Psychological Ownership Motivation as a Driver of the Use of Social Media
(Mandy Pick)

Sprache/Language: German/ English

Social media plays an increasingly important role for marketers. It changes the business world and redefines how companies communicate with their customers and customers with businesses. The Psychological ownership for an object describes the feeling that the object is one’s own without any legal justification.

This master thesis seeks to empirically explore the usage of Social Media with the Psychological Ownership Motivation. Based on the study by Karahanna et al. (2015), this thesis intends to replicate their findings in different cultural settings. In addition, this thesis puts special emphasis on the usage habits of Social Media.

Introductory Literature:

