of happiness.

# 1    Reversing direction: Examining outcomes of happiness

For a long time, research has solely focused on examining happiness as a dependent variable. Happiness was understood and investigated as a consequence of success in life (Diener et al. 2017). Recent empirical evidence suggests expanding the perspective: happiness cannot only be viewed as an outcome of successes, but also appears to be an essential antecedent and determinant of desirable successes in life (for comprehensive reviews, see De Neve et al. 2013; Diener et al. 2015; Lyubomirsky, King, and Diener 2005). Although the exact mechanisms between happiness and its downstream effects in different domains of life are still not fully explained (Boehm and Lyubomirsky 2008), the evidence for the potent influential strength of happiness is substantial (Diener et al. 2017).

A widely used approach to explain the consequential effects of happiness is to focus on the direct and downstream effects of positive affect (Diener, Oishi, and Lucas 2015; Lyubomirsky et al. 2005a; Walsh, Boehm, and Lyubomirsky 2018). A large body of empirical research supports the exposed position of positive affect as a key indicator and hallmark of happiness (Lyubomirsky et al. 2005a). Boehm and Lyubomirsky (2008, p. 102) argue that happiness leads to desirable outcomes "precisely through the experience of positive affect."

Because affective experience represents live evaluations of incidental environmental factors in a person's life (Diener et al. 1999), individuals who experience positive affect interpret their life circumstances as pleasant (Lyubomirsky et al. 2005a). "Positive emotions may also indicate that a person's life is going well - that one has adequate resources, no salient threats, and personal goals are being met" (Walsh et al. 2018, p. 200). In these phases, individuals are in an ideal position to build new resources that they can draw on in future challenging life situations (Fredrickson 2001; Lyubomirsky et al. 2005a).

Ruut Veenhoven (2019, p. 138) summarizes Fredrickson's (1998, 2001) Broaden-and-Build Theory of Positive Emotions, a widely used theory to explain the consequences of happiness, as follows: „The broaden-and-build theory holds that how well you feel affectively tends to *broaden* your behavioral repertoire, among other things, by fostering activity and widening perceptual scope. This makes you function more effectively, as a result of which you *build* more resources, such as economic, mental, and social capital."

The core theme of the Broaden-and-Build Theory is that positive emotions have a broadening effect on the breadth of attention, cognition, and possible actions, thereby building intellectual, physical, or social resources in the long run (Fredrickson 1998, 2001; Hogan et al. 2015). In contrast to negative emotions, which lead to narrowed mindsets and specific action tendencies intended to ensure immediate survival by instantaneously adapting the organism to a challenging situation, positive emotions lead to broadened mindsets, which in turn, through repeated occurrence over time, build lasting personal resources that can be drawn upon as a kind of resource in potentially challenging future situations. The adaptive benefits of positive emotions are thus indirect and long-term, whereas the adaptive benefits of negative emotions are direct and immediate (Fredrickson 2001). Numerous studies have empirically confirmed both, the broaden- and the build-hypothesis of the Broaden-and-Build Theory (for a review, see Fredrickson 2013).

## 2   Differentiating happiness: Examining specific outcomes of pleasure and meaning happiness

Beyond investigating outcomes of happiness as a unidimensional construct, recent research has started to examine specific outcomes of distinct types of happiness. In scientific

research on happiness, two basic traditions exist that differ in their approach to the phenomenon: The eudaimonic and the hedonic perspective on happiness (Ryan and Deci 2001; Waterman 1993). The tradition of the hedonic perspective on happiness has its origin in ancient Greek philosophy. The hedonic perspective focuses on the momentary subjective experience of an individual. It is therefore about what makes experiences and life itself particularly pleasant. The degree of happiness is thus primarily based on the combination of the presence of pleasures and the absence of pains (Kahneman 1999). According to this understanding, happiness is particularly high when pleasures are maximized and pains are minimized.

The core idea of the eudaimonic perspective also originates from ancient Greek philosophy. This approach is about realizing one's potential, self-actualization and the existence of meaning in one's life (Maslow 1943). According to this approach, happiness can be considered as particularly high when an individual realizes his or her own potential. Accordingly, terms such as "flourishing," "meaning," or "purpose" are often associated with this perspective. According to Ryff's (1989) model of Psychological Well-Being, which reflects a eudaimonic perspective, the construct happiness consists of the dimensions of Personal Growth, Self-Acceptance, Autonomy, Environmental Mastery, Positive Relationships, and Purpose in Life. Despite the broad range of elements employed to assess eudaimonic happiness, most researchers in psychology would agree that, if there would be only one sole element to assess eudaimonic happiness, it would be meaning (Huta 2017). Psychological research has frequently used meaning as a proxy for eudaimonic happiness (Baumeister et al. 2013; Delle Fave et al., 2011; King & Napa, 1998). This suggests that meaning alone can serve as a good proxy for eudaimonic experience.

Especially in empirical research on eudaimonic and hedonic happiness, psychological research has recently started to examine how these different happiness orientations shape people's behavior (Peterson et al. 2005). Accordingly, whether one seeks pleasure or meaning in life has important implications for how that person behaves. Although some behavioral outcomes have been uncovered (Baumeister et al. 2013; Dwyer et al. 2017; Huta and Ryan 2010; Pearce, Huta, and Voloaca 2021), the exact psychological mechanisms explaining the effects are not well understood yet.

## 3    Conclusion

In summary, most psychological research has focused on the determinants of happiness. For decades, the focus of the scientific work was on how to influence an individual's happiness. In doing so, research has uncovered numerous specific determinants of happiness in the areas of life circumstances and behaviors, and has also revealed which personality traits correlate with happiness (see Figure 3 for an overview of determinants and outcomes of happiness).

**Determinants of Happiness**

**Set-point**
(i.e., heritability of a „stable" component of happiness)

**Circumstances**
- Personal history
- Life events
- Demographic factors (e.g. geographical or cultural region)
- Economic factors
- Relationship status
- Religiosity
- Physical health

**Intentional activities**
- Behavioral activities (e.g. exercising regularly, being kind to others)
- Cognitive activities (e.g., positive reframing, counting one's blessings)
- Volitional activities (e.g., striving for important personal goals, devoting effort to meaningful causes)

**Happiness**
(Subjective well-being)

**High life satisfaction**

**High frequency of positive affect**

**Low frequency of negative affect**

**Outcomes of Happiness**

**Work life**
- Employment and quality of work
- Income
- Organizational citizenship

**Sociability, social activity, and social relationships**
- Positive perceptions of self and others
- Social interaction, activity, and energy
- Likability
- Negotiation and conflict resolution
- Prosocial behavior
- Community involvement
- Friendship and social support
- Marriage and romance

**Health**
- Health perceptions and healthy behavior
- Mental health
- Physical health
- Immunity

**Creativity and problem solving**
- Flexibility and originality
- Performance on complex mental tasks

**Figure 3 Typical determinants and outcomes of happiness**

More recently, the consequences of happiness started to attract interest. A stream of psychological research has developed that deals with the effects of happiness. Drawing on this approach, a second, more specific stream emerged that examines the effects of specific types of happiness, namely meaning and pleasure. Although psychological research has been able to generate initial findings in both research streams, many questions remain unanswered. For example, consequences of happiness still need to be explored in a wide variety of areas. Likewise, further research is needed to fully understand the exact mechanisms that lead to the effects of happiness.

In summary, research on the consequences of happiness indicates to be a highly promising venue for studies in marketing and consumer research, as the existing pioneering work in psychology promises strong and broad behavioral implications of happiness as a primary human motivation. Recent calls in psychology emphasize the significance of understanding the consequences of happiness, specifically hedonic and eudaimonic orientations (Asano et al.

2021). Moreover, when empirically examining the outcomes of pleasure and meaning happiness, including attempts to explain the psychological mechanisms of the possible relationships provides enormous potential for future research.

## IV   Systematic analysis of the marketing literature on consequences of happiness for consumption

The following chapter reviews existing marketing and consumer research on happiness as an independent variable. Since recent streams in psychological research suggest the examination of the consequences of happiness promises significant insights for consumer behavior, the literature analysis presents in particular those scientific studies in marketing and consumer research that have investigated happiness outcomes in consumption. Henceforth, two literature analyses of marketing and consumer research are reported: One focuses on effects of happiness in the sense of well-being in general, the other focuses on effects of pleasure and meaning happiness in particular.

## 1   Procedure of the systematic literature analysis

A systematic literature analysis was conducted to assess extant marketing and consumer research on happiness as a subject of investigation (see Table 1).

**Table 1: Procedure of the systematic literature analysis**

| Seach terms | Search results (title) … | | | |
|---|---|---|---|---|
| | in the Web of Science (Social Sciene Citations Index) | in the Web of Science Categories "Management" and "Business" | in Journals ranked in the VHB-JOURQUAL 3 (Marketing Rating) | with happiness as an influential factor |
| "happiness" OR "well-being" | 31,465 | 1,272 | 285 | 23 |
| "meaning happiness" OR "eudaimoni*" | 335 | 24 | 5 | 1 |

The Web of Science platform was employed to search for existing scientific research on happiness. Because only scientific work with happiness as the core of the article should be considered, only the titles of journal articles and proceedings papers were considered for the search terms. Two searches with specific search terms were conducted. The first search included the terms "happiness" and "well-being" to find all scientific articles dealing with at least one of the two terms. The second search included the terms "meaning happiness"[1] and "eudaimoni*"[2] to assess all scientific articles dealing with at least one of the two terms. The search was not restricted in terms of time period, so the years 1956 to 2021 were included in the analysis[3]. Furthermore, the employed citation index was the Social Sciences Citation Index. This

---

[1] The search term „meaning" produces too many irrelevant results and was thus supplemented by the term "happiness". This procedure seems appropriate, as the term "meaning happiness" is common in happiness research (Peterson et al. 2005).

[2] Using this search term ensures that the terms „eudaimonia" as well as "eudaimonic" are considered in the search.

[3] The literature search was conducted in December 2021.

database for social science research, to which marketing and consumer research is also assigned, contains 122 million cited references in 3,400 journals across 58 social sciences disciplines (Clarivate 2021).

Since the search terms have been intensively investigated in an interdisciplinary way in different fields of social science, the procedure to identify the results of interest was as follows: In a first step, only articles were included that could be assigned to either the Web of Science category "Management" or the Web of Science category "Business", since the marketing and consumer research journals are classified in these two categories. The subsequent search results included many other areas of business research besides marketing. Therefore, in a second step, only articles published in marketing and consumer research journals were selected. As a basis for the selection, the Marketing rating of the VHB-JOURQUAL3[4] was chosen, which represents a ranking of journals relevant in marketing research based on the judgments of VHB members.

## 2    Results of the literature analysis

In the following, the results of the two searches will be presented in detail. First, the search procedure and final article selection is described in a short overview. Then, the main findings of the finally selected articles will be presented.

---

[4] The VHB (Verband für Hochschullehrerinnen und Hochschullehrer für Betriebswirtschaft e.V.) is an association with over 2,800 members that are academically active in the field of business administration. JOURQUAL3 is a rating of journals relevant to discipline of business administration based on judgements of the VHB members.

**Overview of the results**

The systematic literature search conducted on the terms "happiness" and "well-being" in the Social Citations Index of the Web of Science for the years 1956 to 2021 yielded 31,465 articles, of which 1,272 were listed in the categories "Management" or "Business". Only about 1% (285 articles) of the initially found articles were published in marketing journals listed in the VHB-JOURQUAL3 rating. Among the articles on happiness published in marketing journals, only 23 consider happiness as an independent factor and, thus, focus on its consequences.

The search terms "meaning happiness" and "eudaimoni*" produced 335 results, of which 24 were categorized in "Management" or "Business". Only five of these scientific papers were published in marketing journals and just a single article examined meaning or eudaimonic happiness as an independent variable.

In sum, 24 articles were identified in marketing and consumer research that deal with consequences of happiness as a core theme. Of these 24 articles, 6 had to be excluded because they employed a different understanding of happiness: Three articles are focused on momentary expressions of happiness, particularly smiling (Lin, Yao and Chen 2021; Söderlund and Berg 2019; Söderlund and Sagfossen 2017), two papers examine effects of momentary positive mood (Labroo and Mukhopadhyay 2009; Labroo and Patrick 2009), and one article investigates the outcomes of the specific emotion 'happiness' (Septianto et al. 2019). The main findings of the remaining 18 articles are presented in the following (for an overview, see Table 2).

**Table 2: Results of the systematic literature analysis**

| Title | Authors | Journal | Issue | Year | Understanding of happiness | Role of happiness | Independent variable | Dependent variable(s) | Major finding |
|---|---|---|---|---|---|---|---|---|---|
| Why do consumers subvert brands? investigating the influence of subjective well-being on brand avoidance | Kuanr, Pradhan, Lyngdoh, Lee | Psychology & Marketing | (early access online) | 2021 | subjective well-being (positive emotional state, life satisfaction) | Independent variable | subjective well-being | brand avoidance | Subjective well-being enhances the avoidance of morally questionable brands by increasing self-control. |
| The impact of hotel attributes, well-being perception, and attitudes on brand loyalty: Examining the moderating role of COVID-19 pandemic | Kim, Han, Ariza-Montes | Journal of Retailing and Consumer Services | 62 | 2021 | well-being perception (consumers' judgements of the wellness of body and mind) | Mediator | hotel attributes | cognitive attitude, affective attitude, brand loyalty | Hotel attributes enhance consumers' well-being perceptions, which in turn increases attitudes and brand loyalty. |
| Social capital and consumer happiness: toward an alternative explanation of consumer-brand identification | Yoshida, Gordon, James | Journal of Brand Management | 28 (5) | 2021 | consumer happiness (psychological state resulting from an enjoyable experience and contributing to happiness in life) | Moderator | social capital, consumer happiness | consumer-brand identification | Consumer happiness strengthens the effect of consumer brand identification on behavioral loyalty in the context of professional football. |
| Consequences of cross-cultural differences in perceived well-being for entrepreneurship | Pathak, Muralidharan | Journal of Business Research | 122 | 2021 | societal-level hedonic and eudaimonic well-being (hedonic: life satisfaction, happiness; eudaimonic: autonomy, purpose in life, self-acceptance, and growth) | Independent variable | societal-level hedonic and eudaimonic well-being | societal-level self-expression values, entrepreneur-ship likelihood | Societal-level hedonic and eudaimonic well-being increase the likelihood of entrepreneurial engagements in a society by enhancing societal-level self-expression values. |
| Pleasure, meaning or spirituality: Cross-cultural differences in orientations to happiness across 12 countries | Gaston-Breton, Lemoine, Voyer, Kastanakis | Journal of Business Research | 134 | 2021 | hedonic and eudaimonic orientations to happiness (pleasure, meaning, and spirituality) | Different concepts of happiness considered in the independent variable and dependent variable | hedonic and eudaimonic orientations to happiness | Life satisfaction | Meaning is a stronger predictor of life satisfaction than to pleasure or spirituality. |
| The Influence of Financial Well-Being on Pawnshop Use | Nicolini, Cude | Journal of Consumer Affairs | 53 (4) | 2019 | financial well-being | Independent variable | financial well-being | pawnshop use | Financial well-being reduces the likelihood of pawnshop use. |

| Title | Authors | Journal | Issue | Year | Understanding of happiness | Role of happiness | Independent variable | Dependent variable(s) | Major finding |
|---|---|---|---|---|---|---|---|---|---|
| The influence of tourism experience and well-being on place attachment | Vada, Prentice, Hsiao | Journal of Retailing and Consumer Services | 47 | 2019 | hedonic and eudaimonic well-being (hedonic: focus on positive emotions and pleasure; eudaimonic: focus on functioning and personal growth) | Mediator | memorable tourism experiences | place attachment | Hedonic and eudaimonic well-being fully mediate the positive relationship between memorable tourism experiences and place attachment. |
| How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being | Netemeyer, Warmath, Fernandes, Lynch Jr. | Journal of Consumer Research | 45 (1) | 2018 | perceived financial wellbeing (current money management stress, expected future financial security) | Different concepts of happiness considered in the independent variable and dependent variable | perceived financial well-being | overall well-being | Perceived financial well-being is a key predictor of overall well-being. |
| An appraisal framework of the determinants and consequences of brand happiness | Schnebelen, Bruhn | Psychology & Marketing | 35 (2) | 2018 | brand happiness (consumer's greatest emotional fulfillment, a moment based experience of pleasant high and low arousal emotions, induced at different brand contact points) | Construct with specific antecedents and consequences | Brand happiness | (re-)purchase intention, price premium, positive word-of-mouth, brand evangelism, brand forgiveness | Brand happiness strongly predicts (re-)purchase intention and price premium, word-of-mouth, brand evangelism, and brand forgiveness. |
| Transformative retail services: Elevating loyalty through customer well-being. | Troebs, Wagner, Heidemann | Journal of Retailing and Consumer Services | 45 | 2018 | customer well-being (satisfaction of the competence need) | Mediator | transformative retail services | customer loyalty | There is a positive influence of transformative retail services on customer well-being, which in turn has a positive influence on loyalty intentions by increasing gratitude, reciprocity, and brand-related evaluations. |

| Title | Authors | Journal | Issue | Year | Understanding of happiness | Role of happiness | Independent variable | Dependent variable(s) | Major finding |
|---|---|---|---|---|---|---|---|---|---|
| Perceived financial well-being and its effect on domestic product purchases: An empirical investigation in Brazil | Hampson, Ma, Wang | International Marketing Review | 35(6) | 2018 | perceived financial well-being ("perception of being able to sustain current and anticipated desired living standards and financial freedom;" Brüggen et al., 2017, 229) | Independent variable | reduced perceived financial financial well-being | domestic products purchase | Perceived value of global brands and frugality descriptive norm mediate the relationship between reduced perceived financial well-being and domestic product purchases. |
| Mall image, shopping well-being and mall loyalty | Shafiee, Es-Haghi | International Journal of Retail & Distribution Management | 45(10) | 2017 | shopping well-being (well-being resulting from shopping in the mall) | Mediator | mall image, hedonic value generated by the mall | mall loyalty | There is a significant influence of shopping center image and hedonic value generated by the shopping center on shopping well-being, which in turn significantly influences loyalty to the shopping center. |
| The Big Five, happiness, and shopping | Goldsmith | Journal of Retailing and Consumer Services | 31 | 2016 | dispositional happiness | Mediator | Big Five | shopping | Happiness is positively related to shopping and mediates the relationship between extraversion, neuroticism, agreeableness and shopping. |
| Internal service quality as a driver of employee satisfaction, commitment and performance: Exploring the focal role of employee well-being | Sharma, Kong, Kingshott | Journal of Service Management | 27(5) | 2016 | employee well-being (quality of life) | Mediator | internal service quality, employee satisfaction, commitment and employee well-being | employee performance | Internal service quality predicts employee satisfaction, employee commitment, and employee well-being, which in turn significantly influence employee performance. |

| Title | Authors | Journal | Issue | Year | Understanding of happiness | Role of happiness | Independent variable | Dependent variable(s) | Major finding |
|---|---|---|---|---|---|---|---|---|---|
| How Happiness Affects Choice | Mogilner, Aaker, Kamvar | Journal of Consumer Research | 39 (2) | 2012 | consumers' momentary definition of happiness (feeling excited vs. feeling calm) | Mediator | temporal focus (present vs. future) | choice (calming vs. exciting options) | Temporal focus (present vs. future) determines consumers' definition of happiness (calmness vs. excitement), which in turn affects choice (exciting vs. camling options). |
| Does Consumer Well-Being Affect Hedonic Consumption? | Zhong, Mitchell | Psychology & Marketing | 29 (8) | 2012 | subjective well-being (lasting positive and negative affective states) | Independent variable | subjective well-being | spending on hedonic products | Subjective well-being increases spending on hedonic products via the mediating effects of their positive interpretation of life circumstances and broadened set of activities. |
| Happiness as a Predictor of Service Quality and Commitment for Utilitarian and Hedonic Services | Hellen, Saaksjarvi | Psychology & Marketing | 28 (9) | 2011 | dispositional happiness (long-term dispositional affectivity) | Independent variable | dispositional happiness | service evaluation, commitment | There is a positive relationship between dispositional happiness and perceived service quality as well as affective commitment toward the service provider. |
| Consumption Theories and Consumers' Assessments of Subjective Well-Being | MacDonald, Douthitt | Journal of Consumer Affairs | 26 (2) | 1992 | economic well-being (current and expected income, relative income, resource deficit) | Different concepts of happiness considered in the independent variable and dependent variable | economic well-being | psychological well-being | Economic well-being predicts psychological well-being. |

**Review of marketing articles on consequences of specific business-related types of well-being**

Four articles examine the consequences of financial or economic well-being. Using survey data, MacDonald and Douthitt (1992) find that economic well-being is a robust predictor of consumers' assessment of subjective well-being. Likewise, Netemeyer et al. (2018) empirically show that financial well-being is a significant predictor of consumers' overall well-being. In addition, the authors identify 'current money management stress' and 'expected future financial security' as the two fundamental dimensions of financial well-being. Besides its impact on subjective well-being, financial well-being is examined as a predictor of other outcomes. Hampson, Ma, and Wang (2018) use survey data and structural equation modelling to explore how perceived financial well-being relates to domestic product purchase in Brazil. In their model, the authors show a significant relationship between reduced perceived financial well-being and the purchase of domestic products. By analysing panel data, Nicolini and Cude (2019) reveal that a higher financial well-being significantly reduces the probablities of using pawnshops.

Five articles investigate specific types of happiness related to consumption or business. Using data from a survey of employees and their supervisors, Sharma, Kong, and Kingshott (2016) examine the relationship between internal service quality, employee satisfaction and performance, and employee well-being and commitment. Employee's well-being was conceptualized as quality of life. The data show that internal service quality predicts employee satisfaction, commitment, and well-being, which in turn significantly influence employee performance. At the same time, employee well-being as a moderator amplifies the effect of satisfaction and commitment on performance. Shafiee and Es-Haghi (2017) investigate the

relationship between a shopping center's image, shopping well-being, and loyalty to the shopping center. In their model, the authors show a significant influence of shopping center image and hedonic value generated by the shopping center on shopping well-being, which in turn significantly influences loyalty to the shopping center. Schnebelen and Bruhn (2018) conceptually define brand happiness as a moment-based fullfilling consumer experience that is positive in valence and low in arousal of pleasant and is induced by a brand at different contact. In their empirical work, the authors uncover that brand happiness has a positive influence on purchase and repurchase intention, willingness to pay a price premium, positive word-of-mouth, brand mission, and willingness forgive mistakes. In two experiments, Troebs, Wagner, and Heidemann (2018) show how transformative retail services increase loyalty through customer well-being. In their model, the authors show a significant positive influence of transformative retail services on customer well-being, which in turn has a positive influence on loyalty intentions by increasing gratitude, reciprocity, and brand-related evaluations. By drawing on van Boven and Gilovich (2003), Yoshida, Gordon, and James (2021) examine consumer happiness in the sense of a psychological state resulting from an enjoyable experience and contributing to happiness in life. As a moderator in their statistic model, consumer happiness strengthens the effect of consumer brand identification on behavioral loyalty in the context of professional football.

Furthermore, one article (Kim, Han, and Ariza-Montes 2021) defines well-being perceptions as a consumers' judgements of the wellness of body and mind. The authors show how hotel attributes can enhance consumers' well-being perceptions, which in turn increases attitudes and brand loyalty. In a cross-cultural study, Pathak and Muralidharan (2021) show that societal-level well-being increases the likelihood of entrepreneurial interactions in a society by enhancing societal-level self-expression values. In six studies, Mogilner et al. (2012) show

that being focused on the present vs. the future encourages consumers to define happiness as 'feeling calm' or as 'feeling excited', which in turn significantly influences whether calming or exciting options are preferred.

**Review of marketing articles on consequences of happiness as a disposition**

Two articles employ a merely dispositional understanding of happiness. Goldsmith (2016) uses survey data to examine the relationships between the Big Five, dispositional happiness, and shopping. There is a positive significant correlation between happiness and the tendency to go shopping. Furthermore, happiness mediates the relationship between the personality traits extraversion, neuroticism, and agreeableness and shopping. Hellén and Sääksjärvi (2011) define happiness as a long-term dispositional affectivity and examine its influence in the context of service evaluations. Based on three survey questionnaires, the authors find a positive relationship between dispositional happiness and perceived service quality as well as affective commitment toward the service provider.

**Interim summary on the prevouisly reviewed articles**

The articles presented so far either examine specific consumption- or business-related types of happiness, or employ an understanding of happiness as an either momentary fleeting or dispositional state. Furthermore, none of the so far presented scientific articles differentiates between hedonic or eudaimonic types of happiness. Accordingly, the marketing research presented so far is not able to provide insights into the effects of happiness in terms of subjective well-being or in terms of hedonic and eudaimonic happiness. The two articles presented in the following employ an understanding of happiness as subjective well-being; the two articles presented thereafter employ an differentiated perspective on the happiness construct.

**Review of articles on consequences of subjective well-being**

Two articles claim to examine subjective well-being. However, only one article actually empirically examines subjective well-being. Although Kuanr et al. (2021) conceptually define subjective well-being as a positive emotional state, they empirically measure life satisfaction in their studies. The authors show that life satisfaction enhances the avoidance of morally questionable brands by increasing self-control. Using longitudinal data from a large national panel, Zhong and Mitchell (2012) uncover a positive relationship between subjective well-being, defined as lasting positive and negative affective states, and hedonic consumption. The authors show that the relationship is mediated by the positive interpretation of life circumstances as well as the expanded repertoire of possible activities triggered by positive emotions.

**Review of articles on consequences of hedonic and eudaimonic happiness**

Two articles investigate outcomes of eudaimonic and hedonic happiness. Although these two articles are published in journals within the marketing discipline, the outcomes of happiness studied in these papers are in fact not consumption-related. Vada, Prentice, and Hsiao (2019) use data collected via an online survey to examine the relationship between tourist experiences, hedonic and eudaimonic well-being, and place attachment. Following the authors' definition, hedonic well-being focuses on positive emotions and pleasure whereas eudaimonic well-being focuses on functioning and personal growth. In their model, tourist experiences exert a significant influence on place attachment. This relationship is mediated by both types of well-being. Across 12 countries, Gaston-Breton et al. (2021) show that there are no differences in the structure of happiness. Moreover, the authors find that meaning happiness is a better predictor of life satisfaction than pleasure happiness.

## 3      Discussion

The results of the systematic literature analysis revealed that the majority of existing marketing and consumer research on happiness has so far focused on happiness as a dependent variable. More than 90% (276) of the identified scientific articles on happiness in the marketing literature (300) considered happiness solely as an outcome. These papers were not included in the in-depth analysis.

Only very few scientific articles (24) in the existing marketing literature have examined the effects of happiness in a marketing or consumption context. The majority of these papers have either studied specific business-related types of happiness or well-being, like for example financial well-being, shopping well-being, or brand happiness, or have employed an understanding of happiness as an either short-lived transient or dispositional state. Only two scientific articles could be identified that examined happiness in conceptually terms of subjective well-being. However, empirically one of these articles investigated life satisfaction. These two papers found that high levels of happiness exert an influence on hedonic consumption and brand avoidance. Specifically, Zhong and Mitchell (2012) uncovered that subjective well-being leads to the increased hedonic consumption by enhancing the positive interpretation of life circumstances and expanding repertoires of activities. Recently, Kuanr et al. (2021) revealed that subjective well-being (i.e., life satisfaction) encourages the avoidance of ethically questionable brands by enhancing self-control. Both papers provide valuable insights on the effects of happiness in consumption. However, the existing research leaves many questions about the outcomes of happiness in consumption unaddressed.

Furthermore, only two scientific articles in marketing and consumer research, both published recently, were identified that consider outcomes of hedonic and eudaimonic happiness. Vada et al. (2019) show that tourist experiences have a positive impact on hedonic and eudaimonic well-being, which in turn enhances place attachment. In a cross-cultural study, Gaston-Breton et al. (2021) find that a meaning happiness orientation better predicts life satisfaction than a pleasure happiness orientation. Although, these papers provide valuable findings, they lack to provide insights on consumption-related happiness consequences. The two identified papers do not provide sufficient insights into how pleasure and meaning happiness might influence consumption, since they either examine outcomes that have very little (i.e. place attachment) or nothing at all (life satisfaction) to do with consumption. Thus, the scientific investigation of outcomes of hedonic and eudaimonic happiness in consumption is a sort of blind spot in the marketing literature.

The results of the literature analysis indicate that the existing marketing and consumer research lacks studies examining the outcomes of happiness in consumption. Although very few papers have employed this perspective and provide initial insights on the effects of happiness in consumption, the picture remains largely blurred. Especially academic work on the effects of hedonic and eudaimonic happiness in consumption is a rather untouched field in existing marketing and consumer research.

## V    Summary and outlook

This article provides important contributions to the marketing literature. First, the paper gives an overview of the major concepts in happiness research. Thereby, it provides an initial conceptual and theoretical foundation for marketing scholars who consider examining happiness in a consumption context. Second, this article points out an important recent development

in happiness research and positive psychology: After having investigated causes of human happiness for decades, psychology has started to examine both, the consequences of happiness in general and the specific outcomes of hedonic and eudaimonic happiness. By pointing out this recent research stream, this article seeks to stimulate marketing scholars to consider effects of additional causality in a reversed direction when studying happiness in consumption contexts. The analysis of the marketing literature confirmed that the consequences of happiness have hardly ever been considered in marketing and consumer research. The uncovered scarce and fragmented scientific findings on outcomes of happiness in consumption yield enormous potential and a broad research field for marketing scholars.

Drawing on the findings of the systematic literature analysis, this article ends with providing some concrete ideas for future research.

(1) Future research should consider the consequences of happiness as a multidimensional concept. The scientific examination of outcomes of eudaimonic and hedonic happiness (i.e. meaning and pleasure) promises to be a field rich of insights for future research in marketing. As the existing research in marketing literature has left the research field of the consequences of pleasure and meaning happiness in consumption rather untouched, myriad ways for future research emerge. For example, future studies could investigate the effects of pleasure and meaning happiness on prosocial consumption, like donations to charities. As recent research has found that meaning is positively associated to prosocial behavior (Klein 2017), studying potential differences of hedonic and eudaimonic happiness orientations in donations to charities promises to be a beneficial approach for future research. Furthermore, meaning is related to growth; pleasure is related to comfort (Huta and Ryan 2010). Accordingly, meaning and pleasure happiness might produce differences in the preference for unfamiliar vs. familiar options.

Whereas an interest in growth should encourage consumers to engage with unknown options, striving for comfort should encourage a rather automatic, effortless choice process, which should result in the choice of familiar (favorite) options.

(2) When studying effects of happiness in general, future research should apply a concept that takes into consideration the state and trait characteristics of happiness. The concept of subjective well-being promises to be an appropriate approach. As the studies by Zhong and Mitchell (2012) and Kuanr et al. (2021) revealed that increased levels of subjective well-being can have a positive impact on hedonic consumption and brand avoidance, future research could examine how significant decreases in subjective well-being influence these two behaviors, as no marketing or consumer research has ever examined unhappiness consequences for consumption. In doing so, future studies would uncover whether unhappy periods yield similar, opposite, or completely different phenomena.

In summary, the consideration of consequences of happiness in consumption offers a large number of promising research gaps that future research in marketing should address.

# Article 2

# Pleasure and meaning happiness and their consequences for consumption

Authors:

Tobias Klinke (University of Wuppertal, Germany)

Tobias Langner (University of Wuppertal, Germany)

Bernd Schmitt (Columbia University New York, USA)

## C    Pleasure and meaning happiness and their consequences for consumption (Authors: Tobias Klinke, Tobias Langner, Bernd Schmitt)

**Abstract:** When thinking about how to achieve happiness consumers might have either pleasure or meaning in their mind. Seeking pleasure means narrowly focusing on what feels good in the present moment; seeking meaning, on the other side, implies a broadened scope of concern beyond the 'me and now'. For a wide variety of choice (grocery items, ice cream types, leisure and vacation activities, brands, and donations to charities) and for individual differences in and situational inducements of the distinct happiness mindsets, we show in four studies that compared to a pleasure mindset, a meaning mindset motivates the choice of unfamiliar options by increasing willingness to learn and, in turn, the exploration of unfamiliar alternatives. We find that an open (vs. closed) personality moderates this sequential effect. This documentation of the impact of different happiness mindsets on consumer choice contributes to research on happiness, cognitive states, and exploratory consumption and has significant implications for marketing practice.

# I    Introduction

Imagine the regular consumer Lisa, who wants to order a pizza on a Sunday evening. Imagine that she has spent the afternoon watching her favorite series and indulging in soft drinks while cozied up on the couch. In response to her wants, as if on automatic pilot, she orders her favorite pizza, without thinking much about the decision. Now imagine the same Sunday, but this time Lisa has spent the afternoon volunteering at a local food bank instead of cozying up on the couch. Helping needy people and witnessing their living situations made her reflect on life. When opening the pizza delivery menu this time, she carefully scans the various options and decides to try a topping she has not tried before instead of her usual pizza. On both days, Lisa feels happy, but achieved that state through different paths: by pursuing physical and emotional pleasure, enjoyment, comfort, and satisfaction of wants, or else by achieving an ideal self and living up to moral values. We argue that it is the differences in the orientations to happiness that evoked the consumer's varying exploratory consumption behavior when it came to ordering dinner.

Throughout human history, happiness has been a primary goal; everyone wants to be happy. Many people consider personal happiness as enormously important (Diener et al. 1995; Ng 2022) and think about it at least once a day (Freedman 1978; Lyubomirsky and Lepper 1999). Consumption plays a key role in happiness. Consumer research has shown that consumption contributes to happiness as an affective outcome (Bastos and Brucks 2017; Bhattacharjee and Mogilner 2014; Etkin and Mogilner 2016; Nicolao, Irwin, and Goodman 2009; Tully, Hershfield, and Meyvis 2015). However, only very few studies address happiness as a driving force of consumption (Labroo and Patrick 2009; Mogilner, Aaker, and Kamvar 2012). Those latter studies leave the concept largely undifferentiated and do not consider pleasure and meaning as two distinct approaches to happiness. Because happiness is not a single

concept, we need to move beyond a basic hedonic paradigm (Alba and Williams 2013; Rudd, Catapano, and Aaker 2019; Schmitt, Brakus, and Zarantonello 2015).

Prior research in psychology has distinguished two types of happiness, pleasure and meaning (Waterman 2008). These happiness types also represent "widely held goals by which people measure and motivate themselves" (Baumeister et al. 2013, p. 505). That is, people strive to be happy by seeking pleasure or meaning in their lives. Pleasure and meaning also have different implications for how people think: A pleasure orientation implies a focus on immediate, affective outcomes, while a meaning orientation requires taking a step back and focusing on more long-range, ultimate concerns (Huta and Ryan 2010). However, the behavioral consequences of pleasure and meaning orientations rarely have been empirically distinguished (Dwyer, Dunn, and Hershfield 2017) and have hardly ever been considered in consumption contexts. In this paper, we examine how happiness orientations will influence consumption.

We postulate that consumers with a pleasure orientation evaluate consumption options in terms of whether they are good or bad in the current moment, but a consumer with a meaning orientation will evaluate the same options from an elevated perspective and relative to a broad scope of criteria. As we will demonstrate, a pleasure orientation reduces the motivation to learn, leading to a reduced exploration of unfamiliar stimuli in one's environment and resulting in increased choices of familiar options. A meaning orientation motivates willingness to learn which in turn prompts the process of accustoming oneself to unfamiliar stimuli, finally resulting in an increased choice of those previously unfamiliar options. Consequently, we demonstrate that when choosing among different products, brands, and experiences consumers with a meaning orientation are more likely to choose unfamiliar alternatives than consumers with a pleasure orientation.

In this paper we first conceptualize the phenomenon, identify the key processes, and provide experimental evidence in both lab as well as field studies for the proposed effect. With these findings, we provide an empirical confirmation of the distinct consequences of pleasure and meaning orientations in consumption. Consumer research almost exclusively includes happiness as an outcome (Bastos and Brucks 2017; Bhattacharjee and Mogilner 2014; Etkin and Mogilner 2016; Liu and Aaker 2008, Nicolao et al. 2009). Its effects on other outcomes have received scant attention (Labroo and Patrick 2009; Mogilner et al. 2012), though psychology research indicates the potential for an additional causality in a reversed direction (Lyubomirsky, King, and Diener 2005). In investigating happiness as a determining factor of consumption, we offer novel insights. Thereby, we also provide the first research on the effects of pleasure and meaning orientations in consumption. Even though pleasure and meaning orientations are fundamental human motives (Ryan and Deci 2001), consumer research lacks theoretical or empirical work specifying their unique influences in consumer choice contexts. With our study on exploratory consumption, we provide a foundation and starting point for further research along these lines. Finally, our experimental manipulation of the two happiness mindsets contributes to psychological research on the distinct effects of pleasure and meaning orientations. Experimentally inducing these different happiness orientations enables researchers to investigate behavioral outcomes in laboratory settings.

## II    Hypotheses and research model

## 1    Dual mindset[5] conceptualization of happiness

Dating back to Aristotle, pleasure ("hedonia") and meaning ("eudaimonia") represent distinct routes to happiness and motivational orientations that "shape our priorities, choices, and goals, and the very way we decide what is desirable" (Huta 2015, p. 216). As during the times of Aristotle, a contemporary debate in psychology addresses whether "true" happiness is determined by pleasant lived moments (Kahnemann 1999) or by living a meaningful life in accordance with self-determined virtues (Ryff 1989; Waterman 1993). Although in real life the two approaches to happiness are frequently intertwined (Dwyer et al. 2017), "several studies using population-based samples have confirmed empirically the distinctiveness of these two traditions of well-being" (Pancheva, Ryff, and Lucchini 2021, p. 2278). Similarly, experience sampling studies confirm that people's pursuits and subsequent experiences of happiness alternate between meaning and pleasure in their daily activities (Grimm, Simon, and Jose 2015).

Thus, although pleasure and meaning partly overlap, they also reflect unique mindsets, aiming for distinct forms of well-being. The pleasure mindset fosters a goal of maintaining and enhancing positive emotions and ensuring (affective) well-being on an immediate time horizon (Huta and Ryan 2010). The ultimate goal of pleasure happiness is the experience of positive emotions, simply because they feel good. Accordingly, a pleasure orientation prompts striving for momentary joy and avoiding distress, reflecting a hedonism doctrine (Peterson, Park, and

---

[5] In this paper we conceptualize happiness mindsets and happiness orientation as being inevitably intertwined with one another, such that a particular mindset is directly associated to the corresponding happiness orientation.

Seligman 2005), according to which people strive for experiencing more positive and less neg-ative affect (Baumeister et al. 2013). The meaning mindset instead triggers considerations of optimal psychological functioning and flourishing to ensure well-being in the long term. People with a meaning orientation thus seek ultimate purposes in life and try to achieve psychological growth; they regard the experience of positive (or negative) emotions only as a stage which is part of this mission. Accordingly, freedom from concerns, stress, and worries, is a key distinc-tion between the two happiness forms (Huta and Ryan 2010). Pleasure relates positively to easy experiences and negatively to struggles (Baumeister et al. 2013), while meaning often reveals a positive relationship with stress and struggling. Hence, a pleasure orientation ensures well-being on an immediate time scale, whereas a meaning orientation aims at well-being in the long run (see Table 3 for key differences between pleasure and meaning).

**Table 3: Key differences between pleasure and meaning**

|  | **Pleasure Mindset** | **Meaning Mindset** |
|---|---|---|
| **Thinking** |  |  |
| Time Orientation | Present | Present + Past + Future |
| Scope of Concern | Me | Me + Others |
| **Feeling** |  |  |
| Valence | Positive | Positive + Negative |
| Permanence | Fleeting | Lasting |
| **Key Function** | Ensuring Well-Being in the Short-Term | Ensuring Well-Being in the Long-Term |

## 2    Happiness mindsets, willingness to learn, and accustomization to unfamiliar stimuli

Pleasure and meaning both relate to feelings and positive affect. Feelings influence cog-nitive processing by fostering either a narrow or a broad cognitive scope (Fredrickson 2001; Gable and Harmon-Jones 2010; Schwarz and Clore 1983). Cognitive scope describes the

breadth of an individual's cognitive expansiveness (Gable, Poole, and Harmon-Jones 2015). Following broaden-and-build theory, all positive affective states have in common that they broaden people's cognitive scope and build consequential resources (e.g., new knowledge; Frederickson 2001). However, we propose that pleasure and meaning, although both related to positive affect, impact cognitive scope and the subsequent process of resource building differently.

A *pleasure mindset* makes individuals more involved with themselves and their internal world in the current moment (Costa et al. 2019). People with this mindset desire immediate rewards (Huta and Ryan 2010). When being focused on immediate rewards, brain areas are activated that play "a critical role in reward representations and in tracking history of past rewards and their outcomes" (Costa et al. 2019, p. 4). Thus, one's actions are drawn on existing knowledge about what one has learned to be rewarding. 'Appetitive' positive states that assist in promoting reward acquisition have been found to feature a narrow cognitive scope (Gable and Harmon-Jones 2008). With a narrow cognitive scope, people behave and act rather automatically (Frederickson and Branigan 2005). Such shortcut-driven behaviors are a crucial barrier to learning and acquiring new knowledge (Rudd, Hildebrand, and Vohs 2018). Accordingly, the narrow cognitive scope of the pleasure mindset, which is largely focused on immediate reward acquisition, should mainly draw on existing knowledge and reduce the motivation to learn new things and acquire new knowledge.

In contrast, a *meaning mindset* features a broader cognitive scope beyond the self and the present moment, including one's life as whole, valued goals in life, and the significance of one's existence in the world (George and Park 2016). As a result, momentary feelings represent only

passing events in the context of one's existence as a whole (George and Park 2016). By encouraging an elevated perspective on life, a meaning mindset should diminish momentary concerns and wants (Hooker, Masters, and Park 2018). From this elevated perspective, each single experience thus can be approached with openness and acceptance, even if it fails to offer immediate benefits. By moving out of the present moment, people are likely to explore how an experience might provide value, now or later (Mogilner, Hershfield, and Aaker 2018). An expanded focus beyond momentary concern or wants allows one for being capable of reflective thinking and of interpreting the world. Accordingly, a meaning mindset activates brain areas associated to cognitive reappraisal and sense-making (Costa et al. 2019). This capacity "of looking at life through mental representations that can be created, selected, combined, and interchanged" (Martela and Steger 2016, p. 538) involves processes of accommodation (i.e., the revision of existing mental structures and the creation of new mental schemas), as manifested in openness to learning (Rudd et al. 2018). Experiencing a high interest in learning something new about the world and one's experience entails the use of deeper processing strategies and a more thoroughly connection of new material to other knowledge (Sadoski and Paivio 2013; Schiefele 1999; Silvia and Sanders 2010). Thus, the broadened cognitive scope of the meaning mindset, which is focused on interpreting and understanding the world, should increase the interest to learn something new and acquire new knowledge.

Approaching the surrounding environment with this urge to learn something new should promote a more extensive exploration of one's environment. Accordingly, willingness to learn as a "desire for knowledge for intrinsic reasons" (Steenkamp and Baumgartner 1992, p. 435) motivates an exploratory search process geared toward identifying and accustoming oneself to unfamiliar stimuli in the environment (Berlyne 1966; Moe 2003; Wilson et al. 2014). Accustomization refers to the process of making oneself familiar with novel stimuli or changes in

one's environment. Because unfamiliar (compared to familiar) stimuli provide broader opportunities to learn something new and to expand knowledge, they are well suited to quench the thirst for knowledge evoked by the meaning mindset. Willing learners will initiate efforts to make themselves familiar with unknown stimuli, as soon as they are recognized in the environment. Willingness to learn should thus motivate accustomization through more extensive sampling of and greater attention towards unfamiliar stimuli in one's environment.

Drawing on these streams of prior research and the previous reasoning, we theorize that a meaning (vs. pleasure) mindset causes consumers to experience a greater willingness to learn. To satisfy their desire for knowledge these consumers are more likely to engage with and accustom themselves to unfamiliar stimuli.

## 3    Accustomization and exploratory choice

A meaning mindset will increase willingness to learn and thereby motivate consumers to make themselves familiar with unfamiliar stimuli in their environment. A pleasure mindset will sequentially reduce interest to learn and accustomization to unfamiliar stimuli. Instead, it will lead to a narrow focus on familiar stimuli that are known to be rewarding.

When choosing among a set of different stimuli, those options a consumer attends to, are most likely to be chosen (Chandon et al. 2009). This can be explained by the mere exposure effect (Zajonc 1968): The mere exposure of an individual to a certain stimulus enhances this individual's attitude toward that stimulus. An enhanced attitude toward a stimulus, in turn, promotes its behavioral choice (Shimp 1981). Thus, the likelihood of choosing a product is increased by direct attention towards that product and reduced by missing or limited direct attention towards it. When consumers employ a high willingness to learn and subsequently engage

in efforts to make themselves familiar with their external environment and the comprised unfamiliar stimuli, they are more likely to choose those previously unfamiliar alternatives they have accustomed themselves to. The mere attention toward and engagement with an initially unfamiliar option enhances the probability it gets chosen (Janiszewski, Kuo, and Tavassoli 2012).

Taken together, we expect that a pleasure mindset facilitates knowledge-driven habitual behavior and decreases willingness to learn, whereas a meaning mindset should encourage a motivation to revise existing mental structures and knowledge and to create new mental schemata. These differences in willingness to learn should in turn facilitate differences in accustomization. During the process of accustomization, unfamiliar alternatives will receive an increased attention, consequently resulting in an increased likelihood of choosing of those previously unfamiliar options. Formally,

> **H1:** Compared to a pleasure mindset, a meaning mindset promotes exploratory choice.

> **H2:** The positive effect of a meaning mindset (vs. a pleasure mindset) on exploratory choice (H1) is sequentially mediated by (a) greater willingness to learn and (b) increased accustomization.

## 4    The moderating role of openness to experience

Following our theorizing, a meaning (vs. pleasure) mindset should promote exploratory choice by sequentially increasing willingness to learn and accustomization. However, a meaning orientation will not lead to increases in exploratory choice for all individuals to the same extent. Instead, someone might feel a learning motivation stimulated by the meaning mindset, but he/she might be a person who prefers familiarity and stability, which might hinder that

person from accustoming him/herself to unfamiliar alternatives. Instead of engaging with un-

familiar stimuli, such a person might quench the thirst for knowledge by gaining deeper exper-

tise within a familiar domain, a phenomenon called augmentation (Gordon and Luo 2011). On

the other side, there might be another person who enjoys unfamiliarity and change, such that a

motivation to learn encouraged by the meaning mindset will fuel accustomization to unfamiliar

alternatives for that person. Accordingly, we consider the potential moderating role of openness

to experience, as it influences whether individuals prefer familiarity and stability or enjoy un-

familiarity and change (McCrae 1987; Saef, Porter, Woo, and Wiese 2019).

The definition and assessment of the fifth factor of the "Big Five", *openness to experi-*

*ence*, has evoked an intense debate in personality research (DeYoung, Quilty, and Peterson

2007; John and Srivastava 1999). However, psychologists agree that from all the different ele-

ments that have been suggested to define that fifth personality factor, an openness to and interest

in varied experience for its own sake are the fundamental characteristics (McCrae 1987). The

psychological function of exploration appears to be common to all of the traits encompassed

by the fifth factor of the Big Five (DeYoung et al. 2014). Accordingly, an open person enjoys

novelty and exploration and thrives in diverse environments (DeYoung 2014; Hotchin and West

2021), whereas a closed person is more comfortable with the familiar, strives toward status quo,

and has little incentive to try new things (Hotchin and West 2021; McCrae 1987). However,

even such a closed person can experience high levels of openness to experience at some point

of time, as the expression of personality factors can vary in the course of time (Fleeson and

Wilt 2010; Hotchin and West 2020). Although traits as openness to experience are relatively

stable, they are still affected by situational factors (Hotchin and West 2021). As people often

act 'out of character' for their traits (Fleeson and Witt 2010), the consideration of personality

at the state level becomes an increasingly common approach to assess the influence of personality at a specific point of time (Hotchin and West 2020; Hotchin and West 2021; Lenton et al. 2013; van Allen and Zelenski 2018). These "state" personality factors reflect how much a dispositional orientation is expressed at a particular moment.

We theorize that openness to experience will influence the effect of happiness mindsets on exploratory choice. Individuals high in openness to experience "display the ability and tendency to seek, detect, comprehend, and utilize more information than those low in openness" (DeYoung et al. 2014, p. 46), so that they should be more successful in the exploration of and accustomization to unfamiliar stimuli. Simply put, circumstances that make individuals high (vs. low) in openness to experience and feel a motivation to learn will spark an increased interest in accustoming oneself to unfamiliar stimuli. On the other side, even if a person experiences a situational willingness to learn at some point of time, a closed personality making it feel uncomfortable to engage with unfamiliarity will reduce that person's interest in accustoming to unfamiliar stimuli. Thus, relative to either the motivation to learn or the trait of openness alone, the combination of a situational motivation to learn and the dispositional prerequisite of being a person open to new experiences will lead to an increased consideration of and accustomization to unfamiliar alternatives.

Formally,

**H3:** The situational willingness to learn promoted by a meaning mindset (vs. a pleasure mindset) increases accustomization to unfamiliar alternatives and consequently exploratory choice of those options if openness to experience is high, but this mediation effect is attenuated if openness to experience is low.
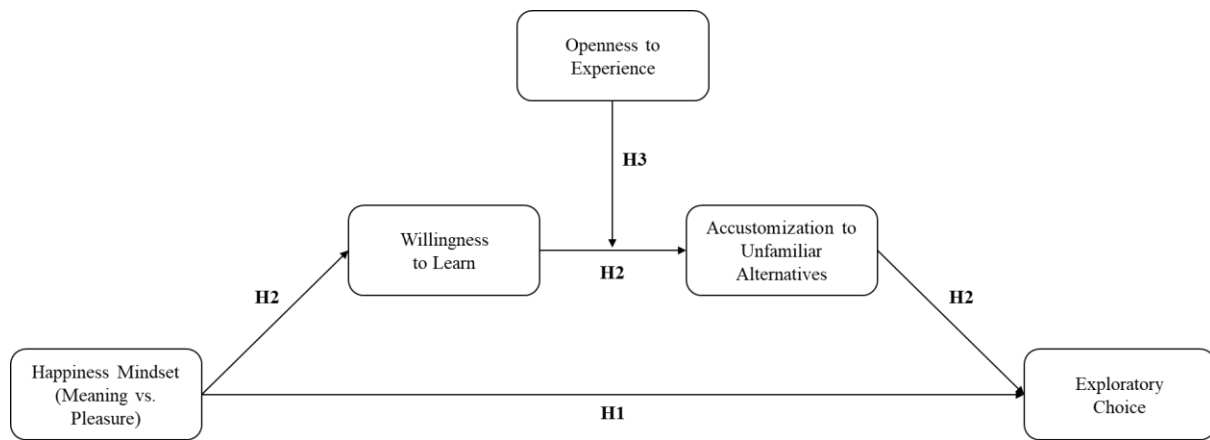
Figure 4 shows the overall conceptual model.



**Figure 4: Conceptual model**

# 5     Overview of studies

In four studies, we investigate how the salience of two distinct happiness mindsets relates to and fosters exploratory consumption. In Study 1, we leverage the natural experiment created by the COVID-19 pandemic to identify variations in happiness orientations. Study 1 pertains to whether individual differences in pleasure and meaning orientations, evoked by people's exposure to the effects of COVID-19, predict their considerations of unfamiliar options. Therefore, we experimentally manipulate the degree of familiarity, to determine if consumers' individual differences in happiness orientations spark different preferences for familiar or unfamiliar products, using an advertisement for a product framed more or less familiar and basket compositions of grocery items that vary in familiarity (H1). The goal with Study 2 is to investigate if explicitly manipulating happiness mindsets provokes differences in the willingness to engage in exploratory consumption experiences (H1). In Study 3, a COVID-19 compliant field experiment with a local ice cream manufacturer, we employ a more indirect and subtle inducement of happiness mindsets by real marketing communication and thereby proof the consequential impact on the exploratory choice of ice creams (H1). In Study 4, we investigate the mediating

roles of willingness to learn and accustomization and rule out alternative explanations like impulsiveness, connectedness, augmentation, personal growth, and openness to diversity and challenge (H2). Furthermore, we extend the understanding of the sequential effect of happiness mindsets on exploratory consumption by considering the personality factor openness to experience as a key boundary condition. In a moderated serial mediation, we show that consumers with a high situational willingness to learn evoked by a meaning mindset display an increased accustomization to unfamiliar alternatives and consequently, choice of those alternatives, if openness to experience is high, while this effect is attenuated when openness to experience is low (H3).

