ISCTE Business School
Instituto Universitário de Lisboa

Antecedents and Outcomes of Consumer Experience and Engagement for Luxury Fashion Consumers

Maria Guerra Vitorino Maximiano

Dissertation submitted as partial requirement for the conferral of
Master in Marketing

Supervisor:

Prof. Doutora Sandra Maria Correira Loureiro

Professora auxiliar com agregação e Coordenadora do programa de Mestrado de Marketing, ISCTE Business School, Departamento de Marketing, Operações e Gestão Geral

July 2017

ISCTE Business School
Instituto Universitário de Lisboa

ANTECEDENTS AND OUTCOMES OF CONSUMER EXPERIENCE AND ENGAGEMENT FOR LUXURY FASHION CONSUMERS

Maria Guerra Vitorino Maximiano

Acknowledgements

This thesis could not have been written without the support of some very special people, that deserve to be properly thanked.

First of all, I would like to thank my supervisor, Prof. Sandra Loureiro, for the constant support, patience and availability to solve all the doubts and problems throughout this whole process. Thank you for the ideas, the time and all the phone calls.

Also, I would like to thank my family and friends for the endless patience with which they accompanied me during this period. For all the motivation and support that encouraged me to continue when the will to write was low. A special thank you for all the study dates, and to my sister, for the precious help during the questionnaire.

Thank you very much!

Abstract

With the increased access to technology and social media, today's audience is becoming more informed and demanding. Consumers want to be involved in the process at all times and have higher expectations about what they buy and the experience they have when buying, increasing Brand Engagement and Experience's importance in the Marketing practice.

The consumption experience is particularly spectacular in the luxury industry, making this the ideal industry to associate with Engagement, as brands frequently reunite all the ideal constructs that allow for consumers to want to create a relationship with brands.

With a lack of empirical studies on the connections of both subjects, this dissertation analyses the concept of Consumer Engagement and Experience in luxury fashion brands, specifically the drivers that lead to the creation of Engagement, as well as Subjective Well-Being as its consequence. The drivers to be studied are Experience, Desire, Perceived Self, Social Values and Involvement. Past Experience and Relationship Quality are to be studied as moderators.

Results reveal that all drivers play a role in either Engagement or Experience. Specifically, Perceived Self and Involvement explain Experience, while Experience, Desire, Social Values, Perceived Self, Involvement and Relationship Quality influence Engagement and its dimensions. Moreover, it was possible to observe that Subjective Well-Being acts as an outcome for Engagement, and that Past Experience moderates the relationship between Involvement and Engagement. Summarizing, Engagement is not only created by introducing a meaningful consumption experience, but also by triggering specific drivers in the consumer during the interaction with the brand.

Key words: Engagement, luxury brands, Consumer Experience, Desire, Social Values, Perceived Self, Involvement, Relationship Quality, Subjective Well-Being

JEL: M310 – Marketing
JEL: M390 - Marketing and Advertising: Other

Resumo

Com o acesso aumentado à tecnologia e aos social media, o público contemporâneo está a tornar-se mais informado e exigente. Os consumidores querem estar envolvidos no processo de consumo em todas as fases, têm altas expectativas para o que compram e para a experiência que têm quando o fazem. Assim, aumentando a importância da Experiência e do Compromisso (*engagement*) na prática do Marketing.

A experiência de consumo é particularmente espetacular na indústria de luxo, fazendo desta, a indústria ideal para associar ao Compromisso, já que as marcas frequentemente reúnem os ingredientes necessários para que o cliente tenha vontade de criar uma relação com a marca.

Com a falta de estudos empíricos na relação entre os dois constructos, esta dissertação analisa os conceitos de Compromisso e Experiência nas marcas de moda de luxo, especificamente, os antecedentes que levam à sua criação, e o papel do Bem-Estar como consequência deles. Os antecedentes estudados são a Experiência, o Desejo, a Auto-percepção. os Valores Sociais e o Envolvimento. Experiências passadas e a Qualidade da Relação serão estudados como moderadores.

Os resultados mostram que todos os antecedentes influenciam um dos constructos. Especificamente, Auto-percepção e Envolvimento explicam a Experiência, enquanto Experiência, Desejo, Valores Sociais, Auto-percepção, Envolvimento e Qualidade da Relação influenciam o Compromisso e as suas dimensões. Também é possível observar que o Bem-Estar funciona como consequente do Compromisso e que as Experiências Passadas moderam a relação entre Envolvimento e Compromisso. Concluindo, Compromisso não é apenas criado introduzindo uma Experiência com significado, mas também pelo despertar de sentimentos específicos no consumidor, durante a interação com a marca.

Palavras-Chave: Compromisso, marcas de luxo, Experiencia do Consumidor, Desejo, Valores Sociais, Auto-percepção, Envolvimento, Qualidade de Relação, Bem-Estar

JEL: M310 – Marketing
JEL: M390 - Marketing and Advertising: Other

Table of contents

List of tables

List of figures

1 Introduction

Globalization is a reality; the contemporary world is becoming more complex. An individual today has more and easier access to technology and information, making him a more informed, curious, and demanding consumer, that wants to make his opinion heard, and wants to be part of the process (Graffigna and Gambetti, 2014). "*They feel deeply the need to be the true protagonists of the relational exchange with brands*" (Graffigna and Gambetti, 2014: 605-606), making Engagement an indispensable word in the Marketing vocabulary.

The consumer nowadays does not just enter a store, buy the needed product and leave, to enjoy his purchase; he researches the best option among hundreds, looking for reviews about the product, and only then goes to a store to purchase it, while expecting that the brand provides him with a pleasant experience at this point. At the end of the purchase process, the consumer also comments on the product and experience in his community, online or offline.

