

Systematic Literature Review and Proposal of a Theoretical Framework of Schadenfreude in Consumption Context

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Abstract

In this study, we employ a systematic literature review that integrates findings from the 65 studies on schadenfreude in consumption contexts and suggests a general theoretical model explaining the market and consumption-related mechanisms that elicit schadenfreude and its consumer and firm-related outcomes. This study will be one of the first studies that systematically integrate the market and consumption-related factors behind the schadenfreude elicitation process, uncovering the general appraisal structure behind this emotion. By doing this, we provide a general agenda to the firms on managing this emotion in the marketplace. Besides, we provide potential consequences of schadenfreude emotion on different types of brand-related outcomes. We also provide a theoretical framework for consumer psychologists that explain this discrete emotion in the consumption context.

Keywords: *schadenfreude, systematic literature review, social comparison theory*