## III   Study 1

When consumers face a crisis, such as a pandemic, personal happiness becomes particularly salient; health-related crises in particular induce increased awareness of personal well-being (Lau et al. 2006). We conducted Study 1 during the initial stages of COVID-19, when happiness mindsets should have been particularly salient. With Study 1, we leverage the COVID-19 pandemic to obtain natural variations in happiness mindsets among consumers.

We aim to investigate whether behavioral responses depend on people's focus on pleasure or meaning. To determine whether pleasure or meaning mindsets predict exploratory consumption, we examine how people react in an experimental setting in which they are confronted with alternatives that differ in their degree of familiarity.

# 1    Method

*Sample.* In exchange for partial course credit, 169 undergraduate business and economics students from a German university participated in the online experiment. 37 did not finish the survey, so we used the responses from the remaining 132 participants ($M_{age}$ = 24.95 years, 60.6% women) for the analyses.[6]

*Overall-Procedure.* The questionnaire was originally designed to assess data for two independent studies: The first part was our experiment on the effects of happiness mindsets on exploratory choice and the second part was a study on general consumption patterns during COVID-19 (see Figure 5). We will report everything related to the part relevant for our study in the following and make the overall questionnaire available in the Appendix. Our study consisted of three major sections. We measured the happiness mindset and controlled for experienced emotions (study section 1) and, then, manipulated the degree of familiarity in two experimental tasks: an advertisement for a new product with more or less familiar ingredients (study section 2) and a choice experiment (study section 3) that presents more and less familiar alternatives of the same product.

---

[6]  Participants who did not complete the questionnaire were excluded from the analysis. In the case of missing values for certain variables all cases for which valid data were available on the focal variables of interest for this analysis were included in the calculations reported.
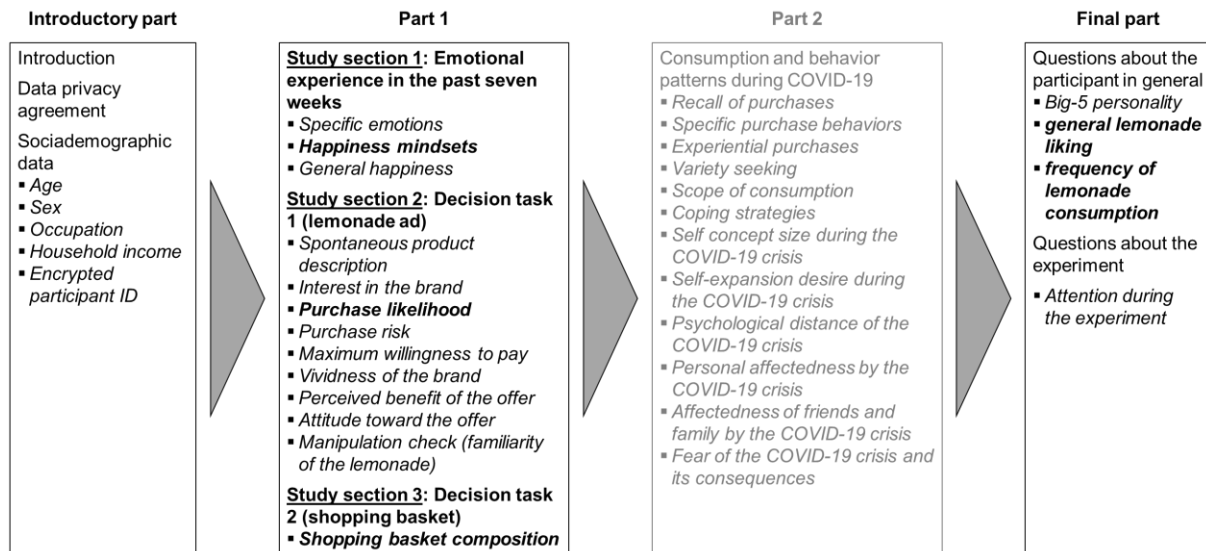
| Introductory part | Part 1 | Part 2 | Final part |
|---|---|---|---|
| Introduction<br><br>Data privacy agreement<br><br>Sociademographic data<br>▪ *Age*<br>▪ *Sex*<br>▪ *Occupation*<br>▪ *Household income*<br>▪ *Encrypted participant ID* | **Study section 1: Emotional experience in the past seven weeks**<br>▪ *Specific emotions*<br>▪ ***Happiness mindsets***<br>▪ *General happiness*<br><br>**Study section 2: Decision task 1 (lemonade ad)**<br>▪ *Spontaneous product description*<br>▪ *Interest in the brand*<br>▪ ***Purchase likelihood***<br>▪ *Purchase risk*<br>▪ *Maximum willingness to pay*<br>▪ *Vividness of the brand*<br>▪ *Perceived benefit of the offer*<br>▪ *Attitude toward the offer*<br>▪ *Manipulation check (familiarity of the lemonade)*<br><br>**Study section 3: Decision task 2 (shopping basket)**<br>▪ ***Shopping basket composition*** | Consumption and behavior patterns during COVID-19<br>▪ *Recall of purchases*<br>▪ *Specific purchase behaviors*<br>▪ *Experiential purchases*<br>▪ *Variety seeking*<br>▪ *Scope of consumption*<br>▪ *Coping strategies*<br>▪ *Self concept size during the COVID-19 crisis*<br>▪ *Self-expansion desire during the COVID-19 crisis*<br>▪ *Psychological distance of the COVID-19 crisis*<br>▪ *Personal affectedness by the COVID-19 crisis*<br>▪ *Affectedness of friends and family by the COVID-19 crisis*<br>▪ *Fear of the COVID-19 crisis and its consequences* | Questions about the participant in general<br>▪ *Big-5 personality*<br>▪ ***general lemonade liking***<br>▪ ***frequency of lemonade consumption***<br><br>Questions about the experiment<br>▪ *Attention during the experiment* |

**Figure 5: Design of Study 1[7]**

*Procedure in Study Section 1.* In a first part, participants' happiness mindsets were measured. To make happiness particularly salient, we asked participants to reflect actively on their experiencing in the recent weeks. Therefore, participants read an excerpt, titled "Emotional experience in the past seven weeks": "On March 22, extensive contact restrictions and other measures to contain the Corona pandemic went into effect in Germany. The following questions are about your emotional experiences over the past seven weeks, during the Corona crisis. Please take a moment to reflect on how you have felt over the past seven weeks."[8]

*Measures in Study Section 1.* Participants indicated the extent to which they experienced the salience of a pleasure ("In the last seven weeks I felt like my life was full of joy and pleasure") and a meaning mindset ("In the last seven weeks I felt like my life served a higher purpose

---

[7] The terms in bold represent measures that are particularly relevant to this study and will therefore be the focus of data analysis. Participants completed additional measures. These measures were included as part of a separate project. Consideration of these measures does not substantively impact the results reported below, so they will not be discussed further (see appendix for an overview of the entire questionnaire).

[8] Translation of the German text.

and had a lasting meaning"), compared with their life in general. We used single items to measure each of the two constructs, which is a common recommendation for doubly concrete constructs (Rossiter 2002; Bergkvist and Langner 2017; Bergkvist and Langner 2019).The wording of these single items was derived from items with high factor loadings in the pleasure and meaning subscales of the Orientations to Happiness Scale (Peterson et al. 2005).[9] To fit the other scales in this experiment, we adjusted the scale length (to seven-points instead of five). Furthermore, participants indicated the frequency with which they experienced 21 specific (10 positive emotions, 10 negative emotions, and surprise), relative to before the crisis, which we composed to two indices (positive emotions $\alpha = .80$; negative emotions $\alpha = .83$).

*Procedure in Study Section 2.* In an ostensibly unrelated second part of the experiment, participants were (randomly) exposed to an advertisement promoting a new lemonade with either more or less familiar ingredients (Figure 6). They were asked about their intention to purchase this new lemonade. In both versions, the brand, product, and picture were identical, but the headline and copy differed systematically, such that participants in the low [high] familiarity condition read the headline, "Best taste made of fruits from far away [from our region]" and the copy text, "The good taste from afar [the region]: This soda is made from exotic [local] fruits from far away [our region]." In a pre-test with a similar sample (N = 26, $M_{age}$ = 21.41 years, 57.7% women) we asked participants to indicate on a unipolar scale (Bergkvist and Langner 2020) how familiar or unfamiliar four lemonade ingredients ("Früchte aus unserer Region"; "Früchte aus fernen Ländern"; "heimische Früchte"; "exotische Früchte") were to them

---

[9] We also included a single item to measure engagement happiness, which represents the third subscale of the Orientations to Happiness Scale. However, to maintain a focus on pleasure versus meaning, we chose to exclude engagement happiness from our analysis.

(0 = "nicht vertraut"; 6 = "vertraut"). The given lemonade ingredients to rate represented exactly the manipulated text in the ad. The results of a paired-samples t-test confirmed that the familiar (local) version was perceived marginally significantly more familiar ($M_{familiar}$ = 5.22, SD = 1.70) than the unfamiliar (global) version ($M_{unfamiliar}$ = 4.50, SD = 1.39; t(24) = 2.04, $p$ = .052).



**Figure 6: Stimuli of Study 1 (Lemonade ad)**

*Measure of Exploratory Choice in Study Section 2.* On a behavioral measure, participants indicated their likelihood of buying the lemonade on a 7-point scale (0 = "unlikely," 6 = "likely"). This rating represented our measure of exploratory choice.[10]

*Manipulation Check.* The participants rated the product on three semantic differential items (0 = "close," 6 = "far"; 0 = "domestic," 6 = "exotic"; 0 = "from our region," 6 = "from distant countries"), which we combined into an index of familiarity, such that higher values indicate more unfamiliarity.

*Procedure in Study Section 3.* In the third part of the study, participants filled a virtual shopping basket, for a predefined amount of money (EUR 20), choosing from eight typical grocery store items, each available in a local and a global version (see Figure 7). They thus had to distribute the EUR 20 by indicating the amount they would spend on each product, such as "Jam, one jar, sweet, fruity, origin: Siegerland, EUR 3.00" (close to the university and thus likely to be rather familiar) vs. "Jam, one jar, sweet, fruity, origin: Thailand, EUR 3.00" (distant from the university and thus likely to be rather unfamiliar). The quantity, description, and price were identical for all pairs. The other grocery store items were beef steak, red wine, beer, fruit tea, cheese, fruit gum, and potato chips. In a pre-test with a similar sample (N = 58, $M_{age}$ = 21.12 years, 33.3% women) we asked participants to indicate how familiar or unfamiliar each of the grocery items was to them (0 = "nicht vertraut"; 6 = "vertraut"). The results of a paired samples t-test confirmed that the unfamiliar (global) grocery items were perceived significantly

---

[10] We also assessed measures of spontaneous product description, interest in the brand, perceived purchase risk, maximum willingness to pay, vividness of the brand, perceived benefit of the offer, and attitude toward the offer. Of the assessed measures, purchase likelihood represents a behavioral measure that is commonly used as a proxy for real choice in marketing research (e.g., Castro, Morales, and Nowlis 2013). Thus, we only use the measure purchase likelihood as our proxy measure of exploratory choice and exclude the other assessed measures from our analysis.

more unfamiliar ($M_{unfamiliar}$ = 3.14, SD = 1.21) than the familiar (local) grocery items ($M_{familiar}$ = 4.05, SD = 1.27; t(49) = -5.90, $p < .001$).

| More Familiar | | Less Familiar | |
|---|---|---|---|
| **Bier**<br>1 Sixpack<br>*erfrischend, leicht herb*<br>Herkunft: **Sauerland**<br>5,00 € | **Früchtetee**<br>Packung 25 Beutel<br>*leicht süß, wohltuend*<br>Herkunft: **Bonn**<br>3,00 € | **Bier**<br>1 Sixpack<br>*erfrischend, leicht herb*<br>Herkunft: **Mexiko**<br>5,00 € | **Früchtetee**<br>Packung 25 Beutel<br>*leicht süß, wohltuend*<br>Herkunft: **Indien**<br>3,00 € |
| **Kartoffelchips**<br>250g Packung<br>*würzig, knusprig*<br>Herkunft: **Köln**<br>2,00 € | **Weingummi**<br>200g Packung<br>*fruchtig, aromatisch*<br>Herkunft: **Rheinland**<br>2,00 € | **Kartoffelchips**<br>250g Packung<br>*würzig, knusprig*<br>Herkunft: **Argentinien**<br>2,00 € | **Weingummi**<br>200g Packung<br>*fruchtig, aromatisch*<br>Herkunft: **Kanada**<br>2,00 € |
| **Rotwein**<br>1l Flasche<br>*trocken, leicht fruchtig*<br>Herkunft: **Königswinter**<br>8,00 € | **Käse**<br>450g Packung<br>*mildaromatisch, frisch*<br>Herkunft: **Niederrhein**<br>3,00 € | **Rotwein**<br>1l Flasche<br>*trocken, leicht fruchtig*<br>Herkunft: **Südafrika**<br>8,00 € | **Käse**<br>450g Packung<br>*mildaromatisch, frisch*<br>Herkunft: **Neuseeland**<br>3,00 € |
| **Rindersteak**<br>400g Packung<br>*saftig, naturbelassen*<br>Herkunft: **Münsterland**<br>5,00 € | **Marmelade**<br>1 Glas<br>*süß, fruchtig*<br>Herkunft: **Siegerland**<br>3,00 € | **Rindersteak**<br>400g Packung<br>*saftig, naturbelassen*<br>Herkunft: **Chile**<br>5,00 € | **Marmelade**<br>1 Glas<br>*süß, fruchtig*<br>Herkunft: **Thailand**<br>3,00 € |

**Figure 7: Stimuli of Study 1 (Grocery items)**

*Measure of Exploratory Choice in Study Section 3.* The number of chosen unfamiliar global items was the measure of exploratory consumption.

At the end of the survey[11], participants indicated if they liked to drink lemonade in general (0 = "not like to," 6 = "like to") and how regularly they drink it (0 = "never," 6 = "often").

---

[11] Participants also completed a measure of their personality (BFI-10; Rammstedt and John 2007). This instrument assesses each of the Big 5 factors with two items, of which one is reversed. This measure resulted in a poor reliability validity, with Cronbachs Alphas below the threshold for 4 of the 5 factors (extraversion: α =.84; agreeableness: α =.48; conscientiousness: α =.43; neuroticism: α =.62; openness to experience: α =.54). Accordingly, we exclude the Big 5 personality factors from our analysis.

Finally, they answered an attention check and were thanked for their participation. Table 4

provides an overview of the reported measures of this study.[12]

---

[12] The table provides an overview of the measures that are crucial to our analyses in the following parts. Participants completed additional measures. These measures were included as part of a separate project. Consideration of these measures does not substantively impact the results reported below, so they will not be discussed further (see appendix for an overview of the entire questionnaire).

## Table 4: Construct measures in Study 1

| Constructs | No. of items | Items | Scale label | α |
|---|---|---|---|---|
| *Study section 1* | | | | |
| Positive emotions | 10 | mich freudig, fröhlich, glücklich gefühlt.<br><br>mich stolz, selbstbewusst, selbstsicher gefühlt.<br><br>mich hoffnungsvoll, optimistisch, ermutigt gefühlt.<br>mich interessiert, aufmerksam, neugierig gefühlt.<br><br>mich amüsiert, lebensfroh, albern gefühlt.<br><br>Sympathie, Mitgefühl, Verständnis gefühlt.<br><br>Ehrfurcht, Staunen, Verwunderung gefühlt.<br><br>mich gelassen, zufrieden, ausgeglichen gefühlt.<br><br>mich dankerfüllt, anerkennend, dankbar gefühlt.<br><br>Liebe, Nähe, Zuneigung gefühlt. | -3 = "deutlich seltener als zu der Zeit vor der Corona-Krise"; +3 = "deutlich häufiger als zu der Zeit vor der Corona-Krise gefühlt" | .80 |
| Negative emotions | 10 | mich ängstlich, furchtvoll, besorgt gefühlt.<br>mich traurig, niedergeschlagen, unglücklich gefühlt.<br>Hass, Misstrauen, Argwohn gefühlt.<br><br>mich schuldig, reumütig, tadelnswert gefühlt.<br><br>verlegen, verunsichert, errötend gefühlt.<br><br>mich beschämt, erniedrigt, entehrt gefühlt.<br><br>mich wütend, gereizt, verärgert gefühlt.<br><br>mich gestresst, genervt, überfordert gefühlt.<br>mich verächtlich, despektierlich, herablassend gefühlt.<br><br>Ekel, Abneigung, Abscheu gefühlt. | -3 = "deutlich seltener als zu der Zeit vor der Corona-Krise"; +3 = "deutlich häufiger als zu der Zeit vor der Corona-Krise gefühlt" | .83 |
| Meaning happiness | 1 | Im Vergleich zu der Zeit vor der Corona-Krise hatte ich in den vergangenen sieben Wochen das Gefühl, dass mein Leben einem höheren Zweck gedient und einen bleibenden Sinn gehabt hat. | -3 = "deutlich weniger als zu der Zeit vor der Corona-Krise"; +3 = "deutlich mehr als zu der Zeit vor der Corona-Krise gefühlt" | |
| Pleasure happiness | 1 | Im Vergleich zu der Zeit vor der Corona-Krise hatte ich in den vergangenen sieben Wochen das Gefühl, dass mein Leben voller Freude und Spaß gewesen ist. | -3 = "deutlich weniger als zu der Zeit vor der Corona-Krise"; +3 = "deutlich mehr als zu der Zeit vor der Corona-Krise gefühlt" | |
| *Study section 2* | | | | |
| Purchase likelihood | 1 | Wie wahrscheinlich ist es, dass Sie diese Limonade kaufen würden? | 0 = "unwahrscheinlich"; +6 = "wahrscheinlich" | |
| Manipulation check | 3 | Bitte bewerten Sie die Limonade anhand der folgenden gegenübergestellten Begriffe. | 0 = "heimisch"; +6 = "exotisch"<br><br>0 = "aus unserer Region"; +6 = "aus fernen Ländern"<br>0 = "nah"; +6 = "fern" | .96 |
| *Control variables* | | | | |
| General lemonade liking | 1 | Wie gerne trinken Sie generell Limonade? | 0 = "nicht gerne"; +6 = "gerne" | |
| Frequency of lemonade consumption | 1 | Wie regelmäßig trinken Sie Limonade? | 0 = "nie"; +6 = "häufig" | |

## 2    Results

*Manipulation Check.* First, we checked whether the familiarity manipulation for the lemonade ad was successful. The test confirmed that participants perceive the familiar (local) version of the lemonade as significantly more familiar ($M_{familiar} = 2.08$, SD = 1.05) than the unfamiliar (global) version ($M_{unfamiliar} = 5.78$, SD = 1.38; $F(1, 127) = 293.73$, $p < .001$).

*Exploratory Choice of Lemonade.* To check whether the factor product familiarity (unfamiliar vs. familiar) moderated the relationship between happiness mindset (pleasure vs. meaning) and exploratory consumption, we ran two moderation analyses with Hayes's (2017) Model 1 with 10,000 samples. In the first model, we predicted purchase intention for the lemonade based on pleasure mindset as independent variable, product familiarity as the moderator and meaning mindset, general lemonade liking and general lemonade drinking frequency as covariates. The linear model ($F(6, 121) = 11.51$, $p = .000$, $R^2 = .34$) revealed significant main effects of the product familiarity (b = 1.58, $p = .048$) and general lemonade liking (b = .46, $p = .000$), and marginally significant main effects of frequency of drinking lemonade (b = -.24, $p = .088$) as well as pleasure mindset (b = .38, $p = .054$). The interaction of product familiarity and pleasure mindset (b = -.26, $p = .346$) and the main effect of meaning mindset (b = -.06, $p = .560$) were not significant. In the second Hayes's (2017) Model 1 with 10,000 samples, we checked whether product familiarity (unfamiliar vs. familiar) moderated the relationship between meaning and purchase intention for the lemonade, controlling for the covariates pleasure, general lemonade liking, and general lemonade drinking frequency. The results of the linear model ($F(6, 121) = 12.49$, $p = .000$, $R^2 = .35$) showed significant main effects of product familiarity (b = 2.05, $p = .005$), general lemonade liking (b = .46, $p = .000$), and pleasure mindset (b = .25, $p = .050$), and a marginally significant main effect of frequency of drinking lemonade (b = -.23, $p = .084$) but no significant main effect of meaning mindset (b = .12, $p = .337$). However,

there was a marginally significant interaction of meaning with product familiarity (b = -.34, *p* = .073), indicating that participants with higher levels of meaning were more likely to purchase the unfamiliar lemonade, i.e. to engage in exploratory consumption. This finding provides initial support for our H1.

*Exploratory Choice of Grocery Items.* The results of a general linear univariate model ($F_{(2, 128)}$ = 5.28, *p* = .006, $R^2$ = .08) that predicted the number of unfamiliar product choices[13] in the shopping basket composition task based on meaning and pleasure happiness indicated a significant, positive effect of meaning (b = .30, *p* = .002), whereas we found no significant effect of pleasure (b = -.07, *p* = .486).[14] Furthermore, we checked whether the experimental task of the advertising study promoting a new lemonade (study section 2) might have influenced their choice of more or less familiar items in the subsequent shopping basket task. The results of an one-way ANOVA ($F_{(1, 130)}$ = 6.77, *p* = .010) signaled a significant priming effect of the ad, so that participants primed with the unfamiliar product in the ad chose significantly more unfamiliar grocery items (M = 1.75, SD = 1.42) than participants primed with the familiar product in the ad (M = 1.15, SD = 1.24). However, including the ad condition (familiar vs. unfamiliar) as additional factor to the general linear univariate model ($F_{(3, 127)}$ = 5.77, *p* < .001, $R^2$ = .12) did not change the results with regard to the happiness mindsets: There were significant effects of meaning (b = .29, *p* = .002) and the ad priming (b = .57, *p* = .013), but no significant effect of pleasure (b = -.06, *p* = .557). This result again confirms H1.

---

[13] The results reported below do not change if instead of the unfamiliar products chosen, the amount of money spent on unfamiliar products is used as the dependent variable.

[14] We note that 43 participants did not consistently indicate the specified product prices, implying they believed they could buy units of the products (e.g., two bottles from a six-pack of beer). However, eliminating their input does not change the results (meaning mindset: b = .21, *p* = .065; pleasure mindset: b = -.04, *p* = .727).

**Identification of dominant meaning and pleasure mindsets**

To further investigate how consumers behave, who are high in meaning happiness (but not in pleasure happiness), compared to consumers high in pleasure happiness (and low in meaning happiness), we conducted a further analysis. First, by subtracting the reported values for the meaning mindset from those of the pleasure mindset, we created a new variable (MEANING_MINUS_PLEASURE) that identified participants with a mindset being focused on meaning or on pleasure. Second, we built a binary variable (HAPPINESS_GROUPS) that featured the lowest 33% of the variable MEANING_MINUS_PLEASURE as group 1 (pleasure mindset), and the highest 33% as group 2 (meaning mindset). Then, we calculated the relative share of unfamiliar products in the shopping composition task by dividing the number of chosen unfamiliar products by the number of all chosen products. The results of an one-way ANOVA $(F(1, 56) = 4.04, p = .025)$ show that consumers with a meaning mindset (group 2: M = .35, SD = .26) chose a significantly higher share of unfamiliar products than participants with a pleasure mindset (group 1: M = .22, SD = .25; Figure 8). This finding again confirms H1.
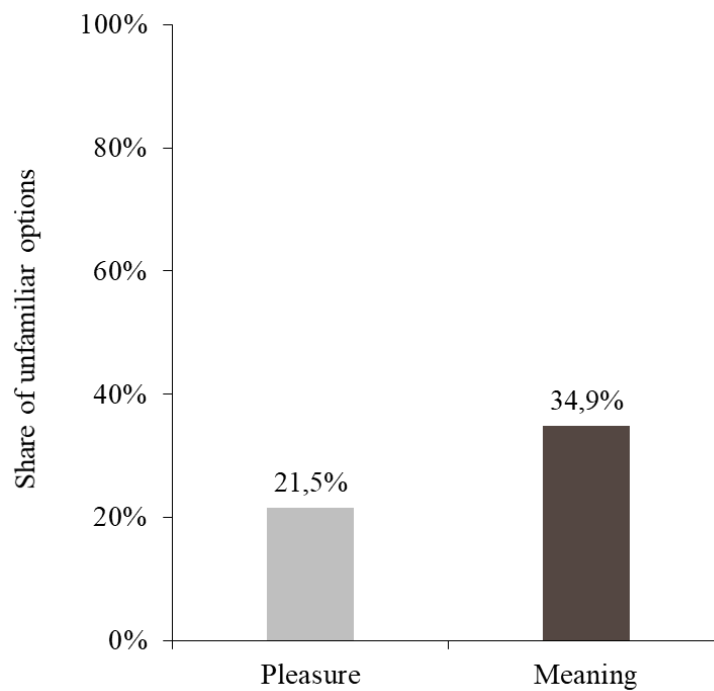
**Figure 8: Effect of happiness orientations on choice of grocery items**

**Hierarchical regression analysis**

To analyze the predictive power of happiness beyond demographic characteristics and experienced emotions in the shopping basket task, we conducted a hierarchical linear regression. As shown in Table 5, the baseline model included the demographic variables gender, age, and income. Furthermore, we again included the ad priming of the advertising study promoting a new lemonade (study section 2) as a potentially influential factor in the subsequent shopping basket task in our model 1 (baseline model). The results of the baseline model ($F(4, 110) = 2.46$, $p = .050$) revealed a significant effect of ad priming: Participants that have been primed with the unfamiliar product in the ad chose significantly more unfamiliar grocery items ($\beta = -.52$, $p = .032$). In addition, there was a significant effect of gender ($\beta = -.56$, $p = .027$), such that

female participants chose more unfamiliar items. Age and income showed no significant effects ($p > .80$).

We then entered the emotion predictors (index of positive emotions, index of negative emotions) and repeated the procedure for the happiness mindset predictors (meaning and pleasure mindset) as shown in models 1–3 in Table 5. Model 2 ($F(6, 108) = 1.76$, $p = .113$), which additionally included positive and negative emotions as predictors of exploratory grocery item choice, was not significant. As assumed in H1, the results of model 3 ($F(8, 106) = 3.06$, $p = .004$), which additionally included the happiness mindsets, showed a significant effect of meaning mindset ($\beta = .32$, $p = .002$), such that a meaning mindset predicted choosing more unfamiliar products beyond demographic characteristics or emotions. Furthermore, including the happiness mindsets in the model yielded improved overall model statistics. Beyond confirming the robustness of H1, these results demonstrate the predictive power of happiness mindsets.

**Table 5: Hierarchical regression analysis for predicting exploratory choice of grocery items**

| Variables | Model 1 (Baseline) β | Model 1 (Baseline) $t$-value | Model 2 (Emotions) β | Model 2 (Emotions) $t$-value | Model 3 (Happiness) β | Model 3 (Happiness) $t$-value |
|---|---|---|---|---|---|---|
| Control variables | | | | | | |
|     Gender (1 = female, 2 = male) | -0.56 | -2.25 * | -0.54 | -2.17 * | -0.64 | -2.67 ** |
|     Age | 0.01 | 0.20 | 0.00 | 0.09 | -0.01 | -0.26 |
|     Income | -0.01 | -0.07 | -0.01 | -0.08 | 0.04 | 0.31 |
|     Ad priming (0 = unfamiliar, 1 = familiar) | -0.52 | -2.17 * | -0.51 | -2.12 * | -0.53 | -2.29 * |
| Emotions | | | | | | |
|     Positive emotions | | | 0.03 | 0.15 | -0.32 | -1.66 |
|     Negative emotions | | | -0.14 | -0.78 | 0.00 | 0.01 |
| Happiness | | | | | | |
|     Meaning | | | | | 0.32 | 3.20 ** |
|     Pleasure | | | | | 0.16 | 1.38 |
| $R^2$ | | 0.08 | | 0.09 | | 0.19 |
| $df$ | | 4 | | 6 | | 8 |
| $F$ (overall model) | | 2.46 | | 1.77 | | 3.06 ** |
| $\Delta R^2$ | | | | 0.01 | | 0.10 |
| $\Delta F$ (change in F-statistic of incremental $R^2$) | | | | 0.43 | | 6.40 ** |

$\Delta R^2$ compared the focal model with the previous model.
N = 114
**$p < .01$, *$p < .05$, ^$p < .10$

## 3    Discussion

Study 1 provides initial evidence that meaning and pleasure mindsets are associated with different levels of willingness to engage in exploratory consumption. Consumers with a meaning mindset demonstrated greater exploratory tendencies in consumption, even when we controlled for emotions and demographic differences. We also establish the need to consider both forms of happiness, because they can predict consumer behavior (Lyubomirsky et al. 2005) beyond the variation explained by demographic characteristics and the experience of positive and negative emotions (Mooradian and Olver 1997). This important distinction between meaning and pleasure happiness has not been considered in prior consumer research literature, despite its relevant implications for consumption. The results further support that happiness is distinctive from experienced emotions and entails a great predictive power separate from this variable in purchase situations with exploratory opportunities.

When exposed to an advertisement for a new lemonade, a meaning mindset significantly predicted purchase likelihood for the lemonade with unfamiliar ingredients. We argue that the meaning mindset broadens the scope of concern. Thereby, consumers are able to see beyond the mere tangible hedonic effect of drinking a lemonade and include broader considerations such as drinking a lemonade with exotic ingredients might provide an interesting and valuable experience and broaden one's horizon.

In the shopping basket task, we found a similar behavioral pattern. Consumers with a meaning mindset engaged in exploratory consumption, such that individual differences in meaning predicted choices of unfamiliar options. Seemingly, the expanded scope of concern made people with a meaning mindset being more aware of intangible downstream benefits like broadening one's horizon. Thus, they are more likely to explore unfamiliar options in a grocery

setting. The effect supports the robustness of our proposition that meaning fosters a behavioral tendency to explore unfamiliar options. At the same time, the results of Study 1 show that a pleasure mindset shows no such association to exploratory consumption tendencies.

Study 1 confirms that individual differences in happiness orientation can predict consumer behavior, however, to establish causal evidence, we must manipulate happiness as meaning or pleasure. By experimentally inducing a meaning or pleasure mindset in Study 2, we seek for further evidence to establish the causality between happiness mindsets and exploratory consumption. Furthermore, both exploratory choice tasks in Study 1 represented the consumption of products. To proof the robustness of the proposed effect of happiness mindsets on exploratory choice among diverse array of consumption behaviors, we seek to expand our findings to the consumption of experiences.

## IV   Study 2

Study 2 had two major objectives. First, although Study 1 established a link between happiness orientations and exploratory consumption, it could not establish the causality of this association. Thus, in Study 2, we sought causal evidence to further substantiate the proposed effect of happiness orientations on exploratory consumption. Therefore, we aimed to employ a direct manipulation (Kim, Christy, Rivera, Schlegel, and Hicks 2018) of happiness orientations in Study 2.

Second, after investigating the consumption of products (exposure to an ad and grocery shopping), we sought to expand the scope of the proposed effect by investigating the impact of happiness mindsets for a broader range of consumption-related activities. Therefore, our goal was to examine the effect for the consumption of experiences.

# 1    Method

*Sample.* 111 US participants ($M_{age}$ = 28.44 years, 70.9% women) were recruited on Prolific for financial reward.[15]

*Design and Procedure.* The study employed a one-factorial design, with the happiness orientation (meaning vs. pleasure) as the manipulated within-subject factor.

The study procedure was derived from Kim et al. (2018). In the introduction of the experiment titled as a study on how people make consumption-related decisions, participants were told that they would make a series of decisions involving their likelihood to engage in consuming certain goods and experiences and that in each trial they would be asked to make the decision twice, adopting two different strategies for pursuing happiness. Then, participants read brief descriptions of the two strategies of pursuing happiness.

Strategy 1: Strive for Meaning

"A common strategy people use to achieve happiness is to strive for meaning. Striving for meaning means focusing on doing meaningful things that go beyond the trivial or momentary. When using this strategy, people make decisions according to outcomes that align with meaningful purposes in life. For example, someone could strive for meaning by engaging in something really meaningful so that he/she benefits as a person from that experience and changes or grows as a result of it."

---

[15] In the case of missing values for certain variables all cases for which valid data were available on the focal variables of interest for this analysis were included in the calculations reported.

Strategy 2: Strive for Pleasure

"A common strategy people use to achieve happiness is to strive for pleasure. Striving for pleasure means focusing on doing pleasurable things that feel good in the particular moment. When using this strategy, people make decisions according to what feels good in the particular moment. For example, someone could strive for pleasure by indulging in something really pleasurable so that he/she enjoys every moment of that experience and feels pleasant and comfortable as a result of it."

After assuring that they had taken enough time to read and understand the task, participants started the 18 trials of the consumer decision-making task. The 12 items for the exploratory activities were adopted from Pearson's (1970) novelty experiencing scale (e.g., "Riding on a sled in Alaska pulled by huskies", "Visiting a factory to see how paper is made"). Furthermore, we included six items with well-known, thus non-exploratory activities (e.g., "Watch your favorite movie"). Participants indicated how likely they were to engage in the given action (0 = "unlikely", 6 = "likely") if they were focused on striving for meaning / pleasure. We created an overall composite measure of exploratory behavior by averaging responses to the 12 exploratory behaviors.

In a treatment check at the end of the study, participants reported how the two strategies for pursuing happiness were called, how easy it had been to adopt these two strategies and how clearly they had these two strategies in mind when working on the consumer decision-making task. Finally, we assessed their familiarity with the 18 activities as a manipulation check, as well as involvement with the experimental task, and demographic data.

## 2    Results

*Manipulation Check.* A paired samples t-test confirmed that the exploratory activities were significantly less familiar ($M_{exploratory}$ = 3.64, SD = 1.33) than the non-exploratory activities ($M_{non-exploratory}$ = 6.20, SD = .67; t(102) = 18.61, $p < .001$).

*Exploratory Consumer Behaviors.* The results of a further paired-samples t-test revealed that the likelihood to engage in exploratory activities (overall composite of exploratory activities) differed when following the two happiness strategies ($M_{meaning}$ = 5.06, SD = .96; $M_{pleasure}$ = 4.79, SD = .85; t(103) = 3.07, $p$ = .001), such that participants were more likely to engage in exploratory activities when they sought meaning than when they sought pleasure (see Table 6).

**Table 6: Descriptive and test statistics of happiness mindsets and exploratory behaviors**

|  | Meaning Mindset | | Pleasure Mindset | | | | |
|---|---|---|---|---|---|---|---|
|  | M | SD | M | SD | *t* | *p* | Cohen's *d* |
| Exploratory Behaviors | 5.06 | .96 | 4.79 | .85 | 3.07 | .001 | .30 |

## 3    Discussion

In Study 2, the same pattern as in the previous study emerged for a direct manipulation of happiness orientations: Compared to following the strategy to pursue pleasure, consumers' intentions to engage in exploratory activities were increased when following the strategy to pursue meaning. This main finding was thus generalizable across nationality (Germany; USA), populations (university students; online respondents), operationalizations of the independent variable (measured individual differences; directly induced orientations), and broad variations of the dependent variable (products; experiences).

Study 2 experimentally underscores the important impact happiness orientations exert on consumers' behavior. By directly manipulating consumers' happiness orientations we also address a recent call in psychology to examine the distinct consequences of eudaimonic and hedonic happiness orientations (Asano et al. 2021). Accordingly, we provide the first consumer research study to establish a causal relation between happiness orientations (meaning or pleasure) and exploratory consumption.

## V    Study 3

Study 3 had two major goals. First, we aimed to extend our preceding findings by using a different experimental manipulation to induce happiness orientations. In doing so, we wanted to ensure that the main findings were not due to any peculiarities of the happiness mindset induction employed in Study 2. Thus, we used a happiness mindset induction that was indirect and possibly more subtle. Second, we wanted to derive an approach to align the gained insights more closely with actual marketing practice. Therefore, we developed a happiness mindset induction in an alleged Twitter post of a real company. In cooperation with a local ice cream manufacturer we used marketing communication to stimulate the happiness mindsets. Thus, we investigated the effect of happiness mindsets on exploratory consumption in a corona-compliant field experiment. As we conducted all of our studies during the COVID-19 pandemic, we had to find a way to include a field study that was compliant with the applicable COVID-19 standards.

# 1    Method

*Sample.* 92 students from a German university completed this study for partial course credit. 15 participants did not follow the instructions in the writing task and were excluded. Thus, the analysis included the remaining 77 participants ($M_{age}$ = 24.38 years, 68.4% women).[16]

*Design and Procedure.* The study employed a one-factorial between-subjects design with the happiness mindset as manipulated factor (pleasure vs. meaning). First, participants were informed that the Marketing department of the faculty would be cooperating with an ice cream manufacturer as part of a thesis and that this ice cream manufacturer would like to pre-test an upcoming social media campaign. To establish a consequential choice, participants were told that they could get a discount coupon which would enable them to purchase the ice cream which they chose in the study at a discount price (EUR 1.00 instead of EUR 3.30).

To induce the happiness mindsets, we used the combination of an alleged news excerpt about the results of a recent study (Friesen et al. 2014) and an autobiographical writing task (Strack, Schwarz, and Gschneidinger 1985). Both were embedded in a Twitter page of the local ice cream manufacturer. In the meaning (pleasure) mindset condition the header of the Twitter page states "Sharing Moments of Meaning (Pleasure)". The picture of the Tweet showed the alleged news excerpt about the results of a recent study.

> *Instruction Pleasure Mindset:* A recent study found that people nowadays
> don't focus enough on striving for enjoyment in their lives. They should

---

[16] Participants who did not follow the instructions of the writing task were excluded. In the case of missing values for certain variables all cases for which valid data were available on the focal variables of interest for this analysis were included in the calculations reported.

do more pleasurable things that simply feel good in the particular moment. That is, people should pursue enjoyment and pleasure in their lives more often.[17]

*Instruction Meaning Mindset:* A recent study found that people nowadays don't focus enough on striving for meaning in their lives. They should do more meaningful things that go beyond the trivial or momentary. That is, people should pursue purpose and meaning in their lives more often.

The associated text of the Tweet stated that the ice cream manufacturer would like to make others aware of the study's finding and would give away discount coupons for everybody who shares a personal moment of meaning (pleasure). After posting their experience of meaning (pleasure), participants were asked to choose three scoops of ice cream. The available familiar types of ice cream were vanilla, chocolate, hazelnut, cookie dough, mango, and strawberry; the available unfamiliar types of ice cream were carob, adzuki, gabon, nangled, atemoya, and rambutan. A pre-test with a similar student sample (N = 26, $M_{age}$ = 21.25 years, 50.0% women) was conducted to proof the intended manipulation of familiarity. The results of a paired samples t-test confirmed that the familiar options were significantly more familiar ($M_{familiar}$ = 5.49, SD = 1.88) than the unfamiliar options ($M_{unfamiliar}$ = 1.27, SD = .45; t(24) = 11.16, $p <$ .001). The order of the ice cream types was randomized and participants were explicitly informed that they could choose them in any combination. The number of familiar ice cream types chosen was our measure of exploratory choice, as the lower the number of familiar ice cream types selected, the more exploratory the respective choice.

---

[17] Translations of the German text.

After some filler questions with regard to the Twitter campaign (i.e., attitude towards the campaign, willingness to share the Tweet with friends and family, and potential suggestions for improving the campaign), participants indicated whether they would like to receive the discount coupon for the ice cream consisting of the three scoops they had chosen before.

In the last part of the survey[18], participants answered a measure of happiness orientation and indicated how much they like eating ice cream in general, and their familiarity with and attitude towards the ice cream manufacturer. We then asked demographic questions and gauged their mood, their hunger, and their involvement during the experiment. Finally, participants were probed for suspicion, debriefed, and thanked for their participation.

*Manipulation Check.* We measured the salience of a pleasure mindset and a meaning mindset with two single items. Participants indicated the extent to which thinking about the experience had stimulated them to do more things "that give meaning to your life and correspond to the valuable goals in your life, and go beyond the trivial or momentary" and "that you feel like doing at the moment and that bring enjoyment to your life, and make you feel good in the particular moment?" (0 = "not at all", 6 = "very much").

## 2 Results

*Manipulation Check.* The results of two one-way ANOVAs confirmed that participants in the meaning mindset condition experienced a significantly greater meaning orientation

---

[18] We also included measures of willingness to learn, construal level, impulsiveness and self-control, connectedness, perceived controllability, and scope of concern beyond the me (i.e., caring about and feeling connected to others) and now (i.e., thinking about the future) as potential 1st stage mediators and a measure of accustomization to unfamiliar options as a potential 2nd stage mediator, However, as the focal accustomization measure suffered from poor internal validity, we excluded the mediation analyses from this study. For an overview of the entire questionnaire see the Appendix.

(M$_{meaning}$ = 5.31, SD = 1.52) than those in the pleasure mindset condition (M$_{pleasure}$ = 4.29, SD = 2.12, F(1, 75) = 5.89, $p$ = .018) and participants in the pleasure mindset condition experienced a marginally significant greater pleasure orientation (M$_{pleasure}$ = 5.89, SD = 1.20) than those in the meaning mindset condition (M$_{meaning}$ = 5.26, SD = 1.73, F(1, 75) = 3.52, $p$ = .064).

*Ice Cream Choice.* An one-way ANOVA yielded that participants in the pleasure mindset condition (M$_{pleasure}$ = 2.37, SD = .75) chose marginally significantly more familiar ice cream types than participants in the meaning mindset condition (M$_{meaning}$ = 2.08, SD = .96, F(1, 75) = 2.21, $p$ = .071). As expected in H1, happiness mindsets differ in exploratory ice cream choice.

*Discount Coupon Choice.* The results of a Chi-square test of independence ($\chi^2$ (1) = 5.05, $p$ = .025) revealed that participants in the pleasure mindset condition (73.7%) were significantly more likely to choose receiving the discount coupon than participants in the meaning mindset condition (48.7%).

## 3    Discussion

These experimental results provide a further confirmation that a meaning mindset increases exploratory consumption. In our COVID-19 compliant field experiment, differences in the two happiness mindsets resulted in differences in the exploratory choice of ice cream types. Consumers with a meaning (pleasure) orientation chose significantly less (more) familiar ice cream types.

With this study, we provide a promising approach to apply our research findings in marketing practice. By embedding our writing task manipulation in real marketing communication (a post on Twitter), we provide one potential approach to induce happiness orientations through

marketing means. However, the question of the underlying cognitive process, that is responsible for this effect, remains unaddressed. Therefore, in Study 4, we aimed to investigate the role of willingness to learn and accustomization in the formation of the proposed effect. Accordingly, the following study had the objectives to establish initial evidence for the underlying psychological mechanism for the relationship between happiness orientations and exploratory choice in consumption. Furthermore, we sought to take into consideration alternative explanations and a key boundary condition of the proposed sequential effect.

## VI   Study 4

With Study 4, we pursued three goals. First, we had the objective to conceptually replicate and thereby proof the consequential effect of happiness mindset on exploratory choice for a broader range of consumption areas. In the previous studies we had found this relationship for lemonade, grocery items, experiences, and ice cream. To extend the significance of the proposed effect of happiness orientations on exploratory consumption, we included three choice tasks: a charity donation choice, a vacation activity choice, and a commercial brand choice.

Second, our purpose was to shed light on the underlying psychological mechanism that drives the effect of happiness orientations on exploratory behavior. Therefore, we aimed to investigate the roles of willingness to learn and accustomization to unfamiliar options. We assumed that consumers' interest in learning and the consequent accustomization to unfamiliar alternatives sequentially mediate the impact of the happiness orientations on exploratory consumption. We expected that the meaning mindset's broadened cognitive scope includes an appreciation of long-term outcomes like learning something new and expanding one's horizons, which in turn should promote accustoming to and finally choosing unfamiliar alternatives.

Third, we aimed to further proof this process evidence by confirming that specifically willingness to learn drives the effect of happiness mindsets on exploratory choice. To do so, we sought to rule out several alternative explanations. (1) Existing consumer research states that impulsive behavior relates to a desire for a pleasurable experience that is anticipatable (Rook 1987). One's favorite (familiar) consumption goods provide such an anticipatable pleasurable experience. To address this, we wanted to examine whether impulsiveness drives the effect of happiness mindsets on exploratory choice. (2) Research in psychology shows that feelings of connectedness contribute to perceptions of meaning in life (Howell, Passmore, and Buro 2013; Liao and Weng 2018; Stavrova and Luhmann 2016). More recent findings indicate the additional potential of a reversed causal direction, such that meaning promotes a sense of connectedness (Stavrova and Luhmann 2016). Feeling connected to the surrounding world could in turn promote the exploration of that environment and consequently exploratory choice. Thus, we sought to analyze whether connectedness accounts for the effect of happiness mindsets on exploratory choice. (3) Prior research indicates that personal growth[19], augmentation[20], and openness to diversity[21] might unleash capacities for personal expansion (Gordon and Luo 2011; Pascarella et al. 1996; Ryff 1989), which might explain the effect of happiness mindsets on exploratory behavior. Although all of these constructs might relate to happiness mindsets as well as to accustoming oneself to unfamiliar stimuli, we state that it is specifically willingness to learn, that drives the effect of happiness mindsets on exploratory consumption. To empirically check this, we ensured to include personal growth, augmentation, and openness to diversity.

---

[19] Personal growth describes the feeling of continued personal development.

[20] Augmentation is defined as the capacity to build intellectual resources by gaining deeper expertise within a familiar domain.

[21] Openness to diversity and challenge refers to accepting and appreciating diversity in one's external world.

Fourth, we aimed to examine a key boundary condition of the proposed sequential effect. Based on our theorizing, the effect of a meaning mindset on exploratory choice should be attenuated for people low in openness to experience. On the other side, willingness to learn encouraged by the meaning mindset should lead to an increase in accustomization to unfamiliar stimuli if openness to experience is also high. Thus, we wanted to investigate the combined effect of the openness to experience (McCrae 1987) and the willingness to learn evoked by the meaning mindset on exploratory choice.

Since a few studies have found positive correlations between openness to experience and academic performance (Farsides and Woodfield 2003; Gray and Watson 2002), one might also argue that openness to experience should influence the effect of the happiness mindset on willingness to learn. However, we do not assume openness to experience to be a first-stage moderator (that influences the willingness to learn), but expect it to be a second-stage moderator (that influences the exploration of unfamiliar alternatives) due to the following reasoning: The large majority of studies consistently show that academic success is most strongly associated with the personality trait of conscientiousness (for a meta-analysis, see O'Connor and Paunonen 2007), which can be explained through a positive impact of conscientiousness on learning orientation (Busato et al. 2000; Duff et al. 2004). Academic performance in general and being motivated to learn in particular are thus most strongly predicted by the personality trait conscientiousness, not openness to experience. Accordingly, we do not expect a moderating role of openness to experience in the formation of motivation to learn evoked by a meaning mindset. Instead, we expect that openness to experience will moderate the effect of willingness to learn on accustoming oneself to unfamiliar alternatives, because openness to experience is strongly related to exploration (DeYoung et al. 2014; Hotchin and West 2021).

# 1    Method

*Sample.* For this study we recruited 209 US participants via Prolific for monetary reward. 16 participants did not follow the instructions in the writing task and were thus excluded. Our analysis included the remaining 193 participants ($M_{age}$ = 25.34 years, 74.6% women).[22]

*Design and Procedure.* The happiness mindset (pleasure vs. meaning) was the manipulated factor in this one-factorial between-subjects design study.

| Introductory part | (ostensibly unrelated) Studies | Mediators | Final part |
|---|---|---|---|
| Introduction<br>Data privacy agreement<br>Prolific ID | **Study section 1: Writing task manipulation (Study 1)**<br>▪ *pleasure vs. meaning mindset*<br>**Study section 2: Consumer decision tasks (Study 2)**<br>▪ *Charity donation choice*<br>▪ *Vacation activitiy choice*<br>▪ *Brand choice*<br>**Study section 3: Study on current experiencing (Study 3)**<br>▪ *Openness to experience* | **Study section 4: Mediators and manipulation check**<br>▪ *Willingness to learn*<br>▪ *Connectedness*<br>▪ *Impulsiveness*<br>▪ *Personal growth*<br>▪ *Openness to diversity*<br>▪ *Augmentation*<br>▪ *Accustomization* | Final questions<br>▪ *Demographic questions*<br>▪ *attentiveness in completing the study*<br>▪ *mood while completing the study* |

**Figure 9: Design of Study 4**

The experiment consisted of three ostensibly unrelated studies (see Figure 9). In the first one, participants were exposed to a writing task similar to the one in Study 3. Specifically, participants in the meaning (pleasure) mindset condition read: "A recent study found that people nowadays don't focus enough on striving for meaning (enjoyment) in their lives. They should do more meaningful (pleasurable) things that go beyond the trivial or momentary (simply feel good in the particular moment). That is, people should pursue purpose and meaning (enjoyment and pleasure) in their lives more often." Under the guise of compiling a database

---

[22] Participants who did not follow the instructions of the writing task were excluded. In the case of missing values for certain variables all cases for which valid data were available on the focal variables of interest for this analysis were included in the calculations reported.

of people's experiences of meaning (pleasure), we asked participants to recall and describe the most recent situation in which they felt a strong sense of meaning (pleasure).

The sequence of the following two parts, namely the section about openness to experience and the section about the consumption choice tasks, was randomized. In the section titled "Study on current experiencing", participants answered a questionnaire about openness to experience.

The section related to consumption preferences used three measures of exploratory choice. The sequence of the three exploratory choice tasks was randomized. The first one was a donation allocation task (Cavanaugh, Bettman, and Luce 2015). We provided logos and short descriptions of eight charities active in two domains (human service and wildlife conservation organizations). In each category, the four options included one familiar and three unfamiliar Charities. The familiar charities were American Red Cross and WWF. The unfamiliar charities were OXFAM, St. Berndhard Project, All Hands and Hearts, International Rivers, Wildlands Network, and Mercy for Animals. Participants were asked to imagine having decided to donate and were asked to allocate $50 (Cavanaugh et al. 2015). The amount of money allocated to unfamiliar charities was our measure of exploratory donation behavior.

The second measure of exploratory choice was adopted from a study by Goukens et al. (2007). Participants were asked to imagine that they would be planning their next vacation and could choose among 14 different vacation activities varying in their degree of familiarity. In a choice instruction adopted from Galoni et al. (2020), they were asked to choose the five activities they would be most likely to do and the five activities they would be least likely to do. We used Pearson's (1970) measure of novelty seeking as an orientation for deriving the six items representing exploratory vacation activities, such that we adopted the four items "Exploring the

ruins of an old city," "Climbing to the top of a high rugged mountain," "Camping out in a wilderness location," "Visiting a factory to see how paper is made," and added two more similar items "Visiting an information center for endangered species," and "Taking part in a tour to observe birds." The eight items for the non-exploratory vacation activities were derived from a Google search on the US citizens' most common vacation activities (e.g., "Going to the beach," "Going for a hike," "Going shopping"). The number of times exploratory vacation activities were included in the participants' selection of the top five activities most likely to be done was our index of exploratory vacation activity choice (Galoni et al. 2020).

The third measure of exploratory behavior was a consumer brand choice adopted from Min and Schwarz (2021). For 11 different categories (e.g., shampoo, AA battery) and assuming that price does not have to be considered, participants chose between pairs of familiar (e.g., Dove, Energizer) and fictitious brands (e.g., Allyy, Forch) brands. The number of times unfamiliar brands were chosen was our measure of exploratory brand choice.

Similar to the previous study, in the final section of the survey participants were exposed to the text they had written in the autobiographical writing task and were asked to recall their thoughts and feelings while reading the recommendation of the cited study and writing their text. Then, they answered several questions: Additionally to willingness to learn and accstomization, we included measures of impulsiveness, connectedness, personal growth, augmentation, and openness to diversity. The experiment ended with similar questions as in Study 3, concerning demographics, attentiveness in completing the study, and mood while completing the study. Finally, participants were debriefed and thanked for their participation.

*Manipulation Check.* Participants reported the extent to which reading the recommendation of the cited study and writing about the personal experience stimulated the intentions to

strive for pleasure, to pursue pleasure and enjoyment (pleasure mindset, $\alpha = .88$), to strive for meaning, and to pursue purpose and meaning (meaning mindset, $\alpha = .91$).

