

What are perceptual and behavioral changes arising from consumer empowerment strategies launched by brands?

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Abstract

Brands in consumer goods sector are increasingly using consumer empowerment strategies. While substantial knowledge was gained from literature shedding light on several positive outcomes of empowerment efforts for companies, benefits withdrawn by consumers from participation have been neglected by literature. Building on Fuchs and Schreier's (2011) foundational works, this research contributes to a better understanding of perceptual changes of the brands relying on these strategies for the participants and also the "mass" of consumers that don't participate. Relying on a qualitative study, we show that participating consumers retrieve hedonic, social, cognitive and personal benefits. Then, we demonstrate that preference between empowerment strategies depends on consumers perceived expertise and projected experience linked to each setting. Finally, we show contrasted perception towards brands launching empowerment to create vs. to select strategy for non-participants.

Keywords: *Consumer empowerment strategies; participants; brands*

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