**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/funny  EMO2: I feel delighted  EMO3: I feel euphoric  EMO4: I feel joyful and happy  EMO5: I feel enthusiastic (I am a fan of wine/coffee)  EMO6: I feel passionated and captivated by wine/coffee  EMO7: I feel interesting and attractive  EMO8: I feel distinguished, elegant and important  EMO9: The wine/cup of coffee opens my curiosity  EMO10: I feel wine/cup of coffee appetizing  EMO11: I feel relaxed/ I feel like I’m in heaven  EMO12: I feel comfortable/ pleasant |
| **Negative emotions**  Ferrarini et al. (2010) | EMONEG1: I feel aggressive  EMONEG2: I feel arrogant  EMONEG3: I feel uncomfortable  EMONEG4: I feel bored |
| **Satisfaction**  Tsiros et al. (2004) | SAT1: When I drink wine/cup of coffee, I’m pleased with the results  SAT2: When I drink wine/cup of coffee, I’m satisfied with the experience |

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CONSTRUCTS** | **ITEMS** | **HIGH INVOLVEMENT PRODUCT** | | | | **LOW INVOLVEMENT PRODUCT** | | | |
| **Lambda** | **Alpha**  **Cronbachh** | **CR** | **AVE** | **Lambda** | **Alpha**  **Cronbach** | **CR** | **AVE** |
| **Positive**  **emotions** | EMO1  EMO2  EMO3  EMO4  EMO5  EMO6  EMO11 | 0.701  0.837  0.820  0.894  0.802  0.812  0.699 | 0.865 | 0.798 | 0.620 | 0.670  0.853  0.745  0.886  0.852  0.860  0.750 | 0.861 | 0.853 | 0.596 |
| **Negative emotions** | EMONEG2  EMONEG3  EMONEG4 | 0.884  0.943  0.856 | 0.761 | 0.820 | 0.619 | 0.861  0.672  0.770 | 0.698 | 0.768 | 0.530 |
| **Satisfaction** | SAT1  SAT2 | 0.899  0.823 | 0.850 | 0.852 | 0.743 | 0.680  0.968 | 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 |