*Measure of Openness to Experience.* We assessed openness to experience with the ten items of the Big Five Inventory (John and Srivastava 1999). Participants indicated the extent to which the described characteristics (e.g., "Values artistic, aesthetic experiences", "Has few artistic interests" (r)) applied to them at the current moment (0 = "Not at all like me at this moment", 6 = "Very much like me at this moment", ($\alpha = .75$).

*Measure of Willingness to Learn.* Willingness to learn following the writing about the personal experience was assessed with four items adopted from a scale of Rudd et al. (2018). Participants indicated the extent to which dealing with the personal experiencing stimulated them to "want to increase my knowledge," "be open to altering how I see or understand the world," "be curious," and "be open to acquiring new knowledge" (0 = "not at all", 6 = "very much"; $\alpha = .86$).

*Measure of Accustomization.* We measured accustomization to unfamiliar alternatives by asking participants how familiar they were with the charities. The mean scores for the unfamiliar charities were our measures of accustomization (0 = "not familiar", 6 = "familiar").

*Measure of Connectedness.* To assess the extent to which participants felt a general connectedness to the external world around them, we measured their connection and perceived oneness with their natural environment. Therefore, we asked participants to indicate the extent to which thinking about the experience had stimulated them to feel a sense of oneness with the natural world around them (Mayer and Frantz 2004) and to feel a sense of affinity with the natural environment (Sparks et al. 2014; 0 = "not at all", 6 = "very much"; $\alpha = .93$).

*Measure of Impulsiveness.* The two items to measure impulsiveness ("… act on impulse"; "… act on the spur of the moment") were adopted from the motor impulsiveness subscale (Patton, Stanford, and Barratt 1995) of the Barratt Impulsiveness Scale (BIS; Barratt 1959), a widely used scale to assess impulsiveness (0 = "not at all", 6 = "very much"; α = .84).

*Measures of Personal Growth.* To assess personal growth, openness to diversity, and augmentation we asked participants to indicate the extent to which reading the recommendation of the cited study and writing about their personal experience stimulated the listed feelings and thoughts (0 = "not at all", 6 = "very much"). The items for personal growth were adopted from the personal growth subscale of a measure of psychological well-being (Clarke et al. 2001; "I think it is important to have new experiences that challenge how you think about yourself and the world," "I have the sense that I have developed a lot as a person over time," "For me, life has been a continuous process of learning, changing, and growth;" α = .79).

*Openness to Diversity.* The items to assess openness to diversity were derived from the Openness to Diversity and Challenge Scale (Pascarella et al. 1996) and slightly adjusted to fit a general context ("Learning about people from different cultures is a very important," "I enjoy taking situations that challenge my beliefs and values," "I enjoy situations that make me think about things from a different perspective;" 0 = "not at all", 6 = "very much;" α = .71).

*Augmentation.* The four items we used to measure augmentation were derived from the augmentation subscale of the Personal Expansion Questionnaire (Gordon and Luo 2011; "Trying to learn more about something I already understand is usually not worth the effort," "There are better ways to spend my time than trying to learn more about something I basically understand," "Exploring something in depth is usually pretty tedious and boring," "Once I have a

basic understanding of something, I do not feel it is necessary to learn more about it;" 0 = "not

at all", 6 = "very much;" $\alpha$ = .86).


Table 7 provides an overview of the construct measures in Study 4.[23]

---

[23] The table provides an overview of the measures that are crucial to our analyses in the following parts. For an overview of the entire questionnaire, see the Appendix.

## Table 7: Construct measures in Study 4

| Constructs | No. of items | Items | Scale label | α |
|---|---|---|---|---|
| *Manipulation Check* | | To what extent did reading the recommendation of the cited study and writing about your personal experience stimulate the following intentions? | | |
| Meaning mindset | 2 | to pursue purpose and meaning<br>to strive for meaning | 0 = "not at all"; 6 = "very much" | .91 |
| Pleasure mindset | 2 | to pursue pleasure and enjoyment<br>to strive for pleasure | 0 = "not at all"; 6 = "very much" | .88 |
| **Moderator** | | Here are a number of characteristics that may or may not apply to you at the current moment.<br>Please indicate the extent to which each statement describes you at this moment. | | |
| Openness to experience | 10 | Is sophisticated in art, music, or literature<br>Has few artistic interests<br>Prefers work that is routine<br>Is inventive<br>Values artistic, aesthetic experiences<br>Likes to reflect, play with ideas<br>Has an active imagination<br>Is curious about many different things<br>Is original, comes up with new ideas<br>Is ingenious, a deep thinker | 0 = "Not at all like me at this moment"; 6 = "Very much like me at this moment" | .75 |
| **Mediators** | | | | |
| Willingness to learn | 4 | Reading the recommendation of the cited study and writing about my experience stimulated me to ...<br>... want to increase my knowledge.<br>... be open to acquiring new knowledge.<br>... be open to altering how I see or understand the world.<br>... be curious. | 0 = "not at all"; 6 = "very much" | .86 |
| Impulsiveness | 2 | Reading the recommendation of the cited study and writing about my experience stimulated me to ...<br>... act "on impulse".<br>... act on the spur of the moment. | 0 = "not at all"; 6 = "very much" | .84 |
| Connectedness | 2 | Reading the recommendation of the cited study and writing about my experience stimulated me to ...<br>... feel a sense of oneness with the natural world around me.<br>... feel connected with the natural environment. | 0 = "not at all"; 6 = "very much" | .93 |
| Personal Growth | 3 | To what extent did reading the recommendation of the cited study and writing about your personal experience stimulate the following feelings and thoughts?<br>I think it is important to have new experiences that challenge how you think about yourself and the world.<br>I have the sense that I have developed a lot as a person over time.<br>For me, life has been a continuous process of learning, changing, and growth. | 0 = "not at all"; 6 = "very much" | .79 |
| Openness to Diversity | 3 | To what extent did reading the recommendation of the cited study and writing about your personal experience stimulate the following feelings and thoughts?<br>Learning about people from different cultures is a very important.<br>I enjoy taking situations that challenge my beliefs and values.<br>I enjoy situations that make me think about things from a different perspective. | 0 = "not at all"; 6 = "very much" | .71 |
| Augmentation | 4 | To what extent did reading the recommendation of the cited study and writing about your personal experience stimulate the following feelings and thoughts?<br>Trying to learn more about something I already understand is usually not worth the effort.<br>There are better ways to spend my time than trying to learn more about something I basically understand.<br>Exploring something in depth is usually pretty tedious and boring<br>Once I have a basic understanding of something, I do not feel it is necessary to learn more about it. | 0 = "not at all"; 6 = "very much" | .86 |

## 2    Results

*Manipulation Check.* The results of an one-way ANOVA for meaning mindset salience $(F(1, 183) = 32.97, p < .001)$ confirmed that participants in the meaning mindset condition $(M_{meaning} = 6.12, SD = 1.00)$ reported greater meaning mindset salience than those in the pleasure mindset condition $(M_{pleasure} = 5.07, SD = 1.46)$. The results of an one-way ANOVA for pleasure salience $(F(1, 183) = 26.79, p < .001)$ confirmed that participants in the pleasure mindset condition $(M_{pleasure} = 6.02, SD = .83)$ experienced greater pleasure mindset salience during the experiment than those in the meaning mindset condition $(M_{meaning} = 5.12, SD = 1.45)$. Thus, our manipulations of meaning and pleasure mindsets were successful.

*Exploratory Charity Choice.* We compared the amount of money allocated to unfamiliar charities among the pleasure and meaning mindset condition. The results of an one-way ANOVA $(F(1, 191) = 3.96, p = .024)$ revealed that participants in the meaning mindset group $(M_{meaning} = 33.54, SD = 12.48)$ allocated significantly more money to unfamiliar charities than participants in the pleasure mindset group $(M_{pleasure} = 29.66, SD = 14.55)$. These results provide further experimental evidence in support of H1.

*Exploratory Vacation Activity Choice.* We then analyzed differences between the experimental groups in their choice of exploratory vacation activities. The results of an one-way ANOVA showed marginally significant differences in exploratory vacation activity choice between the two happiness groups $(M_{meaning} = 1.11, SD = .88, M_{pleasure} = .95, SD = .83, F(1, 191) = 1.81, p = .090)$. These results further support H1.

*Exploratory Brand Choice.* In another one-way ANOVA, we compared whether the experimental groups differed in the number of times, unfamiliar commercial brands were chosen.

The results of the model (F(1, 188) = 3.66, $p$ = .029) revealed a significant effect of happiness mindsets on exploratory brand choice, such that participants in the meaning mindset condition chose significantly more unfamiliar brands ($M_{meaning}$ = 1.70, SD = 1.76) than participants in the pleasure condition ($M_{pleasure}$ = 1.26, SD = 1.41). These results again support H1.

*Mediation of Willingness to Learn and Accustomization.* Because the stimuli of the commercial brand choice task and the vacation activity choice task consisted of a single word or very few words, respectively, without further textual or pictorial clues, they did not provide sufficient information to accustom oneself to those stimuli. Thus, we investigate the underlying psychological mechanism only for the case of charity brands, since those stimuli provided verbal information for each brand. First, we checked whether the experimental groups differed in their willingness to learn. As expected, the results of the one-way ANOVA (F(1, 184) = 21.35, $p$ < .001) showed that participants in the meaning mindset condition ($M_{meaning}$ = 5.51, SD = 1.02) were more motivated to learn than participants in the pleasure mindset condition ($M_{pleasure}$ = 4.72, SD = 1.29). Furthermore, the two happiness mindset conditions significantly differed in accustomization to unfamiliar charity brands ($M_{meaning}$ = 2.54, SD = 1.62; $M_{pleasure}$ = 2.07, SD = 1.31; F(1, 183) = 4.76, $p$ = .030). Then, bivariate Pearson correlation analyses revealed that willingness to learn was significantly correlated with participants' accustomization to the unfamiliar charities (b = .33, $p$ < .001), which in turn was marginally significantly correlated with exploratory charity choice (b = .14, $p$ = .053). To check the serial mediation we ran a Hayes's (2017) Model 6 with 10,000 samples. The model confirmed the expected mediation (meaning (vs. pleasure) → willingness to learn → accustomization to unfamiliar charities → exploratory charity choice): Compared with pleasure, meaning had a significant influence on the willingness to learn (b = .63; 95% CI [.472, 1.028]), which in turn had a significant influence on accustoming to unfamiliar charities (b = .31; 95% CI [.234, .546]), which in turn had a

significant effect on exploratory charity choice (b = .17; 95% CI [.351, 2.644]). The indirect

path was significant (b = .03, 95% CI [.007, .068]). This finding provides support for our H2

(see Figure 10).

Indirect effect: b = .03, 95% CI [.007, .068]



Note: ** $p < .01$, * $p < .05$.
The mediation model shows the path of the meaning group with reference to the pleasure group.
N = 185
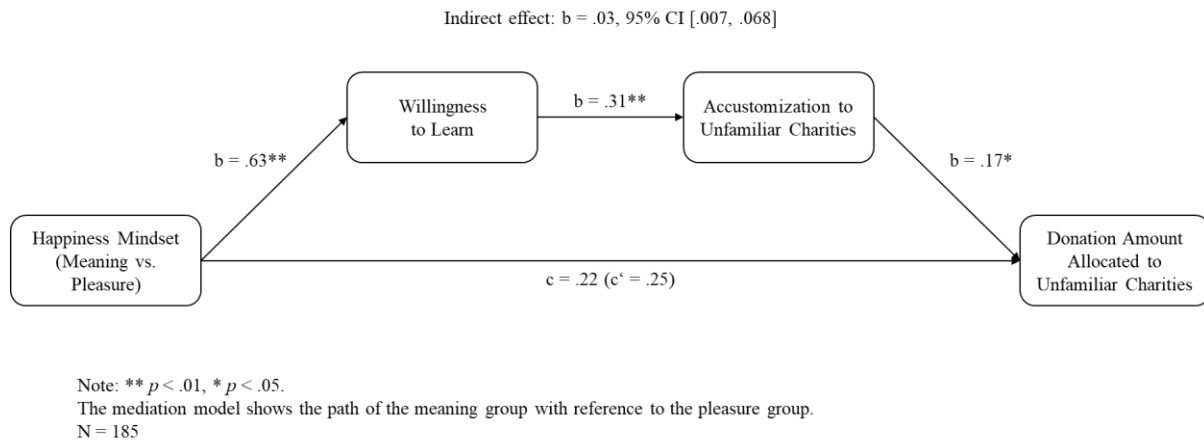
**Figure 10: Mediation analysis (model 6)**

*Alternative Explanations.* First of all, we proofed whether we can rule out the potential

alternative explanations of impulsiveness and connectedness. One-way ANOVA results

showed that the two happiness mindset conditions did not significantly differ in connectedness

($M_{meaning}$ = 4.45, SD = 1.83; $M_{pleasure}$ = 4.16, SD = 1.79; $F(1, 184)$ = 1.15, $p$ = .285), but in

impulsiveness ($M_{meaning}$ = 3.94, SD = 1.72; $M_{pleasure}$ = 4.44, SD = 1.59; $F(1, 184)$ = 4.23, $p$ =

.041). Thus, connectedness could not account for the effect of happiness mindsets on explora-

tory charity choice. To further investigate impulsiveness as potential alternative explanation,

we ran a correlation analysis. Impulsiveness was significantly correlated with accustomization

to unfamiliar charities (Pearson correlation coefficient: b = .23, $p$ = .002). However, the results

of a Hayes's (2017) Model 6 with 10,000 samples revealed that the indirect path (meaning (vs.

pleasure) → impulsiveness → accustomization to unfamiliar charities → exploratory charity

choice) was not significant (b = -.01, 95% CI [-.036, .001]). Thus, impulsiveness could not

explain the differences between meaning and pleasure orientations in exploratory charity choice.

Furthermore, we checked whether specifically willingness to learn was the first-stage mediator. Thus, we investigated whether the related constructs personal growth, openness to diversity and challenge, and augmentation could also account for the effect of happiness mindsets on exploratory choice. One-way ANOVA results revealed that the meaning mindset and pleasure mindset conditions differed marginally significantly in openness to diversity ($M_{meaning}$ = 5.67, SD = 1.02; $M_{pleasure}$ = 5.36, SD = 1.16; $F(1, 183)$ = 3.67, $p$ = .057) and there were no significant differences in personal growth ($M_{meaning}$ = 6.09, SD = .91; $M_{pleasure}$ = 5.87, SD = 1.09; $F(1, 183)$ = 2.39, $p$ = .124) or augmentation ($M_{meaning}$ = 5.05, SD = 1.48; $M_{pleasure}$ = 4.97, SD = 1.29; $F(1, 183)$ = .156, $p$ = .693). Accordingly, neither personal growth nor augmentation could explain the effect of happiness orientations on exploratory choice. To further investigate the potentially mediating role of openness to diversity, we first examined if there was a significant correlation with accustomization to unfamiliar alternatives. Openness to diversity was significantly correlated with accustomization (Pearson correlation coefficient: b = .27, $p$ < .001). However, the results of a Hayes's (2017) Model 6 with 10,000 samples revealed an insignificant indirect path (meaning (vs. pleasure) → openness to diversity → accustomization to unfamiliar charities → exploratory charity choice; b = .01, 95% CI [-.001, .030]). Accordingly, openness to diversity could not account for the relationship between happiness mindsets and exploratory choice.

*Moderated Serial Mediation.* We expect that a meaning mindset stimulates a learning motivation and that this willingness to learn will encourage the accustomization to the unfamiliar charities when openness to experience is high, but not when openness to experience is low.

Accordingly, our prediction is that low openness to experience reduces a willing learner's efforts of accustoming with unfamiliar alternatives, whereas high openness to experience promotes these efforts. Thus, we expect openness to experience to be a second-stage moderator in the serial mediation that impacts the accustomization to unfamiliar alternatives.

First of all, to check whether the writing task might have led to differences in openness to experience, we investigated whether the experimental groups differed in openness to experience. An one-way ANOVA indicated no significant differences across experimental groups in terms of their openness to experience ($M_{meaning} = 5.00$, SD = .82, $M_{pleasure} = 4.84$, SD = .81, $F(1, 187) = 1.81$, $p = .180$). Accordingly, our manipulation did not evoke significant differences in openness to experience between pleasure and meaning mindset conditions. Furthermore, we analyzed whether the personality factor openness to experience could also be a first-stage moderator, such that the happiness mindset manipulation and openness to experience interact to predict motivation to learn. As expected, the results of a Hayes's (2017) Model 1 with 10,000 samples yielded no significant interaction effect of openness to experience and the happiness mindset on willingness to learn (b = -.05, $p = .823$). Accordingly, the personality factor openness to experience did not have a joint impact with the happiness orientation on people's willingness to learn.

After this preceding analyses, we investigated whether openness to experience was the expected second-stage moderator in our serial mediation. The results of a Hayes's (2017) Model 91 with 10,000 samples showed that the meaning mindset significantly increased willingness to learn (b = .75; 95% CI [.472, 1.028]). The effect of being motivated to learn on accustoming to unfamiliar charities was significantly moderated by openness to experience (b = .18; 95% CI [.034, .325]). Being willing to learn had a significant influence on accustoming to unfamiliar

charities when openness to experience was high, but the effect of willingness to learn on accustomization to the unfamiliar charities was not significant when openness to experience was low (threshold value of openness to experience according to Johnson-Neyman output: 4.08). Figure 11 shows the effect of willingness to learn on accustomization to unfamiliar charities.



**Figure 11: Effect of willingness to learn on accustomization to unfamiliar charities**

Accustoming to unfamiliar charities in turn had a significant influence on choosing unfamiliar charities (b = 1.50; 95% CI [.351, 2.644]). The serial indirect effect through both mediators (meaning (vs. pleasure) → willingness to learn → accustomization to unfamiliar charities → choice of unfamiliar charities) was significantly moderated by openness to experience (i.e., significant index of moderated mediation; 95% CI [.020, .506]), such that the indirect path was significant when openness to experience was high (b = .53; 95% CI [.101, 1.128]), but insignificant when openness to experience was low (b = .19; 95% CI [-.014, .457]). These results provide further evidence for the predicted effect of a meaning mindset on exploratory choice by motivating willingness to learn and accustomization to unfamiliar alternatives. At the same

time, these results extend our understanding of the effect of happiness mindsets on exploratory

choice by considering the moderating role of the personality factor openness to experience (see

Figure 12 for the moderated mediation model).



Indirect effect when Openness to Experience is high: b = .53; 95% CI [.101, 1.128]
Indirect effect when Openness to Experience is low: b = .19; 95% CI [-.014, .457]

Openness to Experience

Effect of Willingness to Learn on Accustoming to Unfamiliar Charities when…
Low Openness to Experience: b = -.12, 95% CI [-.472, .233]
High Openness to Experience: b = .67, 95% CI [.329, 1.011]

b = .18*

Willingness to Learn

b = -.57

Accustomization to Unfamiliar Charities

b = 1.50*

b = .75**

Happiness Mindset (Meaning vs. Pleasure)

c' = 3.31

Donation Amount Allocated to Unfamiliar Charities

Note: ** $p < .01$, * $p < .05$.
The mediation model shows the path of the meaning group with reference to the pleasure group.
N = 185

**Figure 12: Moderated mediation analysis (model 91)[24]**

# 3     Discussion

With Study 4, we provide important empirical evidence in several ways. (1) We substan-

tiate the proposed effect that differences in happiness mindsets lead to differences in explora-

tory choice. In this study, a meaning (vs. pleasure) mindset increased the exploratory choice of

charity brands for donation, exploratory choice of vacation activities, and exploratory choice

of commercial brands. (2) For the case of charity brands, willingness to learn and accustomiza-

tion proofed to be the underlying psychological mechanism. We substantiate this by ruling out

---

[24] Process does not provide standardized coefficients for the moderated serial mediation model (model 91), so we report the unstandardized coefficients for this model.

the alternative explanations of impulsiveness and connectedness. Furthermore, we could underscore that specifically willingness to learn and not the related constructs personal growth (Ryff 1989), augmentation (Gordon and Luo 2011), and openness to diversity (Pascarella et al. 1996) drives the effect of happiness mindsets on exploratory consumption. Thus, a meaning mindset specifically unleashes a motivation to learn that in turn encourages accustoming oneself to and, subsequently, choosing unfamiliar charity brands. (3) Furthermore, we could reveal a boundary condition of the proposed sequential effect by confirming the moderating role of the Big Five personality factor openness to experience (McCrae 1987). Accordingly, we could proof that openness to experience moderates the serial mediation, such that differences in willingness to learn evoked by the two happiness mindsets increased accustoming to unfamiliar alternatives when openness to experience was high, but not when openness to experience was low.

## VII  General Discussion

## 1      Summary of the findings

Across four studies, we consistently find that happiness orientations significantly affect consumer behavior. Compared with pleasure orientations, meaning orientations encourage exploratory consumption (Table 8). We confirm this finding with multiple methods for assessing happiness orientations (e.g., individual differences, experimental manipulations), using different measures of exploratory consumption (actual behavior, scenario-based behaviors, attitudinal measures) during varied consumption episodes (advertising exposures, grocery shopping, consumption of leisure activities, ice cream choices, donations to charities, commercial brands, vacation activities), as expressed by different samples (Prolific workers, university students) on

two continents (North America and Europe). Thus, we establish the robustness of the relationship between happiness orientations and exploratory consumption.

**Table 8: Summary of results**

| | Study 1 |
| --- | --- |
| | (N = 132, $M_{age}$ = 24.95, 60.6% women, German student sample) |
| Dependent measures | (1) Willingness to pay for a lemonade promoted as featuring more or less familiar ingredients (2) Choice share of global (vs. local) grocery items |
| Main finding | Experiment providing evidence that individual differences in happiness orientation encourage exploratory consumption and have a greater predictive power of exploratory behavior in consumption than personality or emotions. |
| | **Study 2** |
| | (N = 111, $M_{age}$ = 28.44, 70.9% women, US Prolific sample) |
| Dependent measure | Likelihood to engage in exploratory leisure activities |
| Main finding | Experiment with explicit manipulation of happiness orientations confirming that consumers' intentions to engage in exploratory leisure activities are increased when following the strategy to pursue meaning (compared to pleasure). |
| | **Study 3** |
| | (N = 77, $M_{age}$ = 24.38, 68.4% women, German student sample) |
| Dependent measure | Choice share of familiar ice cream types |
| Main finding | Corona-compliant field experiment with real marketing communication confirming the causal relationship between happiness mindsets and exploratory ice cream choice. |
| | **Study 4** |
| | (N = 193, $M_{age}$ = 25.34, 74.6% women, US Prolific sample) |
| Dependent measures | (1) Amount of money allocated to unfamiliar charities (2) Choice of exploratory vacation activities (3) Choice of unfamiliar commercial brands |
| Main finding | Experiment confirming that an induced meaning mindset increases the amount of money donated to unfamiliar charities, the choice of exploratory vacation activities, and the choice of unfamiliar commercial brands. The effect is mediated by willingness to learn and accustomization to unfamiliar alternatives and moderated by the personality factor openness to experience, such that differences in willingness to learn evoked by the two happiness mindsets increased accustoming to unfamiliar alternatives when openness to experience was high, but not when openness to experience was low. |

## 2    Theoretical contribution

This contribution to the consumer research discipline offers the first comprehensive theoretical and empirical explanation of the roles of pleasure and meaning orientations, as two fundamental drivers of consumption. Although some consumer research cites happiness as an influential factor (Mogilner et al. 2012, Labroo and Patrick 2009), the concept has remained undifferentiated, prompting various calls for research that moves beyond a basic hedonic paradigm (Alba and Williams 2013; Rudd et al. 2019; Schmitt et al. 2015). In addressing these calls,

we also establish that consumption is motivated not exclusively by hedonic, functional, or symbolic reasons (Park, Jaworski, and MacInnis 1986) but also according to the achieved meaning and purpose. Conventional consumption classifications thus should be expanded to include eudaimonic components. Our findings also contribute to debates about brand purpose, which represents a brand's higher-order mission (Keller 2020). Considering the potency of meaning happiness as a consumption driver, we argue that brands should elaborate their purpose rigorously and communicate it consistently.

Our work contributes to research into the influences of happiness on consumption (Labroo and Patrick 2009; Mogilner et al. 2012), because we include a eudaimonic perspective and reveal how a meaning orientation may disrupt habitual choices, and we also delineate the impact of incidental affective experiences on choices of unfamiliar alternatives (Reimann et al. 2012). Pleasure and meaning orientations have different effects on such choices. For ongoing research into the complex interplay between affective experiences and cognitive processing (Ashby and Isen 1999; Fredrickson 2001; Griskevicius, Shiota, and Neufeld 2010), we show that meaning and pleasure happiness entail different scopes of concern, encouraging different levels of willingness to learn, which in turn have implications for exploratory consumption.

## 3    Limitations and implications for future research

Our studies also are subject to limitations. Happiness, in the sense of well-being, is distinct from specific emotions and moods in terms of its long-term character. By manipulating happiness orientations, and obtaining similar results across the individual difference and experimental studies, we gain confidence that the differences in exploratory consumption that we find can be attributed to the different forms of happiness orientations. Still, longitudinal studies

that feature happiness interventions could attempt to alter pleasure or meaning orientations in a more lasting way (Gander, Proyer, and Ruch 2016).

Pleasure and meaning orientations also likely influence other forms of consumer behavior, which suggests a broad field for continued research. Additional studies might differentiate other facets of happiness and their relations to consumption. For example, psychological well-being would offer a more differentiated perspective on eudaimonic happiness (Ryff and Keyes 1995), and its dimensions might exert unique influences on consumer behavior in general and exploratory consumption in particular. For example, personal growth might exert particularly strong effects on choices of unfamiliar options. Experiences of personal growth often co-occur with experiences of meaning too (King and Miner 2000), and the implications of this joint occurrence require additional research consideration. Trait variables related to willingness to engage with novel options also might reveal notable research insights. Such trait-like factors include consumer innovativeness (Goldsmith and Hofacker 1991), optimum stimulation level (Raju 1980; Steenkamp and Baumgartner 1992), curiosity (Berlyne 1966), need for closure (Webster and Kruglanski 1994), or need for cognition (Cacioppo and Petty 1982).

Beyond the personality factor openness to experience, various other influences might arise in the link between happiness mindsets and exploratory consumption. The two happiness orientations might evoke distinct construal levels (Trope and Liberman 2010). Although existing consumer research indicates that concrete construals encourage preference stability (Kardes et al. 2006) and should thus be linked to the choice of familiar preferred alternatives, we question whether construal level can mediate the relationship between happiness orientations and choosing familiar options. However, the elevated perspective fostered by a meaning orientation differs from simply taking an abstract perspective on experiences (Mogilner et al. 2018). It

instead broadens the scope of concern ('we, future, broad implications'); a pleasure orientation narrows it ('me, now, and tangible') (Pearce, Huta, and Voloaca 2021).[25]

Furthermore, cognitive load could be considered as a potentially influential situational moderator (Khan and Kupor 2017; Kupor and Tormala 2015; Kupor, Liu, and Amir 2018). Prior research suggests that cognitive load can hinder individuals from processing the information's content (Petty and Cacioppo 1984). By reducing peoples' cognitive resources to sufficiently accustom themselves to unfamiliar alternatives, the serial mediation path could be interrupted, such that a high willingness to learn will not lead to accustomization to the unfamiliar alternatives and their subsequent choice when being prevented from perceiving and processing the information about those alternatives. Thus, by restricting peoples' ability to attend to and process the provided information about the unfamiliar alternatives, cognitive load could be another promising second-stage moderator.

## 4    Implications for practitioners

For marketing practitioners, our findings suggest some important implications. Especially the adaption of novel (unfamiliar) products should benefit from the increased willingness to learn triggered by a meaning mindset. Similarly like we manipulated pleasure and meaning orientations in our study by making them salient through the writing task, it might be possible to do the same in interactions with consumers. For example, when promoting a rather unfamiliar product, in sales pitches salesman could try to trigger the salience of a meaning mindset. In the

---

[25] In findings of two online experiments with convenience samples not reported herein, no differences emerged for the happiness groups' processing styles, measured with the Kimchi Palmer Task (Kimchi and Palmer 1982) and the Behavior Identification Form (Vallacher and Wegner 1989), two widely used measures of global / abstract versus local / concrete processing styles.

same way, promotions and advertisements could include cues of meaning to activate the recipients meaning orientation and thereby encourage them to explore novel options. The other way round, in contexts that likely foster the salience of a pleasure mindset (e.g., spa) a familiar framing could benefit novel and unfamiliar products.

Consumer research extensively investigates the pursuit for pleasure through consumption (Alba and Williams 2013), yet little is known about the implications of meaning as a motivating force (Rudd et al. 2019). We show that including meaning can clarify the psychological processes by which consumers explore unfamiliar options. Accordingly, consumer research should consider the predictive power of hedonic and eudaimonic motivations for consumption, "instead of viewing happiness as a unitary potential outcome of consumption" (Schmitt et al. 2015, 170).

# **Article 3**

# Unhappiness and its consequences for consumption

Authors:

Tobias Klinke (University of Wuppertal, Germany)

Tobias Langner (University of Wuppertal, Germany)

## D    Unhappiness and its consequences for consumption (Authors: Tobias Klinke, Tobias Langner)

**Abstract:** How do consumers interact with brands in unhappy periods in life? The existing literature lacks research investigating consumer-brand interactions in unhappy phases. To fill this research gap we examine how consumers interact with brands when coping with unhappiness, applying a mixed method approach. A qualitative study reveals that the coping strategy a consumer applies (extent of coping: passive vs. active; focus of coping: emotion vs. situation) is associated to patterns of consumer-brand interactions that either represent an engagement with brands (Repression Brand Consumption, Relief Brand Consumption), or a disengagement from brands (Passive-Lethargic Brand Abstinence, Active Brand Abstinence). A survey study conducted during the emergence of the COVID-19 pandemic, a phases most closely approximating a naturally occurring unhappy period, supports the finding of Study 1: The coping strategies applied in this unhappy period are associated to differences in the extent to which consumers engage with brands. Our findings contribute to coping and brand research and have important practical implications for consumers and brand managers.

# I    Introduction

The outbreak of the COVID-19 pandemic represents an unhappy event for most of the people and especially the early stages of the pandemic are associated to significant declines in subjective well-being (Zacher and Rudolph 2020). In this context, imagine the following two consumers: For David, a 20-year old undergraduate business student, it is important to actively regulate his emotional constitution during this phase. Therefore, he consciously chooses certain food brands to deliberately create positive moments. His classmate Jack, as well a 20-year old undergraduate business student, is rather overwhelmed by the new circumstances. He is just lying on the couch and hoping that this phase will be over soon, not paying much attention to what brands he consumes. Although both face the same objective circumstances, David and Jack cope with the identical stressor (the outbreak of the COVID-19 pandemic) in completely different manners. We argue that how consumers cope with an unhappy period, rather than the objective circumstances, has major implications for their interactions with brands in these periods.

Unhappy periods can arise from significant negative life events, such as unemployment, the death of a family member, or the outbreak of a pandemic crisis, as these events can temporarily impact well-being (Lucas 2005; Luhmann and Eid 2009). Subjective well-being reflects the balance of positive and negative affective experiencing over longer time horizons and includes affect, emotions, and mood (Hofmann et al. 2014), as well as the cognitive assessment of being satisfied with life in general (Diener et al. 1999). These changes in overall well-being usually do not last longer than a few weeks or months (Luhmann et al. 2012), as individuals adapt relatively quickly even to major changes in their lives (Brickman and Campbell 1971; Frederick and Loewenstein 1999). But even if just pertaining a few weeks, such changes in subjective well-being are likely to entail major implications for consumers' feelings, thoughts,

and behaviors during these unhappy periods. How people feel, think, and behave in response to a stressor in their environment is referred to as coping (Duhachek 2005). The different coping strategies people apply during an unhappy period shape their life during these times. Accordingly, how people engage with brands should depend to a major extent on the coping strategies they apply in these unhappy phases. However, no existing research has ever examined patterns of consumer-brand interactions during unhappy periods and how these patterns relate to the dominant coping strategies applied. Consumer-brand interactions describe any kind of activity or combination of activities that is focused on a single consumer issue (Foster 2010). These engagements with a brand can include cognitive, emotional, and behavioral activities on different levels (Hollebeek 2011).

While some research deals with general consumer behavior in the context of specific negative life events (Bonsu and Belk 2003; Mehta and Belk 1991; Pavia and Mason 2004; Price, Arnould, and Curasi 2000), marketing and consumer research is lacking studies examining how consumers engage with brands during those periods. A recent Web of Science search in all marketing and consumer research journals revealed only five articles (Bayarassou, Becheur, and Valette-Florence 2020; Mayer, Zainuddin, Russell-Bennett, and Mulcahy 2019; Sengupta, Balaji, and Krishnan 2015; Weijo, Bean, and Rintamäki 2019; Xiao and Lee 2014) that include either the word "coping" or the word "cope" in combination with the word "brand" in their title.[26] None of these articles examine brand consumption in the context of unhappy periods. Although the concept of brands and their relevance for consumption is a major field in marketing research, there is an enormous research gap with regard to consumer-brand interac-

---

[26] The search was conducted in June 2022.

tions in unhappy periods in life. At the same time, understanding the relations of unhappy periods, coping behavior, and brand consumption is of tremendous importance for researchers and practitioners, as events like the Covid-19 pandemic has clearly taught each of us. It is particularly important for marketing researchers to understand consumer-brand interactions in the context of unhappy periods, as such significant decreases in well-being are by nature much more stable and longer lasting than variations in specific emotions or mood. Thus, in this paper we seek to uncover particular patterns of how consumers engage with or disengage from brands during unhappy periods. Moreover, we seek to show how the coping strategies consumers apply relate to the extent to which consumers interact with brands.

With our studies, we contribute to recent research in the marketing discipline that investigates the outcomes of subjective well-being in consumption (Kuanr et al. 2021; Zhong and Mitchell 2012). Although marketing and consumer research has recently started to examine consumption outcomes of increased levels of subjective well-being (happiness) (Kuanr et al. 2021; Zhong and Mitchell 2012), no existing research has considered how decreases in subjective well-being (unhappiness) affect brand consumption. In doing so, we also inform consumer research on coping (Duhachek 2005), by showing how particular coping strategies are associated to differences in consumer-brand interactions. Finally, we contribute to research on brand engagement (Hollebeek 2011) by revealing unhappy periods as a further explanation for why consumers might engage with or disengage from brands.

The flow of the article is as follows: (1) We begin by providing a theoretical overview of the structure of the coping construct and its major dimensions as a foundation for our conceptual and empirical work. (2) We then review and uncover research gaps in the current literature on coping and consumption. These determine the areas we conceptually and empirically draw on.

(3) From the qualitative data of Study 1 we derive four dominant coping strategies and identify the associated patterns of consumer-brand interactions. (4) Building on our qualitative findings, we derive five hypotheses of how coping strategies relate to differences in five specific types of consumer-brand interactions. (5) As our intended contribution is not restricted to the initial identification of coping strategies and their relation to consumer-brand interactions, we test the hypotheses in a quantitative sample.

## II    Theory

### 1    The coping construct in the literature

Coping refers to how people feel, think, and behave in response to a stressor in their environment. In consumer research, Duhachek (2005, p. 42) defines coping as "the set of cognitive and behavioral processes initiated by consumers in response to emotionally arousing, stress inducing interactions with the environment aimed at bringing forth more desirable emotional states and reduced levels of stress." Accordingly, coping describes a dynamic process that includes affective, cognitive, and behavioral domains (Duhachek 2005). This process is dynamic, because the coping strategies people apply might change during the initial reaction to an event and its subsequent adaptation (Anusic et al. 2014; Frederick and Loewenstein 1999; Hentschel, Eid, and Kutscher 2017; Lucas 2005; Lucas et al. 2003; Luhmann et al. 2012; Wilson and Gilbert 2008). The initial reaction usually occurs within a short period of time and is associated to more intense affective experience, while adaptation may take longer time horizons and is associated to weak affective experience (Lucas et al. 2003; Wilson and Gilbert 2008). Adaptation is directly related to the explanation and understanding of an event: "People exert cognitive effort to determine the meaning and import of an event, and if they succeed in doing

so, the event is deprived of 'force or significance'" (Wilson and Gilbert 2008, p. 373). The duration of reaction and adaptation is related to how novel and surprising and how much uncertainty an event involves (Wilson and Gilbert 2008).

Its dynamic nature during the mentioned phase and the breadth of affective, cognitive, and behavioral processes subsumed in different coping strategies have yielded a considerable debate in the literature about the structure of coping (Skinner et al. 2003). Of the numerous approaches of structuring coping that exist in the extant literature, we want to further elaborate on two of the most widely used dimensions to structure coping.

### Focus of coping (emotion vs. situation)

The focus of coping considers the target of the affective, cognitive, or behavioral coping efforts. When considering potential targets of coping, one distinction keeps cropping up in the literature: the dichotomy of problem-focused and emotion-focused coping (Lazarus and Folkman 1984). This approach takes into consideration that some consumers focus their efforts directly on regulating their affective experience, while others focus their efforts on changing the situational circumstances. The former thus describes a focus on the regulation of an individual's emotional response (Duhachek 2005) and the latter describes a focus on "attempts to modify a troublesome environment" (Gross 1998a, p. 226). Thus, the efforts are distinguished by the "directness" with which they aim to influence the affective experience (Larsen 2000). Some behaviors aim to influence the affective experience immediately and in the short term. Other behaviors are aimed at regulating the environment or life situation, which in turn can also have a subsequent and indirect influence on the affective experience. A similar distinction is made in research on mood regulation, which contrasts regulation attempts focused either on the mood

itself or on the situation (Larsen 2000). This distinction is also consistent with emotion regula-

tion research (Gross 1998b; Quoidbach, Mikolajczak, and Gross 2015), which distinguishes

between regulation strategies used to influence emotions either directly (e.g., attentional de-

ployment, cognitive change) or indirectly by manipulating the situation (e.g., situation selec-

tion, situation modification).

The focus of the coping efforts represents a fundamental dimension when it comes to

structuring coping strategies. When considering the focus of coping, the distinction between

emotion-focused and problem-focused coping is one of the most common approaches in the

literature on coping. According to this distinction, coping with unhappiness is distinguished

according to whether consumers aim at an immediate regulation of the experienced emotions

or at a regulation of the situational environment.

### Extent of coping (passive vs. active)

Another approach that might help in structuring the broad range of different coping strat-

egies is considering the extent of cognitive and behavioral efforts. This dimension takes into

account differences in performance motivation (Sherwood, Dolan, and Light 1990). The liter-

ature uses the term active coping when people feel capable of influencing an event's outcome

by engaging in increased mental or physical efforts. In contrast, the term passive coping refers

to a state of decreased efforts when people feel they cannot influence an event's outcome

(Obrist et al. 1978). In a similar way, motivation theorists structure coping among the dichot-

omy of approach-oriented and avoidance-oriented coping (Roth and Cohen 1986; Krohne

1993). In its simplest form, this concept refers to whether affective, cognitive, and behavioral

efforts are oriented either toward or away from the stressor. Thus, approach-oriented and avoid-

ance-oriented coping differentiates between whether the respective coping process steers an

individual in the direction of a cause of stress or away from it (Duhachek 2005; Roth and Cohen 1986). Both orientations differ in the extent of coping efforts. For example, this is reflected in the widely used coping scale COPE (Carver et al. 1989). The subscales Active Coping and Positive Reinterpretation represent active approach-oriented coping strategies, whereas Behavioral Disengagement and Mental Disengagement represent passive avoidance-oriented coping strategies. As the example of the mentioned subscales shows, approach-oriented coping often refers to a more active form of coping, whereas avoidance-oriented coping often reflects a more passive form of coping (Marroquin et al. 2010). Similarly, literature tends to refer to approach-oriented coping as functional coping, whereas avoidance-oriented coping strategies are termed as dysfunctional forms of coping (Carver et al. 1989). Some literature uses the terms active or adaptive coping and passive or maladaptive coping interchangeably, clarifying the functional outcomes these coping strategies entail (Brown and Nicassio 1987).

The extent of the coping efforts reflects the motivational dimension of coping and represents a common approach for structuring coping strategies. According to this distinction, coping with unhappiness can be distinguished according to consumers' active engagement with or passive disengagement from a stressor.

## 2    Research gaps in the literature on coping and consumption

The literature that links coping strategies and consumption can be divided into two broad research streams. One investigates coping with negative consumption experiences, the other focuses on coping with a negative experience through consumption, with the former one being particularly widespread in marketing and consumer research.

**Coping with negative consumption experiences**

Much of the research in this realm deals with coping strategies in the context of negative experiences while shopping (Dion 2004; Trocchia 2004; Whiting 2009), with a brand (Davvetas and Diamantopoulos 2017; Jeon and Baeck 2016; Pueschel, Chamaret, and Parguel 2017; Weijo, Bean, and Rintamaki 2019; Xiao and Lee 2014), with a product or a technology (Arndt and Ekebas-Turedi 2017; Mick and Fournier 1998; Reczek et al. 2018; Ziamou, Gould, and Venkatesh 2012), with a service (Echeverri and Salomonson 2019; Gabbott, Tsarenko, and Mok 2011; Gelbrich 2010; Lunardo and Saintives 2018; Miller, Kahn, and Luce 2008; Strizhakova, Tsarenko, and Ruth 2012; Tsarenko and Strizhakova 2013) or with advertising (Ham 2017; Hartmann et al. 2014; Kirmani and Campbell 2004; Sobol and Darke 2014). As we are interested in consumer-brand interactions during unhappy periods in life, the before mentioned papers are not of primary relevance for this work, since negative consumption experiences are usually of little significance for one's life and thus usually not provoke an unhappy period in life. In addition, the identified coping strategies are not applicable to our research, as they originate from specific consumption experiences. With our research, we want to investigate coping strategies applied in unhappy periods in life.

**Coping with a negative life-events through consumption**

The second broad research stream focuses on how coping with negative life events influences consumption. Studies indicate that consumption is used to regulate negative emotions in the context of severe disasters (Kemp and Kopp 2011; Luce 1998; Luce and Irwin 1997; Tice, Bratslavsky, and Baumeister 2001; Yi and Baumgartner 2004). In general, consuming to regulate emotions seems to be an overarching finding among the studies investigating consumption following negative life events. Accordingly, it has been found that consumption is increasingly

used to regulate the negative emotions experienced in the face of an impending natural disaster (Kemp, Kennett-Hensel, and Williams 2014). In the context of such natural disasters (Baker and Hill 2013; Liu et al. 2012) consumers also tend to make more emotion-driven, impulse purchases (Sneath, Lacey, and Kennett-Hensel 2009). Beyond the regulation of emotions, a second overarching finding in the literature on coping and consumption in the context of serious life events (Luce and Kahn 1999; Maheswaran and Agrawal 2004; Pavia and Mason 2004) is that stress triggered by the anticipation or experience of life events leads to the initiation, intensification or change of regular consumption habits (Lee, Moschis, and Mathur 2001; Mathur, Moschis, and Lee 2008; Zisook, Shuchter, and Mulvihill 1990). The propensity of changes in consumption patterns is particularly high, the more consumers engage in consumption-related coping behaviors in reaction to high levels of chronic stress experienced in the context of a stressful life-event (Mathur et al. 2008). Thus, stability and continuity in consumer preferences tend to falter when consumers experience chronic stress to a greater extent.

Two things stand out when examining the existing literature on coping and consumption. First, how consumers interact with brands during unhappy periods is an entirely blind spot in extant marketing and consumer research. Although the existing evidence proves that negative life events and the associated unhappy periods have severe implications for a broad range of activities, no implications can be drawn for the realm of consumers' interactions with brands. Second, the existing research has not analyzed consumption against the background of common coping dimensions (i.e., focus and effort of coping), but instead derived specific forms of how consumption itself is used to cope with negative experiences. Considering the basic dimensions of coping would allow for more generalizable insights, as these coping dimensions help to structure a broad range of specific coping behaviors.

To sum up, it can be noted that the existing marketing and consumer research literature has not examined

> (1) patterns of consumer-brand interactions in unhappy periods
>
> (2) the relation between coping strategies and consumers' interactions with brands in unhappy periods

## 3    Research questions derived from the identified research gaps

Although some existing marketing research focuses on explaining consumption in relation to specific negative life events (Bonsu and Belk 2003; Mehta and Belk 1991; Pavia and Mason 2004; Price, Arnould, and Folkman Curasi 2000), there is no scientific work investigating the role of brands in unhappy periods in life. As understanding potential drivers that make consumers engage with or disengage from brands is of tremendous relevance for scholars and practitioners, academic work is needed to close this research gap. As a consequence of consumer-brand interactions having been ignored in the context of unhappy periods, there are also no studies that investigate how particular coping strategies might relate to consumers' interactions with brands. As mentioned before, people cope with unhappy events differently. Thus, identical objective properties of a situation can result in different coping strategies, which in turn should imply different consequences for how consumers engage with brands. Accordingly, it is of crucial importance to consider how people cope with unhappiness instead of solely focusing on an unhappy event itself. Thus, there is an inherent need to understand how different coping strategies that consumers apply in unhappy periods relate to their interaction with brands.

Thus, despite the extant empirical research on general consumer behavior following negative life events, an incomplete picture remains regarding consumers' interactions with brands

in unhappy periods and their relation to the applied coping strategies. To close the identified research gaps, we address the following research questions:

RQ1: What are major patterns of consumer-brand interactions in unhappy periods?

RQ2: How do coping strategies relate to consumer-brand interactions in unhappy periods?

To address these research questions, we use a mixed methodology design. We first conduct a qualitative study. As consumers' interactions with brands in unhappy periods has never been investigated before, we adopt a qualitative approach in Study 1 to uncover the major patterns of consumer-brand interactions in unhappy periods and identify their association with different coping strategies. To test the robustness of these initially identified relations between coping strategies and the extent to which consumers interact with brands, we derive hypotheses for five specific types of consumer-brand interactions. We then examine associations between coping strategies and these types of consumer-brand interactions among a large-scale sample in Study 2, which we collected during the emergence of COVID-19 in the US.

## III   Qualitative interview study

## 1   Purpose, design and data collection

### *Purpose*

The purpose of this study is to uncover patterns of consumer-brand interactions in unhappy periods in life. In order to achieve this goal, we conducted semi-structured interviews, in which the unhappiest phase of a participant's life was retrospectively examined (Berntsen,

Rubin, and Siegler 2011). Investigating unhappy periods in this way includes the risk of a recall bias. This is a limitation that researchers usually have to accept in the scientific examination of significant life events. Significant life events are very rare and therefore it is difficult to find a sufficient number of participants who are currently experiencing them (Lucas 2005). Examining individuals in the context of the direct experience of a serious negative life event also raises ethical questions about whether the scientific investigation is morally justifiable. Finally, experimental research on significant life events is almost impossible because life events can hardly be reproduced or simulated in the laboratory (Lucas 2005).

### *Sample*

Participants within the researchers' personal networks were recruited for the in-depth interviews (Thompson, Pollio, and Locander 1994). An established relationship of trust with the interviewer is essential for the participant to share personal data (Schouten 1991; Thompson and Hirschman 1995), especially when the topic covers a highly sensitive and intimate area of the participants' life. In addition, the interviews were conducted at the participants' homes to further increase the likelihood of an intimate conversation. These two approaches were designed to provide participants with a familiar atmosphere in which they can talk openly about unhappy times in their lives and how they dealt with brands during these phases.

The non-student sample consisted of 20 participants, eleven women and nine men (see Table 9 for an overview of the participants' profiles). The age of the participants ranged between 20 and 57 years (mean: 31.35 years). All participants were German. All interviews were recorded in the form of audio files that were transcribed verbatim. In the course of anonymizing the data, identifying details such as names were converted into pseudonyms. During the interviews, most participants showed strong interest in the topic itself. In most cases, the participants

seemed to handle the topic and the interview situation well and felt comfortable. However, few participants were deeply touched and sometimes even close to tears. In such a situation, the participant was given the opportunity to interrupt the interview or not to go into depth on the current topic.

**Table 9: Profile of participants[27]**

| Nickname | Gender | Age | Reason for unhappiness |
|---|---|---|---|
| Carol | female | 25 | Father diseased; extreme strains due to exams at university |
| Thomas | male | 35 | Attempt at self-employment failed; extreme stress at new job |
| Alice | female | 57 | Frequent job-related problems |
| David | male | 30 | Job entry after graduation; moving to first own apartment |
| Jane | female | 28 | Approbiation exam; very structured days; a lot of stress. |
| Lisa | female | 28 | Problems with a control freak landlady; financial problems |
| Gaby | female | 54 | Burnout of the husband; alone with three small children; financial problems |
| Kirsten | female | 26 | Car accident of the mother; live far away from family |
| Simon | male | 24 | Move to another city; death of the dog |
| Hugh | male | 55 | Overwhelming demands at work; child often sick |
| Jack | male | 24 | Death of the grandmother; lonely time |
| Clara | female | 25 | Start of studies; move to a new city; anorexia of sister |
| Josie | female | 20 | Relationship break up; dissatisfaction in internship; hardly any free time |
| Nick | male | 31 | Death of the father; stressful time at university |
| Bene | male | 26 | Problems with the relationship partner; stress at university and at work |
| Ralph | male | 29 | Break up with his girlfriend |
| Debby | female | 28 | Living together with a choleric and violent man; suffering from overweight |
| Alex | male | 31 | Uncle's cancer; problems at university |
| Maria | female | 27 | Suicide of the daughter of a friend |
| Nora | female | 25 | Father falls ill and dies after three months |

*Procedure*

The duration of the in-depth interviews varied between 35 and 55 minutes. After a short introduction, the participants were asked to recall the unhappiest phase of their lives so far and to think about it.[28] After the participants have thought of such a period, open questions about

---

[27] Nicknames of the participants are pseudonyms.

[28] The study consisted of two counter-balanced parts with identical questions, one about the unhappiest and one about the happiest period in their life. We only report the findings of the first one in this paper.

this phase followed in order to (1) ensure a sufficient strong memory and (2) to gain insights into central circumstances of this phase of life. Subsequently, the participants were asked to remember which brands they interacted with during this time. Open questions followed on the purposes and circumstances of consuming a brand, the effects of this consumption on the emotional experience, and the consciousness in the decision to use a brand. In addition, the participants were asked whether (and why) they had engaged with brands that they had not used before and whether they had stopped consuming brands that they had frequently used before. At the end of the survey, demographic data were collected.

### *Data analysis*

The verbatim transcription resulted in 188 pages of 1.5 line spacing interview text. The analysis of the qualitative data was performed in an iteration of coding, categorization and abstraction (McCracken 1988; Schouten 1991). Specifically, the analytical process was guided by the following methodological three-step (Gioia et al. 2013). First, by reading and re-reading the intimate stories and rich descriptions of the participants' brand consumption in unhappy phases we identified cases of consumers' interactions with brands during these times. The analysis in this step was focused especially on the different approaches of the participants in dealing with brands – a process akin to Strauss and Corbin's (1990) notion of open coding. Second, by iterating between the psychological literature on coping and the initially identified 1st-order concepts we identified deep-rooted and perhaps unwrapped intentions of engaging with or disengaging from brands in unhappy periods on an increasingly abstract level. This process similar to Strauss and Corbin's (1990) notion of axial coding resulted in tentative 2nd-order themes that allowed for comparisons between cases despite the conceivably different circumstances. Third, by comparing the 2nd-order themes identified in the abstraction process in step 2 in the

light of the psychological literature we integrated the 2nd-order themes into broader theoretical constructs. These aggregated constructs represented nascent concepts that lack "adequate theoretical referents in the existing literature" (Gioia et al. 2013, p. 20). This analytical process, which is summarized in Table 10, allowed us to identify four overarching patterns of consumer-brand interactions in unhappy periods: Repression Brand Consumption, Relief Brand Consumption, Passive-lethargic Brand Abstinence, and Active Brand Abstinence.

