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# Back to Order: How to Preserve Future Brand Purchase Intentions When Things Go Wrong?

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# Back to Order: How to Preserve Future Brand Purchase Intentions When Things Go Wrong?

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Think of a time when you couldn't accomplish something for reasons that escaped your control... Did you automatically blame the brand that was involved?...

## Correlational study

### Method

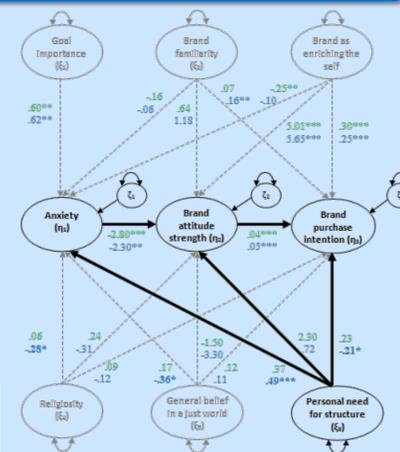
Sample: N = 426 online participants  
 Design: two-condition (goal attainment vs. goal failure) between-subjects, based on a memory task

**Pilot testing (N = 77):** Goal failure (vs. goal attainment) lowers

- Personal control ( $p < .01$ )
- Consumers' perception of the brand's assets: enabling-the-self and enticing-the-self ( $ps < .01$ )

### Multi-sample CFA

Models	Comparative model	$\chi^2$	df	$\Delta\chi^2$	$\Delta df$	Statistical significance	CFI	RMSEA 90% CI
Configural model-1	-	1065.7	630	-	-	-	.920	.040
Measurement model-2	2 vs. 1	1087.1	649	21.41	19	$p = .34$	.920	.036; .045
Structural model-3	3 vs. 1	1147.2	685	81.53	55	$p = .01$	.915	.036; .044
Measurement residual model-4	4 vs. 1	1202.2	721	136.49	91	$p = .002$	.912	.036; .044



$\chi^2(636) = 1071.73$ , Comparative fit index (CFI) = .92, RMSEA = .040 (.036; .044)  
 Green: Goal attainment condition (N = 217), Blue: Goal failure condition (N = 209)  
 \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Figure 1: Structural model

## Experimental study B

### Method

Sample: N = 102 online participants who performed the task on a computer  
 Design: 2 (Goal failure: goal attainment vs. goal failure) x 2 (Cue of orderliness: exposure vs. neutral) between-subjects, based on real settings: an intelligence test

Manipulation of goal failure: same as Exp. A  
 Manipulation of cue of orderliness: One sentence included as one of the questions of the test (based on Kay et al. 2014, study 1)

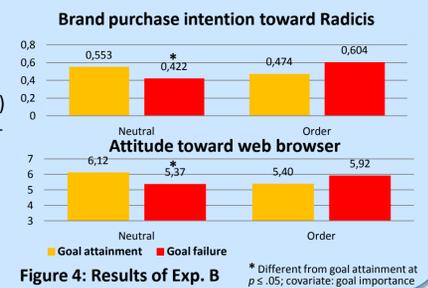


Figure 4: Results of Exp. B \* Different from goal attainment at  $p \leq .05$ ; covariate: goal importance

## Conclusion and next step

- Yes! Exposing consumers to the notion of order prior to goal failure prevents them from blaming the brand.
- Next step: Differentiating controllability when locus is firm-related: volitional vs. constrained

## References

Folkes, V. S. (1984). Consumer reactions to product failure: An attributional approach. *Journal of Consumer Research*, 10(4), 398-409.

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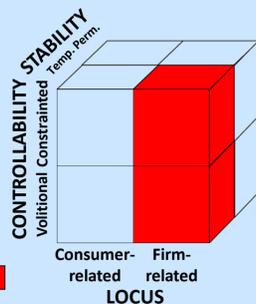
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## Attribution theory meets compensatory control

**Attribution theory:** People are rational information processors whose actions are influenced by their causal inferences (Folkes 1984)

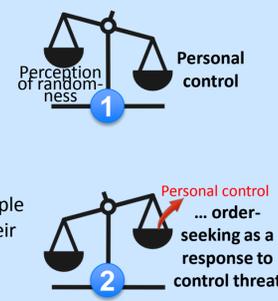
Causal dimensions of attribution in goal failure:



Field of inquiry of this research:

**Compensatory control model:** (Kay et al. 2008)

- 1 People have a basic need to perceive the world as orderly
- 2 When personal control is threatened, people seek order in their environment to satisfy this need



## Experimental study A

### Method

Sample: N = 113 online participants who performed the task on a computer  
 Design: two-condition (goal attainment vs. goal failure) between-subjects, based on real settings: an intelligence test

### Results

Manipulation check (2 items on a 7-point scale):  
 $M_{\text{goal attainment}} = 5.56$  vs.  $M_{\text{goal failure}} = 2.59$ ,  $t(111) = 9.84$ ,  $p < .001$ ; No effect on positive or negative mood ( $ps > .10$ )

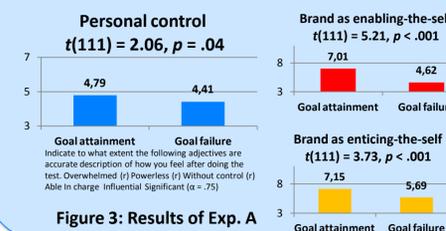


Figure 3: Results of Exp. A

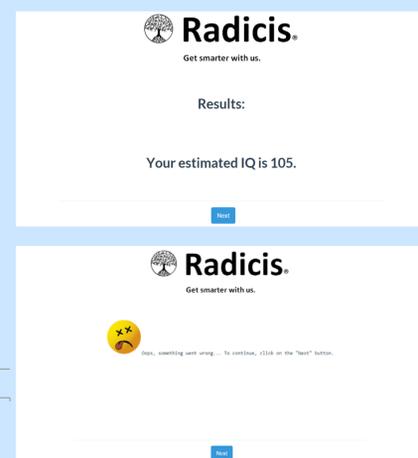


Figure 2: Above: announcement for goal attainment (i.e., measuring one's intelligence); below: announcement for goal failure

Research question: Does "forcing" order into the consumers' environment prevent them from blaming the brand(s) involved in goal failure?