

Unveiling Consumer Empowering Pathways

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Abstract

Consumer empowerment has been a focal point in marketing studies as consumers actively shape and influence their consumption experiences. This research addresses the gaps in empirical studies evaluating the consumer empowerment process, examining its accelerators, outcomes, and consequences. Drawing on the theory perceived control and consumer empowerment, this research aims to develop an empirical model encompassing predictors and consequences of consumer power. Using structural equation modelling, the study supported the relationships between consumer involvement and perceived control (decisional, cognitive, and behavioral), the impact of perceived control on perceived personal and social power, and the consequences of consumer power on emotional responses and relational commitment. Moreover, attachment style plays the role of a control variable, with attachment anxiety reducing personal power and attachment avoidance impeding the empowering route of social power.

Subject Areas: *Consumer Behaviour, Consumer Services, Customer Relationship Management and Customer Satisfaction, Customer Satisfaction and Delight, Service Marketing*

Track: Consumer Behaviour