

Brand-engaged but not materialistic: The role of brand engagement and materialism in experiencing positive product-evoked emotions

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Abstract

This research documents relationship between brand engagement, materialism and positive product-evoked emotions over diverse stages of a purchase process. Results of the first longitudinal study show that materialism is not related to consumers' positive product-evoked emotions (joy and excitement) before and in short time after a purchase. Findings indicate that brand engagement is the only predictor of positive emotions at these two stages. Results of the second cross-sectional study demonstrate that there is a strong positive relationship between brand engagement and positive product-evoked emotions minimum a week after a purchase. Materialism is also positively related to joy and excitement, but this relation is weak. Moreover, higher level of materialism reduces the experience of joy and excitement in participants scoring high in brand engagement.

Keywords: *brand engagement; materialism; positive product-evoked emotions*