**Table 10: Demonstration of the data analysis**

| 1st-order concepts<br>Concepts identified in the open coding process (descriptive summary of episodes) | 2nd-order themes<br>Themes derived in the abstraction process | Aggregated constructs<br>Constructs derived in the integration process |
|---|---|---|
| Nora describes how she delibaretly tried to distract herself from her bad feelings by consuming content of streaming platforms like Netflix all the time. She states that she was in another world then and not thinking about anything. | Consuming brands of a specfic product category excessively to disengage from one's momentarily emotions | |
| | | Repression Brand Consumption |
| Debby describes a period in her life in which she excessively consumed Kellogg's for distraction and to repress her bad feelings. She states that Kellogg's were her dietary staple and she bought this specific brand because she thought the original tastes best. | Consuming specific brands excessively to disengage from one's momentarily emotions | |
| Carol describes how she actively tried to exercise to change her feelings and how the brand Nike supported her. She states that the brand Nike did not directly change her mood but how she dealt with the situation. | Consuming brands from a specific product category incidentally to engage with one's momentarily emotions | |
| | | Relief Brand Consumption |
| Hugh describes how he consciously created enjoyable moments with tea of the brand Bremer Teekontor. When conducting this tea ceremony, he used specifically this brand, because it helped him to calm down. | Consuming specific brands mindfully to engage with one's momentarily emotions | |
| Jack describes how he accidentally withdraw from paying any attention to brands after his grandmother's death, because he felt too lethargic and didn't do anything. | Accidentally withdrawing from paying attention to brands in general due to feeling overwhelmed by or constant ruminating about the problematic situation | |
| | | Passive-lethargic Brand Abstinence |
| Maria describes how she deliberately reduced engaging with social media brands due to a lack of interest, because her thoughts were extremely burdened with the suicide of a friend's daugther. | Deliberately withdrawing from consuming specific brands due to feeling overwhelmed by or constant ruminating about the problematic situation | |
| Nick describes how he consciously reduced his general attention to brands after his father's death because he wanted to focus on helping his mother and organizing the necessary things to leave this phase behind (e.g. the funeral). | Deliberately withdrawing from paying attention to brands in general due to a narrow focus on solving the problematic situation | |
| | | Active Brand Abstinence |
| Carol describes how she particularly excluded those brands from her life that stand for pleasure, like e.g. Starbucks, in a period in her life in which she wanted to concentrate on helping her diseased father and passing the exams. | Deliberately withdrawing from consuming specific brands due to a narrow focus on solving the problematic situation | |

As demonstrated in Table 11, a set of different criteria substantiate the trustworthiness of our study and findings (Flint et al. 2002; Chaney and Lee 2022). (1) Credibility, "the extent to which the results appear to be acceptable representations of the data" (Flint et al. 2002, p. 106), was attained through an iterative process during data collection and interpretation in which

different scholars gave input. Initially, the first author derived a preliminary analysis of the qualitative data. These interpretations were discussed and questioned in detail with the second author. This in turn led to an adjustment of the earlier results of the analysis, such that the transcripts were worked through intensively by the first author once again. This process was repeated several times. In this iterative process, many different theoretical approaches were discussed to explain the phenomena found. In this phase, permanent dialogue and the introduction of different perspectives were more important than agreement on all points. In addition, scholars with different academic backgrounds provided valuable feedback on the interpretations and suggested alternative explanatory approaches, which led to a review of the interpretation plausibility and a re-analysis of the data as well as a further review of the literature. (2) Transferability, "the extent to which findings from one study in one context will apply to other contexts" (Flint et al. 2002, p. 106), was ensured by the broad non-student sample of participants that represented different demographic backgrounds. (3) Integrity, "the extent to which interpretations are influenced by misinformation or evasions by participants" (Flint et al. 2002, p. 106), was established through guaranteeing the participants anonymity and through conducting the interviews in a professional and nonthreatening manner that ensured a comfortable interview situation for the participants. (4) Generality, "the extent to which findings discover multiple aspects of the phenomenon" (Flint et al. 2002, p. 106), was attained through the interview length and the openness during the interviews, which allowed for bringing to light a broad range of different facets of the phenomenon.

**Table 11: Trustworthiness of the study and findings (excerpt from Flint et al. 2002)**

| Trustworthiness criteria | Description of the criteria | Approach of addressing in this study |
| --- | --- | --- |
| Credibility | Extent to which the results appear to be acceptable representations of the data. | Five researchers gave input during data collection and interpretation. <br> Result: Emergent models were altered and expanded. |
| Transferability | Extent to which findings from one study in one context will apply to other contexts. | Broad (non-student) sample of participants representing different demographic backgrounds. <br> Result: Theoretical concepts were represented by data from all participants. |
| Integrity | Extent to which interpretations are influenced by misinformation or evasions by participants. | Interviews were professional, of a nonthreatening nature, and anonymous. <br> Result: Never believed that participants were trying to evade the issues being discussed. |
| Generality | Extent to which findings discover multiple aspects of the phenomenon. | Interviews were of sufficient length and openness to elicit many complex facets of the phenomenon and related concepts. <br> Result: Captured multiple aspects of the phenomenon. |

## 2    Findings

The analysis of the qualitative data uncovered a broad range of different coping strategies, which could be structured according to the focus and extent of coping. Furthermore, the qualitative data revealed four overarching patterns of consumer-brand interactions in unhappy periods: Repression Brand Consumption, Relief Brand Consumption, Passive-lethargic Brand Abstinence, and Active Brand Abstinence.

## 2.1    Coping strategies

The qualitative data revealed a broad range of different coping strategies. As the following excerpts illustrate, these coping strategies could be organized among the dimensions focus of coping and extent of coping.

### 2.1.1 Focus of coping: Emotion vs. situation

According to our data, consumers frequently engaged in emotion-focused coping strategies when in an unhappy period. When applying these strategies, consumers shifted their focus from the situational circumstances to their affective experiencing.

*To relax or to, or to just feel better in the moment, or to somehow fill up on energy. That helped me to relax. (David, 30)*[29]

Here David describes how he focused his coping efforts on his emotional state. Similarly, Alice focused her coping efforts on improving her mood.

*Just to lift my mood. To feel better. (Alice, 57)*

In addition, our data also showed that consumers frequently engaged in situation-focused coping when in an unhappy period. When applying situation-focused coping, consumers focused less on themselves and their affective experiencing, but instead mentally engaged with the situational circumstances. The following example of Nick illustrates this phenomenon.

---

[29] All quotes in this study were translated by the first author and deepl (deepl is an accurate and nuanced machine translation that is built on AI (neural networks) to translate texts; Deepl 2022) in a back and forth procedure.

*I think one thought less about oneself, but instead perhaps about the whole, in general, how one can halfway understand this situation. (Nick, 31)*

In a similar way, Maria describes how she focused on the situation large amounts of time during her unhappy period.

*I am mentally occupied with the situation all the time [...]. So I actually get up in the morning and think about it [...]. Theoretically, my thoughts circle around it all the time [...]. But that's definitely a difference, that it simply occupies me all the time. (Maria, 27)*

As previously mentioned in our review of the coping literature, coping efforts can be distinguished by their focus, specifically whether they focus on the own emotions or the situation. Our data supported this distinction.

**2.1.2 Extent of coping: Passive vs. active**

Our data indicated, that consumers' coping efforts differ in their extent of performance motivation. Thus, some consumers applied active coping strategies, whereas others engaged in passive coping. When applying a rather passive coping strategy, consumers often felt overwhelmed with handling the unhappy period. The following quote of Jack illustrates such an example of passive coping in an unhappy period.

*[I] was relatively apathetic, or rather, it was somehow difficult for me to get excited about certain things, i.e., about real activities, going out, being with people. [It was] just a very, very ruminative and perhaps also a bit lonely time. [...] If I slept, then just as long, as long as I could. And actually I couldn't even say what I really, what activity I really actively pursued for a longer period of time. [I have] let myself drift a little bit [...]. (Jack, 24)*

In a similar way, Bene describes how he was in an unmotivated passive state during his unhappy period, in which his coping efforts were on a low level.

*[I'm] not in the mood for anything at all, I snap at someone and hole up in my room. I don't feel like it anymore... (Bene, 26)*

The literature uses the term active coping when people feel capable of influencing an event's outcome by engaging in increased mental or physical efforts. In contrast, the term passive coping refers to a state of decreased efforts when people feel they cannot influence an event's outcome

In addition, our data also showed that consumers frequently apply active coping strategies when in an unhappy period. When applying active coping strategies, consumers showed increased levels of effort and an active engagement with the problematic situation.

*So there were a lot of things coming together and a new coordination was needed. […] When my father passed away, we children met together and said, "Yeah, okay, what's coming up next? We have to get this done, we have to get this done, this has to be done." And that was one of the biggest partial goals that we wanted to achieve, the move, with which we then wanted to help our mother at least a little bit into independence. (Nick, 31)*

This quote illustrates an active engagement with the problematic situation and an approach-oriented way of coping. Similarly, Hugh describes how he actively chose activities during his unhappy period that would have a positive influence on him.

*To physically come down a bit and to reduce stress [...] Because I knew that if I didn't do that, I would feel worse. Then I have headaches or physical symptoms. (Hugh, 55)*

Consistent with the distinction of passive and active coping in the literature, our data supported the notion that consumers' coping strategies differed in the extent of effort. Thus, coping strategies can be distinguished by their extent, specifically whether they are passive or active.

In summary, coping strategies in unhappy phases could be distinguished according to whether (1) they were intended to influence the experienced emotions or the surrounding situation, and whether (2) the coping efforts were rather low (passive) or high (active). Four different coping strategies resulted from the combination of these two dimensions: passive emotion-focused coping (PEC), active emotion-focused coping (AEC), passive situation-focused coping (PSC), and active situation-focused coping (ASC). This approach provided a basic structure for organizing and contrasting consumer-brand interactions in unhappy phases. The following framework (Figure 13) illustrates a 4x4 matrix. The two axes are represent the two coping dimensions focus of coping (situation vs. emotions) and extent of coping (passive vs. active). This matrix served as a structure for the identification of consumer-brand interactions in response to the four coping strategies resulting from the matrix.
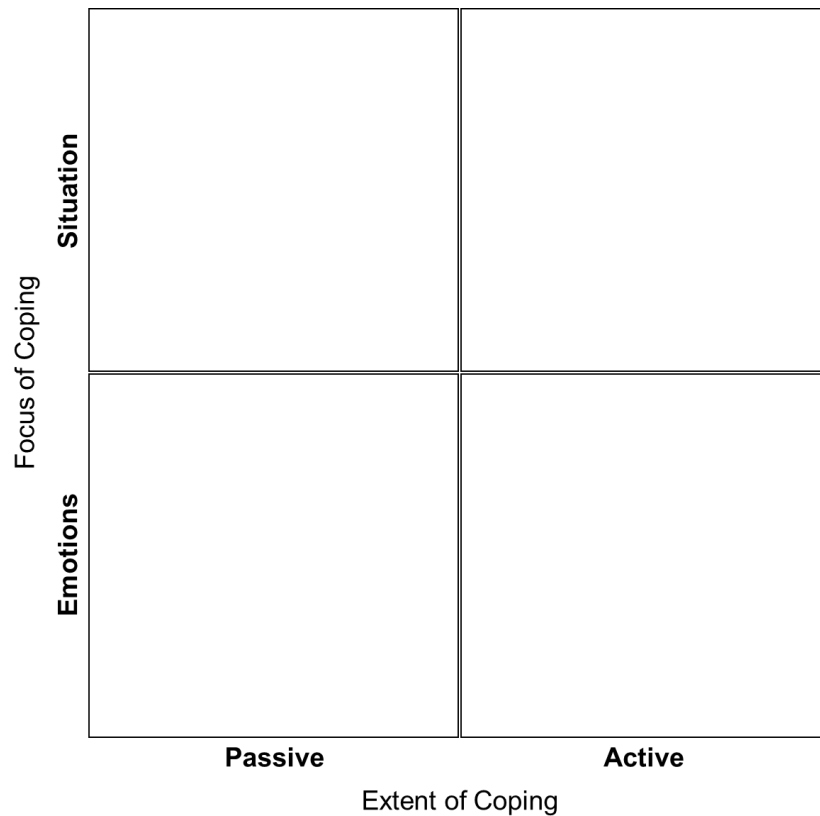
Figure 13: Framework of coping strategies in unhappy periods in life

## 2.2    Patterns of consumer-brand interactions in unhappy periods

Overall, the qualitative data revealed four patterns of consumer-brand interactions in un-happy periods that followed the application of the four identified coping strategies.

### 2.2.1 Repression Brand Consumption

The qualitative data highlighted that consumers engaged with brands in unhappy periods to suppress their negative emotions. This pattern was linked to coping efforts focused on the emotions and represented a rather passive way of coping. The following quote of Nora illustrates this pattern.

*That was the only thing I consumed excessively during that time [...] Online stream-*

*ing programs, so basically Netflix I would say. [...] That distracted me quite well.*

*Then I was in another world. [...] Well, by doing so I didn't think about anything*

*anymore, because I was distracted. [...] Well, I think I consciously wanted to distract*

*myself, so I used this [brand]. (Nora, 25, Netflix and other online streaming plat-*

*forms)*

Here Nora describes how she consumed Netflix excessively to repress her negative emo-
tions in the unhappiest period in her life. The extensive consumption of one specific brand in
order to avoid dealing with negative emotions in an unhappy period is a pattern we frequently
found in the qualitative data. In the unhappiest period of her life, Debby was pregnant by a
choleric and violent man and constantly felt anxious and sad. During this time, she excessively
consumed Kellogg's to repress her bad feelings:

*I ate Choco Krispies, by the kilo. So Kellogs. [...] Mainly to consume it and to stuff*

*it in me. [...] This was a conscious choice because I thought the original tastes best.*

*(Debby, 28, Kellogg's)*

Our qualitative data indicated that getting rid of the intense negative emotions as quickly
as possible was a primary coping strategy of consuming brands in unhappy periods in life. This
could be achieved by means of distraction (Sheppes et al. 2014). Accordingly, brands were
consumed that were capable of immediately attracting attention and thus distract from the
threatening environment. The sole purpose of engaging with brands was to avoid having to deal
with the current situation and the intense negative emotions associated to it.

### 2.2.2 Relief Brand Consumption

The second major pattern of consumer-brand interactions in unhappy periods in life represented a more active way of coping efforts focused on the emotions. The qualitative data indicated that consumers tried to change their affective experience through creating special consumption moments. In these cases, consumers engaged with brands that contributed to actively creating moments of positive emotions.

*I thought I'd just make myself a good green tea. And this was also about the ceremony of heating the tea water, lovingly pouring the green tea, and then waiting for it to cool down, and drinking it with pleasure. That was not only the tea drinking, but also the stress reduction and coming down. [...] To relax. (Hugh, 55, Bremer Teekontor)*

As the quote illustrates, green tea of the brand Bremer Teekontor helped Hugh to gather selective positive moments during the unhappiest period in his life. In the conscious moments of drinking tea, he managed not only to reduce his negative emotions, but also to induce positive emotions. Similarly, Carol describes that she tried to carry on as before and, therefore, did a lot of sports. In this context, she regularly used the sport brand Nike.

*Sports also helped with that, and Nike was the sports brand I used a lot. [...] I don't think the brand did much to change my mood, but how I dealt with the situation [...]. The brand was supportive. (Carol, 25, Nike)*

In this quote, Carol describes how she actively tried to exercise to change her feelings and how the brand Nike supported her on this mission. She clarifies that the brand Nike did not

directly change her mood but how she dealt with the situation. This pattern of brand consumption in unhappy periods represented an active approach of coping with one's affect. The engagement with brands followed the primary goal of dealing with one's own affective experience and the attempt to restore an affective balance. The brands chosen for this attempt were those which allowed a kind of "time-out" and thus a mental examination. These could be food brands, whose consumption is celebrated, as well as sports brands.

### 2.2.3 Passive-lethargic Brand Abstinence

Our data further highlighted that consumers disengage from interacting with brands consciously in unhappy periods in their life, because they were overwhelmed by the situation. Thus, unhappy periods were capable of fostering an abstinence of brand consumption. For example, Jack went through a phase that he describes as a lethargic and lonely time after the death of his grandmother, in which he barely paid any attention to brands.

*When I slept, I slept as long as I could. I couldn't even say what activity I really pursued actively for a longer period of time. [...] So I didn't really think about brand usage during that time. [when asked which brands he turned his back on] All. (Jack, 24, brands in general)*

As the quote illustrates, unhappy periods could be so overwhelming that consumers got into a passive-lethargic state, in which they barely paid any attention to brands. Similarly, Maria describes a phase of rumination in which her thoughts kept revolving around the suicide of a friend's daughter and she disengaged from many brands, particularly social media brands.

*However, I am mentally occupied with the situation all the time. [...] I just realize*
*that a lot of things just don't interest me anymore, so right now I just don't care. [...]*
*That is just extremely trivial. [...] I don't need that right now, so in this case, I'm just*
*not interested. (Maria, 27, content on social media)*

As the quotes illustrate, being overwhelmed by the situation and, at the same time, trying to grasp the situation required all the cognitive capacities of the consumer and thereby encourages a disengagement from conscious brand consumption.

## 2.2.4 Active Brand Abstinence

In addition, the qualitative data showed that consumers actively disengaged from interacting with brands by focusing narrowly on improving their situation. These consumers also focused on the situation, but instead of getting into a passive-lethargic state, they were actively looking for ways to resolve the situation. Brands were only integrated into everyday actions if their consumption was able to contribute to the goal of solving the problem. In contrast, all the other brands that were not conducive to this goal were consciously excluded from the consumers' everyday life. For example, Nick reduced paying attention to brands during his unhappiest period.

*I really didn't have any thoughts about [brands] back then... I really didn't pay at-*
*tention to brands. And I didn't pay much attention to what I consume, how I con-*
*sume. So I had completely different thoughts in my head at that time. (Nick, 31,*
*brands in general)*

In this quote, Nick describes how he disengaged from paying attention to brands, because he was narrowly focused on overcoming his current situation. Similarly, Carol describes how she specifically excluded those brands from her life that were typically consumed to indulge oneself.

*Stores like Starbucks, where you go in to indulge yourself, or for example, stores like Douglas, where I just didn't feel the need to go in and buy anything. [...] Because it no longer seemed important to me at that moment to use this brand. In addition, I had enough stress with the university and also had no time and felt no urge to do something that is not meaningful or only for me and, therefore, I did not use such brands at that time. (Carol, 25, brands in general)*

This pattern of consumer-brand interaction in unhappy phases could be observed for consumers who focused their coping efforts on actively changing the situational circumstances. This tendency encouraged an extensive disengagement from brands. All brands and products that could not contribute to the dissolution of the negative situation were temporarily excluded from the consumers' everyday life.

## 3    Discussion

### 3.1    Summary of the findings of Study 1

The qualitative data showed that the focus and the extent of coping represent two basic dimensions of coping. The first one refers to whether one focuses the coping efforts towards the own emotional experience or the situation. The latter one refers to whether one's coping efforts are rather passive or active. The combination of these two dimensions resulted in a

framework illustrated in a 4x4 matrix as a basic structure for organizing and contrasting consumer-brand interactions in unhappy phases. In this framework the combination of the coping dimensions focus and extent of coping as the labels of the two axes of the 4x4 matrix resulted in the four different coping strategies PEC, AEC, PSC, and ASC. For these coping strategies we uncovered four different patterns of consumer-brand interactions in unhappy periods in life. Accordingly, these patterns of consumer-brand interactions were closely associated to the applied coping strategy.

Overall, the data showed how the coping strategies consumers apply related to either an engagement with or a disengagement from brands. Brands played a role in unhappy periods in life when they enabled consumers (1) to suppress the prevalent negative emotions by distraction so that they did not have to deal with their emotional state (Repression Brand Consumption), or (2) to temporarily stimulate positive and reduce negative emotions so that they could actively deal with their affective experiencing and, thereby, were able to change it in the long-term (Relief Brand Consumption). These two patterns of engaging with brands in unhappy periods in life were obviously associated with emotion-focused coping, either with passive or active coping efforts, respectively. In contrast, consumers tended to withdraw from engaging with brands when they (3) were in a passive-lethargic state due to feeling overwhelmed by the situation (Passive-lethargic Brand Abstinence), or (4) narrowly focused on actively solving the situation (Active Brand Abstinence). These two patterns of disengaging from brands were associated with situation-focused coping, either with passive or active coping efforts, respectively. Figure 14 illustrates how the two dimensions focus and extent of coping relate to the four identified patterns of consumer-brand interactions.

**Figure 14: Patterns of consumer-brand interactions in unhappy periods in life with reference to the applied coping strategies**

Thus, the patterns identified in the qualitative data unified the applied coping strategy and the observed extent of interacting with brands (see Table 12). Specifically, our qualitative data indicated that PEC and AEC were related to interactions with brands during unhappy periods. We introduced the terms (1) Repression Brand Consumption and (2) Relief Brand Consumption for these patterns, respectively. In contrast, PSC and ASC were related to reduced or no (conscious) interactions with brands at all during unhappy periods. For these patterns, we introduced the terms (3) Passive-lethargic Brand Abstinence and (4) Active Brand Abstinence, respectively. Thus, the overarching finding of our qualitative study is that situation-focused coping strategies are associated to consumer-brand interactions to a lower extent (as expressed in the identified patterns Passive-lethargic Brand Abstinence and Active Brand Abstinence) than

emotion-focused coping strategies (as expressed in the identified patterns Repression Brand Consumption and Relief Brand Consumption).

**Table 12: Applied coping strategies and consumer-brand interactions**

| Applied coping strategy | Oberserved extent of consumer-brand interactions | Identified pattern |
|---|---|---|
| Emotion-focused passive coping | | (1) Repression Brand Consumption |
| | Interactions with brands | |
| Emotion-focused active coping | | (2) Relief Brand Consumption |
| Situation-focused passive coping | | (3) Passive-lethargic Brand Abstinence |
| | No or reduced interactions with brands | |
| Situation-focused active coping | | (4) Active Brand Abstinence |

## 3.2    Limitations of Study 1

Our study is subject to some limitations. First, the participants in our study recalled the unhappiest period in their life to report how they interacted with brands in this phase. Although this approach helped to reduce variance in what people might refer to as an 'unhappy period', as all talked about the period in their life in which unhappiness was most significant, it implies the risk of a recall bias (Coughlin 1990). According to this psychological bias, people remember for example situations and feelings not appropriately when they recall them. Second, we investigated brand consumption in unhappy periods in one single context, namely Germany. Although our sample represented a broad demographic range within the German population, considering other countries will be beneficial in terms of expanding the applicability of our findings. Third, being exploratory by nature, our study lacks the ability to statistically confirm the identified patterns. A quantitative study is needed to test the external validity of the patterns uncovered in the in-depth interviews in Study 1.

## IV    Theoretical explanations and hypotheses derivation

The following theoretical explanations exploit existing psychological research to elucidate why differences in the extent of interactions with brands could be observed. Specifically, we discuss why the identified patterns should imply different levels of cognitive capacity, which could explain the differences in consumer-brand interactions. Building on these explanations we formulate hypotheses for five specific consumer-brand interactions, which we then test in Study 2.

## 1    Theoretical explanations

Our qualitative data indicated that one major difference between the two identified patterns that include interactions with brands and the two identified patterns that include reduced or even no interactions with brands was whether *cognitive capacities to mentally engage with brands* were provided. In Repression and Relief Brand Consumption these cognitive capacities were provided to a higher extent than in Passive-lethargic and Active Brand Abstinence. Following the idea of the limited-capacity model of attention total capacity can be divided into capacity devoted to the primary task and spare capacity devoted to secondary tasks and the surroundings (Kahneman 1973). The more cognitive capacity is required by the primary task, the less cognitive capacity is available to be devoted to secondary tasks. Cognitive capacity, for example in the form of attention, is crucial for brands to be identified as different and unique (Sujan and Bettman 1989). We propose that the identified differences in the extent of consumer-brand interactions depend on different levels of cognitive capacity devoted to brands.

*(1) Repression Brand Consumption: PEC and interactions with brands*

When applying PEC, the goal of consumption is to avoid having to deal with the intense negative emotions that are triggered by the situational environment. Suppressing emotions through distraction does not change the emotional constitution in a lasting manner. "[…] the major cost of distraction is that motivationally it does not allow processing, evaluating, and remembering emotional information" (Sheppes et al. 2014, p. 165), which are crucial to improve one's emotions in the long-term. However, consumers are able to suppress a negative emotional state in the short-term by reducing attention towards stimuli that might comprise emotion-congruent cues. Thus, emotion suppression influences allocation of attention (Vogt and De Houwer 2014). Distraction strategies entail a reduced attention to the "emotionally evocative aspects of an event" (McRae et al. 2010, p. 248) and, at the same time, an increased attention to neutral contents that are semantically independent from the original emotional situation (Van Dillen and Koole 2007; Sheppes and Gross 2011). As PEC involves seeking distraction by diverting attention away from an emotional situation and towards stimuli in one's environment that are independent from, and not in conflict with, the emotional situation (Sheppes and Gross 2011), we expect that during this process brands have better chances to get into consumers' minds. For example, when a consumer seeks distraction in consuming media, an exposure to advertising and brand communication is more likely. As the emotion-focused passive consumer depends on the availability of effective distracters and voluntarily seeks independent neutral stimuli to load working memory with, brands should have increased chances to gain those consumers' attention. Thus, cognitive capacity is devoted to all kind of stimuli unrelated to the stress-evoking situation, which should also include attention being paid to brands.

### (2) Relief Brand Consumption: AEC and interactions with brands

In AEC, consumers turn their attention towards brands with the intention to create an emotionally positive moment that enables an active engagement with and re-appraisal of their emotions (Sheppes et al. 2011). Reappraisal "involves engaging with negative emotion by allowing emotional information to be represented in working memory and provided with elaborated meaning before it is reinterpreted" (Sheppes et al. 2011, p. 2). This mental confrontation with one's own emotional experience is beneficial to improve one's emotional constitution in the long run. Cognitive reappraisal is associated to a broadened attentional breadth (Yang et al. 2021) and cognitive flexibility (Malooly, Genet, and Siemer 2013). In general, reinterpreting and thinking about one's emotional constitution in a larger context requires distancing from one's internal world and turning attention to the external world. Beyond employing a certain degree of openness to the environment, which is necessary for brands to be recognized, consumers that apply AEC might consider certain brands when they aim to deliberately create a positive emotional experience. For example, having an extraordinary good meal for dinner requires to evaluate how different brands might contribute to the intended positive dinner experience. In this case, brands are included in the primary task, which receives the major part of a consumer's cognitive capacity.

### (3) Passive-lethargic Brand Abstinence: PSC and reduced interactions with brands

In the case of situation-focused passive coping, being overwhelmed by the problematic situation encourages a passive-lethargic state, in which brand consumption is reduced to the absolute minimum. A passive lethargy and permanent rumination about a problem are closely associated with one another (Pavani et al. 2016). "At first glance, rumination-related thoughts appear to be aimed at solving the problem, insofar as they pertain to its meaning, causes and

consequences. However, ruminating actually impairs problem-solving abilities and promotes passivity" (Pavani et al. 2016, p. 2082). Such ruminative behaviors, like we observed in PSC, encourage narrowed scopes of attention and cognition (Garland et al. 2010). Thus, a passive-lethargic state in which consumers tend to permanently brood and ruminate not only hinders actual efforts to solve the problem, but also requires the consumer's cognitive capacity. Because cognitive capacity is completely devoted to the overwhelming situation, consumers tend to mentally disengage from brands.

### *(4) Active Brand Abstinence: ASC and reduced interactions with brands*

In ASC consumers are very much focused on changing their negative situation and mentally block out anything that cannot contribute to this goal. Such pre-goal states, in which one strongly desires to achieve a certain goal, have been found to encourage a reduction in attentional and cognitive breadth (Gable and Harmon-Jones 2010). Actively striving for a particular goal tenaciously is associated with a solely focus on that goal and, accordingly, a reduction in attentional expansion (Gable and Harmon-Jones 2008). This narrow focus on the goal, which entails a reduced attention to any stimuli outside of obtaining that goal, is an adaptive behavior, as it assists in achieving goals (Gable and Harmon-Jones 2008). As ASC involves such a narrowed focus on solving the problematic situation, we expect that brands will hardly receive consumers' attention. Instead, the cognitive capacity will be devoted to the primary task of solving the problematic situation. Consumer-brand interactions will be less likely under such conditions.

## 2    Hypotheses derivation

Building on the patterns we observed in our qualitative study and the given theoretical explanations on the assumed differences in cognitive capacity devoted to brands, we derive hypotheses for five specific consumer-brand interactions, which we then test in our quantitative study. It is important to note that not all consumer-brand interactions require high levels of cognitive capacity, effort, and energy. Among the extensive scholarly attention on consumers' engagement with brands in recent years a general agreement exists that a consumer's engagement with a brand includes cognitive, emotional, and behavioral facets (Bowden 2009; Dwivedi 2015; Hollebeek 2011; Islam and Rahman 2016). Whereas emotional engagement refers to the affective positivity in an interaction with a brand, cognitive engagement includes cognitive efforts in analyzing and understanding the available information in an interaction with a brand, and behavioral engagement refers to the energy and time invested in an interaction with a brand (Cheung et al. 2021). Drawing on our qualitative data we chose three types of consumer-brand interactions, that should require rather high levels of cognitive capacity, and two types of consumer-brand interactions, that should require rather low levels of cognitive capacity.

### *Paying attention to the specific brands consumed*

According to our qualitative data coping strategies related to a situation focus lead to a reduced attention to the specific brands consumed, whereas more attention is paid to the specific brands consumed when consumers apply the an emotion-focused coping strategy. We expect that less attention is paid to the specific brands consumed in PSC and ASC, because the primary task related to a narrow focus on the problematic situation will require large amounts of cognitive capacity. As cognitive capacity, especially in the form of attention, is a crucial ingredient of identifying brands as different and unique (Sujan and Bettman 1989), we expect that PSC

and ASC are associated to a reduced attention to the specific brands consumed, compared to PEC and AEC. Formally,

H1: Passive emotion-focused and active emotion-focused coping strategies will be associated to significantly higher levels of attention paid to the specific brands consumed than passive situation-focused and active situation-focused coping strategies.

### Considering different brands in buying decisions

Consumers consider different brands in buying decisions (Kardes et al. 1993; Roberts and Lattin 1991). The formation of the consideration set is a cognitive process (Paulssen and Bagozzi 2005), which, inherently, requires a certain degree of cognitive effort. In our qualitative study we observed that consumers who applied PEC and AEC were willing to devote higher levels of cognitive capacity to brands, compared to consumers who applied PSC or ASC. Accordingly, we expect that consumers who apply PEC or AEC will consider more different brands in buying decisions, as they devote more cognitive capacity to this cognitive process. Formally,

H2: Passive emotion-focused and active emotion-focused coping strategies will be associated to the consideration of significantly more brands in buying situations than passive situation-focused and active situation-focused coping strategies.

### Getting to know new brands

Familiar brands differ from unfamiliar brands in terms of the cognitive associations stored in memory as declarative information (Esch et al. 2012). When consumers accustom themselves

to a new brand, they build these cognitive associations in memory. Accordingly, getting to know a new brand is a process that inherently requires a certain degree cognitive elaboration. As our qualitative data suggested decreased cognitive capacities devoted to mentally engaging with brands for consumer who apply PSC or ASC (compared to those who apply PEC or AEC), we expect these coping strategies to be associated to lower levels of exploratory brand consumption. Formally,

H3: Passive emotion-focused and active emotion-focused coping strategies will be associated to the familiarization with significantly more new brands than passive situation-focused and active situation-focused coping strategies.

### Consuming loved brands

There are also many types of consumer-brand interactions that do not require higher levels of effort and cognitive elaboration. Although consumers interact with a brand in behavioral and cognitive ways, there are also emotional forms of brand engagement (Hollebeek 2011). Interactions with a loved brand represent such emotion-driven engagements (Langner, Bruns, Fischer, and Rossiter 2016). In most of the cases, the process of consuming loved brands should run rather automatically, not requiring high levels of cognitive effort, as consumers usually can draw on a rich history of things done with the brand in the past (e.g., having been involved with the brand, having done a lot of things with the brand, having interacted a lot with the brand; Batra, Ahuvia, and Bagozzi 2012) and often even meaningful past personal experiences (Rahman, Langner, and Temme 2021). As engaging with loved brands should require rather low levels of cognitive effort, we do not expect any differences between the application of each of the four coping strategies. Formally,

H4: There will be no differences between consumers who apply passive emotion-focused, active emotion-focused coping, passive situation-focused, or active situation-focused coping strategies in the frequency with which loved brand are used.

***Improving emotions with loved brands***

A strong relationship with a brand can provide the consumer with feelings of being "respected, listened to, and cared for" (Fournier 1998, p. 365). Recent research provides further empirical evidence that loved brands are capable of improving one's feelings when suffering from painful moments in life (Reimann, Nuñez, and Castaño 2017). Our qualitative data revealed that specifically two coping strategies (PEC and AEC) were associated to the consumption of brands with the goal to help improving the emotional constitution. As such, we expect that consumers who apply PEC or AEC will more frequently use their loved brands to improve their emotions than consumers who apply PSC or ASC. Formally,

H5: Passive emotion-focused and active emotion-focused coping strategies will be associated to a significantly more frequent use of loved brands for emotion improvement than passive situation-focused and active situation-focused coping strategies.

## V     Quantitative survey study

## 1     Purpose and data collection

The aims of Study 2 were threefold. (1) First, Study 1 data might have been impacted by the retrospective design, as participants recalled how they experienced an unhappy period in their life from memory. Thus, we wanted to eliminate a potential recall bias (Coughlin 1990) by collecting data straight within the experience of an unhappy period. Therefore, Study 2 was

conducted in mid-April 2020, five days after the United States had become the country with the highest death toll in the world from Coronavirus (COVID-19). Thus, we conducted Study 2 during the initial stage of COVID-19, because we expected the outbreak of the virus to be a rather unhappy period, as most of the people probably did not have the chance to adapt during these initial stages of the crisis. Initial studies confirm this assumption: The outbreak of the COVID-19 pandemic overall yielded increases in stress, anxiety and depression among the general population (Salari et al. 2020; Helliwell et al. 2021).

(2) Second, we aimed to expand the context of consumer-brand interactions in unhappy periods. In Study 1 we have studied how coping strategies relate to engaging with or disengaging from brands in one single context, namely Germany. With Study 2 we sought to test whether the identified patterns will be replicated in other regional contexts. Therefore, we used an US sample in Study 2.

(3) Finally, and most important, we sought to conduct a quantitative study, because it would allow for generalizable insights on a large scale. The rather small sample size typical for explorative interview studies was a limitation in terms of the external validity of the results. Thus, a quantitative examination of the exploratively uncovered patterns was required to allow the development of generalizable insights about consumer-brand interactions in unhappy periods. With Study 2 we aimed to test whether coping strategies depending on the dimensions focus (emotion vs. situation) and extent of coping (passive vs. active) would be associated to differences in willingness to engage with brands, as observed in the four patterns identified in the qualitative study. Specifically, the large-scale survey data in Study 2 should be exploited to statistically test the associations between PEC, AEC, PSC, and ASC and the five types of consumer-brand interactions specified in the hypotheses.

## 2    Method

*Sample.* 551 participants were recruited via Prolific for monetary compensation; 46 participants did not complete the questionnaire. We report the remaining 505 participants with complete data ($M_{age}$ = 32.54, 63.6% females) in the following analyses.[30]

*Design and Procedure.* After collecting demographic data, participants were told to take a moment to reflect on their last week (during the coronavirus crisis). Then, participants answered questions about the coping strategies they have applied in the last week. We then assessed participant's interactions with brands in the last week as well as their happiness in the last week, each of them designed to assess a comparison between the participant's life in the last week (*during* the coronavirus crisis) and the participant's life in general (*before* the coronavirus crisis). Finally, participants were thanked for their participation.

## 3    Measures[31]

*Measure of Coping Strategies.* To assess the degree to which participants had applied the four coping strategies derived in Study 1, we provided short verbal portraits of eight different people, of which two each described an aspiration implicitly pointing to one of the four coping strategies. For each portrait, participants answered, "How much is the person in the description like you were in the last week (during the coronavirus crisis)?" (0 = "not at all like me in the

---

[30] Participants who did not finish the questionnaire were excluded. In the case of missing values for certain variables all cases for which valid data were available on the focal variables of interest for this analysis were included in the calculations reported.

[31] We report all measures that we include in our analysis. Participants completed additional measures. These measures were included as part of a separate project. Consideration of these measures does not substantively impact the results reported below, so they will not be discussed further (see appendix for an overview of the entire questionnaire).

last week"; 10 = "very much like me in the last week"). Assessing a participant's own aspirations by using self-reported similarity to people described implicitly in terms of a specific aspiration, is an approach similar to the ones frequently applied in research on human values (Schwartz et al. 2001). By applying this rather indirect measure instead of a direct report of aspirations, we intended to get more sincere answers. We sophisticatedly created the items for the coping strategies with reference to typical motivations we observed in Study 1. The reliability factors for all four scales, examined using Cronbach's alpha, were good or at least moderate (see Table 13).

*Measures of Consumer-Brand Interactions.* We investigated five types of interactions with brands, each assessed with a single item. Again, we referred to typical instances of interactions with brands that we observed in Study 1 as a basis for the sophisticated creation of the items to measure different types of consumer-brand interactions. Specifically, we assessed the following interactions with brands: paying attention to brands in general, considering different brands in buying decisions, exploring new brands, consuming loved brands, and regulating emotions with loved brands. For each type of consumer-brand interaction, participants answered, "Please indicate how you have dealt with brands in the last week (during the coronavirus crisis)." The types of consumer-brand interactions were provided on eleven-point semantic differentials (see Table 13).

*Measure of Happiness.* Finally, participants were asked to indicate their overall happiness in the last week on an eleven-point semantic differential (-5 = "In the last week I felt less happy than generally in my life" to +5 = "In the last week I felt more happy than generally in my life").

**Table 13: Construct measures in Study 2[32]**

| Constructs | No. of items | Items | α |
|---|---|---|---|
| *Coping strategies* | | | |
| Emotion-focused passive coping | 2 | Not being confronted with his feelings in the phase of the coronavirus crisis is important to him. He wants to distract himself. | .74 |
| | | It is important to him to prevent himself from dealing with his emotional constitution in the phase of the coronavirus crisis. He wants to suppress his feelings. | |
| Emotion-focused active coping | 2 | Being able to actively regulate his emotional constitution in the phase of the coronavirus crisis is important to him. He wants to take control over his feelings. | .77 |
| | | It is important to him to actively deal with his emotions in the phase of the coronavirus crisis. He wants to change them lastingly. | |
| Situation-focused passive coping | 2 | The coronavirus crisis determines his life. He rather passively waits until the phase of the coronavirus crisis is over. | .67 |
| | | The phase of the coronavirus crisis is overwhelming him. He is just lying there and cannot do anything. | |
| Situation-focused active coping | 2 | Actively shaping the situation in the phase of the coronavirus crisis is important to him. He wants to decide how his everyday life looks like. | .74 |
| | | It is important to him that the coronavirus crisis does not determine his life. He wants to actively shape his everyday life himself. | |
| *Consumer-brand interactions* | | | |
| Paying attention to the specific brands consumed | 1 | I paid very little (much) attention to what specific brands I consume. | |
| Considering different brands in buying decisions | 1 | I considered few (many) different brands in buying decisions. | |
| Getting to know new brands | 1 | I didn't get (got) to know (many) new brands. | |
| Consuming loved brands | 1 | I used my loved brand(s) very rarely (often). | |
| Improving emotions with loved brands | 1 | Very rarely (often), I used my loved brand(s) to improve my emotions. | |
| *Happiness* | | | |
| Overall happiness in the last week | 1 | In the last week I felt less (more) happy than generally in my life. | |

---

[32] The table provides an overview of the measures that are crucial to our analyses in the following parts. Participants completed additional measures. These measures were included as part of a separate project. Consideration of these measures does not substantively impact the results reported below, so they will not be discussed further (see appendix for an overview of the entire questionnaire).

## 4    Results

*Check of Happiness During COVID-19.* First of all, we wanted to check the accurateness of our assumption that the investigated early-stage week of the COVID-19 outbreak was an unhappy period for our participants. As our bipolar measure was designed to assess both, whether a participant experienced a happy (+1 to +5) or an unhappy (-1 to -5) period, we analyzed descriptive statistics of the happiness measure (converted to values from 1 to 11). The results of a one sample t-test (t(504) = -9.14, $p < .001$) showed that the mean happiness reported (M = 5.02, SD = 2.42) was significantly lower than the value 6 (which was the original value 0). As expected, this negative mean indicated that the assessed period was experienced as a rather unhappy period among our sample. However, to ensure that our sample consisted of exclusively those consumers that had experienced an unhappy period during the last week, we excluded those participants who indicated that, in the last week, they felt equally or even more happy than generally in their life. This led to the exclusion of 211 participants. The remaining sample with exclusively participants who experienced an unhappy period in the last week consisted of 294 participants. The results of a one sample t-test for this sample (t(293) = -32.00, $p < .001$) consequently confirmed that the value of mean happiness reported (M = 3.35, SD = 1.42) was significantly lower than the value 6 (which was the original value 0).

*Dominant Coping Strategies.* Second, we wanted to find out whether the participants applied a dominant coping strategy to deal with the unhappy period evoked by the COVID-19 crisis. By analyzing whether a participant relied on one of the four coping strategies more than on each of the other three, we derived dominant coping styles. For 54 participants, no dominant coping strategy could be observed (i.e., these participants relied on more than one coping strategy to a similar extent). 240 participants applied a dominant coping strategy: For 92 participants the dominant coping strategy was situation-focused active coping (38%), for 68 it was emotion-

focused active coping (28%), for 42 it was situation-focused passive coping (18%), and for 38 it was emotion-focused passive coping (16%).

   *Consumer-brand interactions.* To check H1 (i.e., paying attention to the specific brands consumed), H2 (i.e., considering different brands in buying decisions), H3 (i.e., getting to know new brands), and H5 (i.e., improving emotions with loved brands) we conducted planned contrasts which compared the differences in these four types of consumer-brand interactions for consumers who applied an emotion-focused strategy as their dominant coping strategy with those who applied a situation-focused coping strategy as their dominant coping strategy (for statistics, see Table 14). To check H4 (i.e., consuming loved brands), we conducted a one-way analysis of variance with the four dominant coping strategies as the factor and the consumption of loved brands as the dependent measure (for descriptive statistics of the examined consumer-brand interactions for the four coping strategies, see Figure 15).
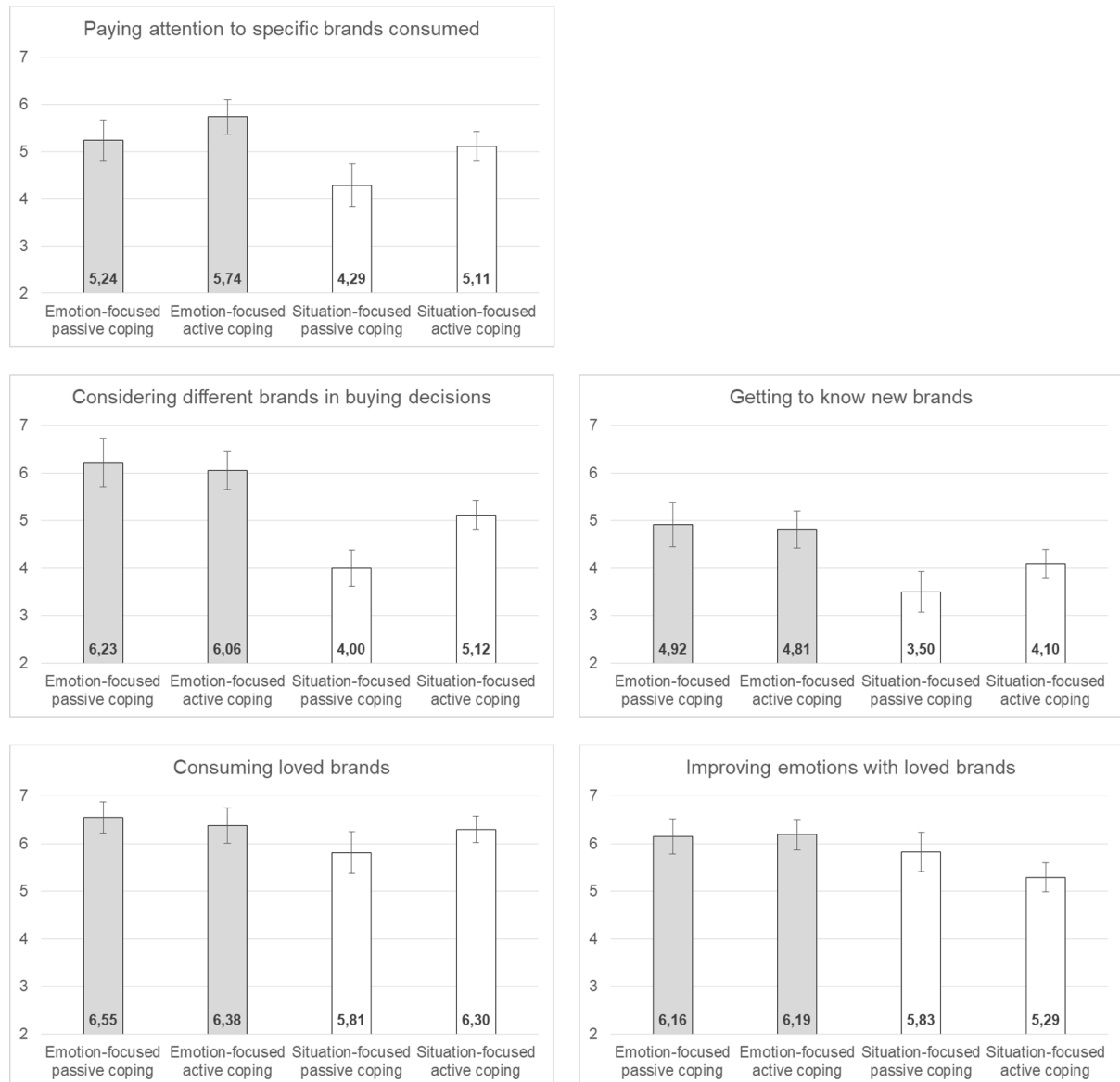
**Figure 15: Descriptive statistics (means and standard errors) of the examined types of consumer-brand interactions for the four dominant coping strategies**

*Paying attention to the specific brands consumed*. The result of the planned contrast showed a significant effect, such that participants who applied the emotion-focused coping strategies paid significantly more attention to the specific brands they consumed ($t(236) = 1.93$, $p = .023$, d = .79) than participants who applied situation-focused coping strategies. This result provided support for H1. To gain a deeper understanding of potential differences between the coping strategies combined in the emotion-focused and the situation-focused group, we conducted two more contrast tests to compare potential differences within each of the two groups.

The first contrast test showed that participants who applied PEC did not significantly differ from participants who applied AEC with regard to their attention to brands ($t(236) = -.83$, $p = .409$, d = -.50). The second contrast test proofed that participants who applied PSC did not significantly differ from participants who applied ASC in terms of how much attention was paid to brands ($t(236) = -1.49$, $p = .138$, d = -.82). Thus, the two emotion-focused and the two situation-focused coping strategies did not significantly differ from one another.

*Considering different brands in buying decisions.* The planned contrasts revealed significant differences between the emotion-focused and the situation-focused coping strategies: Participants who applied emotion-focused coping strategies considered significantly more brands in their buying decisions than participants who applied situation-focused coping strategies ($t(236) = 3.92$, $p < .001$, d = 1.63)). This finding provided support for H2. Again, we sought to gain deeper insights by contrasting the emotion-focused and the situation-focused strategies in further contrast tests. There was no significant difference between the two emotion-focused coping strategies ($t(236) = .42$, $p = .674$, d = .26). However, there was a significant difference between the two situation-focused coping strategies: The participants who applied PSC ($t(236) = -1.99$, $p = .047$, d = -1.12) considered significantly less brands in their buying decisions than participants who applied ASC.

*Getting to know new brands.* The planned contrasts revealed a significant difference between the emotion-focused and the situation-focused coping strategies: Participants who applied emotion-focused coping strategies got to know significantly more new brands than participants who applied situation-focused coping strategies ($t(236) = 2.61$, $p = .005$, d = 1.07)). This result provided support for our H3. In addition, the within-group analysis proofed that the two emotion-focused coping strategies ($t(236) = .19$, $p = .852$, d = .11) and the two situation-

focused coping strategies (t(236) = -1.08, $p$ = .280, d = -.60) did not significantly differ from one another, respectively.

*Consuming loved brands*. The one-way analysis of variance revealed no significant effect of participants' dominant coping strategy on the frequency with which loved brands were used (F(3, 236) = .583, $p$ = .627). This result supported H4.

*Improving emotions with loved brands*. The result of the planned contrast showed a significant effect of participants' dominant coping strategy (emotion- vs. situation-focused) on the frequency with which loved brands were used to improve emotions (t(171.93) = 1.72, $p$ = .044, d = .61). This result provided support for our H5. The results of the additional within-group analysis showed that the two emotion-focused coping strategies (t(86.61) = -.07, $p$ = .946, d = -.03) and the two situation-focused coping strategies (t(85.86) = 1.05, $p$ = .297, d = .54) did not significantly differ from one another, respectively.

**Table 14: Planned contrasts comparing differences between emotion- vs. situation-focused coping strategies in the examined types of consumer-brand interactions**

|  | d | SE | t | df | p |
|---|---|---|---|---|---|
| Paying attention to the specific brands consumed[a] | .79 | .409 | 1.93 | 236 | .023 |
| Considering different brands in buying decisions[a] | 1.63 | .415 | 3.92 | 236 | <.001 |
| Getting to know new brands[a] | 1.07 | .408 | 2.61 | 236 | .005 |
| Improving emotions with loved brands[a] | .61 | .354 | 1.72 | 171.93 | .044 |

[a] Refers to the comparison of emotion- vs. situation-focused coping strategies

# 5    Discussion

In mid-April 2020, five days after the United States had become the country with the highest death toll in the world from Coronavirus (COVID-19), we collected the data for this

study and found quantitative confirmation of the coping strategies derived in Study 1. Study 2 provided evidence that in unhappy periods, like the one evoked by the COVID-19 crisis, consumers applied the four different coping strategies identified in Study 1. In this unhappy period, more than 80% of the participants (240 of 294) applied one of the four coping strategies as their dominant coping strategy during the assessed week. As uncovered in Study 1, these coping strategies were associated to differences in the extent to which consumers interact with brands. In the qualitative data in Study 1 we found that situation-focused coping strategies were associated to consumer-brand interactions to a lower extent (as expressed in the identified patterns Passive-lethargic Brand Abstinence and Active Brand Abstinence) than emotion-focused coping strategies (as expressed in the identified patterns Repression Brand Consumption and Relief Brand Consumption). The quantitative data of Study 2 supported that overarching finding of Study 1: Consumers who applied emotion-focused coping strategies tended to interact with brands significantly more than consumers who apply situation-focused coping strategies. We found this tendency for the different types of consumer-brand interactions examined.

First of all, the data supported the hypothesis that consumers who apply PEC or AEC consider significantly more brands in buying decisions than those who apply PSC or ASC. "Consideration is a key element of consumer behavior" (Roberts and Lattin 1991, p. 429) and the determinants that affect consideration set composition are of significant interest for academics and practitioners alike (Shocker et al. 1991). Our data indicated that in unhappy periods in life the applied coping strategy was a crucial determinant of consideration set size, such that emotion-focused coping strategies, compared to situation-focused ones, implied significantly broader consideration sets. However, consumers who applied an ASC strategy considered significantly more brands in their buying decisions than participants who applied PSC. Thus, the

passive-lethargic state which is typical for PSC seemed to reduce the active consideration of different brands to a particularly large extent.

For the following two types of rather cognitively demanding types of consumer-brand interactions the hypotheses were also supported: Consumers who mainly relied on situation-focused coping strategies were significantly less likely to get to know new brands than consumers who applied emotion-focused strategies. Similarly, those consumers paid significantly less attention to the specific brands they consumed than those consumers with emotion-focused coping strategies. Accordingly, brands were more likely to get attention and new brands were more likely to be explored when consumers applied emotion- rather than situation-focused coping strategies.

Besides these more cognitively demanding types of consumers' interactions with brands, we also included two more emotional types of consumer-brand interactions, specifically a consumer's interaction with a loved brand. By nature these types of interactions should be more emotion-driven (Langner et al. 2016). Our hypothesis was fully supported for the frequency with which loved brands were consumed. For this type of engaging with brands there were no differences between any of the four dominant coping strategies. Loved brands might play such an integral role in a consumer's life (Batra et al. 2012; Langner et al. 2016; Langner, Schmidt, and Fischer 2015; Rahman et al. 2021) that their consumption might be relatively stable and rather habitually – even in unhappy periods. Accordingly, brand love might function as a buffer against the lost interest in brands in unhappy periods. However, this assumption would need empirical confirmation.

