

The Mediating Effect of Investment in Commitment Level Prediction

Abstract

We use a theoretical social psychological model on interpersonal relationships, the investment model to predict an individual's level of relationship commitment with owning an automobile. In this application of the investment model, commitment is determined by a person's emotional satisfaction level, quality of alternatives, and investment. We propose that for an individual to have a stronger commitment level, the amount of investment put into a relationship should mediate the effect of emotional satisfaction on commitment. We will use a survey methodology to test the link between the three predictor variables (emotional satisfaction, alternatives, and investment) and the mediating effect of investment size on the relationship between emotional satisfaction and commitment. This study puts forward managerial implications for automobile makers such as the aesthetic versus the cost considerations for the consumer.

Key words: Investment model, satisfaction.



