



WORKING PAPER SERIES

No. 029

“I Feel Lonely, but I Love my Car”

Aaron C. Ahuvia
(The University of Michigan-Dearborn)

Philipp A. Rauschnabel
(Otto-Friedrich-Universität Bamberg)

August 2013

© Marketing Department
Otto-Friedrich-University
Feldkirchenstraße 21
96045 Bamberg (Germany)

SUMMARY / KURZINFORMATION

Topic	This study addresses the connections between anthropomorphism, brand love, possession love, loneliness, and consumers' general ability and motivation to anthropomorphize.
Content	<ul style="list-style-type: none">• Anthropomorphism• Consumer-Brand-Relationships, Brand Love• Possession Love• Social Deficits, Loneliness
Character	Empirical, 2 studies
Authors	<ul style="list-style-type: none">• Aaron C. Ahuvia• Philipp A. Rauschnabel
Feedback	Is always welcome! Please address to: M.Sc. Philipp Rauschnabel at the Marketing Department philipp.rauschnabel@uni-bamberg.de
Acknowledgements	We gratefully acknowledge the help of Benedikt Gramss in collecting data for study 2.