

The Psychology of Engagement Through Collection: Studying Disney Pin Traders

Erika Matulich (contact author)

The University of Tampa

Diana L. Haytko

Florida Gulf Coast University

Barbara A. Lafferty

The University of South Florida

Key Words: collecting, trading, Disney, consumer behavior, brand engagement

The Psychology of Engagement Through Collection: Studying Disney Pin Traders

Erika Matulich, The University of Tampa
Diana L. Haytko, Florida Gulf Coast University
Barbara A. Lafferty, University of South Florida

Abstract

The practice of collecting objects to display, trade, or sell are as commonplace in today's world as they have been for centuries. "Gratification and the constant search" for that great object is what compels individuals to collect (Baekeland, 1981). This paper investigates the strategically important construct of consumer engagement by researching avid collectors/traders of Disney pins. The initial findings of this study indicate that Disney pin collectors share characteristics with other collector groups, yet also exhibit differences from others in previous studies, with a high level of engagement with the Disney brand.

This study should serve as a foundation for business organizations to establish a research plan to identify common practices of trading and collecting and to examine trading procedures that collectors use. The insight gained through the study of this behavior will help businesses to understand consumers' perceived value in real world markets, along with strategies for better engaging customers with the brand.

Key words: collecting, trading, Disney, consumer behavior, brand engagement