Furthermore, there was support for our last hypothesis. In line with our conceptualization consumers who applied situation-focused coping strategies were less likely to use loved brands

to improve emotions than those consumers who applied emotion-focused coping strategies. This aligned with our theorizing, as regulating emotions should be at the heart of PEC and AEC, compared to PSC and ASC. However, more research is needed to provide a deeper understanding for these results.

## VI   General discussion

## 1   Conclusion

With two studies, we provide the first empirical work that examines consumers' interactions with brands in unhappy periods in life. Although some marketing and consumer research literature investigates general consumption with reference to coping with negative life events (Bonsu and Belk 2003; Mehta and Belk 1991; Pavia and Mason 2004; Price et al. 2000), the role of brands in unhappy periods in life is basically a blind spot in the existing academic work. Building on the psychological literature on coping, we conducted an exploratory qualitative interview study that uncovered four patterns of consumer-brand interactions in unhappy periods, two representing ways of engaging with brands (Repression Brand Consumption, Relief Brand Consumption), and two representing ways of disengaging from brands (Passive-lethargic Brand Abstinence, Active Brand Abstinence). These patterns were structured by the dimensions extent of coping (passive vs. active) and focus of coping (situation vs. emotion). The results of our quantitative study confirmed that the coping strategies derived from these two dimensions of coping were associated to differences in the extent to which consumers interact with brands. Thereby, we provide the first paper in marketing and consumer research that explores how consumers interact with brands in unhappy periods in life.

## 2    Theoretical contributions

*Contribution to research on subjective well-being and consumption*: Our studies contribute to ongoing research on the impact of incidental negative affective experiences on consumer's interactions with brands (Dunn and Hoegg 2014). Beyond specific emotions and mood, scientific work that considers the influences of the broader concept of subjective well-being on consumer behavior is still in its infancies in marketing research and the few existing studies have exclusively focused on increased and ignored decreased consumer well-being as a driver of consumption (Kuanr et al. 2021; Zhong and Mitchell 2012). With our work we add a perspective that considers how significant decreases in subjective well-being (i.e., unhappiness) can affect consumption, specifically consumers' interactions with brands.

*Contribution to research on coping and consumption*: Although some marketing and consumer research investigates coping with specific negative events and the resulting consumption behaviors (e.g., hoarding toilet paper as a reaction to the COVID-19 pandemic, Kirk and Rifkin 2020) as well as coping with negative consumption experiences (e.g., creepy interactions with a chat bot, Rajaobelina et al. 2021), no academic work has examined how unhappy periods in life might shape brand consumption. With this work, we thus contribute to research on the impact of negative life events on consumption (Bonsu and Belk 2003; Mehta and Belk 1991; Pavia and Mason 2004; Price et al. 2000), by specifically exploring how coping strategies are associated to the engagement with or disengagement from brands.

*Contribution to brand research*: Traditional frameworks in brand research suggest that brands are consumed for functional, symbolic, or experiential reasons (Park, Jaworski, and MacInnis 1986; Park, Eisingerich, and Park 2013). Following this idea, consumers interact with a specific brand because it possesses the asset (1) to entice the consumer via aesthetically or

hedonically pleasing experiences, (2) to enable the consumer via product or service perfor-mance, or (3) to enrich the consumer via self-identity and self-expression (Park, Eisingerich, and Park 2013). The findings from our qualitative data indicate that in unhappy periods expe-riential needs are the main driver for consumers to engage with brands. During these times, brands play a role in a consumer's life when they are able to impact the experienced emotions, either by allowing distraction or by enabling emotional relief. Our data provides no indications of functional or symbolic reasons playing a significant role for consumer-brand interactions in unhappy periods in life. Furthermore, our studies contribute to research on brand avoidance (Knittel et al. 2016; Kuanr et al. 2021; Lee et al. 2009a; Lee et al. 2009b). Existing research on brand avoidance examines the phenomenon in which consumers intentionally abstain from buy-ing or consuming a certain brand (Knittel et al. 2016; Lee et al. 2009a). The patterns of Passive-lethargic and Active Consumption Abstinence, revealed in our study, entail an avoidance of the engagement with brands in general, but no aversion against a certain brand. By discovering these distinct phenomena of avoiding brands, we provide an important contribution to the liter-ature on brand avoidance (Kuanr et al. 2021). At the same time, we contribute to research on consumer-brand engagement, which focuses on the engagement of a consumer with a specific brand. In our study, we show that consumers' interactions with brands in general are subject to incidental fluctuations determined by a consumer's happiness. In unhappy periods, consumers are likely to disengage from brands in general, unless they are focused on emotional suppres-sion or relief. The engagement with brands consumers have a strong relationship with (i.e., loved brands) seems to suffer less from such disengagements during unhappy periods.

## 3    Practical implications

For *consumers*, our research has significant implications for coping with stressful life events. Although reactive coping is beneficial in the short-term, consumers need to apply adaptive coping styles to leave unhappy periods behind. Relief Consumption seems to be the crucial element in this process. Whereas Repression Consumption is solely driven by preventing the experience of negative emotions, Relief Consumption aims at creating a positive moment in which one can engage with and change the own emotional situation lastingly. Although the difference might sound marginal, it has significant implications for the further development of one's well-being. Repression Consumption can only provide short-term benefits in handling events that are too high in emotional intensity by emotional disengagement. Relief Consumption, on the other side, allows for emotional venting and, even more important, promotes the experience of positive emotions. Positive emotions have been found to enable individuals to find meaning in their negative situation (Tugade and Fredrickson 2004), which in turn enhances the experience of positive emotions (Folkman and Moskowitz 2000). Thus, in an upward spiral, the experience of positive emotions and the experience of meaning reciprocally predict one another, because "the psychological broadening sparked by one positive emotion increases the odds that an individual will find positive meaning in subsequent events and experience additional positive emotions" (Fredrickson and Joiner 2002, p. 175). Thus, to make meaning of an unhappy period and to move forward in life, consumers should apply Relief Consumption, which in turn might promote focusing on finding a solution for the problematic situation by providing the necessary psychological resources through fostering further experiences of positive emotions (Fredrickson 2001).

For *marketing management*, our research provides important implications for brand managers. Although we are not able to make propositions about the long-term developments based

on our empirical data, our results clearly indicate that brands seem to have a hard time in unhappy periods and are in danger to become a victim of consumption abstinence tendencies, in particular, when consumers apply a narrow focus on the situational circumstances. In these cases the engagement with brands in everyday life decreases dramatically. However, we could also reveal constellations in which these decreases could not be observed. Brands that feature the capacity to provide distraction or that can contribute to creating positive emotional experiences might be entities emotion-focused consumers attend to in unhappy periods. Moreover, especially loved brands seem to be in large parts resistant to disengagements in unhappy periods. Our data indicates that the engagement frequency with loved brands is rather unaffected by unhappy periods. Accordingly, all means that contribute to brand love (Langner, Bruns, Fischer, and Kühn 2019) like a unique brand positioning (Langner and Klinke 2022) or brand experiences (Langner et al. 2016; Rahman et al. 2021) are at the same time buffers of the brand relationship when consumers face unhappy periods.

## 4    Limitations and future research

There are some limitations that should be addressed in future research. First, as the studies in our mixed method approach did not include a *longitudinal* approach, it is impossible to make assertions about the persistency of the changes in brand consumption. Future research should investigate long-term trajectories of consumer-brand interactions following negative life events to provide clarification whether the revealed phenomena are temporary or lasting. Examining trajectories in investigating long time developments is an effective approach in consumer-brand relationship research. (Langner et al. 2016; Schmid and Huber 2019).

A further limitation is that the series of studies did not include an *experimental* study design. This is a common limitation in the study of well-being and its outcomes in the context

of life events: "Life events cannot be reproduced in the laboratory, and therefore it is almost impossible to study them experimentally. Furthermore, most life events are relatively rare, and thus large samples are needed to find sufficient numbers of individuals who have experienced the event [...]" (Lucas 2005, p. 945). By leveraging the emergence of the COVID-19 pandemic as a natural cause of variations in happiness, we were able to investigate brand consumption in an unhappy period among a large sample. Although our study design does not provide the possibility to propose causal impact, we are confident that the direction of the relationship is likely to be in the reported way, such that coping strategies impact consumer-brand interactions, rather than the other way round. Future research could proof this by considering methodological approaches of life course paradigm (Moschis 2021), longitudinal prospective study designs (Fredrickson and Joiner 2002), and intervention studies (Fredrickson et al. 2008). However, besides all the considerations about what might be reasonable from a scientific point of view, the approach of experimentally inducing unhappy periods, especially in longitudinal intervention studies, has ethical restrictions in itself.

Future research should also try to uncover *boundary conditions* to further explain the engagement with brands in the context of unhappy phases in life. For example, the present paper could not answer the question of which factors determine whether a consumer directs his coping efforts towards the situation or the emotions. The investigation of these moderators represents a promising field for future research. Moreover, an investigation of the sequential application of the four coping strategies over time could be a promising venue for future research. There might be an interplay between situation- and emotion-focused coping strategies. For example, by fostering the experience of positive emotions, emotion-focused coping might provide the psychological resources (Fredrickson 2001) required for striving for a problem-solution in situation-focused coping. When a consumer has then put efforts into finding a solution for the

problematic situation and has depleted his psychological resources, he might go back to Relief Consumption to refill them. An investigation of such bidirectional psychological mechanisms between the coping strategies seems fruitful.

This paper represents the first study to address the basic patterns of brand consumption in unhappy phases of life. The results of the explorative interviews and the large-scale study during COVID-19 indicate significant differences in consumer -brand interactions in unhappy phases and provide impetus for further research and a stronger consideration of well-being as a driving force in marketing and consumer research (Kuanr et al. 2021; Zhong and Mitchell 2012).

# E    Final concluding discussion

# I    Summary of the findings

Happiness is probably the most integral feature of living a fulfilling life. Accordingly, happiness is of outstanding interest not only for individuals, but also for policy makers, academic scholars, and businesses. While the psychological discipline has recently started to examine happiness as a psychological resource (Fredrickson 1998, 2001; Lyubomirsky et al. 2005a) that yields significant effects on various outcomes, marketing research and practice have mainly focused on happiness as a desired end state resulting from consumption, largely ignoring its influential potential. Moreover, the majority of marketing research and practice has focused solely on a unidimensional hedonic paradigm, overlooking the potential of a differentiated perspective on happiness, which considers hedonic as well as eudaimonic aspects.

Drawing on these considerations, this thesis has taken the following primary research question as a basis: What are the consequences of happiness for consumption? In three self-contained articles this research question was comprehensively addressed. The articles built on each other, but at the same time provided clearly distinguishable contributions. Thus, each article contributed in its own unique way to answering the research question. While the first article was a conceptual paper, which uncovered opportunities for future research on happiness in the marketing discipline, the second and third article were dedicated to empirically examine two major research gaps identified in the preceding literature analysis.

**Article 1**

Beyond providing an overview of the fundamental concepts and recent developments in happiness research as a profound starting point for empirical efforts in the study of happiness in marketing and consumer research, the first article followed two major goals. The first goal was to clarify the current status quo of the examination of consequences of happiness in the marketing literature. The second goal was to uncover promising opportunities for future studies in marketing on outcomes of happiness.

To address these research questions, a review of the extant marketing literature on happiness was conducted. The analysis of the marketing literature revealed that the consequences of happiness have hardly ever been considered in marketing and consumer research. The scientific findings on outcomes of happiness remained scarce and fragmented. Only two papers were identified that investigated outcomes of happiness in terms of subjective well-being (Kuanr et al. 2021; Zhong and Mitchell 2012). Both papers examined the consequences of increased levels of well-being, confirming a positive influence on hedonic consumption and avoidance of morally questionable brands. Drawing on these findings, the literature analysis revealed that marketing research on specific outcomes of hedonic and eudaimonic happiness in consumption is basically non-existent. It was derived that studying the outcomes of happiness as a multidimensional concept thus provided enormous potential for future studies in marketing and consumer research. Furthermore, it was derived that future research could examine how significant declines in subjective well-being influence consumption, including hedonic consumption and brand avoidance

**Article 2**

The second article addressed the first research gap uncovered in the literature analysis and took up the idea to examine the consequences of pleasure and meaning happiness for consumption. As meaning's association with growth, and pleasure's relation to comfort indicated that the two happiness orientations might differ in their tendency to encourage exploratory efforts, the article focused on exploratory consumption. Thereby, the third article had three major goals. The first goal was to find out whether there was an effect of happiness orientations on exploratory consumption. The second goal was to reveal the psychological process that accounts for the effect of happiness orientations on exploratory consumption. The third goal was to find out whether personality factors exert influence on the potential effect of happiness orientations on exploratory consumption.

The article first conceptually explained why meaning happiness, compared to pleasure happiness, should promote exploratory consumption, by elucidating an explanation via willingness to learn. In four experiments, the article showed that a meaning orientation encouraged consumer's choice of unfamiliar options by evoking a higher level of willingness to learn and, consequentially, accustomization to unfamiliar alternatives. A closed (vs. open) personality attenuated the effect of meaning happiness on exploratory consumption.

**Article 3**

The third article addressed the second research gap identified in the literature analysis and took up the idea to examine the consequences of unhappiness for consumption. Two major goals guided that research. First, the article aimed to explore patterns of consumer-brand interactions in unhappy periods in life. Second, the article had the goal to uncover the underlying

psychological factors that explain the patterns of consumer-brand interactions in times of un-happiness. In this article, consumer behavior was thus examined in terms of brand consumption.

To answer these research questions, the article first reviewed the literature on coping and on consumption as a means for coping with negative life events. The literature analysis confirmed that especially how consumers engage with brands in unhappy periods in life has grasped scarce attention in marketing research. Drawing on this finding, a qualitative study and a quantitative study were conducted to examine consumer-brand interactions in unhappy periods in life. The analysis of the qualitative data uncovered four major patterns of consumer-brand interactions: Repression Brand Consumption, Relief Brand Consumption, Passive-lethargic Brand Abstinence, and Active Brand Abstinence. Additionally, it could be derived that the uncovered patterns in consumer-brand interactions were associated to the applied coping strategies. The large scale survey study conducted during the emergence of the COVID-19 pandemic confirmed that the applied dominant coping strategy determines significant differences in consumer-brand interactions.

## II   Implications for research and practice

The findings of this thesis have important implications for scholars and practitioners in the field of marketing.

Several decades ago, psychological research began to study the determinants of happiness, in addition to examining depression, anxiety, and illness. More recently, psychology has started to investigate the consequences of happiness. In the existing marketing literature, the consequences of happiness have hardly ever been considered. In research on consumption, the scientific findings on outcomes of happiness remain scarce and fragmented. Instead, happiness

is typically conceptualized as a result of consumption without considering its potential influential role (Bastos and Brucks 2017; Bhattacharjee and Mogilner 2014; Etkin and Mogilner 2016; Nicolao et al. 2009; Tully et al. 2015).

Moreover, research on specific outcomes of hedonic and eudaimonic happiness (Baumeister et al. 2013; Dwyer, et al. 2017; Peterson et al. 2005) in consumption is still in its infancies. The consideration of happiness as a multidimensional concept and its potential outcomes seems to be a blind spot in the marketing literature. The major contribution of this thesis for marketing research is that it provides a starting point for endeavors in the research on the divergent outcomes of happiness.

Beyond this overarching contribution, this thesis contributes to specific research streams in marketing. First, the work presented in this thesis represents an important complement to marketing and consumer research examining the effects of short-term emotions, mood, and affect (e.g., Dunn and Hoegg 2014; Erez and Isen 2002; Isen 2001; Isen et al. 1987; Labroo and Mukhopadhyay 2009; Labroo and Patrick 2008). By applying an understanding of happiness as long-term affectivity, this thesis provides an expansion of the perspective for research on outcomes of affective states. The Broaden-and-Build Theory (Fredrickson 1998, 20021) might be an appropriate theoretical basis and starting point for the explanation of immediate and downstream consequences of long-term affectivity.

Second, the research presented in this thesis represents pioneering work in the scientific examination of outcomes of pleasure and meaning happiness orientations. By uncovering the psychological mechanism of willingness to learn as one explanation of different consequences of hedonic and eudaimonic orientations, this thesis is one of the first that addresses recent calls

in psychology to investigate outcomes of happiness orientations and the associated psychological mechanisms (Asano et al. 2021).

Third, this thesis extends prior marketing literature on outcomes of happiness (Kuanr et al. 2021; Zhong and Mitchell 2012), which has solely focused on the consequences of high levels of well-being. By investigating how consumers interact with brands in unhappy periods in life, the work in this thesis shows that examining the consequences of significant decreases in subjective well-being provides a promising research field that extends extant research on consumption as a means for coping with negative life events.

For practitioners, this thesis also provides relevant implications. First of all, it is highly important to also consider the consequences of happiness. In contrast to fleeting emotions, consumers' subjective well-being represents a phenomenon of more lasting and enduring characteristic. Because happiness in terms of subjective well-being is assumed to influence "long-term, regular, and habitual consumption, it may be even more important than momentary mood" (Zhong and Mitchell 2012, p. 590) as a determinant of different regular consumption activities. To better understand why consumers engage with or disengage from particular consumption activities over extended periods of time, practitioners should consider consumers' happiness as a potential explanation. The consideration of large national data sources and socioeconomic events (e.g., pandemic crisis) can provide indications about increases or decreases in happiness on a societal level. For example, global brands could consider a population's general happiness and indications of its happiness orientation when entering new markets by studying annual global well-being reports (e.g., World Happiness Report). As such, brand launch campaigns that are successful in countries with a high overall happiness might be less effective in countries

with lower levels of overall happiness. The same applies to happiness orientations which may also vary from country to country.

Thus, it might be fruitful for practitioners to understand happiness as a multidimensional concept and consider both pleasure and meaning aspects in different means. For example, businesses could take up the idea of a differentiated understanding of happiness to develop diverse initiatives for their employees. These hedonic (e.g., year-end parties with delicious food) and eudaimonic corporate initiatives (e.g., flexible working time for altruistic projects) should not only be beneficial to increase the satisfaction of current employees, but also be considered in employer branding means, to ensure that either both pleasure- as well as meaning-oriented candidates, or only pleasure- or meaning-oriented candidates are attracted. Moreover, practitioners could consider promoting hedonic or eudaimonic aspects of a product in advertising. For example, a smartphone could be promoted by its pleasure-oriented functions (e.g., watching movies, or playing games) or its meaning-oriented capacities (e.g., connecting with friends and family via text chats or video calls) depending on the prevailing happiness orientation of the target group.

## III   Limitations and future research

Beyond the study-specific limitations and future research directions proposed in the articles, this thesis yields limitations that pave the ground for future research. First, the outcomes of pleasure and meaning mindsets in consumption could be examined in other behaviors than exploration. For example, prosocial spending might be an interesting field for future research in marketing. Some initial research indicates that pleasure and meaning orientations might map differently on prosocial behaviors (Pearce et al. 2021).

In addition to exploring outcomes of happiness in a broad range of different consumer behaviors, future marketing and consumer research on the consequences of happiness for consumption should substantiate findings by extending the applied methods. For example, the consideration of big data techniques that examine huge amounts and variety of data could be a fruitful approach. There are datasets like the MIDUS dataset (Midlife in the United States), that have recently been suggested for application in business research (Ryff 2019) and which provide large amounts of longitudinal data on different aspects of well-being. Applying big data techniques to analyze such data sets and relating them to data on consumption would provide interesting real market insights. Moreover, future research should consider longitudinal study designs to assess potential repercussions of happiness in consumption. For example, in intervention studies that use loving kindness meditation (Fredrickson et al. 2008), mindfulness techniques (Howells, Ivtzan, and Eiroa-Orosa 2016), or optimism and gratitude expressions (Lyubomirsky et al. 2011) to boost happiness, marketing scholars could examine how increases in well-being relate to a broad range of consumer behaviors. These longitudinal studies would support an understanding of the role of time in the development of happiness and associated potential outcomes in consumption.

.

# F    Literature

Alba, J. W. and Williams, E. F. (2013), "Pleasure principles: A review of research on hedonic consumption," *Journal of consumer psychology*, 23 (1), 2-18.

Alex Linley, P., Joseph, S., Harrington, S., and Wood, A. M. (2006), "Positive Psychology: Past, Present, and (Possible) Future," *The Journal of Positive Psychology*, 1 (1), 3-16.

Asano, R., Tsukamoto, S., Igarashi, T., and Huta, V. (2021), "Psychometric properties of measures of hedonic and eudaimonic orientations in Japan: The HEMA scale," *Current Psychology*, 40, 390-401.

Ashby, F. G., and Isen, A. M. (1999), "A neuropsychological theory of positive affect and its influence on cognition," *Psychological review*, 106 (3), 529-550.

Anusic, I., Yap, S. C., and Lucas, R. E. (2014), "Does Personality Moderate Reaction and Adaptation to Major Life Events? Analysis of Life Satisfaction and Affect in an Australian National Sample," *Journal of Research in Personality*, 51, 69-77.

Arndt, A. D. and Ekebas-Turedi, C. (2017), "Do Men and Women Use Different Tactics to Cope with the Embarrassment of Buying Condoms?," *Journal of Consumer Behaviour*, 16 (6), 499-510.

Baker, S. M. and Hill, R. P. (2013), "A Community Psychology of Object Meanings: Identity Negotiation During Disaster Recovery," *Journal of Consumer Psychology*, 23 (3), 275-287.

Barratt, E. S. (1959), "Anxiety and impulsiveness related to psychomotor efficiency," *Perceptual and motor skills*, *9*(3), 191-198.

Bastos, W., and Brucks, M. (2017), "How and why conversational value leads to happiness for experiential and material purchases," *Journal of Consumer Research*, 44 (3), 598-612.

Batra, R., Ahuvia, A., and Bagozzi, R. P. (2012), "Brand love," *Journal of Marketing*, 76 (2), 1-16.

Baumeister, R. F., Vohs, K. D., Aaker, J. L., and Garbinsky, E. N. (2013), "Some key differences between a happy life and a meaningful life," *The journal of positive psychology*, 8 (6), 505-516.

Bayarassou, O., Becheur, I., and Valette-Florence, P. (2020), "Fight or flight": coping responses to brand hate," *Journal of Product & Brand Management*, 30 (3), 492-511.

Berlyne, D. E. (1966), "Curiosity and exploration," *Science*, 153 (3731), 25-33.

Bhattacharjee, A., and Mogilner, C. (2014), "Happiness from ordinary and extraordinary experiences," *Journal of consumer research*, 41 (1), 1-17.

Bergkvist, L., and Langner, T. (2017), "Construct measurement in advertising research," *Journal of Advertising*, *46*(1), 129-140.

Bergkvist, L., and Langner, T. (2019), "Construct heterogeneity and proliferation in advertising research," *International Journal of Advertising*, *38*(8), 1286-1302.

Bergkvist, L., and Langner, T. (2020), "Perspectives: Four steps toward more valid and comparable self-report measures in advertising research," *International Journal of Advertising*, *39*(5), 738-755.

Berntsen, D., Rubin, D. C., and Siegler, I. C. (2011), "Two Versions of Life: Emotionally Negative and Positive Life Events Have Different Roles in the Organization of Life Story and Identity," *Emotion*, 11 (5), 1190-1201.

Boehm, J. K., and Lyubomirsky, S. (2008), "Does Happiness Promote Career Success?," *Journal of career assessment*, 16 (1), 101-16.

Bonsu, S. K., and Belk, R. W. (2003), "Do Not Go Cheaply into That Good Night: Death-Ritual Consumption in Asante, Ghana," *Journal of consumer research*, 30 (1), 41-55.

Bowden, J. L. H. (2009), "The process of customer engagement: A conceptual framework," *Journal of marketing theory and practice*, *17* (1), 63-74.

Braungart, J. M., Plomin, R., DeFries, J. C., and Fulker, D. W. (1992), "Genetic Influence on Tester-Rated Infant Temperament as Assessed by Bayley's Infant Behavior Record: Nonadoptive and Adoptive Siblings and Twins," *Developmental Psychology*, 28 (1), 40-47.

Brickman, P., and Campbell, D. T. (1971), "Hedonic Relativism and Planning the Good Society," in: Appley, M. H. (Ed.) *Adaptation Level Theory: A Symposium*, 287-301, NY: Academic Press.

Brown, G. K., and Nicassio, P. M. (1987), "Development of a questionnaire for the assessment of active and passive coping strategies in chronic pain patients," *Pain*, *31*(1), 53-64.

Busato, V. V., Prins, F. J., Elshout, J. J., and Hamaker, C. (2000), "Intellectual ability, learning style, personality, achievement motivation and academic success of psychology students in higher education," *Personality and Individual differences*, 29 (6), 1057-1068.

Cacioppo, J. T., and Petty, R. E. (1982), "The need for cognition," *Journal of personality and social psychology*, *42*(1), 116-131.

Carver, C. S., Scheier, M. F., and Weintraub, J. K. (1989), "Assessing coping strategies: a theoretically based approach," *Journal of personality and social psychology*, *56*(2), 267.

Castro, I. A., Morales, A. C., and Nowlis, S. M. (2013), "The influence of disorganized shelf displays and limited product quantity on consumer purchase," *Journal of Marketing*, *77*(4), 118-133.

Cavanaugh, L. A., Bettman, J. R., and Luce, M. F. (2015), "Feeling love and doing more for distant others: Specific positive emotions differentially affect prosocial consumption," *Journal of Marketing Research*, 52 (5), 657-673.

Chaney, D., and Lee, M. S. (2022), "COVID-19 vaccines and anti-consumption: Understanding anti-vaxxers hesitancy," *Psychology & Marketing*, *39* (4), 741-754.

Chandon, P., Hutchinson, J. W., Bradlow, E. T., and Young, S. H. (2009), "Does in-store marketing work? Effects of the number and position of shelf facings on brand attention and evaluation at the point of purchase," *Journal of marketing*, 73 (6), 1-17.

Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K., and Sharipudin, M. N. S. (2021), "The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions," *Journal of Retailing and Consumer Services*, 61 (102574), 1-13.

Clarivate (2021), "Web of Science: Social Sciences Citation Index," URL: https://clarivate.com/webofsciencegroup/solutions/webofscience-ssci/; website visited on: Dec 03 2021.

Clarke, P. J., Marshall, V. W., Ryff, C. D., and Wheaton, B. (2001), "Measuring psychological well-being in the Canadian study of health and aging," *International psychogeriatrics*, 13 (S1), 79-90.

Compton, W. C. (2005), "Introduction to Positive Psychology," Belmont, CA: Thomson Wadsworth.

Coombs, R. H. (1991), "Marital Status and Personal Well-Being: A Literature Review," *Family relations*, 40 (1), 97-102.

Costa, P. T., and McCrae, R. R. (1980), "Influence of Extraversion and Neuroticism on Subjective Well-Being: Happy and Unhappy People," *Journal of personality and social psychology*, 38 (4), 668-678.

Costa, T., Suardi, A. C., Diano, M., Cauda, F., Duca, S., Rusconi, M. L., and Sotgiu, I. (2019), "The neural correlates of hedonic and eudaimonic happiness: An fMRI study," *Neuroscience letters*, 712, 134491, 1-5.

Coughlin, S. S. (1990), "Recall bias in epidemiologic studies," *Journal of clinical epidemiology*, *43*(1), 87-91.

Csikszentmihalyi, M., and Wong, M. M. (2014), "The Situational and Personal Correlates of Happiness: A Cross-National Comparison," in: Csikszentmihalyi (Ed.) *Flow and the Foundations of Positive Psychology*, 69-88, Dordrecht: Springer.

Davvetas, V., and Diamantopoulos, A. (2017), ""Regretting Your Brand-Self?" The Moderating Role of Consumer-Brand Identification on Consumer Responses to Purchase Regret," *Journal of Business Research*, 80, 218-27.

Deci, E. L., and Ryan, R. M. (2008), "Hedonia, Eudaimonia, and Well-Being: An Introduction," *Journal of happiness studies*, 9 (1), 1-11.

Deepl (2022), "The world's most accurate and nuanced machine translation"; URL: https://www.deepl.com/en/whydeepl; website visited on: Jun 25 2022.

Delle Fave, A., Brdar, I., Freire, T., Vella-Brodrick, D., and Wissing, M. P. (2011), "The eudaimonic and hedonic components of happiness: Qualitative and quantitative findings," *Social Indicators Research*, 100, 185–207.

De Neve, J.-E., Diener, E., Tay, L., and Xuereb, C. (2013), "The Objective Benefits of Subjective Well-Being," in: Helliwell, J., Layard, R., and Sachs, J. (Eds.) *World Happiness Report 2013*, Social Science Research Network.

DeYoung, C. G., Quilty, L. C., and Peterson, J. B. (2007), "Between facets and domains: 10 aspects of the Big Five," *Journal of personality and social psychology*, 93 (5), 880-896.

DeYoung, C. G., Quilty, L. C., Peterson, J. B., and Gray, J. R. (2014), "Openness to experience, intellect, and cognitive ability," *Journal of personality assessment*, 96 (1), 46-52.

Diener, E. (1984), "Subjective Well-Being," *Psychological bulletin*, 95 (3), 542-575.

Diener, E., Sandvik, E., and Pavot, W. (1991), "Happiness Is the Frequency, Not the Intensity, of Positive Versus Negative Affect," in: Strack, F., Argyle, M., and Schwarz, N., (Eds.) *Subjective Well-Being: An Interdisciplinary Perspective*, 119-39, Oxford: Pergamon.

Diener, M. L., and Lucas, R. E. (2004), "Adults Desires for Childrens Emotions across 48 Countries: Associations with Individual and National Characteristics," *Journal of cross-cultural psychology*, 35 (5), 525-47.

Diener, E., Suh, E. M., Smith, H., and Shao, L. (1995), "National differences in reported well-being: Why do they occur?" *Social Indicators Research*, 34, 7–32.

Diener, E., Suh, E. M., Lucas, R. E., and Smith, H. L. (1999), "Subjective Well-Being: Three Decades of Progress," *Psychological bulletin*, 125 (2), 276-302.

Diener, E., Heintzelman, S. J., Kushlev, K., Tay, L., Wirtz, D., Lutes, L. D., and Oishi, S. (2017), "Findings All Psychologists Should Know from the New Science on Subjective Well-Being," *Canadian Psychology/psychologie canadienne*, 58 (2), 87-104.

Diener, E., Emmons, R. A., Larsen, R. J., and Griffin S. (1985), "The Satisfaction with Life Scale," *Journal of personality assessment*, 49 (1), 71-75.

Diener, E., Kanazawa, S., Suh, E. M., and Oishi, S. (2015a), "Why People Are in a Generally Good Mood," *Personality and Social Psychology Review*, 19 (3), 235-256.

Diener, E., Oishi, S., and Lucas, R. E. (2015b), "National Accounts of Subjective Well-Being," *American psychologist*, 70 (3), 234-242.

Dion, D. (2004), "Personal Control and Coping with Retail Crowding," *International Journal of Service Industry Management*, 15 (3-4), 250-263.

Duff, A., Boyle, E., Dunleavy, K., and Ferguson, J. (2004), "The relationship between personality, approach to learning and academic performance," *Personality and Individual differences*, 36 (8), 1907-1920.

Duhachek, A. (2005), "Coping: A Multidimensional, Hierarchical Framework of Responses to Stressful Consumption Episodes," *Journal of consumer research*, 32 (1), 41-53.

Dunn, L. and Hoegg, J. (2014), "The Impact of Fear on Emotional Brand Attachment," *Journal of consumer research*, 41 (1), 152-168.

Dunn, E. W., Aknin, L. B., and Norton, M. I. (2008), "Spending money on others promotes happiness," *Science*, 319 (5870), 1687-1688.

Dwivedi, A. (2015), "A higher-order model of consumer brand engagement and its impact on loyalty intentions," *Journal of Retailing and Consumer Services*, 24, 100-109.

Dwyer, R. J., Dunn, E. W., and Hershfield, H. E. (2017), "Cousins or conjoined twins: how different are meaning and happiness in everyday life?," *Comprehensive Results in Social Psychology*, 2 (2-3), 199-215.

Easterlin, R. A. (2001), "Income and Happiness: Towards a Unified Theory," *The economic journal*, 111 (473), 465-484.

Echeverri, P. and Salomonson, N. (2019), "Consumer Vulnerability During Mobility Service Interactions: Causes, Forms and Coping," *Journal of Marketing Management*, 35 (3-4), 364-389.

Emmons, R. A. and McCullough, M. E. (2003), "Counting Blessings Versus Burdens: An Experimental Investigation of Gratitude and Subjective Well-Being in Daily Life," *Journal of personality and social psychology*, 84 (2), 377-389.

Erez, A., and Isen, A. M. (2002), "The influence of positive affect on the components of expectancy motivation," *Journal of Applied psychology*, *87*(6), 1055-1067.

Esch, F. R., Möll, T., Schmitt, B., Elger, C. E., Neuhaus, C., and Weber, B. (2012), "Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands?," *Journal of Consumer Psychology*, *22*(1), 75-85.

Etkin, J., and Mogilner, C. (2016), "Does variety among activities increase happiness?," *Journal of Consumer Research*, 43 (2), 210-229.

Farsides, T., and Woodfield, R. (2003), "Individual differences and undergraduate academic success: The roles of personality, intelligence, and application," *Personality and Individual differences*, 34 (7), 1225-1243.

Fleeson, W., and Wilt, J. (2010), "The relevance of Big Five trait content in behavior to subjective authenticity: Do high levels of within-person behavioral variability undermine or enable authenticity achievement?" *Journal of Personality*, 78 (4), 1353-1382.

Flint, D. J., Woodruff, R. B., and Gardial, S. F. (2002), "Exploring the phenomenon of customers' desired value change in a business-to-business context," *Journal of marketing*, *66*(4), 102-117.

Folkman, S. and Moskowitz, J. T. (2000), "Positive Affect and the Other Side of Coping," *American psychologist*, 55 (6), 647-654.

Foster, J. (2010), "Conceptualizing the consumer-brand relationship as a truly dyadic process," LSU Doctoral Dissertations, 782.

Fournier, S. (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of consumer research*, 24 (4), 343-373.

Frederick, S. and Loewenstein, G. (1999), "Hedonic Adaptation," in: Kahneman, D., Diener, E., and Schwarz, N. (Eds.) *Well-being: The foundations of hedonic psychology*, 302-329, NY: Russell Sage.

Fredrickson, B. L. (1998), "What Good Are Positive Emotions?" *Review of general psychology*, 2 (3), 300-319.

Fredrickson, B. L. (2000), "Cultivating Positive Emotions to Optimize Health and Well-Being," *Prevention & treatment*, 3 (1), 1-25.

Fredrickson, B. L. (2001), "The Role of Positive Emotions in Positive Psychology: The Broaden-and-Build Theory of Positive Emotions," *American psychologist*, 56 (3), 218-226.

Fredrickson, B. L. (2003), "The Value of Positive Emotions: The Emerging Science of Positive Psychology Is Coming to Understand Why It's Good to Feel Good," *American scientist*, 91 (4), 330-335.

Fredrickson, B. L. (2013). "Positive emotions broaden and build," *Advances in experimental social psychology,* 47, 1-53.

Fredrickson, B. L. and Joiner, T. (2002), "Positive emotions trigger upward spirals toward emotional well-being," *Psychological science*, 13 (2), 172-175.

Fredrickson, B. L. and Branigan, C. (2005), "Positive emotions broaden the scope of attention and thought-action repertoires," *Cognition & Emotion*, 19 (3), 313-332.

Fredrickson, B. L., Cohn, M. A. Coffey, K. A., Pek, J., and Finkel, S. M. (2008), "Open hearts build lives: positive emotions, induced through loving-kindness mediation, build consequential personal resources," *Journal of personality and social psychology*, 95 (5), 1045-1062.

Freedman, J. (1978), *Happy People: What Happiness Is, Who Has It, and Why*. NY: Harcourt Brace Jovanovic.

Friesen, J. P., Kay, A. C., Eibach, R. P., and Galinsky, A. D. (2014), "Seeking structure in social organization: Compensatory control and the psychological advantages of hierarchy," *Journal of Personality and Social Psychology*, 106 (4), 590–609.

Gabbott, M., Tsarenko, Y., and Mok, W. H. (2011), "Emotional Intelligence as a Moderator of Coping Strategies and Service Outcomes in Circumstances of Service Failure," *Journal of Service Research*, 14 (2), 234-248.

Gable, S. L. and Haidt, J. (2005), "What (and Why) Is Positive Psychology?" *Review of general psychology*, 9 (2), 103-110.

Gable, P. A., and Harmon-Jones, E. (2008), "Approach-motivated positive affect reduces breadth of attention," *Psychological Science*, *19*(5), 476-482.

Gable, P. A., and Harmon-Jones, E. (2010), "The Motivational Dimensional Model of Affect: Implications for Breadth of Attention, Memory, and Cognitive Categorisation," *Cognition and Emotion*, 24 (2), 322-337.

Gable, P. A., Poole, B. D., and Harmon-Jones, E. (2015), "Anger perceptually and conceptually narrows cognitive scope," *Journal of Personality and Social Psychology*, 109 (1), 163-174.

Galoni, C., Carpenter, G. S., and Rao, H. (2020), "Disgusted and afraid: Consumer choices under the threat of contagious disease," *Journal of Consumer Research*, 47 (3), 373-392.

Gallup, G. G. Jr. (1984), "Commentary on the State of Religion in the US Today," *Religion in America: The Gallup Report*, No. 222.

Gander, F., Proyer, R. T., and Ruch, W. (2016), "Positive psychology interventions addressing pleasure, engagement, meaning, positive relationships, and accomplishment increase well-being and ameliorate depressive symptoms: A randomized, placebo-controlled online study," *Frontiers in psychology*, 7, 686, 1-12.

Garland, E. L., Fredrickson, B., Kring, A. M., Johnson, D. P., Meyer, P. S., and Penn, D. L. (2010), "Upward Spirals of Positive Emotions Counter Downward Spirals of Negativity: Insights from the Broaden-and-Build Theory and Affective Neuroscience on the Treatment of Emotion Dysfunctions and Deficits in Psychopathology," *Clinical psychology review*, 30 (7), 849-864.

Gaston-Breton, C., Lemoine, J. E., Voyer, B. G., and Kastanakis, M. N. (2021), "Pleasure, meaning or spirituality: Cross-cultural differences in orientations to happiness across 12 countries," *Journal of Business Research*, 134, 1-12.

Gelbrich, K. (2010), "Anger, Frustration, and Helplessness after Service Failure: Coping Strategies and Effective Informational Support," *Journal of the academy of marketing science*, 38 (5), 567-585.

Gelbrich, K. (2011), "I Have Paid Less Than You! The Emotional and Behavioral Consequences of Advantaged Price Inequality," *Journal of Retailing*, 87 (2), 207-224.

George, L. S., and Park, C. L. (2016), "Meaning in life as comprehension, purpose, and mattering: Toward integration and new research questions," *Review of General Psychology*, 20 (3), 205-220.

Gioia, D. A., Corley, K. G., and Hamilton, A. L. (2013), "Seeking qualitative rigor in inductive research: Notes on the Gioia methodology," *Organizational research methods*, *16*(1), 15-31.

Goldsmith, R. (2016), "The Big Five, Happiness, and Shopping," *Journal of Retailing and Consumer Services*, 31, 52-61.

Goldsmith, R. E., and Hofacker, C. F. (1991), "Measuring consumer innovativeness," *Journal of the academy of marketing science*, 19 (3), 209-221.

Gordon, C. L., and Luo, S. (2011), "The Personal Expansion Questionnaire: Measuring one's tendency to expand through novelty and augmentation," *Personality and Individual Differences*, 51 (2), 89-94.

Goukens, C., Dewitte, S., Pandelaere, M., and Warlop, L. (2007), "Wanting a bit (e) of everything: Extending the valuation effect to variety seeking," *Journal of Consumer Research*, 34 (3), 386-394.

Gray, E. K., and Watson, D. (2002), "General and specific traits of personality and their relation to sleep and academic performance," *Journal of personality*, 70 (2), 177-206.

Grimm, C., Kemp, S., and Jose, P. E. (2015), "Orientations to happiness and the experience of everyday activities," *The Journal of Positive Psychology*, 10(3), 207-218.

Griskevicius, V., Shiota, M. N., and Neufeld, S. L. (2010), "Influence of different positive emotions on persuasion processing: a functional evolutionary approach," *Emotion*, 10 (2), 190-206.

Gross, J. J. (1998a), "Antecedent- and Response-Focused Emotion Regulation: Divergent Consequences for Experience, Expression, and Physiology," *Journal of personality and social psychology*, 74 (1), 224-237.

Gross, J. J. (1998b), "The Emerging Field of Emotion Regulation: An Integrative Review," *Review of general psychology*, 2 (3), 271-299.

Ham, C. D. (2017), "Exploring How Consumers Cope with Online Behavioral Advertising," *International Journal of Advertising*, 36 (4), 632-58.

Hampson, D. P., Ma, S., and Wang, Y. (2018), "Perceived Financial Well-Being and Its Effect on Domestic Product Purchases: An Empirical Investigation in Brazil," *International Marketing Review*, 35 (6), 914-935.

Hartmann, P., Apaolaza, V., D'Souza, C., Barrutia, J. M., and Echebarria, C. (2014), "Environmental Threat Appeals in Green Advertising the Role of Fear Arousal and Coping Efficacy," *International Journal of Advertising*, 33 (4), 741-765.

Hayes, A. F. (2017), *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*, NY: The Guilford Press.

Hellén, K. and Sääksjärvi, M. (2011), "Happiness as a Predictor of Service Quality and Commitment for Utilitarian and Hedonic Services," *Psychology & Marketing*, 28 (9), 934-957.

Helliwell, J. F., Huang, H., Wang, S., and Norton, M. (2021), "World happiness, trust and deaths under COVID-19," *World Happiness Report 2021*, 13-57.

Hentschel, S., Eid, M., and Kutscher, T. (2017), "The Influence of Major Life Events and Personality Traits on the Stability of Affective Well-Being," *Journal of happiness studies*, 18 (3), 719-741.

Hofmann, W., Luhmann, M., Fisher, R. R., Vohs, K. D., and Baumeister, R. F. (2014), "Yes, but Are They Happy? Effects of Trait Self-Control on Affective Well-Being and Life Satisfaction," *Journal of personality*, 82 (4), 265-277.

Hogan, C. L., Catalino, L. I., Mata, J., and Fredrickson, B. L. (2015), "Beyond Emotional Benefits: Physical Activity and Sedentary Behaviour Affect Psychosocial Resources through Emotions," *Psychology & Health*, 30 (3), 354-369.

Hollebeek, L. (2011), "Exploring customer brand engagement: definition and themes," *Journal of strategic Marketing*, 19 (7), 555-573.

Hooker, S. A., Masters, K. S., and Park, C. L. (2018), "A meaningful life is a healthy life: A conceptual model linking meaning and meaning salience to health," *Review of General Psychology*, 22 (1), 11-24.

Hotchin, V., and West, K. (2020), "Reflecting on nostalgic, positive, and novel experiences increases state Openness," *Journal of Personality*, 89(2), 258-275.

Hotchin, V., and West, K. (2021), "Open to Contact? Increased State Openness Can Lead to Greater Interest in Contact With Diverse Groups," *Personality and Social Psychology Bulletin*, 1-14.

Howell, A. J., Passmore, H. A., and Buro, K. (2013), "Meaning in nature: Meaning in life as a mediator of the relationship between nature connectedness and well-being," *Journal of Happiness Studies*, 14 (6), 1681-1696.

Howells, A., Ivtzan, I., and Eiroa-Orosa, F. J. (2016), "Putting the 'app' in happiness: a randomised controlled trial of a smartphone-based mindfulness intervention to enhance wellbeing," *Journal of happiness studies*, 17(1), 163-185.

Huppert, F. A. (2009), "Psychological Well-Being: Evidence Regarding Its Causes and Consequences," *Applied Psychology: Health and Well-Being*, 1 (2), 137-164.

Huta, V. (2015), "The Complementary Roles of Eudaimonia and Hedonia and How They Can Be Pursued in Practice," *Positive psychology in practice: Promoting human flourishing in work, health, education, and everyday life*, 159-182.

Huta, V. (2017), "An overview of hedonic and eudaimonic well-being concepts," in Reinecke, l. and Oliver, M. B. (Eds.) *Handbook of media use and well-being*. Chapter 2. NY: Routledge.

Huta, V., and Ryan, R. M. (2010), "Pursuing pleasure or virtue: The differential and overlapping well-being benefits of hedonic and eudaimonic motives," *Journal of happiness studies*, 11 (6), 735-762.

Isen, A. M. (2001), "An influence of positive affect on decision making in complex situations: Theoretical issues with practical implications," *Journal of consumer psychology*, *11*(2), 75-85.

Isen, A. M., Daubman, K. A., and Nowicki, G. P. (1987), "Positive Affect Facilitates Creative Problem Solving," *Journal of personality and social psychology*, 52 (6), 1122-1131.

Islam, J. U., and Rahman, Z. (2016), "The transpiring journey of customer engagement research in marketing: A systematic review of the past decade," *Management Decision*, 54 (8), 2008-2034.

Janiszewski, C., Kuo, A., and Tavassoli, N. T. (2012), "The influence of selective attention and inattention to products on subsequent choice," *Journal of Consumer Research*, *39*(6), 1258-1274.

Jeon, J. O. and Baeck, S. (2016), "What Drives Consumer's Responses to Brand Crisis? The Moderating Roles of Brand Associations and Brand-Customer Relationship Strength," *Journal of Product and Brand Management*, 25 (6), 550-567.

John, O. P., and Srivastava, S. (1999), *The Big-Five trait taxonomy: History, measurement, and theoretical perspectives*, 2 (1999), 102-138, Berkeley: University of California.

Kahneman, D. (1973), "Attention and Effort", Englewood Cliffs, NJ: Prentice Hall.

Kahneman, D. (1999), "Objective happiness. Well-being: The foundations of hedonic psychology," in: Kahneman, D., Diener, E., and Schwarz, N. (Eds) *Well-being: The Foundations of Hedonic Psychology*, 3-23, NY: Russell Sage.

Kahneman, D. and Krueger, A. B. (2006), "Developments in the Measurement of Subjective Well-Being," *Journal of Economic perspectives*, 20 (1), 3-24.

Kahneman, D. and Deaton, A. (2010), "High Income Improves Evaluation of Life but Not Emotional Well-Being," *Proceedings of the national academy of sciences*, 107 (38), 16489-16493.

Kahneman, D., Krueger, A. B., Schkade, D., Schwarz, N., and Stone, A. A. (2006), "Would You Be Happier If You Were Richer? A Focusing Illusion," *Science*, 312 (5782), 1908-1910.

Kardes, F. R., Cronley, M. L., and Kim, J. (2006), "Construal-level effects on preference stability, preference-behavior correspondence, and the suppression of competing brands," *Journal of Consumer Psychology*, 16 (2), 135-144.

Kardes, F. R., Kalyanaram, G., Chandrashekaran, M., and Dornoff, R. J. (1993), "Brand retrieval, consideration set composition, consumer choice, and the pioneering advantage," *Journal of Consumer Research*, 20(1), 62-75.

Keller, K. L. (2020), "Consumer research insights on brands and branding: a JCR curation," *Journal of Consumer Research*, 46 (5), 995-1001.

Kemp, E., Kennett-Hensel, P. A., and Williams, K. H. (2014), "The Calm before the Storm: Examining Emotion Regulation Consumption in the Face of an Impending Disaster," *Psychology & Marketing*, 31 (11), 933-945.

Kemp, E. and Kopp, S. W. (2011), "Emotion Regulation Consumption: When Feeling Better Is the Aim," *Journal of Consumer Behaviour*, 10 (1), 1-7.

Khan, U., and Kupor, D. M. (2017), "Risk (mis) perception: When greater risk reduces risk valuation," *Journal of Consumer Research*, 43 (5), 769-786.

Kim, J. J., Han, H., and Ariza-Montes, A. (2021), "The impact of hotel attributes, well-being perception, and attitudes on brand loyalty: Examining the moderating role of COVID-19 pandemic," *Journal of Retailing and Consumer Services*, 62, 1-10.

Kim, J., Christy, A. G., Rivera, G. N., Schlegel, R. J., and Hicks, J. A. (2018), "Following one's true self and the sacredness of cultural values," *Journal of Experimental Social Psychology*, 76, 100-103.

Kimchi, R., and Palmer, S. E. (1982), "Form and texture in hierarchically constructed patterns," *Journal of Experimental Psychology: Human perception and performance*, 8 (4), 521-535.

King, L. A., and Miner, K. N. (2000), "Writing about the perceived benefits of traumatic events: Implications for physical health," *Personality and social psychology bulletin*, 26 (2), 220-230.

King, L. A. and Napa, C. K. (1998), "What makes a life good?" *Journal of Personality and Social Psychology*, 75, 156–165.

Kirk, C. P. and Rifkin, L. S. (2020), "I'll trade you diamonds for toilet paper: Consumer reacting, coping and adapting behaviors in the COVID-19 pandemic," *Journal of Business Research*, 117, 124-131.

Kirmani, A. and Campbell, M. C. (2004), "Goal Seeker and Persuasion Sentry: How Consumer Targets Respond to Interpersonal Marketing Persuasion," *Journal of consumer research*, 31 (3), 573-582.

Klein, N. (2017), "Prosocial behavior increases perceptions of meaning in life," *The Journal of Positive Psychology*, 12(4), 354-361.

Knittel, Z., Beurer, K., and Berndt, A. (2016), „Brand avoidance among Generation Y consumers," *Qualitative Market Research: An International Journal*, 19 (1), 27-43

Kok, B. E., Coffey, K. A., Cohn, M. A., Catalino, L. I., Vacharkulksemsuk, T., Algoe, S. B. Brantley, M., and Fredrickson, B. L. (2013), "How Positive Emotions Build Physical Health: Perceived Positive Social Connections Account for the Upward Spiral between Positive Emotions and Vagal Tone," *Psychological science*, 24 (7), 1123-1132.

Krohne, H. W. (1993), *Attention and Avoidance: Strategies in Coping with Aversiveness* Hogrefe & Huber Publishers.

Kuanr, A., Pradhan, D., Lyngdoh, T., and Lee, M. S. (2021), "Why do consumers subvert brands? Investigating the influence of subjective well-being on brand avoidance," *Psychology & Marketing*.1-22.

Kupor, D. M., and Tormala, Z. L. (2015), "Persuasion, interrupted: The effect of momentary interruptions on message processing and persuasion," *Journal of Consumer Research*, 42 (2), 300-315.

Kupor, D. M., Liu, W., and Amir, O. (2018), "The effect of an interruption on risk decisions," *Journal of Consumer Research*, 44 (6), 1205-1219.

Labroo, A. A. and Patrick, V. M. (2009), "Psychological distancing: Why happiness helps you see the big picture," *Journal of Consumer Research*, 35 (5), 800-809.

Labroo, A. A. and Mukhopadhyay, A. (2009), "Lay Theories of Emotion Transience and the Search for Happiness: A Fresh Perspective on Affect Regulation," *Journal of consumer research*, 36 (2), 242-254.

Langner, T., Bruns, D., Fischer, A., and Rossiter, J. R. (2016), "Falling in love with brands: a dynamic analysis of the trajectories of brand love," *Marketing Letters*, 27 (1), 15-26.

Langner, T., Bruns, D., Fischer, A., and Kühn, J. (2019), "Messung und Management von Markenliebe," in: Esch, F.-R. (ed): *Handbuch Markenführung*; Wiesbaden: Springer Gabler, Springer Reference Wirtschaft, 1325-1345.

Langner, T., and Klinke, T. (2022), "Managing Brands in an Ever-Changing Media Environment," in: Karmasin, M., Diehl, S., and Koinig, I. (eds): *Media and Change Management. Creating a Path for New Content Formats, Business Models, Consumer Roles, and Business Responsibility*. Cham: Springer International Publishing, 143-168.

Langner, T., Schmidt, J., and Fischer, A. (2015), "Is it really love? A comparative investigation of the emotional nature of brand and interpersonal love," *Psychology & Marketing*, *32*(6), 624-634.

Larsen, R. J. (2000), "Toward a Science of Mood Regulation," *Psychological Inquiry*, 11 (3), 129-141.

