

# Do Employees Purchase from Employers? The Role of Psychological Contract Fulfilment and Employee Brand Identification

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Cite as:

Saini Gordhan Kumar, Srivastava Mukta (2025), Do Employees Purchase from Employers? The Role of Psychological Contract Fulfilment and Employee Brand Identification. *Proceedings of the European Marketing Academy*, 54th, (126058)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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## **Abstract**

Literature on psychological contract and employee brand identification is concentrated on human resources (HR) outcomes and benefits, ignoring their boundary-spanning benefits. Drawing on psychological ownership theory, in this paper, we examine the role of psychological contract and employee brand identification in explaining employer-brand patronage, one of the non-HR outcomes. The partial least squares structural equation modelling was applied to analyze the data collected from a sample of 301 service sector employees and test the hypotheses. The results shows that psychological contract fulfilment favorably influences employer-brand patronage directly as well as indirectly through employee brand identification. Employee brand identification is the key psychological mechanism that partially explains employer-brand patronage. This paper contributes to scarce research at the intersection of psychological contract, employee brand identification and employer-brand patronage.

**Keywords:** *Psychological contract, Employee brand identification, Employer-brand patronage*

**Track:** *Product and Brand Management*