**DOES PRODUCT INVOLVEMENT INFLUENCE HOW EMOTIONS DRIVE SATISFACTION?: AN APPROACH THROUGH THE THEORY OF HEDONIC ASYMMETRY**

**SUPLEMENTARY MATERIALS**

**Table 1.** *Criteria applied to product category selection*

|  |  |  |
| --- | --- | --- |
| **CRITERIA DEVELOPED** | **HIGH INVOLVEMENT PRODUCT****“Wine”** | **LOW INVOLVEMENT PRODUCT****“Cup of coffee”** |
| **Consumption occasion** | At a restaurant, when dining out | In the workplace canteen in a break or lunch time |
| **Product price** | HIGH | LOW |
| **Decision making effort** | HIGH | LOW |
| **Importance of the product brand** | HIGH | LOW |
| **Purchase risk** | HIGH | LOW |
| **Social risk** | HIGH | LOW |

*Source: Own elaboration*

**Table 2.** *Variables and indicators*

|  |  |
| --- | --- |
| **VARIABLES** | **INDICATORS**  |
|
| **Positive emotions**Ferrarini et al. (2010) | EMO1: I feel witty/funnyEMO2: I feel delightedEMO3: I feel euphoricEMO4: I feel joyful and happyEMO5: I feel enthusiastic (I am a fan of wine/coffee)EMO6: I feel passionated and captivated by wine/coffeeEMO7: I feel interesting and attractiveEMO8: I feel distinguished, elegant and importantEMO9: The wine/cup of coffee opens my curiosityEMO10: I feel wine/cup of coffee appetizingEMO11: I feel relaxed/ I feel like I’m in heavenEMO12: I feel comfortable/ pleasant |
| **Negative emotions** Ferrarini et al. (2010) | EMONEG1: I feel aggressiveEMONEG2: I feel arrogantEMONEG3: I feel uncomfortableEMONEG4: I feel bored |
| **Satisfaction**Tsiros et al. (2004) | SAT1: When I drink wine/cup of coffee, I’m pleased with the resultsSAT2: When I drink wine/cup of coffee, I’m satisfied with the experience |

**Table 3.** *Factor loadings and indicators of consistency and reliability*

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| --- | --- | --- | --- |
| **CONSTRUCTS** | **ITEMS** | **HIGH INVOLVEMENT PRODUCT** | **LOW INVOLVEMENT PRODUCT** |
| **Lambda** | **Alpha****Cronbachh** | **CR** | **AVE** | **Lambda** | **Alpha****Cronbach** | **CR** | **AVE** |
| **Positive** **emotions** | EMO1EMO2EMO3EMO4EMO5EMO6EMO11 | 0.7010.8370.8200.8940.8020.8120.699 |  0.865 |  0.798 | 0.620 | 0.6700.8530.7450.8860.8520.8600.750 |  0.861 |  0.853 | 0.596 |
| **Negative emotions** | EMONEG2EMONEG3EMONEG4 | 0.8840.9430.856 |  0.761 |  0.820 | 0.619 | 0.8610.6720.770 | 0.698 | 0.768 | 0.530 |
| **Satisfaction** | SAT1SAT2 | 0.8990.823 |  0.850 |  0.852 | 0.743 | 0.6800.968 |  0.793 |  0.819 |  0.700 |

**Table 4.** *Discriminant validity and matrix of correlations*

|  |  |  |
| --- | --- | --- |
|  | **HIGH INVOLVEMENT** **PRODUCT** | **LOW INVOLVEMENT****PRODUCT**  |
| **pe** | **ne** | **sat** | **PE** | **NE** | **SAT** |
| **Positive emotions** | **0.787** |  |  | **0.772** |  |  |
| **Negative emotions** | -0.075 | **0.786** |  | -0.209 | **0.728** |  |
| **Satisfaction** | 0.314 | -0.177 | **0.862** | 0.660 | -0.072 | **0.837** |

 *Note: Values in bold diagonal cells represent the square root of the AVE.*

**Table 6.** *The moderating role of product involvement*

|  |  |  |  |
| --- | --- | --- | --- |
| **Moderating effect** | ***Chi-square*** | **df** | **CFI** |
| **Unconstrained baseline model** | 296.376 | 46 | 0.952 |
| **Constrained paths** | ***Chi-Square*** | ***∆X2*** | **df** | **p** | **Hypotheses** |
| **Positive emotions 🡪** **Satisfaction** | 346.141 | 49.765 | 47 | 0.000 | H21: Supported |
| **Negative emotions 🡪** **Satisfaction** | 296.382 | 0.006 | 47 | 0.000 | H22: No Supported |
| **All path constraint***\*\* significative (p<0.05)* | 351.057 | 54.681 | 48 | 0.000 | H23: Supported |