Lau, J. T., Yang, X., Tsui, H. Y., Pang, E., and Wing, Y. K. (2006), "Positive mental health-related impacts of the SARS epidemic on the general public in Hong Kong and their associations with other negative impacts," *Journal of Infection*, *53*(2), 114-124.

Lazarus, R. S. and Folkman, S. (1984), *Stress, Appraisal, and Coping*, NY: Springer.

Lee, E., Moschis, G. P., and Mathur, A. (2001), "A Study of Life Events and Changes in Patronage Preferences," *Journal of Business Research*, 54 (1), 25-38.

Lee, M. S., Motion, J., and Conroy, D. (2009), "Anti-consumption and brand avoidance," *Journal of Business Research*, *62*(2), 169-180.

Lee, M. S., Fernandez, K. V., and Hyman, M. R. (2009), "Anti-consumption: An overview and research agenda," *Journal of Business Research*, 62(2), 145-147.

Lenton, A. P., Bruder, M., Slabu, L., and Sedikides, C. (2013), "How does "being real" feel? The experience of state authenticity," *Journal of Personality*, 81 (3), 276-289.

Liao, K. Y. H., and Weng, C. Y. (2018), "Gratefulness and subjective well-being: Social connectedness and presence of meaning as mediators," *Journal of counseling psychology*, *65*(3), 383.

Lin, Y., Yao, D., and Chen, X. (2021), "Happiness begets money: Emotion and engagement in live streaming," *Journal of Marketing Research*, 58(3), 417-438.

Liu, W., and Aaker, J. (2008), "The happiness of giving: The time-ask effect," *Journal of consumer research*, 35 (3), 543-557.

Liu, C. L., Black, W. C., Lawrence, F. C., and Garrison, M. E. B. (2012), "Post-Disaster Coping and Recovery: The Role of Perceived Changes in the Retail Facilities," *Journal of Business Research*, 65 (5), 641-647.

Lucas, R. E. (2005), "Time Does Not Heal All Wounds: A Longitudinal Study of Reaction and Adaptation to Divorce," *Psychological science*, 16 (12), 945-950.

Lucas, R. E., Clark, A. E., Georgellis, Y., and Diener, E. (2003), "Reexamining Adaptation and the Set Point Model of Happiness: Reactions to Changes in Marital Status," *Journal of personality and social psychology*, 84 (3), 527-539.

Luce, M. F. and Irwin, J. R. (1997), "Consumer Behavior, Avoidance, and Coping with Negative Emotion," *Advances in Consumer Research,* 24, 36-38.

Luce, M. F. (1998), "Choosing to Avoid: Coping with Negatively Emotion-Laden Consumer Decisions," *Journal of consumer research*, 24 (4), 409-433.

Luce, M. F. and Kahn, B. E. (1999), "Avoidance or Vigilance? The Psychology of False-Positive Test Results," *Journal of consumer research*, 26 (3), 242-259.

Luhmann, M. and Eid, M. (2009), "Does It Really Feel the Same? Changes in Life Satisfaction Following Repeated Life Events," *Journal of personality and social psychology*, 97 (2), 363-381.

Luhmann, M., Hofmann, W., Eid, M. and Lucas, R. E. (2012), "Subjective Well-Being and Adaptation to Life Events: A Meta-Analysis," *Journal of personality and social psychology*, 102 (3), 592-615.

Lunardo, R. and Saintives, C. (2018), "Coping with the Ambivalent Emotions of Guilt and Pride in the Service Context," *Journal of Services Marketing*, 32 (3), 360-70.

Lyubomirsky, S. and Lepper, H. S. (1999), "A measure of subjective happiness: Preliminary reliability and construct validation," *Social indicators research*, 46 (2), 137-155.

Lyubomirsky, S., King, L., and Diener, E. (2005a), "The Benefits of Frequent Positive Affect: Does Happiness Lead to Success?" *Psychological bulletin*, 131 (6), 803-855.

Lyubomirsky, S., Sheldon, K. M., and Schkade, D. (2005b), "Pursuing Happiness: The Architecture of Sustainable Change," *Review of general psychology*, 9 (2), 111-131.

Lyubomirsky, S., Dickerhoof, R., Boehm, J. K., and Sheldon, K. M. (2011), "Becoming happier takes both a will and a proper way: an experimental longitudinal intervention to boost well-being," *Emotion*, 11(2), 391-402.

MacDonald, M. and Douthitt, R. A. (1992), "Consumption Theories and Consumers' Assessments of Subjective Well-Being," *Journal of Consumer Affairs*, 26 (2), 243-261.

Maheswaran, D. and Agrawal, N. (2004), "Motivational and Cultural Variations in Mortality Salience Effects: Contemplations on Terror Management Theory and Consumer Behavior," *Journal of Consumer Psychology*, 14 (3), 213-218.

Malooly, A. M., Genet, J. J., and Siemer, M. (2013), "Individual differences in reappraisal effectiveness: the role of affective flexibility," *Emotion*, 13 (2), 302-313.

Marroquín, B. M., Fontes, M., Scilletta, A., and Miranda, R. (2010), "Ruminative subtypes and coping responses: Active and passive pathways to depressive symptoms," *Cognition and Emotion*, *24*(8), 1446-1455.

Martela, F., and Steger, M. F. (2016), "The three meanings of meaning in life: Distinguishing coherence, purpose, and significance," *The Journal of Positive Psychology*, 11 (5), 531-545.

Maslow, A. H. (1943), "A Theory of Human Motivation," *Psychological review*, 50 (4), 370-396.

Mathur, A., Moschis, G. P., and Lee, E. (2008), "A Longitudinal Study of the Effects of Life Status Changes on Changes in Consumer Preferences," *Journal of the academy of marketing science*, 36 (2), 234-46.

Mayer, F. S., and Frantz, C. M. (2004), "The connectedness to nature scale: A measure of individuals' feeling in community with nature," *Journal of environmental psychology*, 24 (4), 503-515.

Mayer, J., Zainuddin, N., Russell-Bennett, R., and Mulcahy, R. F. (2019), "Scaring the bras off women: The role of threat appeal, brand congruence, and social support in health service recruitment coping strategies," *Journal of Service Theory and Practice*, 29 (3), 233-257.

McCracken, G. (1988), *The Long Interview*, Vol. Series 13, Newbury Park: Sage Publications.

McCrae, R. R. (1987), "Creativity, divergent thinking, and openness to experience," *Journal of personality and social psychology*, 52 (6), 1258-1265.

McRae, K., Hughes, B., Chopra, S., Gabrieli, J. D., Gross, J. J. and Ochsner, K. N. (2010), "The neural bases of distraction and reappraisal," *Journal of Cognitive Neuroscience*, 22 (2), 248-262.

Mehta, R. and Belk, R. W. (1991), "Artifacts, Identity, and Transition: Favorite Possessions of Indians and Indian Immigrants to the United States," *Journal of consumer research*, 17 (4), 398-411.

Mick, D. G. and Fournier, S. (1998), "Paradoxes of Technology: Consumer Cognizance, Emotions, and Coping Strategies," *Journal of consumer research*, 25 (2), 123-143.

Miller, E. G., Kahn, B. E. and Luce, M. F. (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of consumer research*, 34 (5), 635-648.

Min, B., and Schwarz, N. (2021), "Novelty as Opportunity and Risk: A Situated Cognition Analysis of Psychological Control and Novelty Seeking," *Journal of Consumer Psychology*.

Moe, W. W. (2003), "Buying, searching, or browsing: Differentiating between online shoppers using in-store navigational clickstream," *Journal of consumer psychology*, 13 (1-2), 29-39.

Mogilner, C., Aaker, J., and Kamvar, S. D. (2012), "How happiness affects choice," *Journal of Consumer Research*, 39 (2), 429-443.

Mogilner, C., Hershfield, H. E., and Aaker, J. (2018), "Rethinking time: Implications for well-being," *Consumer Psychology Review*, 1 (1), 41-53.

Mooradian, T. A., and Olver, J. M. (1997), "'I can't get no satisfaction:' The impact of personality and emotion on postpurchase processes," *Psychology & Marketing*, 14 (4), 379-393.

Moore, S. M., Diener, E., and Tan, K. (2018), "Using Multiple Methods to More Fully Understand Causal Relations: Positive Affect Enhances Social Relationships," in Diener, E., Oishi, S. and Tay, L. (Eds.) *Handbook of Well-Being*, 1-17, Salt Lake City, UT, Noba Scholar.

Moschis, G. P. (2021), "The life course paradigm and consumer behavior: Research frontiers and future directions," *Psychology & Marketing*, 38 (11), 2034-2050.

Myers, D. G. and Diener, E. (1995), "Who Is Happy?" *Psychological science*, 6 (1), 10-19.

Netemeyer, R. G., Warmath, D., Fernandes, D., and Lynch Jr, J. G. (2018), "How Am I Doing? Perceived Financial Well-Being, Its Potential Antecedents, and Its Relation to Overall Well-Being," *Journal of consumer research*, 45 (1), 68-89.

Nicolao, L., Irwin, J. R., and Goodman, J. K. (2009), "Happiness for sale: Do experiential purchases make consumers happier than material purchases?" *Journal of Consumer Research*, 36 (2), 188-198.

Nicolini, G., and Cude, B. J. (2019), "The influence of financial well-being on pawnshop use," *Journal of Consumer Affairs*, 53 (4), 1674-1692.

Ng, Y. K. (2022), "*Happiness — Concept, Measurement and Promotion*," Singapore: Springer Nature.

Obrist, P. A., Gaebelein, C. J., Teller, E. S., Langer, A. W., Grignolo, A., Light, K. C., and McCubbin, J. A. (1978), "The relationship among heart rate, carotid dP/dt, and blood pressure in humans as a function of the type of stress," *Psychophysiology*, 15 (2), 102-115.

O'Connor, M. C. and Paunonen, S. V. (2007), "Big Five personality predictors of post-secondary academic performance," *Personality and Individual differences*, 43 (5), 971-990.

Otake, K., Shimai, S., Tanaka-Matsumi, J., Otsui, K., and Fredrickson, B. L. (2006), "Happy People Become Happier through Kindness: A Counting Kindnesses Intervention," *Journal of happiness studies*, 7 (3), 361-375.

Pancheva, M. G., Ryff, C. D., and Lucchini, M. (2021), "An integrated look at well-being: Topological clustering of combinations and correlates of hedonia and eudaimonia," *Journal of Happiness Studies*, 22(5), 2275-2297.

Park, C. W., Eisingerich, A. B., and Park, J. W. (2013), "Attachment–aversion (AA) model of customer–brand relationships," *Journal of consumer psychology*, 23 (2), 229-248.

Park, C. W., Jaworski, B. J., and MacInnis, D. J. (1986), "Strategic brand concept-image management," *Journal of marketing*, 50 (4), 135-145.

Pascarella, E. T., Edison, M., Nora, A., Hagedorn, L. S., and Terenzini, P. T. (1996), "Influences on students' openness to diversity and challenge in the first year of college," *The Journal of Higher Education*, 67(2), 174-195.

Pathak, S., and Muralidharan, E. (2021), "Consequences of cross-cultural differences in perceived well-being for entrepreneurship," *Journal of Business Research*, 122, 582-596.

Patton, J. H., Stanford, M. S., and Barratt, E. S. (1995), "Factor structure of the Barratt impulsiveness scale," *Journal of clinical psychology*, 51 (6), 768-774.

Paulssen, M., and Bagozzi, R. P. (2005), "A self-regulatory model of consideration set formation," *Psychology & Marketing*, 22(10), 785-812.

Pavani, J.-B., Vigouroux, S. L., Kop, J.-L., Congard, A., and Dauvier, B. (2016), "Affect and Affect Regulation Strategies Reciprocally Influence Each Other in Daily Life: The Case of Positive Reappraisal, Problem-Focused Coping, Appreciation and Rumination," *Journal of happiness studies*, 17 (5), 2077-2095.

Pavia, T. M. and Mason, M. J. (2004), "The Reflexive Relationship between Consumer Behavior and Adaptive Coping," *Journal of consumer research*, 31 (2), 441-454.

Pearce, K., Huta, V., and Voloaca, M. (2021), "How eudaimonic and hedonic orientations map onto seeing beyond the 'me, now, and tangible'," *The Journal of Positive Psychology*, 1-12.

Pearson, P. H. (1970), "Relationships between global and specified measures of novelty seeking," *Journal of Consulting and Clinical Psychology*, 34 (2), 199-204.

Peterson, C., Park, N., and Seligman, M. E. (2005), "Orientations to happiness and life satisfaction: The full life versus the empty life," *Journal of happiness studies*, 6 (1), 25-41.

Petty, R. E., and Cacioppo, J. T. (1984), "The effects of involvement on responses to argument quantity and quality: Central and peripheral routes to persuasion," *Journal of personality and social psychology*, *46*(1), 69-81.

Price, L. L., Arnould, E. J., and Curasi, C. F. (2000), "Older Consumers' Disposition of Special Possessions," *Journal of consumer research*, 27 (2), 179-201.

Pueschel, J., Chamaret, C., and Parguel, B. (2017), "Coping with Copies: The Influence of Risk Perceptions in Luxury Counterfeit Consumption in Gcc Countries," *Journal of Business Research*, 77, 184-194.

Quoidbach, J., Mikolajczak, M., and Gross, J. J. (2015), "Positive Interventions: An Emotion Regulation Perspective," *Psychological bulletin*, 141 (3), 655-693.

Rahman, R., Langner, T., and Temme, D. (2021), "Brand love: conceptual and empirical investigation of a holistic causal model," *Journal of Brand Management*, *28*(6), 609-642.

Rajaobelina, L., Tep, S. P., Arcand, M., and Ricard, L. (2021), "Creepiness: Its antecedents and impact on loyalty when interacting with a chatbot," *Psychology & Marketing*.

Raju, P. S. (1980), "Optimum stimulation level: Its relationship to personality, demographics, and exploratory behavior," *Journal of Consumer Research*, 7 (3), 272-282.

Rammstedt, B. and John, O. P. (2007), "Measuring personality in one minute or less: 10-item short version of the Big Five Inventory in English and German," *Journal of research in Personality*, 41 (1), 203-212.

Reczek, R. W., Irwin, J. R., Zane, D. M., and Enrich, K. R. (2018), "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," *Journal of consumer research*, 45 (1), 185-207.

Reimann, M., Nuñez, S., and Castaño, R. (2017), „Brand-aid," *Journal of Consumer Research*, *44*(3), 673-691.

Reimann, M., Castaño, R., Zaichkowsky, J., and Bechara, A. (2012), "Novel versus familiar brands: An analysis of neurophysiology, response latency, and choice," *Marketing letters*, 23 (3), 745-759.

Roberts, J. H., and Lattin, J. M. (1991), "Development and testing of a model of consideration set composition," *Journal of Marketing Research*, *28*(4), 429-440.

Rook, D. W. (1987), "The buying impulse," *Journal of consumer research*, *14*(2), 189-199.

Rossiter, J. R. (2002), "The C-OAR-SE procedure for scale development in marketing," *International journal of research in marketing*, *19*(4), 305-335.

Roth, S. and Cohen, L. J. (1986), "Approach, Avoidance, and Coping with Stress," *American psychologist*, 41 (7), 813-819.

Rudd, M., Catapano, R., and Aaker, J. (2019), "Making Time Matter: A Review of Research on Time and Meaning," *Journal of Consumer Psychology*, 29 (4), 680-702.

Rudd, M., Hildebrand, C., and Vohs, K. D. (2018), "Inspired to create: Awe enhances openness to learning and the desire for experiential creation," *Journal of Marketing Research*, 55 (5), 766-781.

Ryan, R. M. and Deci, E. L. (2001), "On happiness and human potentials: A review of research on hedonic and eudaimonic well-being," *Annual review of psychology*, 52 (1), 141-166.

Ryff, C. D. (1989), "Happiness is everything, or is it? Explorations on the meaning of psychological well-being," *Journal of personality and social psychology*, 57 (6), 1069-1081.

Ryff, C. D., and Keyes, C. L. M. (1995), "The structure of psychological well-being revisited," *Journal of personality and social psychology*, 69 (4), 719-727.

Ryff, C. D. (2019), "Entrepreneurship and eudaimonic well-being: five venues for new science," *Journal of business venturing*, 34(4), 646-663.

Sadoski, M., and Paivio, A. (2013), *Imagery and text: A dual coding theory of reading and writing*. NY: Routledge.

Saef, R. M., Porter, C. M., Woo, S. E., and Wiese, C. (2019), "Getting off on the right foot: The role of openness to experience in fostering initial trust between culturally dissimilar partners," *Journal of Research in Personality*, *79*, 176-187.

Sauter, D. (2010), "More Than Happy: The Need for Disentangling Positive Emotions," *Current Directions in Psychological Science*, 19 (1), 36-40.

Salari, N., Hosseinian-Far, A., Jalali, R., Vaisi-Raygani, A., Rasoulpoor, S., Mohammadi, M., Rasoulpoor, S., and Khaledi-Paveh, B. (2020), "Prevalence of stress, anxiety, depression among the general population during the COVID-19 pandemic: a systematic review and meta-analysis," *Globalization and health*, 16 (1), 1-11.

Schiefele, U. (1999), "Interest and learning from text," *Scientific studies of reading*, 3 (3), 257-279.

Schmid, D. A., and Huber, F. (2019), "Brand love: Emotionality and development of its elements across the relationship lifecycle," *Psychology & Marketing*, *36*(4), 305-320.

Schmitt, B., Brakus, J. J., and Zarantonello, L. (2015), "From experiential psychology to consumer experience," *Journal of Consumer Psychology*, 25 (1), 166-171.

Schnebelen, S. and Bruhn, M. (2018), "An Appraisal Framework of the Determinants and Consequences of Brand Happiness," *Psychology & Marketing*, 35 (2), 101-119.

Schouten, J. W. (1991), "Selves in Transition: Symbolic Consumption in Personal Rites of Passage and Identity Reconstruction," *Journal of consumer research*, 17 (4), 412-425.

Schwartz, S. H., Melech, G., Lehmann, A., Burgess, S., Harris, M., and Owens, V. (2001), "Extending the cross-cultural validity of the theory of basic human values with a different method of measurement," *Journal of cross-cultural psychology*, 32 (5), 519-542.

Schwarz, N., and Clore, G. L. (1983), "Mood, misattribution, and judgments of well-being: informative and directive functions of affective states," *Journal of personality and social psychology*, 45 (3), 513-523.

Seligman, M. E., and Csikszentmihalyi, M. (2000), "Positive psychology: An introduction," *American Psychologist*, 55 (1) 5-14.

Sengupta, A. S., Balaji, M. S., and Krishnan, B. C. (2015), "How customers cope with service failure? A study of brand reputation and customer satisfaction," *Journal of Business Research*, *68*(3), 665-674.

Septianto, F., An, J., Chiew, T. M., Paramita, W., and Tanudharma, I. (2019), "The similar versus divergent effects of pride and happiness on the effectiveness of loyalty programs," *Journal of Business Research*, 99, 12-22.

Shafiee, M. M. and Es-Haghi, S. M. S. (2017), "Mall Image, Shopping Well-Being and Mall Loyalty," *International Journal of Retail & Distribution Management*, 45 (10), 1114-1134.

Sharma, P., Kong, T. T. C., and Kingshott, R. P. J. (2016), "Internal Service Quality as a Driver of Employee Satisfaction, Commitment and Performance: Exploring the Focal Role of Employee Well-Being," *Journal of Service Management*, 27 (5), 773-797.

Sheldon, K. M., and King, L. (2001), "Why Positive Psychology Is Necessary," *American psychologist*, 56 (3), 216.

Sheldon, K. M., Abad, N., Ferguson, Y., Gunz, A., Houser-Marko, L., Nichols, C. P., and Lyubomirsky, S. (2010), "Persistent Pursuit of Need-Satisfying Goals Leads to Increased Happiness: A 6-Month Experimental Longitudinal Study," *Motivation and emotion*, 34 (1), 39-48.

Sheppes, G. and Gross, J. J. (2011), "Is timing everything? Temporal consideration in emotion regulation," *Personality and Social Psychology Review*, 15 (4), 319-331.

Sheppes, G., Scheibe, S., Suri, G., and Gross, J. J. (2011), "Emotion-Regulation Choice," *Psychological science*, 22 (11), 1391-1396.

Sheppes, G., Scheibe, S., Suri, G., Radu, P., Blechert, J., and Gross, J. J. (2014), "Emotion Regulation Choice: A Conceptual Framework and Supporting Evidence," *Journal of Experimental Psychology: General*, 143 (1), 163-181.

Sherwood, A., Dolan, C. A., and Light, K. C. (1990), "Hemodynamics of blood pressure responses during active and passive coping," *Psychophysiology*, *27*(6), 656-668.

Shimp, T. A. (1981), "Attitude toward the ad as a mediator of consumer brand choice," *Journal of advertising*, *10*(2), 9-48.

Shocker, A. D., Ben-Akiva, M., Boccara, B., and Nedungadi, P. (1991), "Consideration set influences on consumer decision-making and choice: Issues, models, and suggestions," *Marketing letters*, *2*(3), 181-197.

Silvera, D. H., Lavack, A. M., and Kropp, F. (2008), "Impulse Buying: The Role of Affect, Social Influence, and Subjective Wellbeing," *Journal of Consumer Marketing*, 25 (1), 23-33.

Silvia, P. J., and Sanders, C. E. (2010), "Why are smart people curious? Fluid intelligence, openness to experience, and interest," *Learning and Individual Differences*, 20 (3), 242-245.

Sirgy, M. J. (2012), *The Psychology of Quality of Life: Hedonic Well-Being, Life Satisfaction, and Eudaimonia*, Vol. 50: Springer Science & Business Media.

Skinner, E. A., Edge, K., Altman, J., and Sherwood, H. (2003), "Searching for the structure of coping: a review and critique of category systems for classifying ways of coping," *Psychological bulletin*, *129*(2), 216-269.

Sparks, P., Hinds, J., Curnoch, S., and Pavey, L. (2014), "Connectedness and its consequences: a study of relationships with the natural environment," *Journal of Applied Social Psychology*, 44 (3), 166-174.

Sneath, J. Z., Lacey, R., and Kennett-Hensel, P. A. (2009), "Coping with a Natural Disaster: Losses, Emotions, and Impulsive and Compulsive Buying," *Marketing Letters*, 20 (1), 45-60.

Sobol, K. and Darke, P. R. (2014), "'I'd Like to Be That Attractive, but at Least I'm Smart': How Exposure to Ideal Advertising Models Motivates Improved Decision-Making," *Journal of Consumer Psychology*, 24 (4), 533-540.

Söderlund, M., and Berg, H. (2019), "Employee emotional displays in the extended service encounter: A happiness-based examination of the impact of employees depicted in service advertising," *Journal of Service Management*, 115-136.

Söderlund, M. and Sagfossen, S. (2017), "The Depicted Service Employee in Marketing Communications: An Empirical Assessment of the Impact of Facial Happiness," *Journal of Retailing and Consumer Services*, 38, 186-193.

Stavrova, O., and Luhmann, M. (2016). "Social connectedness as a source and consequence of meaning in life," *The Journal of Positive Psychology*, *11*(5), 470-479.

Steel, P., Schmidt, J., and Shultz, J. (2008), "Refining the Relationship between Personality and Subjective Well-Being," *Psychological bulletin*, 134 (1), 138-161.

Steenkamp, J. B. E. and Baumgartner, H. (1992), "The role of optimum stimulation level in exploratory consumer behavior," *Journal of consumer research*, 19 (3), 434-448.

Strack, F. E., Schwarz, N. E., and Gschneidinger, E. (1985), "Happiness and reminiscing: the role of time perspective, affect, and mode of thinking," *Journal of personality and social psychology*, 49 (6), 1460-1469.

Strack, F. E., Argyle, M. E., and Schwarz, N. E. (1991), "Introduction," in: Strack, F. E., Argyle, M. E., and Schwarz, N. E. (Eds.) *Subjective Well-Being: An Interdisciplinary Perspective*, Oxford: Pergamon Press.

Strauss, A. and Corbin, J. (1990), *Basics of Qualitative Research*, Newbury Park, CA: Sage publications.

Strizhakova, Y., Tsarenko, Y., and Ruth, J. A. (2012), "'I'm Mad and I Can't Get That Service Failure Off My Mind': Coping and Rumination as Mediators of Anger Effects on Customer Intentions," *Journal of Service Research*, 15 (4), 414-429.

Sujan, M. and Bettman, J. R. (1989), "The effects of brand positioning strategies on consumers' brand and category perceptions: Some insights from schema research," *Journal of Marketing Research*, 26 (4), 454-467.

Thompson, C. J. and Hirschman, E. C. (1995), "Understanding the Socialized Body: A Poststructuralist Analysis of Consumers' Self-Conceptions, Body Images, and Self-Care Practices," *Journal of consumer research*, 22 (2), 139-159.

Thompson, C. J., Pollio, H. R., and Locander, W. B. (1994), "The Spoken and the Unspoken: A Hermeneutic Approach to Understanding the Cultural Viewpoints That Underlie Consumers' Expressed Meanings," *Journal of consumer research*, 21 (3), 432-452.

Tice, D. M., Bratslavsky, E., and Baumeister, R. F. (2001), "Emotional Distress Regulation Takes Precedence over Impulse Control: If You Feel Bad, Do It!" *Journal of personality and social psychology*, 80 (1), 53-67.

Trautmann, S. A., Fehr, T., and Herrmann, M. (2009), "Emotions in motion: dynamic compared to static facial expressions of disgust and happiness reveal more widespread emotion-specific activations," *Brain research*, 1284, 100-115.

Trocchia, P. J. (2004), "Caving, Role Playing, and Staying Home: Shopper Coping Strategies in a Negotiated Pricing Environment," *Psychology & Marketing*, 21 (10), 823-853.

Troebs, C.-C., Wagner, T., and Heidemann, F. (2018), "Transformative Retail Services: Elevating Loyalty through Customer Well-Being," *Journal of Retailing and Consumer Services*, 45, 198-206.

Trope, Y., and Liberman, N. (2010), "Construal-level theory of psychological distance," *Psychological review*, 117 (2), 440-463.

Tsarenko, Y. and Strizhakova, Y. (2013), "Coping with Service Failures the Role of Emotional Intelligence, Self-Efficacy and Intention to Complain," *European Journal of Marketing*, 47 (1-2), 71-92.

Tugade, M. M., and Fredrickson, B. L. (2004), "Resilient individuals use positive emotions to bounce back from negative emotional experiences," *Journal of personality and social psychology*, 86(2), 320-333.

Tugade, M. M., Fredrickson, B. L., and Feldman Barrett, L. (2004), "Psychological Resilience and Positive Emotional Granularity: Examining the Benefits of Positive Emotions on Coping and Health," *Journal of personality*, 72 (6), 1161-1190.

Tully, S. M., Hershfield, H. E., and Meyvis, T. (2015), "Seeking lasting enjoyment with limited money: Financial constraints increase preference for material goods over experiences," *Journal of Consumer Research*, *42*(1), 59-75.

Vada, S., Prentice, C., and Hsiao, A. (2019), "The Influence of Tourism Experience and Well-Being on Place Attachment," *Journal of Retailing and Consumer Services*, 47, 322-330.

Vallacher, R. R., and Wegner, D. M. (1989), "Levels of personal agency: Individual variation in action identification," *Journal of Personality and Social psychology*, 57 (4), 660-671.

Van Allen, Z. M., and Zelenski, J. M. (2018), "Testing trait-state isomorphism in a new domain: An exploratory manipulation of openness to experience," *Frontiers in psychology*, 9, 1964, 1-16.

Van Boven, L., and Gilovich, T. (2003), "To do or to have? That is the question," *Journal of personality and social psychology*, 85(6), 1193-1202.

Van Dillen, L. F. and Koole, S. L. (2007), "Clearing the mind: a working memory model of distraction from negative mood," *Emotion*, 7 (4), 715-723.

Vanassche, S., Swicegood, G., and Matthijs, K. (2013), "Marriage and Children as a Key to Happiness? Cross-National Differences in the Effects of Marital Status and Children on Well-Being," *Journal of happiness studies*, 14 (2), 501-524.

Veenhoven, R. (2005), "Is Happiness a Trait?," in *Citation Classics from Social Indicators Research*: Springer, 477-536.

Veenhoven, R. (2019), "Ruut Veenhoven Recommends "the Broaden-and-Build Theory of Positive Emotions" by Barbara L. Fredrickson," in *21st Century Economics*: Springer, 137-139.

Veenhoven, R. (1991), "Questions on Happiness: Classical Topics, Modern Answers, Blind Spots," in: Strack, F. E., Argyle, M. E., and Schwarz, N. E. (Eds.) *Subjective Well-Being: An Interdisciplinary Perspective*, Oxford: Pergamon Press.

VHB (2022), "VHB-JOURQUAL 3," URL: https://vhbonline.org/; website visited on: Jun 08 2022.

Vogt, J. and De Houwer, J. (2014), "Emotion regulation meets amotional attention: The influence of emotion suppression on emotional attention depends on the nature of the distracters," *Emotion*, 14 (5), 840-845.

Walsh, L. C., Boehm, J. K., and Lyubomirsky, S. (2018), "Does Happiness Promote Career Success? Revisiting the Evidence," *Journal of career assessment*, 26 (2), 199-219.

Waugh, C. E. and Fredrickson, B. L. (2006), "Nice to Know You: Positive Emotions, Self–Other Overlap, and Complex Understanding in the Formation of a New Relationship," *The Journal of Positive Psychology*, 1 (2), 93-106.

Waterman, A. S. (2008), "Reconsidering happiness: a eudaimonist's perspective," *The Journal of Positive Psychology*, 3 (4), 234-252.

Waterman, A. S. (1993), "Two conceptions of happiness: Contrasts of personal expressiveness (eudaimonia) and hedonic enjoyment," *Journal of personality and social psychology*, 64 (4), 678-691.

Webster, D. M., and Kruglanski, A. W. (1994), "Individual differences in need for cognitive closure," *Journal of personality and social psychology*, 67 (6), 1049-1062.

Weijo, H., Bean, J., and Rintamaki, J. (2019), "Brand Community Coping," *Journal of Business Research*, 94, 128-136.

Whiting, A. (2009), "Push, Scream, or Leave: How Do Consumers Cope with Crowded Retail Stores?" *Journal of Services Marketing*, 23 (6-7), 487-494.

Wilson, R. C., Geana, A., White, J. M., Ludvig, E. A., and Cohen, J. D. (2014), "Humans use directed and random exploration to solve the explore–exploit dilemma," *Journal of Experimental Psychology: General*, *143*(6), 2074-2081.

Wilson, T. D. and Gilbert, D. T. (2008), "Explaining Away: A Model of Affective Adaptation," *Perspectives on psychological science*, 3 (5), 370-386.

Xiao, N. and Lee, S. H. (2014), "Brand Identity Fit in Co-Branding the Moderating Role of C-B Identification and Consumer Coping," *European Journal of Marketing*, 48 (7-8), 1239-1254.

Yang, J., Yan, X., Chen, S., Liu, W., Zhang, X., and Yuan, J. (2021), "Increased motivational intensity leads to preference for distraction over reappraisal during emotion regulation: Mediated by attentional breadth," *Emotion*.

Yi, S. W. and Baumgartner, H. (2004), "Coping with Negative Emotions in Purchase-Related Situations," *Journal of Consumer Psychology*, 14 (3), 303-317.

Yoshida, M., Gordon, B. S., and James, J. D. (2021), "Social capital and consumer happiness: toward an alternative explanation of consumer-brand identification," *Journal of Brand Management*, 28, 1-14.

Zacher, H., and Rudolph, C. W. (2021), "Individual differences and changes in subjective wellbeing during the early stages of the COVID-19 pandemic," *American Psychologist*, *76*(1), 50-62.

Zajonc, R. B. (1968), "Attitudinal effects of mere exposure," *Journal of Personality and Social Psychology, 9*(2, Pt.2), 1–27.

Zhong, J. Y. and Mitchell, V. W. (2012), "Does consumer well-being affect hedonic consumption?" *Psychology & Marketing*, 29 (8), 583-594.

Ziamou, P., Gould, S. and Venkatesh, A. (2012), "'Am I Getting It or Not?' The Practices Involved in 'Trying to Consume' a New Technology," *Journal of Product Innovation Management*, 29 (2), 216-228.

Zisook, S., Shuchter, S. R., and Mulvihill, M. (1990), "Alcohol, Cigarette, and Medication Use During the First Year of Widowhood," *Psychiatric Annals*, 20 (6), 318-326.

# G    Appendix

# I    Article 2

# 1    Questionnaire Study 1

Liebe Teilnehmerin, lieber Teilnehmer,

vielen Dank, dass Sie sich die Zeit nehmen, um diesen Fragebogen auszufüllen.

Lassen Sie sich für die Beantwortung der Fragen so viel Zeit, wie Sie brauchen. Es gibt **keine richtigen oder falschen** Antworten. Ich bitte Sie nur darum, die Fragen so zu beantworten, wie Sie tatsächlich denken oder fühlen. Die beste Antwort ist Ihre **eigene und persönliche Meinung**.

Die Bearbeitung dieses Fragebogens wird **ca. 15 Minuten** dauern. Alle Daten werden **streng anonym** und **vertraulich** behandelt und dienen ausschließlich der wissenschaftlichen Forschung.

In dem Fragebogen geht es um Ihr **Erleben** der **Corona-Krise** sowie Ihr **Konsumverhalten** in den **vergangenen sieben Wochen**.

Weiter

0% ausgefüllt

**Datenschutz**

**Bitte versichern Sie uns zunächst mit Ihrer Einverständniserklärung, dass wir Ihre Daten und Antworten zu rein wissenschaftlichen Zwecken auswerten dürfen. Alle Ihre Antworten werden selbstverständlich vertraulich behandelt und in späteren Publikationen vollständig anonymisiert.**

1. Name und Kontakt des Verantwortlichen:

Der Fragebogen wird im Zusammenhang mit einer Forschungsarbeit am Lehrstuhl für Betriebswirtschaftslehre, insbesondere Marketing an der Schumpeter School of Business and Economics der Bergischen Universität Wuppertal durchgeführt. Verantwortliche Ansprechpartner seitens des Lehrstuhls sind Tobias Langner (langner@wiwi.uni-wuppertal.de) und Tobias Klinke (klinke@wiwi.uni-wuppertal.de).

2. Zweck der Verarbeitung:

Ihre Antworten und Daten werden zu rein wissenschaftlichen Zwecken ausgewertet.

3. Wem werden diese Daten zur Verfügung gestellt?

Es erfolgt keine Weitergabe Ihrer Daten an dritte Personen. Im Rahmen der wissenschaftlichen Forschung und des wissenschaftlichen Publizierens wird berechtigtem wissenschaftlichen Personal und Studierenden der Zugang zu den anonymisierten Daten unter Auflagen ermöglicht.

4. Vorgesehene Löschfristen der Daten:

Eine Löschung der Daten ist nicht vorgesehen, da diese für die wissenschaftliche Forschung nachhaltig benötigt werden.

5. Allg. Beschreibung der technischen Sicherheit der Daten

Ihre Daten werden nach der Aufzeichnung auf einem gesicherten Server gespeichert.

○ Ich willige ein, dass meine Daten und Antworten zu den oben genannten Zwecken aufgezeichnet und gespeichert werden.

○ Ich willige nicht ein, dass meine Daten und Antworten zu den oben genannten Zwecken aufgezeichnet und gespeichert werden.

Weiter

3% ausgefüllt

Bevor wir mit der eigentlichen Studie starten, geben Sie uns bitte einige Informationen über sich selbst.

**Alter:**

| Ich bin | [_____] Jahre alt. | ☐ keine Angabe |

**(Biologisches) Geschlecht:**

○ weiblich

○ männlich

○ keine Angabe

**Was sind Sie von Beruf?**

| [_____] | ☐ keine Angabe |

**Wie hoch ist Ihr monatliches Netto-Haushaltseinkommen?**

○ weniger als 300 €

○ zwischen 300 € und 700 €

○ zwischen 700 € und 1.500 €

○ zwischen 1.500 € und 2.500 €

○ mehr als 2.500 €

○ keine Angabe

Bitte machen Sie die folgenden Angaben besonders aufmerksam!

**Letzte drei Zahlen** (Ziffern) Ihrer **Matrikelnummer:** [_____]

**Erste drei** Buchstaben des **Vornamens** Ihrer **Mutter:** [_____]

Weiter

6% ausgefüllt

**Emotionales Erleben in den vergangenen sieben Wochen**

Am 22. März sind in Deutschland umfangreiche Kontaktbeschränkungen und weitere Maßnahmen zur Eindämmung der Corona-Pandemie in Kraft getreten.

Es geht im Folgenden um Ihr emotionales Erleben in den vergangenen sieben Wochen, während der Corona-Krise. Nehmen Sie sich bitte einen Moment Zeit und überlegen Sie, **wie** Sie sich in den **vergangenen sieben Wochen gefühlt** haben.

Weiter

9% ausgefüllt

Wie regelmäßig haben Sie in den **vergangenen sieben Wochen** (während der **Corona-Krise**) im Vergleich zu der Zeit vor der Corona-Krise die folgenden Emotionen empfunden?

| In den vergangenen sieben Wochen (während der Corona-Krise) habe ich ... | deutlich seltener als zu der Zeit vor der Corona-Krise -3 | seltener als zu der Zeit vor der Corona-Krise -2 | etwas seltener als zu der Zeit vor der Corona-Krise -1 | genauso regelmäßig wie zu der Zeit vor der Corona-Krise 0 | etwas häufiger als zu der Zeit vor der Corona-Krise 1 | häufiger als zu der Zeit vor der Corona-Krise 2 | deutlich häufiger als zu der Zeit vor der Corona-Krise 3 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... mich freudig, fröhlich, glücklich gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich amüsiert, lebensfroh, albern gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich wütend, gereizt, verärgert gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... überrascht, erstaunt, verwundert gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich traurig, niedergeschlagen, unglücklich gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich verächtlich, despektierlich, herablassend gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich gestresst, genervt, überfordert gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich stolz, selbstbewusst, selbstsicher gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Liebe, Nähe, Zuneigung gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich ängstlich, furchtvoll, besorgt gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Sympathie, Mitgefühl, Verständnis gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Hass, Misstrauen, Argwohn gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich dankerfüllt, anerkennend, dankbar gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Ehrfurcht, Staunen, Verwunderung gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Ekel, Abneigung, Abscheu gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich interessiert, aufmerksam, neugierig gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich gelassen, zufrieden, ausgeglichen gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... verlegen, verunsichert, errötend gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich beschämt, erniedrigt, entehrt gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich schuldig, reumütig, tadelnswert gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mich hoffnungsvoll, optimistisch, ermutigt gefühlt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

13% ausgefüllt

So wie Ihre Gefühle im Laufe der Zeit schwanken, so ändert sich Ihr Leben und das, was Ihnen im Leben wichtig ist, im Laufe der Zeit und in verschiedenen Phasen. Bitte nehmen Sie sich einen Moment Zeit, um über Ihr Leben in den vergangenen sieben Wochen (während der Corona-Krise) nachzudenken.

Bitte denken Sie an die vergangenen sieben Wochen zurück und geben Sie an, inwieweit die folgenden Aussagen auf Ihr Leben in den vergangenen sieben Wochen (während der Corona-Krise) im Vergleich zu Ihrem Leben im Allgemeinen (vor der Corona-Krise) zutreffen.

| Im Vergleich zu der Zeit vor der Corona-Krise hatte ich in den vergangenen sieben Wochen das Gefühl, dass ... | deutlich weniger als zu der Zeit vor der Corona-Krise -3 | weniger als zu der Zeit vor der Corona-Krise -2 | etwas weniger als zu der Zeit vor der Corona-Krise -1 | genauso ausgeprägt wie zu der Zeit vor der Corona-Krise 0 | etwas mehr als zu der Zeit vor der Corona-Krise 1 | mehr als zu der Zeit vor der Corona-Krise 2 | deutlich mehr als zu der Zeit vor der Corona-Krise 3 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... mein Leben voller Freude und Spaß gewesen ist. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mein Leben einem höheren Zweck gedient und einen bleibenden Sinn gehabt hat. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... ich immer sehr vertieft und versunken in das war, was ich getan habe. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

16% ausgefüllt

---
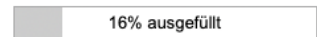
So wie Ihre Gefühle und das, was Ihnen im Leben wichtig ist, im Laufe der Zeit schwanken, so ändert sich auch das Ausmaß, wie glücklich Sie sich fühlen, im Laufe der Zeit und in verschiedenen Phasen Ihres Lebens. Bitte nehmen Sie sich einen Moment Zeit, um darüber nachzudenken, wie glücklich Sie sich in den vergangenen sieben Wochen (während der Corona-Krise) gefühlt haben.

Wie glücklich haben Sie sich in den vergangenen sieben Wochen (während der Corona-Krise) im Vergleich zu Ihrem Leben im Allgemeinen (vor der Corona-Krise) gefühlt?

In den vergangenen sieben Wochen (während der Corona-Krise) habe ich mich ...

| deutlich weniger glücklich als zu der Zeit vor der Corona-Krise gefühlt. -3 | weniger glücklich als zu der Zeit vor der Corona-Krise gefühlt. -2 | etwas weniger glücklich als zu der Zeit vor der Corona-Krise gefühlt. -1 | genauso glücklich wie zu der Zeit vor der Corona-Krise gefühlt. 0 | etwas glücklicher als zu der Zeit vor der Corona-Krise gefühlt. 1 | glücklicher als zu der Zeit vor der Corona-Krise gefühlt. 2 | deutlich glücklicher als zu der Zeit vor der Corona-Krise gefühlt. 3 |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

19% ausgefüllt

Es wird Ihnen im Folgenden eine **Werbeanzeige** für eine neue **Limonaden-Marke** gezeigt. Die Marke soll ab Mitte Juni in Deutschland in den Lebensmitteleinzelhandel eingeführt werden.

Schauen Sie sich das Angebot solange an, wie Sie möchten. Anschließend können Sie Ihre **Eindrücke und Bewertungen** wiedergeben können.

Weiter

22% ausgefüllt

## Variant 1: Unfamiliar lemonade ad



Weiter

25% ausgefüllt

**Variant 2: Familiar lemonade ad**

**Wie ausgeprägt ist Ihr Interesse, sich intensiver mit dieser Marke und ihrem Angebot auseinanderzusetzen?**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| gering | ○ | ○ | ○ | ○ | ○ | ○ | ○ | hoch | ○ |

**Wie wahrscheinlich ist es, dass Sie diese Limonade kaufen würden?**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| unwahrscheinlich | ○ | ○ | ○ | ○ | ○ | ○ | ○ | wahrscheinlich | ○ |

**Stellen Sie sich vor, Sie würden eine Kiste (20 Flaschen) einer solchen Limonade kaufen.**
**Wie wahrscheinlich ist es, dass Sie den Kauf im Nachhinein bereuen würden?**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| unwahrscheinlich | ○ | ○ | ○ | ○ | ○ | ○ | ○ | wahrscheinlich | ○ |

**Eine Kiste (20 Flaschen) vergleichbarer Limonade kostet ca. 20,00 Euro.**
**Wie viel wären Sie maximal bereit, für eine Kiste (20 Flaschen) der in der Werbeanzeige beworbenen Limonade zu bezahlen?**

| Ich wäre maximal bereit ____ Euro zu zahlen. | ☐ keine Angabe |
|---|---|

Weiter

32% ausgefüllt

**Wenn Sie jetzt nochmal an die Marke denken – wie ist das innere Bild, das Sie von der Marke haben?**

| Mein inneres Bild von der Marke ist ... | -3 -2 -1 0 1 2 3 | | Ich habe überhaupt kein inneres Bild von der Marke. |
|---|---|---|---|
| detailarm | ○ ○ ○ ○ ○ ○ ○ | detailreich | ○ |
| verschwommen | ○ ○ ○ ○ ○ ○ ○ | klar | ○ |
| fern | ○ ○ ○ ○ ○ ○ ○ | nah | ○ |

**Wie empfinden Sie den Nutzen dieses Angebotes?**

| | 0 1 2 3 4 5 6 | | keine Angabe |
|---|---|---|---|
| gering | ○ ○ ○ ○ ○ ○ ○ | hoch | ○ |

**Wie gefällt Ihnen dieses Angebot insgesamt?**

| Ich finde das Angebot ... | -3 -2 -1 0 1 2 3 | | keine Angabe |
|---|---|---|---|
| schlecht | ○ ○ ○ ○ ○ ○ ○ | gut | ○ |

**Bitte bewerten Sie die Limonade anhand der folgenden gegenübergestellten Begriffe.**

| | 0 1 2 3 4 5 6 | | keine Angabe |
|---|---|---|---|
| aus unserer Region | ○ ○ ○ ○ ○ ○ ○ | aus fernen Ländern | ○ |
| heimisch | ○ ○ ○ ○ ○ ○ ○ | exotisch | ○ |
| nah | ○ ○ ○ ○ ○ ○ ○ | fern | ○ |

Weiter

35% ausgefüllt

Im Rahmen Ihres Einkaufs haben Sie noch **20,00 Euro** übrig, die Sie noch ausgeben möchten.

Wie würden Sie diese 20,00 Euro auf die folgenden Produkte verteilen?

Bitte **lesen Sie** sich **zunächst alle Produkte inklusive Beschreibungen** einmal durch.

Entscheiden Sie anschließend, wie Sie die 20,00 Euro auf die Produkte verteilen wollen. **Schreiben** Sie dazu **hinter jedes Produkt** den **Euro-Betrag**, den Sie für das jeweilige Produkt ausgeben wollen. Achten Sie darauf, dass Sie in der Summe genau auf 20,00 Euro kommen.

Hinweis: Sie können nur „Weiter" klicken, wenn Sie genau auf 20,00 Euro kommen.

**Bier**
1 Sixpack
*erfrischend, leicht herb*
Herkunft: **Sauerland**
**5,00 €**                                        _____ Euro

**Marmelade**
1 Glas
*süß, fruchtig*
Herkunft: **Thailand**
**3,00 €**                                        _____ Euro

**Rindersteak**
400g Packung
*saftig, naturbelassen*
Herkunft: **Chile**
**5,00 €**                                        _____ Euro

**Marmelade**
1 Glas
*süß, fruchtig*
Herkunft: **Siegerland**
**3,00 €**                                        _____ Euro

**Rindersteak**
400g Packung
*saftig, naturbelassen*
Herkunft: **Münsterland**
**5,00 €**                                        _____ Euro

**Kartoffelchips**
250g Packung
*würzig, knusprig*
Herkunft: **Argentinien**
**2,00 €**                                        _____ Euro

**Rotwein**
1l Flasche
*trocken, leicht fruchtig*
Herkunft: **Königswinter**
**8,00 €**                                        _____ Euro

**Rotwein**
1l Flasche
*trocken, leicht fruchtig*
Herkunft: **Südafrika**
8,00 €

[____] Euro

**Käse**
450g Packung
*mildaromatisch, frisch*
Herkunft: **Niederrhein**
3,00 €

[____] Euro

**Weingummi**
200g Packung
*fruchtig, aromatisch*
Herkunft: **Kanada**
2,00 €

[____] Euro

**Früchtetee**
Packung 25 Beutel
*leicht süß, wohltuend*
Herkunft: **Indien**
3,00 €

[____] Euro

**Kartoffelchips**
250g Packung
*würzig, knusprig*
Herkunft: **Köln**
2,00 €

[____] Euro

**Käse**
450g Packung
*mildaromatisch, frisch*
Herkunft: **Neuseeland**
3,00 €

[____] Euro

**Bier**
1 Sixpack
*erfrischend, leicht herb*
Herkunft: **Mexiko**
5,00 €

[____] Euro

**Weingummi**
200g Packung
*fruchtig, aromatisch*
Herkunft: **Rheinland**
2,00 €

[____] Euro

**Früchtetee**
Packung 25 Beutel
*leicht süß, wohltuend*
Herkunft: **Bonn**
3,00 €

[____] Euro

**Summe:** 0,00 Euro

[ Weiter ]

38% ausgefüllt

**Konsum in den vergangenen sieben Wochen**

Es geht im Folgenden um Ihr Konsumverhalten in den vergangenen sieben Wochen, während der Corona-Krise. Nehmen Sie sich bitte einen Moment Zeit und überlegen Sie, **wie und was** Sie in den **vergangenen sieben Wochen konsumiert** haben. Berücksichtigen Sie dabei bitte Produkte und Marken, aber auch Dienstleistungen und Aktivitäten (online oder offline).

Weiter

41% ausgefüllt

---

Einige **Käufe** bleiben uns besser **in Erinnerung** als andere.

Wenn Sie auf die **vergangenen sieben Wochen**, also auf die Zeit der **Corona-Krise** zurückblicken – was sind die Käufe, die Ihnen in Erinnerung geblieben sind? Bitte verwenden Sie für jeden Kauf eine Zeile! Sie können bis zu 10 Käufe angeben.

| Kauf 1: | |
| Kauf 2: | |
| Kauf 3: | |
| Kauf 4: | |
| Kauf 5: | |
| Kauf 6: | |
| Kauf 7: | |
| Kauf 8: | |
| Kauf 9: | |
| Kauf 10: | |

Weiter

45% ausgefüllt

Bitte geben Sie an, in welchem Ausmaß Sie die folgenden Verhaltensweisen in den **vergangenen sieben Wochen** (während der **Corona-Krise**) an den Tag gelegt haben.

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... versucht, etwas Abwechslung in meine Einkäufe zu bringen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... neue Produkte und Marken kennengelernt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... Dinge gekauft, obwohl ich sie mir nicht leisten konnte. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... mich mit Freunden oder Familie über Produkte, Marken oder Käufe ausgetauscht. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... Dinge spontan gekauft, ohne darüber nachzudenken. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... Produkte und Marken genutzt, die positiv beeinflussen, was andere von mir denken. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| In den vergangenen sieben Wochen habe ich ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... Wert darauf gelegt, wie ich aussehe. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

© Tobias Klinke, Tobias Langner, 2020

48% ausgefüllt

Wie wichtig war es Ihnen in den **vergangenen sieben Wochen** (während der **Corona-Krise**) Produkte, Marken oder Aktivitäten zu konsumieren, die Ihnen die folgenden **Erfahrungen** oder **Erlebnisse** ermöglichen?

| | waren mir in den vergangenen sieben Wochen **überhaupt nicht wichtig** | | | | | | waren mir in den vergangenen sieben Wochen **sehr wichtig** | |
|---|---|---|---|---|---|---|---|---|
| Erfahrungen oder Erlebnisse, ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | keine Angabe |
| ... die man alleine macht. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | waren mir in den vergangenen sieben Wochen **überhaupt nicht wichtig** | | | | | | waren mir in den vergangenen sieben Wochen **sehr wichtig** | |
|---|---|---|---|---|---|---|---|---|
| Erfahrungen oder Erlebnisse, ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | keine Angabe |
| ... die mit anderen, die ich gut kenne, zusammenhängen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | waren mir in den vergangenen sieben Wochen **überhaupt nicht wichtig** | | | | | | waren mir in den vergangenen sieben Wochen **sehr wichtig** | |
|---|---|---|---|---|---|---|---|---|
| Erfahrungen oder Erlebnisse, ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | keine Angabe |
| ... die außergewöhnlich sind, also über den Bereich meines normalen Alltags hinausgehen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| | waren mir in den vergangenen sieben Wochen **überhaupt nicht wichtig** | | | | | | waren mir in den vergangenen sieben Wochen **sehr wichtig** | |
|---|---|---|---|---|---|---|---|---|
| Erfahrungen oder Erlebnisse, ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 | keine Angabe |
| ... die gewöhnlich sind, also in den Bereich meines normalen Alltags hineinfallen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

51% ausgefüllt

Bitte geben Sie an, in welchem Ausmaß Sie die folgenden Verhaltensweisen in den **vergangenen sieben Wochen** (während der **Corona-Krise**) an den Tag gelegt haben.

| In den vergangenen sieben Wochen ... | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... mochte ich es, Neuerungen und Veränderung im Alltag zu erleben. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| In den vergangenen sieben Wochen ... | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... war ich ständig auf der Suche nach neuen Ideen und Erfahrungen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| In den vergangenen sieben Wochen ... | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... mochte ich ständig wechselnde Aktivitäten. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| In den vergangenen sieben Wochen ... | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... habe ich eine routinemäßige Lebensweise gegenüber einem Leben voller Veränderungen bevorzugt. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| In den vergangenen sieben Wochen ... | gar nicht | | | | | | in großem Ausmaß | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
| ... mochte ich keine Veränderungen und Abwechslung im Alltag. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

54% ausgefüllt

Die Konsumwelt kann sich in verschiedenen Phasen des Lebens unterschiedlich aussehen.

