

Contents

1 Study I: Definition and Conceptualization of Customer Inspiration	
Inspiration	1
1.1 Motivation	2
1.2 Literature Review	4
1.2.1 Inspiration from a General and Psychological Perspective	5
1.2.2 Inspiration from a Marketing Perspective	10
1.2.3 Summary of Literature Review	11
1.3 A Qualitative Study to Define Customer Inspiration	12
1.3.1 Methodology	12
1.3.2 Sampling and Data Collection	12
1.3.3 Data Analysis	15
1.4 Results	15
1.4.1 Overview	15
1.4.2 Customer Inspiration Definition	16
1.4.3 Key Customer Inspiration Themes	16
1.4.3.1 Activation	16
1.4.3.2 Personal Insight	18
1.4.3.3 Deep Connection	20
1.4.4 Conceptual Framework of Customer Inspiration	21
1.4.5 Distinction Between Customer Inspiration and Other Constructs	23
1.5 Discussion	31

2	Study II: Measurement Model of Customer Inspiration	35
2.1	Motivation	36
2.2	Theoretical Background	38
2.3	Conceptualization and Index Development Procedure	43
2.3.1	Definition of Customer Inspiration	43
2.3.2	Index Development Procedure	47
2.4	Index Development	49
2.4.1	Part 1: Model Development—Qualitative Approach	49
2.4.1.1	Literature Review	49
2.4.1.2	Focus Groups	50
2.4.1.3	Qualitative Study	54
2.4.1.4	Validation Interviews	57
2.4.2	Part 2: Model Validation—Quantitative Approach	58
2.4.2.1	Main-Study	58
2.4.2.2	External Validity	66
2.5	Discussion	68
3	Study III: The Explanatory Power of Customer Inspiration	73
3.1	Motivation	74
3.2	Literature Review and Hypotheses	77
3.2.1	Why Consumers are Willing to Pay a Higher Price	77
3.2.2	The Explanatory Power of Customer Inspiration	78
3.2.3	Customer Inspiration Versus Brand Attitude	80
3.2.4	The Role of Brand Attitude in Marketing Research	81
3.2.5	Comparing two Measures of Customer Inspiration	84
3.3	Study 1	85
3.3.1	Survey Design	85
3.3.2	Measures	86
3.3.3	Analysis and Results	89
3.4	Study 2	105
3.4.1	Survey Design and Measures	105
3.4.2	Analysis and Results	106
3.5	Discussion	116
	References	123