In manchen Phasen konsumieren wir **viele verschiedene Marken und Produkte**. In diesem Fall kann die **Konsumwelt** als **groß** und **abwechslungsreich** bezeichnet werden. In anderen Phasen konsumieren wir eher **immer wieder die gleichen Marken und Produkte**. In diesem Fall kann die **Konsumwelt** als **klein** und **wenig abwechslungsreich** bezeichnet werden.

In den folgenden Abbildungen soll der **schwarze Punkt in der Mitte Sie selbst** und der **darumliegende Kreis die Größe und den Abwechslungsreichtum Ihrer Konsumwelt** darstellen.

Bitte geben Sie an, welche der folgenden Abbildungen am besten beschreibt, wie klein und wenig abwechslungsreich oder groß und abwechslungsreich Ihre Konsumwelt in den **vergangenen sieben Wochen** (während der **Corona-Krise**) war.

[Bitte auswählen]

⊙ 1

⊙ 2

◯ 3

◯ 4

◯ 5

◯ 6

◯ 7

Weiter

58% ausgefüllt

**Fragen zum eigenen Selbst in den vergangenen sieben Wochen**

Es geht im Folgenden um Ihre Wahrnehmung, Ihr Verständnis und Ihr Bild von sich selbst in den vergangenen sieben Wochen, also während der Corona-Krise.

Weiter

62% ausgefüllt

Stellen Sie sich vor, wie Sie reagieren würden, wenn jemand Sie in den **vergangenen sieben Wochen** (während der **Corona-Krise**) gefragt hätte: „**Wer sind Sie heute?**„. Denken Sie bitte an all die Adjektive, Eigenschaften und Merkmale, mit denen Sie sich selbst beschreiben würden.

Sie haben nun **2 Minuten Zeit**, um alle Begriffe zu nennen, die Ihnen einfallen, mit denen **Sie sich selbst in den vergangenen sieben Wochen beschreiben** würden. **Nutzen Sie** bitte **für jedes Wort**, welches Ihnen einfällt, um sich selbst zu beschreiben, **eine eigene Zeile**.

Hinweis: Sie können erst nach 2 Minuten auf „Weiter" klicken.

01
02
03
04
05
06
07
08
09
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

65% ausgefüllt

Bitte bewerten Sie, in welchem Ausmaß Sie in den **vergangenen sieben Wochen** (während der **Corona-Krise**) die folgenden Bedürfnisse und Bestrebungen hatten.

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **mehr neue Erfahrungen zu machen.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **meine Fähigkeiten weiterzuentwickeln.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **neue Seiten an mir zu entdecken.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **mein Selbst zu erweitern.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **ein besserer Mensch zu werden.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **verschiedene Perspektiven zu unterschiedlichen Themen kennenzulernen.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **Neues zu lernen.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

In den **vergangenen sieben Wochen** (während der **Corona-Krise**) hatte ich das Bedürfnis ...
... **Wissen zu erwerben.**

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| **überhaupt nicht** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | **sehr stark** | ○ |

Weiter

69% ausgefüllt

**Fragen zu Ihrer Betroffenheit von der Corona-Krise**

Es geht im Folgenden, darum in welchem Ausmaß Sie selbst von der Corona-Krise betroffen waren oder sind.

Weiter

73% ausgefüllt

**Forschung hat gezeigt, dass sich Ereignisse unabhängig von ihrem tatsächlichen Ort und Zeitpunkt sehr weit weg oder sehr nah anfühlen können.**

Wie geographisch nah oder entfernt hat sich die Corona-Krise für Sie in den vergangenen sieben Wochen angefühlt?

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
|---|---|---|---|---|---|---|---|---|
| sehr nah | ○ | ○ | ○ | ○ | ○ | ○ | ○ | sehr weit weg |

Weiter

77% ausgefüllt

**Inwieweit ist der Ort, in dem Sie leben, von der Corona-Krise betroffen?**

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
|---|---|---|---|---|---|---|---|---|
| überhaupt nicht | ○ | ○ | ○ | ○ | ○ | ○ | ○ | sehr stark |

**Inwieweit sind Sie oder Ihr persönliches Umfeld von der Corona-Krise betroffen?**

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
|---|---|---|---|---|---|---|---|---|
| überhaupt nicht | ○ | ○ | ○ | ○ | ○ | ○ | ○ | sehr stark |

**Wie sehr fürchten Sie die Corona-Krise und ihre Auswirkungen?**

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
|---|---|---|---|---|---|---|---|---|
| überhaupt nicht | ○ | ○ | ○ | ○ | ○ | ○ | ○ | sehr stark |

Weiter

© Tobias Klinke, Tobias Langner, 2020

81% ausgefüllt

---

**Fragen zu Ihrer Person im Allgemeinen**

Es geht im Folgenden um Ihre Person im Allgemeinen, also ganz unabhängig von der aktuellen Corona-Krise.

Weiter

© Tobias Klinke, Tobias Langner, 2020

85% ausgefüllt

**Inwieweit treffen die folgenden Aussagen generell, also im Allgemeinen, auf Sie zu?**

| Ich ... | trifft überhaupt nicht zu -3 | trifft nicht zu -2 | trifft eher nicht zu -1 | weder noch 0 | trifft eher zu 1 | trifft zu 2 | trifft voll und ganz zu 3 |
|---|---|---|---|---|---|---|---|
| ... gehe aus mir heraus, bin gesellig. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... habe eine aktive Vorstellungskraft, bin phantasievoll. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... erledige Aufgaben gründlich. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... bin bequem, neige zur Faulheit. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... habe nur wenig künstlerisches Interesse. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... schenke anderen leicht Vertrauen, glaube an das Gute im Menschen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... neige dazu, andere zu kritisieren. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... werde leicht nervös und unsicher. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... bin eher zurückhaltend, reserviert. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... bin entspannt, lasse mich durch Stress nicht aus der Ruhe bringen. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

88% ausgefüllt

---

Wie gerne trinken Sie generell Limonade?

0 1 2 3 4 5 6

nicht gerne ○ ○ ○ ○ ○ ○ ○ gerne

Wie regelmäßig trinken Sie Limonade?

0 1 2 3 4 5 6

nie ○ ○ ○ ○ ○ ○ ○ häufig

Weiter

92% ausgefüllt

Wie aufmerksam waren Sie bei der Bearbeitung dieser Befragung?

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | |
|---|---|---|---|---|---|---|---|---|
| überhaupt nicht aufmerksam | ○ | ○ | ○ | ○ | ○ | ○ | ○ | sehr aufmerksam |

Weiter

© Tobias Klinke, Tobias Langner, 2020

96% ausgefüllt

## Vielen Dank für Ihre Teilnahme!

Ich möchte mich ganz herzlich für Ihre Mithilfe bedanken.

Sie können das Browser-Fenster nun schließen.

Anzeige

mingle belohnt
Ihre Meinung

Wählen Sie aus
Gutscheinen
oder Bargeld

Jetzt kostenlos anmelden

mingle

© Tobias Klinke, Tobias Langner, 2020

## 2 Questionnaire Study 2

Many thanks for participating in this study.

Please take as much time as you need to answer the questions. There are **no right or wrong answers**. I would only like to ask you to **answer** the questions **the way you actually think or feel**. The best answer is your own and personal opinion.

It will take about **7 minutes** to answer the questions. **All data** will be **kept anonymous** and **confidential** and will be **used exclusively for scientific research**.

We are interested in **how people make consumption-related decisions**. Thus, you will make a series of decisions involving the **consumption of goods and experiences**. There will **18 trials** of consumption-related decision-making, and in each trial you will be asked to **use two different strategies to make these decisions**.

Press "Next" when you are ready to begin the study.

Next

Tobias Klinke, Tobias Langner 2021

0% completed

**Privacy Policy**

**First, please assure us with your declaration of consent that we may analyze your data and answers for scientific purposes. All your answers will of course be treated confidentially and will be completely anonymized in later publications.**

1. Name and contact of the person responsible:

The study is being carried out in connection with a research project at the Chair of Marketing at the Schumpeter School of Business and Economics at the University of Wuppertal. Responsible contact persons are Tobias Langner (langner@wiwi.uni-wuppertal.de) and Tobias Klinke (klinke@wiwi.uni-wuppertal.de).

2. Purpose of the processing:

Your answers and data will be analyzed for scientific purposes only.

3. To whom will this data be made available?

Your data will not be disclosed to third parties. Within the framework of scientific research and scientific publishing,

authorized scientific staff and students are given access to the anonymized data subject to certain conditions.

4. Planned periods of deletion of the data:

A deletion of the data is not planned, since these data are needed for scientific research on a long-term basis.

5. General description of the technical security of the data:

Your data is stored on a secure server after recording.

○ I consent to my data and answers being recorded and stored for the above-mentioned purposes.
○ I do not consent to my data and answers being recorded and stored for the above-mentioned purposes.

Next

Tobias Klinke, Tobias Langner 2021

3% completed

**Please enter your Prolific ID:**

Prolific ID

Next

6% completed

---

You are about to begin the decision-making section of this study. Over **18 trials**, you will be asked to **consider specific actions**. Your task is to imagine actually having the opportunity to perform the described actions, then indicate how likely you are to do each of them.

We are interested in **whether people make this decision differently** when they **adopt different strategies for pursuing happiness**. Therefore, when making these decisions—about how likely you are to do each action—we will ask you to rely on two different strategies that people commonly report using in their pursuit of happiness. The two strategies are briefly described next.

Strategy 1: **Strive for Meaning**

A common strategy people use to achieve happiness is to strive for meaning. Striving for meaning means focusing on **doing meaningful things that go beyond the trivial or momentary**. When using this strategy, people make decisions according to **outcomes that align with meaningful purposes in life**. For example, someone could strive for meaning by **engaging in something really meaningful** so that he/she **benefits as a person** from that experience and **changes or grows** as a result of it.

Strategy 2: **Strive for Pleasure**

A common strategy people use to achieve happiness is to strive for pleasure. Striving for pleasure means focusing on **doing pleasurable things that feel good in the particular moment**. When using this strategy, people make decisions according to **what feels good in the particular moment**. For example, someone could strive for pleasure by **indulging in something really pleasurable** so that he/she **enjoys every moment** of that experience and **feels pleasant and comfortable** as a result of it.

Please make sure you have taken enough time to read and understand the task. When you are ready to begin the decision task, press "Next."

Next

10% completed

# Consumer Decision-Making Task

13% completed

---

*Take a vacation to your favorite destination.*

| | unlikely | | | | | | likely |
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |

... striving for **meaning**?      ○ ○ ○ ○ ○ ○ ○

... striving for **pleasure**?      ○ ○ ○ ○ ○ ○ ○

Next

16% completed

---

*Buy clothing made by your favorite brand.*

| | unlikely | | | | | | likely |
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |

... striving for **pleasure**?      ○ ○ ○ ○ ○ ○ ○

... striving for **meaning**?      ○ ○ ○ ○ ○ ○ ○

Next

20% completed

**Watch your favorite movie.**

| How likely are you to engage in this action, if you were focused on ... | unlikely 0 | 1 | 2 | 3 | 4 | 5 | likely 6 |
|---|---|---|---|---|---|---|---|
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

23% completed

**Riding on a sled in Alaska pulled by huskies.**

| How likely are you to engage in this action, if you were focused on ... | unlikely 0 | 1 | 2 | 3 | 4 | 5 | likely 6 |
|---|---|---|---|---|---|---|---|
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

26% completed

**Sleeping out under pine trees and stars.**

| How likely are you to engage in this action, if you were focused on ... | unlikely 0 | 1 | 2 | 3 | 4 | 5 | likely 6 |
|---|---|---|---|---|---|---|---|
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

30% completed

**Buy a book written by your favorite author.**

| How likely are you to engage in this action, if you were focused on ... | unlikely 0 | 1 | 2 | 3 | 4 | 5 | likely 6 |
|---|---|---|---|---|---|---|---|
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

33% completed

---

**Seeing a glass blowing exhibition and listening to an explanation.**

| How likely are you to engage in this action, if you were focused on ... | unlikely 0 | 1 | 2 | 3 | 4 | 5 | likely 6 |
|---|---|---|---|---|---|---|---|
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

36% completed

---

**Watch your favorite series.**

| How likely are you to engage in this action, if you were focused on ... | unlikely 0 | 1 | 2 | 3 | 4 | 5 | likely 6 |
|---|---|---|---|---|---|---|---|
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

40% completed

**Exploring the ruins of an old city in Mexico.**

|  | unlikely | | | | | | likely |
|---|---|---|---|---|---|---|---|
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

43% completed

---

**Learning new facts about World War II.**

|  | unlikely | | | | | | likely |
|---|---|---|---|---|---|---|---|
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

46% completed

---

**Figuring out how many bricks it would take to construct a fireplace.**

|  | unlikely | | | | | | likely |
|---|---|---|---|---|---|---|---|
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

50% completed

**Learning how to make pottery.**

How likely are you to engage in this action, if you were focused on ...

|  | unlikely | | | | | | likely |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

53% completed

---

**Scuba diving in the Bahamas.**

How likely are you to engage in this action, if you were focused on ...

|  | unlikely | | | | | | likely |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

56% completed

---

**Camping out in a wilderness location.**

How likely are you to engage in this action, if you were focused on ...

|  | unlikely | | | | | | likely |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

60% completed

**Visiting a factory to see how paper is made.**

|  | unlikely | | | | | | likely |
| --- | --- | --- | --- | --- | --- | --- | --- |
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

63% completed

---

**Learning how to put a watch together.**

|  | unlikely | | | | | | likely |
| --- | --- | --- | --- | --- | --- | --- | --- |
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

67% completed

---

**Climbing to the top of a high rugged mountain.**

|  | unlikely | | | | | | likely |
| --- | --- | --- | --- | --- | --- | --- | --- |
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

70% completed

**Participate in your favorite sports.**

|  | unlikely |  |  |  |  |  | likely |
|---|---|---|---|---|---|---|---|
| How likely are you to engage in this action, if you were focused on ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... striving for **pleasure**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... striving for **meaning**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021                                73% completed

---

# The following are **questions** about the **experiment itself**.

Next

Tobias Klinke, Tobias Langner 2021                                77% completed

---

What are the two **strategies** called that people commonly use **for pursuing happiness**?

| Strategy 1: Strive for | _____ | ☐ I can't remember the name. |
| Strategy 2: Strive for | _____ | ☐ I can't remember the name. |

Next

Tobias Klinke, Tobias Langner 2021                                80% completed

How **clearly** did you have the two **strategies for pursuing happiness in mind** when you were working on the **18 trials** of the consumer decision-making task?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  |
|---|---|---|---|---|---|---|---|---|
| not clearly | ○ | ○ | ○ | ○ | ○ | ○ | ○ | clearly |

How **easy** was it for you to adopt the two **strategies for pursuing happiness** when you were working on the **18 trials** of the consumer decision-making task?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  |
|---|---|---|---|---|---|---|---|---|
| not easy | ○ | ○ | ○ | ○ | ○ | ○ | ○ | easy |

Next

Tobias Klinke, Tobias Langner 2021

83% completed

For the following **actions**, please indicate how **familiar or not familiar** each would be to you.

|  | not familiar | | | | | | familiar |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| Watch your favorite movie. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Take a vacation to your favorite destination. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Seeing a glass blowing exhibition and listening to an explanation. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Figuring out how many bricks it would take to construct a fireplace. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Sleeping out under pine trees and stars. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Visiting a factory to see how paper is made. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Exploring the ruins of an old city in Mexico. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Climbing to the top of a high rugged mountain. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Buy clothing made by your favorite brand. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Learning how to make pottery. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Camping out in a wilderness location. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Watch your favorite series. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Participate in your favorite sports. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Learning how to put a watch together. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Scuba diving in the Bahamas. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Riding on a sled in Alaska pulled by huskies. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Learning new facts about World War II. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Buy a book written by your favorite author. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

87% completed

Finally, we'd like to ask you for some details about yourself.

**How old are you?**

I am [____] years old

**What is your gender?**

○ female
○ male
○ other

**What are you working?**

[_____]   ☐ I am still in school or training

Next

90% completed

---

How **attentive** were you in completing this survey?

                        0   1   2   3   4   5   6
not at all attentive   ○   ○   ○   ○   ○   ○        very attentive

**Do you have a guess as to what the investigation was about?**

You can write down your thoughts briefly in the text field. If you have no idea, just leave the field blank.

[_____]

Next

93% completed

Thank you very much for participating in this study. Please click the following link to get back to Prolific:

https://app.prolific.co/submissions/complete?cc=84360386

Next

Tobias Klinke, Tobias Langner 2021                                          97% completed

# Thank you for your participation!

You can now close the browser window.

Tobias Klinke, Tobias Langner 2021

# 3    Questionnaire Study 3

Liebe Teilnehmerin, lieber Teilnehmer,

vielen Dank, dass Sie sich die Zeit nehmen, um diesen Fragebogen auszufüllen.

Lassen Sie sich für die Beantwortung der Fragen so viel Zeit, wie Sie brauchen. Die Bearbeitung dieses Fragebogens wird **ca. 10 bis 15 Minuten** dauern.

Alle Daten werden **streng anonym** und **vertraulich** behandelt und dienen ausschließlich der wissenschaftlichen Forschung.

Hinweis: Betätigen Sie innerhalb dieser Studie nicht den "Zurück"-Knopf in Ihrem Browser, da ansonsten Ihre bis dahin getätigten Eingaben verloren gehen.

Weiter

© Tobias Klinke, Tobias Langner, 2021

0% ausgefüllt

**Datenschutz**

**Bitte versichern Sie uns zunächst mit Ihrer Einverständniserklärung, dass wir Ihre Daten und Antworten zu rein wissenschaftlichen Zwecken auswerten dürfen. All Ihre Antworten werden selbstverständlich vertraulich behandelt und in späteren Publikationen vollständig anonymisiert.**

1. Name und Kontakt des Verantwortlichen:

Der Fragebogen wird im Zusammenhang mit einer Forschungsarbeit am Lehrstuhl für Betriebswirtschaftslehre, insbesondere Marketing an der Schumpeter School of Business and Economics der Bergischen Universität Wuppertal durchgeführt. Verantwortliche Ansprechpartner seitens des Lehrstuhls sind Tobias Langner (langner@wiwi.uni-wuppertal.de) und Tobias Klinke (klinke@wiwi.uni-wuppertal.de).

2. Zweck der Verarbeitung:

Ihre Antworten und Daten werden zu rein wissenschaftlichen Zwecken ausgewertet.

3. Wem werden diese Daten zur Verfügung gestellt?

Es erfolgt keine Weitergabe Ihrer Daten an dritte Personen. Im Rahmen der wissenschaftlichen Forschung und des wissenschaftlichen Publizierens wird berechtigtem wissenschaftlichen Personal und Studierenden der Zugang zu den anonymisierten Daten unter Auflagen ermöglicht.

4. Vorgesehene Löschfristen der Daten:

Eine Löschung der Daten ist nicht vorgesehen, da diese für die wissenschaftliche Forschung nachhaltig benötigt werden.

5. Allg. Beschreibung der technischen Sicherheit der Daten:

Ihre Daten werden nach der Aufzeichnung auf einem gesicherten Server gespeichert.

○ Ich willige ein, dass meine Daten und Antworten zu den oben genannten Zwecken aufgezeichnet und gespeichert werden.

○ Ich willige nicht ein, dass meine Daten und Antworten zu den oben genannten Zwecken aufgezeichnet und gespeichert werden.

Weiter

4% ausgefüllt

---

Der **Lehrstuhl für Marketing kooperiert** in diesem Semester im Rahmen einer Abschlussarbeit mit der **Eismanufaktur Kaffee Allerlei** in Wuppertal Elberfeld.

In Rahmen der Kooperation möchte das Kaffee Allerlei eine neue **Social Media Kampagne (Twitter) vorab testen**, die im Spätsommer 2021 gestartet werden soll.

Es gibt **keine richtigen oder falschen** Antworten. Wir bitten Sie darum, die Fragen so zu beantworten, wie Sie tatsächlich denken oder fühlen. Die beste Antwort ist Ihre **eigene Meinung**.

Als **Dankeschön** für Ihre **Teilnahme** erhalten Sie am Ende der Erhebung einen **Gutschein**, mit dem Sie das **von Ihnen ausgewählte Eis** zum **Sonderpreis** von **1,00 €** (Normalpreis: 3,30 €) im Kaffee Allerlei erwerben können.

Weiter

8% ausgefüllt

Variant 1: Pleasure

Variant 2: Meaning



Momente voller **Bedeutung** teilen

KAFFEE ALLERLEI

**Kaffee Allerlei**
1 Tweet

← Explore

⚙ Settings

🐦

Follow

**Kaffee Allerlei**
@kaffeeallerleiwuppertal · Café

📍 Deutschland  🔗 kaffee-allerlei.de  📅 Joined July 2021

**20** Following    **44** Followers

Tweets        Tweets & replies        Media        Likes

**Kaffee Allerlei** @kaffeeallerleiwuppertal · July 14, 2021        ···

kaffee-allerlei.de

"Eine aktuelle Studie hat gezeigt, dass Menschen heutzutage zu wenig das machen, was ihrem Leben einen Sinn gibt und den wertvollen Zielen in ihrem Leben entspricht. Menschen sollten also häufiger bedeutungsvolle Dinge tun, die über das Triviale oder Momentane hinausgehen."

KAFFEE ALLERLEI

💬 11        🔁 1        ♡ 3        ⬆

Wir alle sollten häufiger das machen, was uns das Gefühl von Sinn stiftet. Hilf uns dabei, andere darauf aufmerksam zu machen, und erhalte als Dankeschön einen Gutschein für ein Eis deiner Wahl. So funktioniert es:

1) Beschreibe in den Kommentaren in 3 – 5 Sätzen eine Situation, in der du etwas gemacht hast, was deinem Leben einen Sinn gegeben hat und den wertvollen Zielen in deinem Leben entsprochen hat. Du könntest z. B. darüber schreiben, wie du etwas Bedeutungsvolles erlebt hast, das über das Triviale oder Momentane hinausgegangen ist, und wie du dich durch diese Erfahrung verändert hast oder gewachsen bist und wie sie dir als Person zugute gekommen ist. Beschreibe die Situation bitte so, dass andere nachempfinden können, wie du diese erlebt hast, also, was du getan, gedacht und gefühlt hast und wo du warst.

2) Welche unserer Eissorten würden dir am ehesten einen solchen Moment bereiten? Stelle dir auf der nächsten Seite ein Eis aus drei Kugeln deiner Wahl zusammen.

3) Erhalte den Gutschein für das von dir zusammengestellte Eis per Mail und löse diesen bei uns im Laden ein.

Twittere deine Antwort

Weiter

12% ausgefüllt

**Stelle dir dein Eis zusammen**

Hier siehst du unsere aktuellen
**Eissorten**. Such dir einfach **3
Kugeln** aus. Dabei ist es egal, ob
du z. B. drei Kugeln der gleichen
oder verschiedener Sorten wählst.


MANGO
«FRUCHTEIS»
0 Kugel(n)


GABON
«MILCHEIS»
0 Kugel(n)


COOKIE DOUGH
«MILCHEIS»
0 Kugel(n)


RAMBUTAN
«FRUCHTEIS»
0 Kugel(n)


ATEMOYA
«FRUCHTEIS»
0 Kugel(n)


VANILLE
«MILCHEIS»
0 Kugel(n)


CAROB
«MILCHEIS»
0 Kugel(n)


SCHOKOLADE
«MILCHEIS»
0 Kugel(n)


ERDBEERE
«FRUCHTEIS»
0 Kugel(n)


ADZUKI
«MILCHEIS»
0 Kugel(n)


HASELNUSS
«MILCHEIS»
0 Kugel(n)


NANGLED
«MILCHEIS»
0 Kugel(n)

**Menge insgesamt:** 0 Kugel(n)

Weiter

45% ausgefüllt

Wie **gefällt** Ihnen die Twitter-Kampagne insgesamt?

Ich finde die Kampagne ...

|  | -3 | -2 | -1 | 0 | +1 | +2 | +3 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| schlecht | ○ | ○ | ○ | ○ | ○ | ○ | ○ | gut | ○ |

Wie wahrscheinlich ist es, dass Sie diese Twitter-Kampagne mit Familie und Freunden teilen würden?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| unwahrscheinlich | ○ | ○ | ○ | ○ | ○ | ○ | ○ | wahrscheinlich | ○ |

Würden Sie an der Twitter-Kampagne etwas verbessern?

○ Ja, und zwar:

Hier Verbesserungsvorschläge eingeben.

○ Nein.

○ keine Angabe

Weiter

© Tobias Klinke, Tobias Langner, 2021

48% ausgefüllt

---

Wie angekündigt können Sie **als Dankeschön** für die Teilnahme einen **Gutschein** bekommen, mit dem Sie **das von Ihnen zusammengestellte Eis** im Kaffee Allerlei **zum Sonderpreis für nur 1,00 €** (Normalpreis 3,30 €) erhalten.

Wollen Sie diesen Gutschein bekommen, um das von Ihnen zusammengestellte Eis im Kaffee Allerlei für 1,00 € zu erhalten?

○ **Ja**, ich möchte den Gutschein, mit dem ich **das von mir zusammengestellte Eis für 1,00 €** erhalte, bekommen.

○ **Nein**, ich möchte den Gutschein, mit dem ich **das von mir zusammengestellte Eis für 1,00 €** erhalte, <u>nicht</u> bekommen.

Weiter

© Tobias Klinke, Tobias Langner, 2021

51% ausgefüllt

Dürfen wir Sie im Nachgang per E-Mail bezüglich des Gutscheins kontaktieren?
Falls Sie damit nicht einverstanden sind, klicken Sie einfach auf „Weiter".

☐   Ja, das Forschungsteam kann mich noch einmal hinsichtlich des Gutscheins per E-Mail kontaktieren.

> ℹ   Diese Frage dient ausschließlich dazu, Ihre E-Mail-Adresse getrennt von Ihren sonstigen Angaben innerhalb dieser Studie zu speichern. Mit dieser Frage wird also vermieden, personenbezogene Daten zu erheben. Bei den E-Mail-Adressen werden also keinerlei Hinweise auf Ihre Beantwortung der vorherigen Fragen in dieser Studie gespeichert.

Weiter

© Tobias Klinke, Tobias Langner, 2021                                         53% ausgefüllt

---

**Lernen, wie man das perfekte Eis selber machen kann**

Außerdem haben wir als weiteres Dankeschön für die Teilnahme die **fünf beliebtesten Rezepte** zusammengestellt, mit denen Sie **Schritt für Schritt lernen**, wie Sie **verschiedene Eissorten selber machen** können.

Diese fünf Rezepte können Sie per E-Mail erhalten, wenn Sie dies wünschen.

○   **Ja**, ich möchte **lernen, Eis selber zu machen**. Schicken Sie mir bitte die **Rezepte per E-Mail** zu.

○   **Nein**, ich habe **kein Interesse** zu **lernen, Eis selber zu machen**. Schicken Sie mir bitte <u>nicht</u> die **Rezepte per E-Mail** zu.

Weiter

© Tobias Klinke, Tobias Langner, 2021                                         56% ausgefüllt

Dürfen wir Sie im Nachgang per E-Mail bezüglich der **Rezepte** kontaktieren?

Falls Sie damit nicht einverstanden sind, klicken Sie einfach auf „Weiter".

☐ Ja, das Forschungsteam kann mich noch einmal hinsichtlich der Rezepte per E-Mail kontaktieren.

> ℹ Diese Frage dient ausschließlich dazu, Ihre E-Mail-Adresse getrennt von Ihren sonstigen Angaben innerhalb dieser Studie zu speichern. Mit dieser Frage wird also vermieden, personenbezogene Daten zu erheben. Bei den E-Mail-Adressen werden also keinerlei Hinweise auf Ihre Beantwortung der vorherigen Fragen in dieser Studie gespeichert.

Weiter

59% ausgefüllt

---

# Nun folgen noch **Fragen** zum **Experiment** selbst.

Weiter

62% ausgefüllt

---

Innerhalb der Twitter-Kampagne wurde das **Ergebnis einer aktuellen Studie** zitiert.

Bitte geben Sie kurz (in wenigen Worten) wieder, was die **zentrale Botschaft** der zitierten Studie war.

Der Studie nach sollten Menschen mehr das machen, ...

Weiter

64% ausgefüllt

Zu dem Ergebnis der zitierten Studie passend, haben Sie in dem Kommentarfeld bei Twitter eine Erfahrung beschrieben.
Wir möchten Sie bitten, Ihren Text über die Erfahrung zu lesen und sich daran zu erinnern, was Sie **dabei gefühlt und gedacht** haben. Nachdem Sie Ihren Text gelesen haben, werden wir Ihnen einige Fragen dazu stellen.

.

Weiter

67% ausgefüllt

---

Inwieweit haben Sie bei oder nach der **Auseinandersetzung** mit der Erfahrung, die Sie passend zu dem Ergebnis der zitierten Studie ausgewählt und beschrieben haben, die folgenden **Gedanken oder Gefühle** erlebt?

| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** bei Ihnen das **Gefühl hervorgerufen**, dass ... | überhaupt nicht 0 | 1 | 2 | 3 | 4 | 5 | in großem Ausmaß 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... Sie die **Kontrolle** darüber **haben, ob Ihnen schlimme Dinge passieren oder nicht**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Sie, wenn schlimme Dinge passieren, dafür **sorgen** können, dass diese **so ausgehen, wie Sie die Dinge haben wollen**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... Sie, egal, was passiert, die **Kontrolle über Ihre Situation** haben? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** Sie dazu angeregt, ... | überhaupt nicht 0 | 1 | 2 | 3 | 4 | 5 | in großem Ausmaß 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... **selbstbeherrschter** zu handeln? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **impulsiver** zu handeln? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **spontaner** zu handeln? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **umsichtiger** zu handeln? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** Sie dazu angeregt, ... | überhaupt nicht 0 | 1 | 2 | 3 | 4 | 5 | in großem Ausmaß 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... Ihr **Wissen erweitern zu wollen**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... offen dafür zu sein, **sich neues Wissen anzueignen**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... offen dafür zu sein, zu **ändern, wie Sie die Welt sehen oder verstehen**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **neugierig** zu sein? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

70% ausgefüllt

Inwieweit haben Sie bei oder nach der **Auseinandersetzung** mit der Erfahrung, die Sie passend zu dem Ergebnis der zitierten Studie ausgewählt und beschrieben haben, die folgenden **Gedanken oder Gefühle** erlebt?

| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** Sie dazu angeregt, ... | überhaupt nicht 0 | 1 | 2 | 3 | 4 | 5 | in großem Ausmaß 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... sich auf die **generelle Bedeutung oder die allgemeinen Auswirkungen Ihrer Handlungen** zu konzentrieren? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... sich mehr um **wesentliche Merkmale Ihrer Handlungen als um Einzelheiten** zu kümmern? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... sich eher auf das **große Ganze als auf Details** zu konzentrieren? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** Sie dazu angeregt, ... | überhaupt nicht 0 | 1 | 2 | 3 | 4 | 5 | in großem Ausmaß 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... sich **mehr für** die **Gegenwart als für** die **Zukunft zu interessieren**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... über Ihre **Zukunft nachzudenken**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... sich vor allem **darauf zu fokussieren**, Ihr **Leben im Hier und Jetzt zu leben**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** Sie dazu angeregt, ... | überhaupt nicht 0 | 1 | 2 | 3 | 4 | 5 | in großem Ausmaß 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| ... sich **mit anderen Menschen verbunden** zu fühlen? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... ein **Gefühl des Einsseins mit der natürlichen Welt** um Sie herum zu empfinden? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... eine **Verbundenheit mit Ihrer natürlichen Umwelt** zu fühlen? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... sich **um andere Menschen zu sorgen**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

73% ausgefüllt

Inwieweit haben Sie bei oder nach der **Auseinandersetzung** mit der Erfahrung, die Sie passend zu dem Ergebnis der zitierten Studie ausgewählt und beschrieben haben, die folgenden **Gedanken oder Gefühle** erlebt?

|  | überhaupt nicht | | | | | | in großem Ausmaß |
|---|---|---|---|---|---|---|---|
| Inwieweit hat die Auseinandersetzung mit der **Erfahrung** Sie dazu angeregt, ... | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... mehr das zu machen, worauf Sie momentan gerade **Lust** haben, was sich **in dem Moment** einfach **gut anfühlt** und was Ihnen **Spaß bereitet**, und sich häufiger mal etwas zu **gönnen**, was Ihnen selbst in dem **Moment gut tut**? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... mehr das zu machen, was **Ihrem Leben** einen **Sinn** gibt und den **wertvollen Zielen in Ihrem Leben** entspricht, und häufiger **bedeutungsvolle** Dinge zu tun, die über das Triviale oder Momentane hinausgehen? | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

75% ausgefüllt

---

Inwieweit stimmen Sie der folgenden Aussage zu?

|  | Stimme überhaupt nicht zu | | | | Stimme voll und ganz zu | | | keine Angabe |
|---|---|---|---|---|---|---|---|---|
|  | -3 | -2 | -1 | 0 | +1 | +2 | +3 |  |
| Die Ergebnisse der zitierten Studie im eigenen Leben zu berücksichtigen und diesen zu folgen, ist ein Ansatz, um glücklich zu sein. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Wie **einfach oder schwierig** ist es Ihnen gefallen, sich eine Situation einfallen zu lassen, die zu den Ergebnissen der zitierten Studie passt?

|  |  |  |  |  |  |  |  |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
|  | -3 | -2 | -1 | 0 | +1 | +2 | +3 |  |  |
| schwierig | ○ | ○ | ○ | ○ | ○ | ○ | ○ | einfach | ○ |

Weiter

78% ausgefüllt

Wie **vertraut** waren Ihnen vor der Teilnahme an dieser Studie die folgenden **Eissorten**?

|  | nicht vertraut 0 | 1 | 2 | 3 | 4 | 5 | vertraut 6 | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| HASELNUSS ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| SCHOKOLADE ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| CAROB ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| VANILLE ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| GABON ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ADZUKI ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| MANGO ~FRUCHTEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ERDBEERE ~FRUCHTEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| COOKIE DOUGH ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ATEMOYA ~FRUCHTEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| RAMBUTAN ~FRUCHTEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| NANGLED ~MILCHEIS~ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

81% ausgefüllt

Wie **gerne essen** Sie **generell** Eis?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| nicht gerne | ○ | ○ | ○ | ○ | ○ | ○ | ○ | gerne | ○ |

Weiter

84% ausgefüllt

---

Wie vetraut waren Sie **vor** der Teilnahme an dieser Studie mit dem **Kaffee Allerlei**?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| nicht vetraut | ○ | ○ | ○ | ○ | ○ | ○ | ○ | vertraut | ○ |

Wie **gefällt** Ihnen das Kaffee Allerlei **generell**?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| schlecht | ○ | ○ | ○ | ○ | ○ | ○ | ○ | gut | ○ |

Weiter

86% ausgefüllt

Zum Abschluss geben Sie uns bitte einige Informationen zu Ihrer Person.

In welcher ungefähren Entfernung zu Wuppertal Elberfeld wohnen Sie?

Ich wohne ca. [    ] km von Wuppertal Elberfeld entfernt.

**Alter:**

Ich bin [            ] Jahre alt.                    ☐ keine Angabe

**Geschlecht:**

○ weiblich
○ männlich
○ divers

○ keine Angabe

**Was sind Sie von Beruf?**

[                              ]                    ☐ keine Angabe

Bitte machen Sie die folgenden Angaben besonders aufmerksam!

Die **letzten drei** **Zahlen** (Ziffern) Ihrer **Matrikelnummer**:                [      ]

Die **ersten drei** Buchstaben des **Vornamens** Ihrer **Mutter**:                [      ]

[ Weiter ]

89% ausgefüllt

Wie **aufmerksam** waren Sie bei der Bearbeitung dieser Befragung?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  |
|---|---|---|---|---|---|---|---|---|
| nicht aufmerksam | ○ | ○ | ○ | ○ | ○ | ○ | ○ | aufmerksam |

Geben Sie bitte anhand der folgenden Skalen an, wie Sie sich bei der Bearbeitung dieser Befragung **insgesamt gefühlt** haben.

|  | -3 | -2 | -1 | 0 | +1 | +2 | +3 |  | keine Angabe |
|---|---|---|---|---|---|---|---|---|---|
| energielos | ○ | ○ | ○ | ○ | ○ | ○ | ○ | energiegeladen | ○ |
| unzufrieden | ○ | ○ | ○ | ○ | ○ | ○ | ○ | zufrieden | ○ |
| müde | ○ | ○ | ○ | ○ | ○ | ○ | ○ | wach | ○ |
| angespannt | ○ | ○ | ○ | ○ | ○ | ○ | ○ | entspannt | ○ |
| unwohl | ○ | ○ | ○ | ○ | ○ | ○ | ○ | wohl | ○ |
| unruhig | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ruhig | ○ |

Wie hungrig waren Sie während der Befragung?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  |
|---|---|---|---|---|---|---|---|---|
| nicht hungrig | ○ | ○ | ○ | ○ | ○ | ○ | ○ | hungrig |

**Haben Sie eine Vermutung, worum es in der Untersuchung ging?**
Sie können in das Textfeld Ihre Gedanken kurz notieren. Sollten Sie keine Vorstellung haben, dann lassen Sie das Feld einfach frei.

Weiter

92% ausgefüllt

Bitte geben Sie an, inwieweit die folgenden beiden Aussagen auf Sie zutreffen.

| | stimme überhaupt nicht zu | | | | | stimme voll und ganz zu | | keine Angabe |
|---|---|---|---|---|---|---|---|---|
| Ich habe im Laufe der letzten 12 Monate schon mal an Online-Erhebungen teilgenommen, in denen ich ... | -3 | -2 | -1 | 0 | +1 | +2 | +3 | |
| ... mit verschiedenen **bekannten und unbekannten Auswahloptionen** konfrontiert worden bin. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... zu Beginn aufgefordert worden bin, über ein **persönliches Erlebnis zu schreiben**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Weiter

95% ausgefüllt

---

**Achtung!**

Die **am Anfang** dieser Erhebung **dargestellte Twitter-Kampagne vom Kaffee Allerlei sowie die darin zitierte Studie gibt es nicht**. Aus Forschungszwecken haben wir diese erstellt, um bei Ihnen bestimmte Motive hervorzurufen.

Auch die **Eissorten Gabon, Rambutan, Atemoya, Carob, Adzuki und Nangled gibt es im Kaffee Allerlei nicht**. Diese haben wir dargeboten, um wenig bekannte Varianten aufzuführen. Wenn Sie im Rahmen der Studie angegeben haben, dass Sie den **Gutschein für das Eis** erhalten möchten, **können Sie diesen selbstverständlich wie angekündigt nutzen**, um damit im Kaffee Allerlei 3 Kugeln Eis für 1,00 € zu erhalten.

Weiter

97% ausgefüllt

## Vielen Dank für Ihre Teilnahme!

Wir möchten uns ganz herzlich für Ihre Mithilfe bedanken.

Sie können das Browser-Fenster nun schließen.

# 4 Questionnaire Study 4

Many thanks for participating in this study.

Please take as much time as you need to answer the questions. There are **no right or wrong answers**. We would only like to ask you to **answer** the questions **the way you actually think or feel**. The best answer is your own and personal opinion.

It will take about **10 minutes** to answer the questions. **All data** will be **kept anonymous** and **confidential** and will be **used exclusively for scientific research**.

This survey consists of **several unrelated studies**.

Next

0% completed

**Privacy Policy**

**First, please assure us with your declaration of consent that we may analyze your data and answers for scientific purposes. All your answers will of course be treated confidentially and will be completely anonymized in later publications.**

1. Name and contact of the person responsible:

The study is being carried out in connection with a research project at the Chair of Marketing at the Schumpeter School of Business and Economics at the University of Wuppertal. Responsible contact persons are Tobias Langner (langner@wiwi.uni-wuppertal.de) and Tobias Klinke (klinke@wiwi.uni-wuppertal.de).

2. Purpose of the processing:

Your answers and data will be analyzed for scientific purposes only.

3. To whom will this data be made available?

Your data will not be disclosed to third parties. Within the framework of scientific research and scientific publishing,

authorized scientific staff and students are given access to the anonymized data subject to certain conditions.

4. Planned periods of deletion of the data:

A deletion of the data is not planned, since these data are needed for scientific research on a long-term basis.

5. General description of the technical security of the data:

Your data is stored on a secure server after recording.

○ I consent to my data and answers being recorded and stored for the above-mentioned purposes.

○ I do not consent to my data and answers being recorded and stored for the above-mentioned purposes.

Next

4% completed

**Please enter your Prolific ID:**

Prolific ID

Next

Tobias Klinke, Tobias Langner 2021                                    7% completed

# Writing Task
# on an Experience

Next

Tobias Klinke, Tobias Langner 2021                                    11% completed

## Variant 1: Pleasure

Please read the following text carefully:

*"A recent study found that people nowadays don't focus enough on striving for enjoyment in their lives. They should do more pleasurable things that simply feel good in the particular moment. That is, people should pursue enjoyment and pleasure in their lives more often."*

Considering this recommendation, we aim to compile a **database of people's experiences of pleasure**. In particular, we are interested in **situations** in which **people behave according to what simply feels good for them in the particular moment**. For example, this could be a situation in which someone indulges herself/himself in a tasty meal and savors every bite of it, or a situation in which someone treats herself/himself to a day on the couch with playing video games or watching series simply because it feels cozy and pleasant.

Please **recall** the most recent **incident** in your life in which **you felt a strong sense of pleasure**. Please describe the situation in which you felt a strong sense of pleasure - what you were doing, how you felt, etc. We hope you will write 3–5 sentences, in a way that others can empathize with how you experienced the situation when reading your text.

Next

15% completed

## Variant 2: Meaning

Please read the following text carefully:

*"A recent study found that people nowadays don't focus enough on striving for meaning in their lives. They should do more meaningful things that go beyond the trivial or momentary. That is, people should pursue purpose and meaning in their lives more often."*

Considering this recommendation, we aim to compile a **database of people's experiences of meaning**. In particular, we are interested in **situations** in which **people behave according to outcomes that align with meaningful purposes in life**. For example, this could be a situation in which someone volunteers her/his time to help someone in need and grows as a result of it, or a situation in which a backpacking trip in a faraway country gives someone impactful experiences that benefit her/him as a person.

Please recall the most recent incident in your life in which **you felt a strong sense of meaning**. Please describe the situation in which you felt a strong sense of meaning - what you were doing, how you felt, etc. We hope you will write 3–5 sentences, in a way that others can empathize with how you experienced the situation when reading your text.

Next

Tobias Klinke, Tobias Langner 2021                                          15% completed

# Questionnaire on Current Experiencing

Next

Tobias Klinke, Tobias Langner 2021                                          40% completed

Here are a number of **characteristics** that may or may not **apply to you at the current moment**.
Please indicate the extent to which each **statement describes you at this moment**.

|  | Not at all like me at this moment | | | | | | Very much like me at this moment |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| Values artistic, aesthetic experiences | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Likes to reflect, play with ideas | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Has an active imagination | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Is inventive | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Is original, comes up with new ideas | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Prefers work that is routine | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Is ingenious, a deep thinker | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Has few artistic interests | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Is curious about many different things | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Is sophisticated in art, music, or literature | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021                                                  43% completed

# Consumer Decision Task

Next

Tobias Klinke, Tobias Langner 2021                                                  46% completed

In this study, you will make three different consumption decisions.

Next

Tobias Klinke, Tobias Langner 2021

49% completed

Please imagine that you want to make a $50 donation. Below is a list of human service and wildlife conservation organizations available to you.

How would you **allocate** your **$50 donation**? Please enter a dollar amount ($0 - $50) in each of the spaces provided. **Please make these decisions as you really would at this moment.**

**International Rivers**

INTERNATIONAL
**RIVERS**
people · water · life

The „International Rivers" protects worldwide rivers and defends the rights of depending communities by preserving freshwater resources and promoting energy solutions.

$0

**Mercy for Animals**

MERCY FOR
ANIMALS

„Mercy for Animals" is dedicated to eradicating the cruel food system through proactive consumer education initiatives, cruelty investigations and corporate outreach.

$0

**OXFAM**

**OXFAM**

„Oxfam" works with local people to lead humanitarian responses that provide immediate relief during conflicts and disasters, and to build resilience against future threats.

$0

**All Hands and Hearts**

All Hands and Hearts

„All Hands and Hearts" effectively and efficiently addresses the immediate and long-term needs of communities impacted by natural disasters.

$0

**WWF (World Wildlife Fund)**

The „World Wildlife Fund" has the mission to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

$0

**SBP (St. Bernard Project)**

The stated mission of „SBP" (St. Bernard Project) is ensuring that disaster-impacted citizens recover including the rebuilding of homes damaged or destroyed by disaster.

$0

**American Red Cross**

The „American Red Cross" is the nation's premier emergency response organization bringing shelter, food and comfort to those affected by disasters.

$0

**Wildlands Network**

The „Wildlands Network" is committed to reconnecting, restoring and rewilding North America for the benefit of all species and thus prevent biodiversity loss.

$0

Total amount allocated: 0

Next

52% completed

Please imagine that you are planning your next vacation.

On the left-hand side is a list of vacation activities available. Please **choose** the **5 activities** that you would be **most likely to do** and the **5 activities** that you would be **least likely to do** on the vacation.

| | | |
|---|---|---|
| Visiting a factory to see how paper is made. | Taking part in a tour to observe birds. | *most* likely to do 1 |
| Visiting an information center for endangered species. | Exploring the ruins of an old city. | *most* likely to do 2 |
| Climbing to the top of a high rugged mountain. | Camping out in a wilderness location. | *most* likely to do 3 |
| Going to the beach. | Going for a hike. | *most* likely to do 4 |
| Going shopping. | Going out to restaurants and bars. | *most* likely to do 5 |
| Visiting the spa. | Visiting a museum of national art. | *least* likely to do 1 |
| Sunbathing at the swimming pool. | Visiting the zoo / aquarium. | *least* likely to do 2 |
| | | *least* likely to do 3 |
| | | *least* likely to do 4 |
| | | *least* likely to do 5 |

Next

Tobias Klinke, Tobias Langner 2021

55% completed

In this part, we will ask you to make a series of choices of various consumer brands.

**Jeans**

You'd like to buy a pair of jeans.
If price were not a consideration, which brand would you choose?

| Soots | Levi's |
|-------|--------|

Tobias Klinke, Tobias Langner 2021                                   58% completed

---

In this part, we will ask you to make a series of choices of various consumer brands.

**Shampoo**

You'd like to buy a bottle of shampoo.
If price were not a consideration, which brand would you choose?

| Allyy | Dove |
|-------|------|

Tobias Klinke, Tobias Langner 2021                                   58% completed

---

In this part, we will ask you to make a series of choices of various consumer brands.

**Sandwich**

You'd like to buy a sandwich.
If price were not a consideration, which brand would you choose?

| Subway | Trendwich |
|--------|-----------|

Tobias Klinke, Tobias Langner 2021                                   58% completed

In this part, we will ask you to make a series of choices of various consumer brands.

**Mouse**

You'd like to buy a mouse.
If price were not a consideration, which brand would you choose?

| Logitech | Neolab |
|---|---|

Tobias Klinke, Tobias Langner 2021                                    58% completed

---

In this part, we will ask you to make a series of choices of various consumer brands.

**Toilet paper**

You'd like to buy a pack of toilet papers.
If price were not a consideration, which brand would you choose?

| Kleenex | Skinly |
|---|---|

Tobias Klinke, Tobias Langner 2021                                    58% completed

---

In this part, we will ask you to make a series of choices of various consumer brands.

**Battery**

You'd like to buy a pack of AA Alkaline batteries.
If price were not a consideration, which brand would you choose?

| Energizer | Forch |
|---|---|

Tobias Klinke, Tobias Langner 2021                                    58% completed

In this part, we will ask you to make a series of choices of various consumer brands.

7 of 11

**Fast food burger**

You'd like to buy a burger.
If price were not a consideration, which brand would you choose?

| | |
|---|---|
| BurgerIn | McDonald |

Tobias Klinke, Tobias Langner 2021                                        58% completed

In this part, we will ask you to make a series of choices of various consumer brands.

8 of 11

**Bandage**

You'd like to buy a pack of bandage.
If price were not a consideration, which brand would you choose?

| | |
|---|---|
| Medfense | Brand-aid |

Tobias Klinke, Tobias Langner 2021                                        58% completed

In this part, we will ask you to make a series of choices of various consumer brands.

9 of 11

**Sunscreen**

You'd like to buy a sunscreen.
If price were not a consideration, which brand would you choose?

| | |
|---|---|
| Nivea | Nutric |

Tobias Klinke, Tobias Langner 2021                                        58% completed

In this part, we will ask you to make a series of choices of various consumer brands.

**A4 paper sheets**

You'd like to buy a box of A4 paper sheets.
If price were not a consideration, which brand would you choose?

| Mills | HP |
|---|---|

Tobias Klinke, Tobias Langner 2021

58% completed

In this part, we will ask you to make a series of choices of various consumer brands.

**Chocolate bar**

You'd like to buy a chocolate bar.
If price were not a consideration, which brand would you choose?

| Nestle | Daine |
|---|---|

Tobias Klinke, Tobias Langner 2021

58% completed

# The following are **questions** about the **experiment itself**.

Next

Tobias Klinke, Tobias Langner 2021

61% completed

At the beginning of the survey the **results of a recent study were cited**.

Please briefly state (in a few words) what the central message of the cited study was.

According to the study, people should more often pursue ...

Next

64% completed

In the first study, you read about the findings of a recent study and some derived recommendations. In response, you wrote about an autobiographical event. We are interested in the **feelings and thoughts** you had while writing about this experience.

Please reread the text that you wrote and try to recall how you were feeling and what you were thinking. After you finish reading your text, we will ask you some questions about it. Here is the story you wrote:

.

Next

67% completed

To what extent did **reading the recommendation** of the **cited study** and **writing** about your **personal experience stimulate** the **following feelings and thoughts**?

| Reading the recommendation of the cited study and writing about my experience stimulated me to ... | not at all | | | | | | very much |
|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... be **curious**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... be open to **altering how I see or understand the world**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... be open to **acquiring new knowledge**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... want to **increase my knowledge**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Reading the recommendation of the cited study and writing about my experience stimulated me to ... | not at all | | | | | | very much |
|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... feel **connected with the natural environment**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... feel a **sense of oneness with the natural world around me**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Reading the recommendation of the cited study and writing about my experience stimulated me to ... | not at all | | | | | | very much |
|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| ... act on the **spur of the moment**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... act **"on impulse"**. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

70% completed

To what extent did **reading the recommendation** of the **cited study** and **writing** about your **personal experience stimulate** the **following feelings and thoughts**?

|  | not at all 0 | 1 | 2 | 3 | 4 | 5 | very much 6 |
|---|---|---|---|---|---|---|---|
| I think it is important to have new experiences that challenge how you think about yourself and the world. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I have the sense that I have developed a lot as a person over time. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| For me, life has been a continuous process of learning, changing, and growth. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Learning about people from different cultures is very important. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I enjoy situations that challenge my beliefs and values. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I enjoy situations that make me think about things from a different perspective. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Trying to learn more about something I already understand is usually not worth the effort. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| There are better ways to spend my time than trying to learn more about something I basically understand. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Exploring something in depth is usually pretty tedious and boring. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Once I have a basic understanding of something, I do not feel it is necessary to learn more about it. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

73% completed

---

To what extent did reading the recommendation of the cited study and writing about your personal experience stimulate the following intentions?

|  | not at all 0 | 1 | 2 | 3 | 4 | 5 | very much 6 |
|---|---|---|---|---|---|---|---|
| to strive for **pleasure** | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| to pursue **purpose and meaning** | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| to pursue **pleasure and enjoyment** | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| to strive for **meaning** | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

Tobias Klinke, Tobias Langner 2021

76% completed

To what extent do you agree with the following statement?

|  | not at all | | | | | | very much |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| Considering and following the recommendations of the cited study is a pathway to a happy life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

79% completed

How **familiar** are you with the following **vacation activities**?

|  | not familiar | | | | | | familiar |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| Visiting a museum of national art. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Going shopping. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Camping out in a wilderness location. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Visiting an information center for endangered species. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Visiting the zoo / aquarium. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Going to the beach. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Going out to restaurants and bars. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Going for a hike. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Sunbathing at the swimming pool. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Climbing to the top of a high rugged mountain. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Taking part in a tour to observe birds. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Visiting the spa. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Exploring the ruins of an old city. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Visiting a factory to see how paper is made. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Next

82% completed

How **familiar** are you with the following **charities**?

<div style="text-align:right">

not familiar                 familiar

0    1    2    3    4    5    6

</div>

**OXFAM**



„Oxfam" works with local people to lead humanitarian responses that provide immediate relief during conflicts and disasters, and to build resilience against future threats.

○ ○ ○ ○ ○ ○ ○

**Mercy for Animals**



„Mercy for Animals" is dedicated to eradicating the cruel food system through proactive consumer education initiatives, cruelty investigations and corporate outreach.

○ ○ ○ ○ ○ ○ ○

**WWF (World Wildlife Fund)**



The „World Wildlife Fund" has the mission to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

○ ○ ○ ○ ○ ○ ○

**SBP (St. Bernard Project)**



The stated mission of „SBP" (St. Bernard Project) is ensuring that disaster-impacted citizens recover including the rebuilding of homes damaged or destroyed by disaster.

○ ○ ○ ○ ○ ○ ○

**All Hands and Hearts**



„All Hands and Hearts" effectively and efficiently addresses the immediate and long-term needs of communities impacted by natural disasters.

○ ○ ○ ○ ○ ○ ○

**Wildlands Network**



The „Wildlands Network" is committed to reconnecting, restoring and rewilding North America for the benefit of all species and thus prevent biodiversity loss.

○ ○ ○ ○ ○ ○ ○

**International Rivers**



The „International Rivers" protects worldwide rivers and defends the rights of depending communities by preserving freshwater resources and promoting energy solutions.

○ ○ ○ ○ ○ ○ ○

**American Red Cross**



The „American Red Cross" is the nation's premier emergency response organization bringing shelter, food and comfort to those affected by disasters.

○ ○ ○ ○ ○ ○ ○

Next

Tobias Klinke, Tobias Langner 2021

85% completed

Finally, we'd like to ask you for some details about yourself.

**How old are you?**

I am [     ] years old

**What is your gender?**

○ female
○ male
○ other

**What are you working?**

[                                                              ]   ☐ I am still in school or training

Next

Tobias Klinke, Tobias Langner 2021                                          88% completed

How **attentive** were you in completing this survey?

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  |
|---|---|---|---|---|---|---|---|---|
| not attentive | ○ | ○ | ○ | ○ | ○ | ○ | ○ | attentive |

Using the following scales, please indicate **how you felt overall while completing this survey**.

|  | -3 | -2 | -1 | 0 | +1 | +2 | +3 |  |
|---|---|---|---|---|---|---|---|---|
| unwell | ○ | ○ | ○ | ○ | ○ | ○ | ○ | well |
| tense | ○ | ○ | ○ | ○ | ○ | ○ | ○ | relaxed |
| without energy | ○ | ○ | ○ | ○ | ○ | ○ | ○ | full of energy |
| agitated | ○ | ○ | ○ | ○ | ○ | ○ | ○ | calm |
| tired | ○ | ○ | ○ | ○ | ○ | ○ | ○ | awake |
| discontent | ○ | ○ | ○ | ○ | ○ | ○ | ○ | content |

**Do you have a guess as to what the investigation was about?**
You can write down your thoughts briefly in the text field. If you have no idea, just leave the field blank.

Next

Tobias Klinke, Tobias Langner 2021

91% completed

---

**Attention**

⚠ The study cited at the beginning of this survey does not exist. For research purposes, we reported these alleged study results to stimulate a particular motive in you.

Next

Tobias Klinke, Tobias Langner 2021

94% completed

Thank you very much for participating in this study. Please click the following link to get back to Prolific:

https://app.prolific.co/submissions/complete?cc=298611DA

Next

Tobias Klinke, Tobias Langner 2021

97% completed

# Thank you for your participation!

You can now close the browser window.

Tobias Klinke, Tobias Langner 2021

## II    Article 3

## 1    Questionnaire Study 1

Nr. ____ Datum: _____ Uhrzeit: _____ Interviewer:_____

### Leitfaden

Liebe Teilnehmerin, lieber Teilnehmer,

vielen Dank, dass Sie sich heute die Zeit nehmen, mit mir dieses Interview zu führen.

Wenn Sie die Fragen beantworten, möchte ich Sie bitten, **einfach alles zu erzählen**, was Ihnen dazu einfällt. Sie können sich so viel Zeit dafür lassen, wie Sie brauchen. Es gibt **keine richtigen oder falschen Antworten**. Ich bitte Sie nur darum, mir all das zu erzählen, was Sie tatsächlich denken oder fühlen. Die beste Antwort ist Ihre **eigene und persönliche Meinung**. Sagen Sie mir bitte Bescheid, wenn Sie eine Frage nicht verstehen.

Die Beantwortung der Fragen wird **ca. 30 Minuten** dauern. Alle Daten werden **streng anonym** behandelt und dienen ausschließlich der wissenschaftlichen Forschung.

Ich würde unser Gespräch gerne mit Hilfe eines Diktiergerätes aufzeichnen, damit bei Ihren Antworten auf die offenen Fragen keine wichtigen Informationen verloren gehen. Sind Sie damit einverstanden?

Wenn Sie keine weiteren Fragen mehr haben, können wir anfangen!

Ich möchte mit Ihnen in diesem Gespräch über Ihre Nutzung von Marken und Ihre Gefühle gegenüber jenen Marken sprechen, die Ihnen besonders wichtig sind. Marken sind Kennzeichen für Unternehmen und deren Produkte und Dienstleistungen. Zum Beispiel sind VW und Mercedes bekannte deutsche Marken für Autos und Starbucks und Vapiano Marken für Café-/Restaurantketten.

Insbesondere ist es von Interesse, wie sich Ihr Verhalten in Bezug auf Marken in unterschiedlichen Phasen in Ihrem Leben verändert hat. Dies betrifft zum einen Phasen, in denen Sie mit Ihrem Leben besonders zufrieden waren und sich häufig gut und nur selten schlecht gefühlt haben, und zum anderen Phasen, in denen Sie mit Ihrem Leben nicht zufrieden waren und sich häufig schlecht und nur selten gut gefühlt haben.

01. **Denken Sie nun bitte einmal zurück an eine glückliche Phase Ihres Lebens, also eine Phase, in der Sie besonders *zufrieden mit Ihrem Leben* waren und sich *häufig gut* und nur *selten schlecht gefühlt* haben. Bitte beschreiben Sie ganz genau die Situation und die Gefühle, die Sie damals empfanden.**

    01.1 Können Sie einmal beschreiben, was sich in dieser Phase Ihres Lebens ereignete? Wann war das? Wie lange hat diese Phase ungefähr angedauert?

    01.2 Und können Sie einmal versuchen zu beschreiben, warum Sie da so **zufrieden mit Ihrem Leben waren und Sie sich so häufig gut und nur so selten schlecht gefühlt haben?**

    01.3 Können Sie sich an einzelne **Situationen** in dieser Zeit erinnern, die Sie mir hier wiedergeben können?

    01.4 Und würden Sie sagen, dass sich Ihr typischer Tagesablauf in dieser Phase von Tagesabläufen in anderen Phasen Ihres Lebens unterschieden hat?
Können Sie einmal versuchen, einen **typischen Tagesablauf in dieser Phase Ihres Lebens** zu beschreiben?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

1

**Im Folgenden soll es darum gehen, welche Marke(n) Sie in dieser Phase Ihres Lebens genutzt haben. Lassen Sie sich bei der Beantwortung der Fragen so viel Zeit wie Sie brauchen!**
*Hinweis für den Interviewer: Lassen Sie dem Probanden bei jeder einzelnen Frage viel Zeit zum Nachdenken, da dieses Interview wahrscheinlich das erste Mal ist, dass der Proband über diese Sache nachdenkt. Geben Sie ggf. bei den einzelnen Fragen den Hinweis, dass bei den Antwortüberlegungen sowohl Produkt- als auch Dienstleistungsmarken berücksichtigt werden sollen. Wenn Sie merken, dass der Proband zu bestimmten Punkten etwas zu erzählen hat, haken Sie an diesen Stellen gezielt nach, z.B. Was ist dann passiert? Warum war das für Sie so wichtig? Wie haben Sie sich dabei gefühlt? Etc.*

02. **Es soll zunächst um Marken allgemein gehen, die Sie in dieser glücklichen Phase Ihres Lebens, in der Sie besonders *zufrieden mit Ihrem Leben* waren und sich *häufig gut* und nur *selten schlecht gefühlt* haben, genutzt haben.**

    02.1 Erinnern Sie sich an einzelne **Situationen** in dieser Zeit, die von bestimmten Marken begleitet wurden? Was waren das für Situationen?

    02.2 **Welche Marke(n)** haben Sie in dieser Phase Ihres Lebens **regelmäßig genutzt?**

    02.3 Und was denken Sie, welche Marke Sie in dieser Phase Ihres Lebens **am intensivsten genutzt** haben? Warum glauben Sie war das so?

    02.4 Können Sie einmal eine **typische Situation** beschreiben, in der Sie diese Marke genutzt haben?

    02.5 Können Sie sich daran erinnern, **mit wem** Sie diese Marke meistens genutzt haben?

    02.6 Was glauben Sie, **zu welchem Zweck** haben Sie diese Marke genutzt?

    02.7 Und was glauben Sie, wie sich die Nutzung der Marke auf Ihre **Stimmung** ausgewirkt hat?

    02.8 Würden Sie sagen, dass Sie diese Marke bewusst genutzt haben?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

2

03. Es soll nun um Marken gehen, die für Sie in dieser glücklichen Phase Ihres Lebens, in der Sie besonders _zufrieden mit Ihrem Leben_ waren und sich _häufig gut_ und nur _selten schlecht gefühlt_ haben, an Bedeutung gewonnen haben. Es geht also um Marken, die Sie zuvor entweder gar nicht oder nur selten genutzt haben, die Sie dann aber in dieser glücklichen Phase Ihres Lebens begonnen haben zu nutzen oder intensiver genutzt haben.

03.1 Können Sie sich daran erinnern, ob es Marken gibt, die Sie in dieser Phase **angefangen haben zu nutzen?** Wenn ja, welche Marke(n)? Warum glauben Sie ist das so?
_Hinweis für den Interviewer: Sollte der Proband mehrere Marken nennen, gehen Sie die folgenden Fragen bitte nacheinander für die einzelnen Marken durch._

03.2 Wie kam es dazu, dass Sie diese Marke angefangen haben zu nutzen oder verstärkt genutzt haben?

03.3 Können Sie einmal eine **typische Situation** beschreiben, in der Sie diese Marke genutzt haben?

03.4 Können Sie sich daran erinnern, **mit wem** Sie diese Marke meistens genutzt haben?

03.5 Was glauben Sie, **zu welchem Zweck** haben Sie diese Marke genutzt?

03.6 Und was glauben Sie, wie sich die Nutzung der Marke auf Ihre **Stimmung** ausgewirkt hat?

03.7 Nutzen Sie diese **Marke bis heute?** Wenn ja, in welchem Ausmaß?

03.8 Können Sie einmal versuchen Ihr heutiges Verhältnis zu dieser Marke zu beschreiben? Warum glauben Sie ist das so?

03.9 Würden Sie sagen, dass es eher ein Zufall war, dass diese Marke für Sie in dieser Phase an Bedeutung gewonnen hat, oder war es ein bewusster / beabsichtigter Vorgang?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

3

04. Es soll nun um Marken gehen, die für Sie in dieser glücklichen Phase Ihres Lebens, in der Sie besonders _zufrieden mit Ihrem Leben_ waren und sich _häufig gut_ und nur _selten schlecht gefühlt_ haben, an Bedeutung verloren haben. Es geht also um Marken, die Sie zuvor genutzt haben, die Sie dann aber in dieser Phase Ihres Lebens eingestellt haben zu nutzen oder zumindest weniger genutzt haben.

04.1 Können Sie sich daran erinnern, ob es Marken gibt, die Sie in dieser Phase **aufgehört** haben zu nutzen oder die Sie zumindest deutlich weniger genutzt haben? Wenn ja, welche Marke(n)? Warum glauben Sie ist das so?
_Hinweis für den Interviewer: Sollte der Proband mehrere Marken nennen, gehen Sie die folgenden Fragen bitte nacheinander für die einzelnen Marken durch._

04.2 Wie kam es dazu, dass Sie diese Marke aufgehört haben zu nutzen oder nur noch eingeschränkt genutzt haben?

04.3 Können Sie einmal eine **typische Situation** beschreiben, in der Sie diese Marke vorher – also vor dieser glücklichen Phase – genutzt hatten?

04.4 Können Sie sich daran erinnern, **mit wem** Sie diese Marke vorher meistens genutzt hatten?

04.5 Was glauben Sie, **zu welchem Zweck** hatten Sie diese Marke vorher genutzt?

04.6 Und was glauben Sie, wie sich vor dieser glücklichen Phase die Nutzung der Marke auf Ihre **Stimmung** ausgewirkt hatte?

04.7 Haben Sie **nach** dieser glücklichen Phase die Marke weiterhin nicht oder nur eingeschränkt genutzt? Oder haben Sie die Marke danach wieder mehr genutzt? Warum glauben Sie ist das so?

04.8 Können Sie einmal versuchen Ihr heutiges Verhältnis zu dieser Marke zu beschreiben? Warum glauben Sie ist das so?

04.9 Würden Sie sagen, dass es eher ein Zufall war, dass diese Marke für Sie in dieser Phase an Bedeutung verloren hat, oder war es ein bewusster / beabsichtigter Vorgang?

_____

_____

_____

_____

_____

Bitte ordnen Sie diese Phase, über die wir uns gerade unterhalten haben, anhand der folgenden drei Skalen ein:
_Hinweis für den Interviewer: Lassen Sie den Probanden die Skalen in Ruhe selbst lesen und ausfüllen._

4

05. Beurteilen Sie bezogen auf diese Phase bitte, in welchem Ausmaß Sie der folgenden Aussage auf einer Skala von -3 (überhaupt nicht) bis 3 (voll und ganz) zustimmen.

|  | stimme über- haupt nicht zu |  |  |  |  |  | stimme voll und ganz zu |
|---|---|---|---|---|---|---|---|
| In dieser Phase bin ich mit meinem Leben zufrieden gewesen. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |

06. Dieser Fragebogen enthält eine Reihe von Wörtern, die unterschiedliche Gefühle und Empfindungen beschreiben. Lesen Sie jedes Wort und tragen Sie dann in die Skala neben jedem Wort die Intensität ein. Sie haben die Möglichkeit, zwischen fünf Abstufungen zu wählen. Geben Sie bitte an, wie Sie sich *in dieser Phase* gefühlt haben.

|  | ganz wenig oder gar nicht | ein bisschen | einigermaßen | erheblich | äußerst |
|---|---|---|---|---|---|
| bekümmert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| freudig erregt | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| verärgert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| erschrocken | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| angeregt | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| begeistert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| wach | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| nervös | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| entschlossen | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| ängstlich | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |

5

Mit dieser Frage haben wir den ersten Teil unseres Interviews abgeschlossen. Im nun folgenden Teil des Interviews soll es um eine gänzlich andere Phase Ihres Lebens und der damit einhergehenden Markennutzung gehen.

07. Denken Sie nun bitte einmal zurück an eine eher unglückliche Phase Ihres Lebens, also eine Phase, in der Sie *nicht so zufrieden mit Ihrem Leben* waren und sich *häufig schlecht* und nur *selten gut gefühlt* haben. Bitte beschreiben Sie ganz genau die Situation und die Gefühle, die Sie damals empfanden.

07.1 Können Sie einmal beschreiben, was sich in dieser Phase Ihres Lebens ereignete? Wann war das? Wie lange hat diese Phase ungefähr angedauert?

07.2 Und können Sie einmal versuchen zu beschreiben, warum Sie da nicht so zufrieden mit Ihrem Leben waren und Sie sich so häufig schlecht und nur so selten gut gefühlt haben?

07.3 Können Sie sich an einzelne Situationen in dieser Zeit erinnern, die Sie mir hier wiedergeben können?

07.4 Und würden Sie sagen, dass sich Ihr typischer Tagesablauf in dieser Phase von Tagesabläufen in anderen Phasen Ihres Lebens unterschieden hat?
Können Sie einmal versuchen, einen typischen Tagesablauf in dieser Phase Ihres Lebens zu beschreiben?

_____

_____

_____

_____

_____

_____

_____

_____

_____

6

Im Folgenden soll es darum gehen, welche Marke(n) Sie in dieser Phase Ihres Lebens genutzt haben. Lassen Sie sich bei der Beantwortung der Fragen so viel Zeit wie Sie brauchen! *Hinweis für den Interviewer: Lassen Sie dem Probanden bei jeder einzelnen Frage viel Zeit zum Nachdenken, da dieses Interview wahrscheinlich das erste Mal ist, dass der Proband über diese Sache nachdenkt. Geben Sie ggf. bei den einzelnen Fragen den Hinweis, dass bei den Antwortüberlegungen sowohl Produkt- als auch Dienstleistungsmarken berücksichtigt werden sollen. Wenn Sie merken, dass der Proband zu bestimmten Punkten etwas zu erzählen hat, haken Sie an diesen Stellen gezielt nach, z.B. Was ist dann passiert? Warum war das für Sie so wichtig? Wie haben Sie sich dabei gefühlt? Etc.*

08. **Es soll zunächst um Marken allgemein gehen, die Sie in dieser eher unglücklichen Phase Ihres Lebens, in der Sie *nicht so zufrieden mit Ihrem Leben* waren und sich *häufig schlecht* und nur *selten gut gefühlt* haben, genutzt haben.**

08.1 Erinnern Sie sich an einzelne Situationen in dieser Zeit, die von bestimmten Marken begleitet wurden? Was waren das für Situationen?

08.2 Welche Marke(n) haben Sie in dieser Phase Ihres Lebens **regelmäßig genutzt?**

08.3 Und was denken Sie, welche Marke Sie in dieser Phase Ihres Lebens **am intensivsten** genutzt haben? Warum glauben Sie war das so?

08.4 Können Sie einmal eine **typische Situation** beschreiben, in der Sie diese Marke genutzt haben?

08.5 Können Sie sich daran erinnern, **mit wem** Sie diese Marke meistens genutzt haben?

08.6 Was glauben Sie, **zu welchem Zweck** haben Sie diese Marke genutzt?

08.7 Und was glauben Sie, wie sich die Nutzung der Marke auf Ihre **Stimmung** ausgewirkt hat?

08.8 Würden Sie sagen, dass Sie diese Marke bewusst genutzt haben?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

7

09. Es soll nun um Marken gehen, die für Sie in dieser unglücklichen Phase Ihres Lebens, in der Sie *nicht so zufrieden mit Ihrem Leben* waren und sich *häufig schlecht* und nur *selten gut gefühlt* haben, an Bedeutung gewonnen haben. Es geht also um Marken, die Sie zuvor entweder gar nicht oder nur selten genutzt haben, die Sie dann aber in dieser unglücklichen Phase Ihres Lebens begonnen haben zu nutzen oder intensiver genutzt haben.

09.1 Können Sie sich daran erinnern, ob es Marken gibt, die Sie in dieser Phase **angefangen haben zu nutzen**? Wenn ja, welche Marke(n)? Warum glauben Sie ist das so?
*Hinweis für den Interviewer: Sollte der Proband mehrere Marken nennen, gehen Sie die folgenden Fragen bitte nacheinander für die einzelnen Marken durch.*

09.2 Wie kam es dazu, dass Sie diese Marke angefangen haben zu nutzen oder verstärkt genutzt haben?

09.3 Können Sie einmal eine **typische Situation** beschreiben, in der Sie diese Marke genutzt haben?

09.4 Können Sie sich daran erinnern, **mit wem** Sie diese Marke meistens genutzt haben?

09.5 Was glauben Sie, **zu welchem Zweck** haben Sie diese Marke genutzt?

09.6 Und was glauben Sie, wie sich die Nutzung der Marke auf Ihre **Stimmung** ausgewirkt hat?

09.7 Nutzen Sie diese Marke bis heute? Wenn ja, in welchem Ausmaß?

09.8 Können Sie einmal versuchen Ihr heutiges Verhältnis zu dieser Marke zu beschreiben? Warum glauben Sie ist das so?

09.9 Würden Sie sagen, dass es eher ein Zufall war, dass diese Marke für Sie in dieser Phase an Bedeutung gewonnen hat, oder war es ein bewusster / beabsichtigter Vorgang?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

10. Es soll nun um Marken gehen, die für Sie in dieser unglücklichen Phase Ihres Lebens, in der Sie _nicht so zufrieden mit Ihrem Leben_ waren und sich _häufig schlecht_ und nur _selten gut gefühlt_ haben, an Bedeutung verloren haben. Es geht also um Marken, die Sie zuvor genutzt haben, die Sie dann aber in dieser Phase Ihres Lebens eingestellt haben zu nutzen oder zumindest weniger genutzt haben.

10.1 Können Sie sich daran erinnern, ob es Marken gibt, die Sie in dieser Phase **aufgehört** haben zu nutzen oder die Sie zumindest deutlich weniger genutzt haben? Wenn ja, welche Marke(n)? Warum glauben Sie ist das so?
_Hinweis für den Interviewer: Sollte der Proband mehrere Marken nennen, gehen Sie die folgenden Fragen bitte nacheinander für die einzelnen Marken durch._

10.2 Wie kam es dazu, dass Sie diese Marke aufgehört haben zu nutzen oder nur noch eingeschränkt genutzt haben?

10.3 Können Sie einmal eine **typische Situation** beschreiben, in der Sie diese Marke vorher – also vor dieser unglücklichen Phase – genutzt hatten?

10.4 Können Sie sich daran erinnern, **mit wem** Sie diese Marke vorher meistens genutzt hatten?

10.5 Was glauben Sie, **zu welchem Zweck** hatten Sie diese Marke vorher genutzt?

10.6 Und was glauben Sie, wie sich vor dieser unglücklichen Phase die Nutzung der Marke auf **Ihre Stimmung** ausgewirkt hatte?

10.7 Haben Sie **nach** dieser unglücklichen Phase die Marke weiterhin nicht oder nur eingeschränkt genutzt? Oder haben Sie die Marke danach wieder mehr genutzt? Warum glauben Sie ist das so?

10.8 Können Sie einmal versuchen Ihr heutiges Verhältnis zu dieser Marke zu beschreiben? Warum glauben Sie ist das so?

10.9 Würden Sie sagen, dass es eher ein Zufall war, dass diese Marke für Sie in dieser Phase an Bedeutung verloren hat, oder war es ein bewusster / beabsichtigter Vorgang?

_____

_____

_____

_____

_____

Bitte ordnen Sie diese Phase, über die wir uns gerade unterhalten haben, anhand der folgenden beiden Fragen ein:
_Hinweis für den Interviewer: Lassen Sie den Probanden die Skalen in Ruhe selbst lesen und ausfüllen._

9

11. Beurteilen Sie bezogen auf diese Phase bitte, in welchem Ausmaß Sie der folgenden Aussage auf einer Skala von -3 (überhaupt nicht) bis 3 (voll und ganz) zustimmen.

| | stimme über- haupt nicht zu | | | | | | stimme voll und ganz zu |
|---|---|---|---|---|---|---|---|
| In dieser Phase bin ich mit meinem Leben zufrieden gewesen. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |

12. Dieser Fragebogen enthält eine Reihe von Wörtern, die unterschiedliche Gefühle und Empfindungen beschreiben. Lesen Sie jedes Wort und tragen Sie dann in die Skala neben jedem Wort die Intensität ein. Sie haben die Möglichkeit, zwischen fünf Abstufungen zu wählen. Geben Sie bitte an, wie Sie sich *in dieser Phase* gefühlt haben.

| | ganz wenig oder gar nicht | ein bisschen | einigermaßen | erheblich | äußerst |
|---|---|---|---|---|---|
| bekümmert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| freudig erregt | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| verärgert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| erschrocken | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| angeregt | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| begeistert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| wach | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| nervös | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| entschlossen | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| ängstlich | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |

Der Hauptteil des Interviews, in dem es um Ihre Nutzung von und Ihre Gefühle gegenüber Marken in zwei unterschiedlichen Phasen Ihres Lebens ging, ist nun beendet.

Im letzten Teil würde ich Sie bitten, dass sie einige allgemeine Angaben zu sich machen.

*Hinweis für den Interviewer: Lassen Sie den Probanden sämtliche folgenden Skalen in Ruhe selbst lesen und ausfüllen.*

13. Beurteilen Sie bitte, inwiefern Sie folgenden fünf Aussagen zustimmen. Es gibt auch auf diese Fragen keine richtigen oder falschen Antworten. Bitte schätzen Sie ein, in welchem Ausmaß Sie den folgenden Aussagen auf einer Skala von -3 (überhaupt nicht) bis 3 (voll und ganz) zustimmen.

| | stimme über- haupt nicht zu | | | | | | stimme voll und ganz zu |
|---|---|---|---|---|---|---|---|
| In den meisten Bereichen entspricht mein Leben meinen Idealvorstellungen. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |
| Meine Lebensbedingungen sind ausgezeichnet. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |
| Ich bin mit meinem Leben zufrieden. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |
| Bisher habe ich die wesentlichen Dinge erreicht, die ich mir für mein Leben wünsche. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |
| Wenn ich mein Leben noch einmal leben könnte, würde ich kaum etwas ändern. | ◯ -3 | ◯ -2 | ◯ -1 | ◯ 0 | ◯ 1 | ◯ 2 | ◯ 3 |

11

14. Dieser Fragebogen enthält eine Reihe von Wörtern, die unterschiedliche Gefühle und Empfindungen beschreiben. Lesen Sie jedes Wort und tragen Sie dann in die Skala neben jedem Wort die Intensität ein. Sie haben die Möglichkeit, zwischen fünf Abstufungen zu wählen. Geben Sie bitte an, wie Sie sich *generell, also im Allgemeinen,* fühlen.

| | ganz wenig oder gar nicht | ein bisschen | einigermaßen | erheblich | äußerst |
|---|---|---|---|---|---|
| bekümmert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| freudig erregt | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| verärgert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| erschrocken | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| angeregt | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| begeistert | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| wach | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| nervös | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| entschlossen | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |
| ängstlich | ◯ 1 | ◯ 2 | ◯ 3 | ◯ 4 | ◯ 5 |

15. Bitte kreuzen Sie bei den folgenden Aussagen und/oder Fragen den Zahlenwert an, der Sie Ihrem Gefühl nach am besten beschreibt:

### I. Ganz allgemein halte ich mich

nicht für einen glücklichen Menschen          für einen sehr glücklichen Menschen

| -3 | -2 | -1 | 0 | 1 | 2 | 3 |
|----|----|----|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

### II. Verglichen mit den meisten Menschen meines Alters halte ich mich für

weniger glücklich          glücklicher

| -3 | -2 | -1 | 0 | 1 | 2 | 3 |
|----|----|----|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

### III. Manche Menschen sind generell sehr glücklich. Sie genießen das Leben, egal, was passiert und machen für sich aus allem das Beste. In welchem Maß trifft diese Beschreibung auf Sie zu?

überhaupt nicht          in hohem Maß

| -3 | -2 | -1 | 0 | 1 | 2 | 3 |
|----|----|----|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

### IV. Manche Menschen sind generell nicht sehr glücklich. Obwohl Sie nicht depressiv sind, wirken sie niemals so glücklich, wie sie sein könnten. In welchem Maß trifft diese Beschreibung auf Sie zu?

überhaupt nicht          in hohem Maß

| -3 | -2 | -1 | 0 | 1 | 2 | 3 |
|----|----|----|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**16. Wie ist Ihr Beziehungsstatus?**

- ledig
- in einer festen Partnerschaft
- verheiratet
- geschieden
- verwitwet

**17. Wie alt sind Sie?**

_____ Jahre alt

**18. Welchen Beruf üben Sie aktuell aus oder haben Sie ausgeübt?**

_____

**19. Geschlecht aufgrund von Beobachtung eintragen:**

- weiblich
- männlich

## Vielen Dank für Ihre Teilnahme!

14

# 2    Questionnaire Study 2

**Many thanks for participating in this study.**

Please take as much time as you need to answer the questions. There are **no right or wrong answers**. I would only like to ask you to answer the questions the way you actually think or feel. The best answer is your **own and personal opinion**.

It will take **about 10 minutes** to answer the questions. All data will be kept **anonymous and confidential** and will be used exclusively for scientific research.

The study consists of **two major sections**. The first section of the study is about your **consumption in the last week (during the coronavirus crisis)**. The second section is about your **emotional experiences and feelings** in the last week.

Next

0% completed

---

**Privacy Policy**

**First, please assure us with your declaration of consent that we may analyze your data and answers for scientific purposes. All your answers will of course be treated confidentially and will be completely anonymized in later publications.**

1. Name and contact of the person responsible:

The study is being carried out in connection with a research project at the Chair of Marketing at the Schumpeter School of Business and Economics at the University of Wuppertal. Responsible contact persons are Tobias Langner (langner@wiwi.uni-wuppertal.de) and Tobias Klinke (klinke@wiwi.uni-wuppertal.de).

2. Purpose of the processing:

Your answers and data will be analyzed for scientific purposes only.

3. To whom will this data be made available?

Your data will not be disclosed to third parties. Within the framework of scientific research and scientific publishing, authorized scientific staff and students are given access to the anonymized data subject to certain conditions.

4. Planned periods of deletion of the data:

A deletion of the data is not planned, since these data are needed for scientific research on a long-term basis.

5. General description of the technical security of the data

Your data is stored on a secure server after recording.

○ I consent to my data and answers being recorded and stored for the above-mentioned purposes.

○ I do not consent to my data and answers being recorded and stored for the above-mentioned purposes.

Back                                                                                     Next

4% completed

**Please enter your Prolific ID:**

Back                                                                                    Next

8% completed

---

Before it really starts, please give us some information about yourself.

**Age:**

I am [ ] years old

**Sex:**

○ female
○ male

**What is your relationship status?**

○ single
○ in a regular relationship
○ married
○ divorced
○ widowed

**What is your current or most recent occupation?**

**What is your monthly net income?**
Net income is defined as your total income after tax and social security deductions.

[Please choose] ▲▼

Back                                                                                    Next

13% completed

The first section focuses on your **behaviors related to consumption** during the last week (during the coronavirus crisis). Please take a moment to reflect on **how and what you have consumed in the last week**.

Back                                                                                          Next

17% completed

---

Here we briefly describe how some people behave in the phase of the coronavirus crisis.

To what extent have you behaved as the described people over the last week (during the coronavirus crisis)?

|  | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| She ordered **food without** having a **certain preference**, just to **gorge herself** something. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She deliberately ordered her **favorite food** to have a **positive moment**. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She **paid no attention** to **mindfully consume resources** like energy or water. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She turned on the **TV** and just watched **anything**. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She **paid no attention** to **eating healthy**. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She scrolled through her **social media** history to **re-experience nice moments** of her past. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She **skipped doing sports** because the gym was closed. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She turned on the **TV** and took time to watch her **favorite show**. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |
| She **deliberately avoided eating unhealthy**. | not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much |

| She drank **alcoholic drinks** like wine, beer or gin **excessively** to **distract herself**. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |
| | | 0 1 2 3 4 5 6 7 8 9 10 | |
| She **did sports** at home or outside because the gym was closed. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |
| | | 0 1 2 3 4 5 6 7 8 9 10 | |
| She **searched for personal projects** that can be pursued under the new circumstances. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |
| | | 0 1 2 3 4 5 6 7 8 9 10 | |
| She **deliberately avoided wasting resources** like energy or water. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |
| | | 0 1 2 3 4 5 6 7 8 9 10 | |
| She **interrupted personal projects**, although the new circumstances would have allowed to continue them. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |
| | | 0 1 2 3 4 5 6 7 8 9 10 | |
| She **made herself** an **enjoyable moment** with a glas of an **acoholic drink** like wine, beer or gin. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |
| | | 0 1 2 3 4 5 6 7 8 9 10 | |
| She scrolled through **social media without** having a **specific goal**. | not at all | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | very much |

Back                                                                                         Next

21% completed

Here we again briefly describe some people. Please read each description and think about how much each person is or is not like you were in the last week (during the coronavirus crisis).

How much is the person in the description like you were in the last week (during the coronavirus crisis)?

| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| It is important to her that the **coronavirus crisis does not determine her life**. She wants to **actively shape her everyday life herself**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| Being able to **actively regulate** her **emotional constitution** in the phase of the coronavirus crisis is important to her. She wants to **take control over her feelings**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| **Not being confronted with** her **feelings** in the phase of the coronavirus crisis is important to her. She wants to **distract herself**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| It is important to her to **actively deal with** her **emotions** in the phase of the coronavirus crisis. She wants to **change them lastingly**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| The **coronavirus crisis determines her life**. She rather **passively waits until the phase** of the coronavirus crisis **is over**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| The phase of the coronavirus crisis is **overwhelming her**. She is **just lying there and can not do anything**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| **Actively shaping the situation** in the phase of the coronavirus crisis is important to her. She wants to **decide how her everyday life looks like**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |
| It is important to her to **prevent herself** from **dealing with** her **emotional constitution** in the phase of the coronavirus crisis. She wants to **suppress her feelings**. | not at all like me in the last week | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very much like me in the last week |

Back                                                                                                              Next

© Tobias Langner, Tobias Klinke, University of Wuppertal                              26% completed

Please indicate which of the following opposed words describes better how you behaved and felt in the last week (during the coronavirus crisis)?

|  | -3 | -2 | -1 | 0 | 1 | 2 | 3 |  |
|---|---|---|---|---|---|---|---|---|
| not focused on changing my feelings | ○ | ○ | ○ | ○ | ○ | ○ | ○ | focused on changing my feelings |
| passive | ○ | ○ | ○ | ○ | ○ | ○ | ○ | active |
| aimless | ○ | ○ | ○ | ○ | ○ | ○ | ○ | goal-oriented |
| unhappy | ○ | ○ | ○ | ○ | ○ | ○ | ○ | happy |
| slow | ○ | ○ | ○ | ○ | ○ | ○ | ○ | fast |
| disengaged | ○ | ○ | ○ | ○ | ○ | ○ | ○ | engaged |
| unmotivated | ○ | ○ | ○ | ○ | ○ | ○ | ○ | motivated |
| bad | ○ | ○ | ○ | ○ | ○ | ○ | ○ | good |
| small | ○ | ○ | ○ | ○ | ○ | ○ | ○ | tall |
| lethargic | ○ | ○ | ○ | ○ | ○ | ○ | ○ | energetic |
| weak | ○ | ○ | ○ | ○ | ○ | ○ | ○ | strong |
| lazy | ○ | ○ | ○ | ○ | ○ | ○ | ○ | not lazy |
| unintentionally | ○ | ○ | ○ | ○ | ○ | ○ | ○ | intentionally |
| not focused on adapting to the situation | ○ | ○ | ○ | ○ | ○ | ○ | ○ | focused on adapting to the situation |

Back                                                                                                          Next

© Tobias Langner, Tobias Klinke, University of Wuppertal                                      31% completed

This section is about the scope of different behaviors you exhibited in the last week (during the coronavirus crisis).

Please indicate how narrow or broad the scope of different behaviors you exhibited in the last week (during the coronavirus crisis) was.

narrow                                                              broad

0  1  2  3  4  5  6  7  8  9  10

Scope of ...

... **different products** you consumed in the last week     ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

narrow                                                              broad

0  1  2  3  4  5  6  7  8  9  10

Scope of ...

... **different activities** you pursued in the last week     ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Back                                                                    Next

35% completed

---

Research has shown that in different phases people take into account their own needs, but also the needs of others, to a greater or lesser extent. The behavioral outcomes are reflected (among other things) in how much of their **resources (especially money and time)** they **invest in themselves, in close other and in distant others**. Close others are people within the own social environment. Distant others are people outside the own social environment.

Please indicate how much money and time you invested in yourself and in close and distant others in the **last week** (during the coronavirus crisis) **compared to your life in general** (before the coronavirus crisis).

| In the last week (during the coronavirus crisis) **compared to my life in general** (before the coronavirus crisis) I invested ... | ... **less** than generally in my life. | | | | | | | | | | ... **more** than generally in my life. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
| ... **money** in **myself** ... | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **money** in **close others** ... | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **money** in **distant others** ... | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **time** in **myself** ... | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **time** in **close others** ... | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| ... **time** in **distant others** ... | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Back                                                                    Next

40% completed

Please indicate how you have dealt with brands in the last week (during the coronavirus crisis).

|  | 0 1 2 3 4 5 6 7 8 9 10 |  |
|---|---|---|
| I considered few different brands in buying decisions. | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | I considered many different brands in buying decisions. |
| I didn't get to know new brands. | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | I got to know many new brands. |
| I used my loved brand(s) very rarely. | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | I used my loved brand(s) very often. |
| Very rarely, I used my loved brand(s) to improve my emotions | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | Very often, I used my loved brand(s) to improve my emotions |
| I paid very little attention to what specific brands I consume. | ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ | I paid very much attention to what specific brands I consume. |

Back                                                                                          Next

---

Please think back to the time last week (during the coronavirus crisis) when you had your **most unhappy moment**. Which of the following statements describes best how **you behaved in this particular moment**?

○ I excessively consumed any consumer goods or media to suppress my bad feelings.

○ I deliberately created a positive moment in which I consumed one of my favorite consumer goods or media to overcome my bad feelings.

○ I reflected the new situation and searched for ways to actively cope with it.

○ I was so overwhelmed by the new situation that I could not do anything.

Back                                                                                          Next

The second section of the study is about a **comparison** between your **life in** the **last week (during the coronavirus crisis)** and your **life in general (before the coronavirus crisis).**

The following first questions are about your emotional experiences and feelings during the last week (during the coronavirus crisis).

Back                                                                                                        Next

54% completed

Please think back to the last week and indicate how often you have experienced each of the following emotions within the last week (during the coronavirus crisis), compared to your life in general (before the coronavirus crisis).

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... embarrassed, self-conscious, blushing ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... grateful, appreciative, thankful ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... hopeful, optimistic, encouraged ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... content, serene, peaceful ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... repentant, guilty, blameworthy ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... amused, fun-loving, silly ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... love, closeness, trust ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... interested, alert, curious ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... sympathy, concern, compassion ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... proud, confident, self-assured ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... glad, happy, joyful ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... angry, irritated, annoyed ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... sexual, desiring, flirtatious ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... sad, downhearted, unhappy ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... surprised, amazed, astonished ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... ashamed, humiliated, disgraced ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... scared, fearful, afraid ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... contemptuous, scornful, disdainful ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... awe, wonder, amazement ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

| In the last week I felt ... | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ... disgust, distaste, revulsion ... | ... less often than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ... more often than generally in my life. |

Back Next

58% completed

---

Generally, just as your feelings fluctuate over time, so your life and **what is important to you in life changes over time and in different phases**. Please take a moment to reflect on your respective life orientation during the last week (during the coronavirus crisis).

Back Next

63% completed

Please think back to the last week and indicate to what extent the following statements apply to your life in the last week (during the coronavirus crisis), compared to your life in general (before the coronavirus crisis).

| In the last week I felt like … | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| … I was always very absorbed and immersed in what I do… | … **less** than generally in my life | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | … **more** than generally in my life. |

| In the last week I felt like … | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| … my life served a higher purpose and had a lasting meaning… | … **less** than generally in my life | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | … **more** than generally in my life. |

| In the last week I felt like … | | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| … my life was full of joy and pleasure… | … **less** than generally in my life | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | … **more** than generally in my life. |

Back                                                                                               Next

© Tobias Langner, Tobias Klinke, University of Wuppertal                           68% completed

---

Just as your feelings and your life orientation fluctuate over time, so **your overall happiness changes over time and in different phases**. Please take a moment to reflect on your overall happiness over the last week (during the coronavirus crisis).

Back                                                                                               Next

© Tobias Langner, Tobias Klinke, University of Wuppertal                           73% completed

How happy have you felt in the last week (during the coronavirus crisis), compared to your life in general (before the coronavirus crisis)?

In the last week I felt …

|  | -5 | -4 | -3 | -2 | -1 | 0 | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| … **less** happy than generally in my life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | … **more** happy than generally in my life. |

Back                                                                          Next

© Tobias Langner, Tobias Klinke, University of Wuppertal                      77% completed

---

Finally, we would like to ask you a few questions about yourself and your opinions:

**To what extent do the following statements apply to you?**

|  | not at all | | | | | | very much |
|---|---|---|---|---|---|---|---|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| I admire people who own expensive homes, cars, and clothes. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I usually buy only the things I need. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| I have all the things I really need to enjoy life. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**How well do the following statements describe your personality?**

| I see myself as someone who ... | Disagree strongly 1 | Disagree a little 2 | Neither agree nor disagree 3 | Agree a little 4 | Agree strongly 5 |
|---|---|---|---|---|---|
| ... gets nervous easily | ○ | ○ | ○ | ○ | ○ |
| ... is outgoing, sociable | ○ | ○ | ○ | ○ | ○ |
| ... tends to be lazy | ○ | ○ | ○ | ○ | ○ |
| ... has few artistic interests | ○ | ○ | ○ | ○ | ○ |
| ... tends to find fault with others | ○ | ○ | ○ | ○ | ○ |
| ... is relaxed, handles stress well | ○ | ○ | ○ | ○ | ○ |
| ... is reserved | ○ | ○ | ○ | ○ | ○ |
| ... has an active imagination | ○ | ○ | ○ | ○ | ○ |
| ... does a thorough job | ○ | ○ | ○ | ○ | ○ |
| ... is generally trusting | ○ | ○ | ○ | ○ | ○ |

**For the following statement, please choose the point on the scale that you feel is most appropriate in describing you?**

In general, I consider myself ...

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 |  |
|---|---|---|---|---|---|---|---|---|
| not a very happy person | ○ | ○ | ○ | ○ | ○ | ○ | ○ | a very happy person |

Back                                                                                                   Next

82% completed

**To what extent is the city you live in affected by the coronavirus crisis?**

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Very much |

**To what extent are you personally affected by the coronavirus crisis?**

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Very much |

**Research has shown that events, regardless of their actual location and time, can feel very far away or very close.**

Does the relative geographic distance of where impacts of the Coronavirus crisis are primarily experienced feel near where you live or far away?

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Very near | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Very far away |

**At which location did you fill out the survey?**

City:

County:

**How much do you fear the coronavirus crisis and its impacts?**

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Not at all | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Very much |

Back                                                                 Next

86% completed

---

Do you have any comments on the questionnaire or anything else you want to tell us?

Back                                                                 Next

91% completed

To prove that you have completed the study, please click here or use the following URL to go back to Prolific

https://app.prolific.co/submissions/complete?cc=26BBD1C8

Back                                                                                                          Next

© Tobias Langner, Tobias Klinke, University of Wuppertal                    95% completed

# Thank you for your participation!

You can now close the browser window.

© Tobias Langner, Tobias Klinke, University of Wuppertal

## 3    Translated and original quotes

| Focus of Regulation | |
|---|---|
| **Affect Focus** | |
| *English (Translation)* | *German (Original)* |
| To relax or to, or to just feel better in the moment, or to somehow fill up on energy. That helped me to relax.<br><br>Participant 4 | Zum Entspannen oder zum, oder um sich in dem Moment halt besser zu fühlen, oder irgendwie Energie zu tanken. Das hat mir beim Entspannen geholfen. |
| Just to lift my mood. To feel better.<br><br>Participant 3 | Allein um die Stimmung zu heben. Um mich besser zu fühlen. |
| **Situation Focus** | |
| I am mentally occupied with the situation all the time [...]. So I actually get up in the morning and think about it [...]. Theoretically, my thoughts circle around it all the time [...]. But that's definitely a difference, that it simply occupies me all the time.<br><br>Participant 19 | Ich bin auf jeden Fall gedanklich die ganze Zeit mit Situationen beschäftigt […]. Also ich steh eigentlich schon morgens auf und mach mir meine Gedanken dazu […]. Theoretisch kreisen meine Gedanken die ganze Zeit darum […]. Aber das ist auf jeden Fall ein Unterschied, dass mich das einfach die ganze Zeit beschäftigt. |
| I think one thought less about oneself, but instead perhaps about the whole, in general, how one can halfway understand this situation.<br><br>Participant 14 | Man hat sich glaub ich weniger Gedanken um sich selber gemacht, sondern vielleicht quasi um das Ganze, insgesamt, wie man diese Situation halbwegs blicken kann. |

| Extent of Regulation | |
|---|---|
| **Low (Passive)** | |
| *English (Translation)* | *German (Original)* |
| I [...] was relatively apathetic, or rather, it was somehow difficult for me to get excited about certain things, i.e., about real activities, going out, being with people. [It was] just a very, very ruminative and perhaps also a bit lonely time. […] If I slept, then just as long, as long as I could. And actually I couldn't even say what I really, what activity I really actively pursued for a longer period of time. [I have] let myself drift a little bit […].<br><br>Participant 11 | Ich [...] war relativ antriebslos, beziehungsweise mir fiel es irgendwie schwer mich für gewisse Dinge zu begeistern, also für richtige Aktivitäten, also vor die Tür gehen, unter Menschen gehen. [Es war] halt eher so eine sehr, sehr nachdenkliche und auch ein Stück weit vielleicht einsame Zeit. […] Wenn ich geschlafen hab, dann halt so lange, so lange wie es ging. Und eigentlich, ich könnte noch nicht mal sagen, was ich so wirklich, welcher Aktivität ich wirklich aktiv für einen längeren Zeitraum nachgegangen bin. [Ich habe] mich ein Stück weit treiben lassen […]. |
| [I'm] not in the mood for anything at all, I snap at someone and hole up in my room. I don't feel like it anymore...<br><br>Participant 15 | [Ich] hab überhaupt kein Bock auf gar nichts, schnauze irgendwen an und verkrümmel mich in mein Zimmer. Gar kein Bock mehr... |
| **High (Active)** | |
| *English (Translation)* | *German (Original)* |
| So there were a lot of things coming together and a new coordination was needed.[…] When my father passed away, we children met together and said, "Yeah, okay, what's coming up next? We have to get this done, we have to get this done, this has to be done." And that was one of the biggest partial goals that we wanted to achieve, the move, with which we then wanted to help our mother at least a little bit into independence.<br><br>Participant 14 | Also da kamen halt viele Sachen aufeinander zu und da gehörte halt eine neue Koordination rein. […] Als mein Vater verstorben ist, haben wir Kinder uns zusammen getroffen und haben halt gesagt „Ja ok, was steht jetzt so die nächste Zeit an? Wir müssen das erledigen, wir müssen das erledigen, das muss erledigt werden." Und das war eines der größten Teilziele, was wir erreichen wollten, der Umzug, womit wir dann zumindest unserer Mutter dann schon ein Stück weit in die Selbständigkeit verhelfen wollten. |
| To physically come down a bit and to reduce stress [...] Because I knew that if I didn't do that, I would feel worse. Then I have headaches or physical symptoms.<br><br>Participant 10 | Zum körperlich wieder bisschen runterkommen und zum Stress abbauen, reduzieren [...] Weil ich gewusst hab, wenn ich das nicht mach, dann geht es mir schlechter. Dann hab ich Kopfschmerzen oder körperliche Symptome. |

| **Repression Brand Consumption** | |
|---|---|
| English (Translation) | German (Original) |
| That was the only thing I consumed excessively during that time [...] Online streaming   programs, so basically Netflix I would say. [...] That distracted me quite well. Then I was in another world. [...] Well, by doing so I didn't think about anything anymore, because I was distracted. [...] Well, I think I consciously wanted to distract myself, so I used this [brand].<br><br>Participant 20 | Aber das war so das einzige was ich exzessiv genutzt habe in der Zeit […] Es waren Online Streaming Programme und so, also im Grunde Netflix würde ich sagen […] Das hat mich glaub ich ganz gut abgelenkt. Dann war ich in so ner anderen Welt. […] Also ich glaub ich wollt mich bewusst ablenken, deshalb hab ich bewusst das [diese Marke] dann eingesetzt. |
| I ate Choco Krispies, by the kilo. So Kellogs. [...] Mainly to consume it and to stuff it in me. [...] This was a conscious choice because I thought the original tastes best.<br><br>Participant 17 | Ich habe Schokocrispies gegessen, und zwar kiloweise. Also Kellogs. […] Das war ein bewusster Kauf, weil ich dachte das Original schmeckt am besten. |
| **Relief Brand Consumption** | |
| I thought I'd just make myself a good green tea. And this was also about the ceremony of heating the tea water, lovingly pouring the green tea, and then waiting for it to cool down, and drinking it with pleasure. That was not only the tea drinking, but also the stress reduction and coming down. [...] To relax.<br><br>Participant 10 | Da hab ich gedacht, jetzt mach ich mir einfach mal einen guten Grünen Tee. Und da gings nicht nur um den Tee, da gings auch um die Zeremonie, dass man einfach das Teewasser heiß gemacht, sich liebevoll den Grünen Tee gerichtet und dann gewartet bis er abgekühlt ist und das dann genussvoll des trinkt. Das war nicht nur das Teetrinken, sondern auch, der, Stressabbau und das Runterkommen. [...] Mich zu |
| Sports also helped with that, and Nike was the sports brand I used a lot. […] I don't think the brand did much to change my mood, but how I dealt with the situation […]. The brand was supportive.<br><br>Participant 1 | Dabei hat Sport auch geholfen und da war Nike die Sportmarke, die ich häufig genutzt habe. [...] Also ich glaube, dass die Marke nicht viel dazu beigetragen hat, dass sich meine Stimmung geändert hat, sondern wie ich mit der Situation umgegangen bin […]. Die Marke hat unterstützend geholfen. |

| Passive-lethargic Brand Abstinence | |
|---|---|
| English (Translation) | German (Original) |
| When I slept, I slept as long as I could. I couldn't even say what activity I really pursued actively for a longer period of time. [...] So I didn't really think about brand usage during that time. [when asked which brands he turned his back on] All.<br><br>Participant 11 | Wenn ich geschlafen hab, dann halt so lange, so lange wie es ging. Ich könnte noch nicht mal sagen, welche Aktivität ich wirklich aktiv für einen längeren Zeitraum nachgegangen bin. […] Ich hab mir keine Gedanken so wirklich über die Markennutzung in dieser Zeit gemacht. [auf die Frage, welche Marken vernachlässigt worden sind] Alle. |
| However, I am mentally occupied with the situation all the time [...] I just realize that a lot of things just don't interest me anymore [...] That is just extremely trivial. [...] I don't need that right now, so in this case, I'm just not interested.<br><br>Participant 19 | Ich bin auf jeden Fall gedanklich die ganze Zeit mit der Situation beschäftigt […] Ich merke einfach, dass mich viele Dinge einfach nicht mehr interessieren [...] Das ist wirklich extrem belanglos. [...] Das brauche ich grad nicht, also das interessiert mich einfach in dem Fall nicht. |
| **Active Brand Abstinence** | |
| English (Translation) | German (Original) |
| I really didn't have any thoughts about [brands] back then... I really didn't pay attention to brands. And I didn't pay much attention to what I consume, how I consume. So I had completely different thoughts in my head at that time.<br><br>Participant 14 | Ich hab echt kein Kopf dafür [Marken] gehabt... Ich hab wirklich nicht auf Marken geachtet. Und nicht großartig darauf geachtet, was ich konsumiere, wie ich konsumiere. Also ich hatte ganz andere Gedanken im Kopf gehabt zu diesem Zeitpunkt. |
| Stores like Starbucks, where you go in to indulge yourself, or for ex-ample, stores like Douglas, where I just didn't feel the need to go in and buy any-thing. […] Because it no longer seemed important to me at that moment to use this brand. In addition, I had enough stress with the university and also had no time and felt no urge to do something that is not meaningful or only for me and, therefore, I did not use such brands at that time.<br><br>Participant 1 | Läden wie Starbucks, wo man reingeht, um sich was zu gönnen, z.B. Läden wie Douglas, wo ich einfach nicht das Bedürfnis hatte, reinzugehen und etwas zu kaufen. […] Weil es mir in dem Moment nicht mehr wichtig erschien, diese Marke zu nutzen. Darüber hinaus hatte ich ja auch genug Stress mit der Uni und hatte auch keine Zeit und Lust, etwas zu unternehmen, was nicht sinnvoll oder nur für mich ist und deshalb habe ich solche Marken zu dieser Zeit nicht genutzt. |