With this shift in the consumer's mentality, companies felt the need to adapt, to open themselves to a more direct and two-way relationship with the public, creating a more human connection with their target audience, allowing for a freer communication and the interaction that the public desires (Hughes and Fill, 2007). This alteration is more meaningfully noticed in the increasing of different and more engaging consumer experiences (Lemon and Verhoef, 2016), which brands use to combat the increase in the competitiveness in the overcrowded market (Graffigna and Gambetti, 2014).

Naturally, the topics of Consumer Experience and Engagement raised the interest of marketing researchers (Graffigna and Gambetti, 2014), with the need to understand how to create both the meaningful experiences, and the sense of engagement, as well as how to maintain it.

The curiosity on the way to create this wanted state of consumer-brand relation, led to the study of diverse constructs and the way they influence or lead to engaged consumers (e.g., Bowden, 2009; Graffigna and Gambetti, 2014 or Hollebeek, 2011). Concepts like loyalty, commitment, and involvement made an appearance in researches about Engagement in both new and repeat consumers (Bowden, 2009), to understand what constructs were part

of an engaged consumer's purchase journey (Lemon and Verhoef, 2016), which to this day continues to be an issue and a priority.

The introduction of an experience, that can go from simple personalized assistance in a store, to the introduction of a co-creation event, is now assumed as a way of differentiation of brands fighting to stand out in the minds of over informed consumers (Lemon and Verhoef, 2016). If well designed, a positive purchase experience can create the sought-after involvement and commitment. A satisfied consumer, that is emotionally and personally struck by a purchase experience, is, almost certainly, a consumer that returns and talks about the brand positively, which puts him a step closer to engagement.

With a reputation of exclusivity and high-end quality, the luxury industry stands out from the mainstream, in what regards to consumption experiences. With the intent of countering the elevated prices, for which they are known, the brands excel in creating positive consumer-brand interactions, that attract and involve the consumer (Fionda and Moore, 2009). Moreover, luxury fashion firms combine quality, authentic and hedonic factors in a way that appeals to the emotional and self-worth values of a consumer, which create high levels of Engagement, more frequent than in fast fashion brands, for instance, making this an evident choice when studying Engagement.

1.1 Research Objectives

Despite of the emergence of many studies in the subjects of Engagement and Experience, and their antecedents and outcomes (Dwivedi, 2015), "*Marketing science, and specifically customer management, has been slow to adopt these developments in the marketing literature*" (Lemon and Verhoef, 2016: 69). Thus, there is no research of these constructs as related ones, and their relationship with drivers and consequences simultaneously, making this an innovative report that fills a gap in the literature.

Researchers like Hollebeek (2011) and Dwivedi (2015) suggest, in their further research topics, that it is necessary to analyze the relationship of Consumer Brand Engagement with different constructs. Self-concept, for instance, is presented as one of the possibilities (Dwivedi, 2015). Moreover, Graffigna and Gambetti (2014) suggest that the role of Engagement should be studied in different industries and sectors.

With these and other factors in mind, this dissertation studies the various constructs that have a role in the model, in the Literature Review section, while analyzing their connection in the Data Analysis section. The innovativeness of this paper goes through by relating Experience with Engagement, and by connecting them simultaneously with a high number of drivers, an outcome and moderators, in a way of understanding which relationships are influenced by the different drivers.

For the selection of the antecedents to study, numerous articles were researched with the intention of choosing precursors that would study different emotions and responses in the creation of Engagement and the gathering of an Experience by the consumer. This research led to the choosing of seven concepts to be analyzed: Desire, Social Values, Perceived Self, Involvement as drivers, Relationship Quality and Past Experience as moderators and Subjective Well-Being as an outcome, which goes in the direction of the future research suggested. Moreover, the fact that this paper is deemed to investigate the behavior of the Portuguese public, agrees with the innumerous suggestions of cross-cultural studies, in the future research chapters of international papers (e.g., Kumar and Pansari, 2016; Wiedmann, Hennigs and Siebels, 2009 or Fionda and Moore, 2009).

Therefore, the aim of this research is to add to the research of the Experience and Engagement topics, and to offer preliminary aid to brands to know what feelings to trigger in the creation of involving experiences that lead to engaged consumers. The following research objectives are proposed to initiate the research:

- Analyze diverse constructs as drivers of Experience and Engagement in luxury fashion.
- Analyze which of the drivers proposed has the greatest impact on the process of engaging consumers to luxury fashion brands.
- Explore subjective well-being as an outcome of luxury consumer Engagement.
- Test the moderating effects of past experience and each driver, in the relation between the driver constructs and Engagement.

1.2 Structure of the dissertation

This thesis is structured in six distinctive parts, covering Introduction, Literature Review, where the different concepts are analysed, Research Model and Hypothesis Development, Research Approach, where the chosen methodology is explained and justified, Data Analysis, where the relationship between constructs is proven and Conclusions and Implications, featuring the major findings, managerial implications, limitations and future research. Figure 1 offers a schematic representation of the structural formal of the dissertation, with its components and their main sections.

Introduction	Relevance of the topic for the Marketing Literature
	Identification of the gap the dissertation fills
	The objectives determined for the thesis
	Structure of the thesis
Literature Review	Research on the topic of Experience and Past Experience
	Conceptualization of the different drivers and their relationship with Experience and Engagement
	Exploration of Engagement and Relationship Quality
	Subjective Well-Being as a concept and as a consequence of Engagement
Research Model and Hypothesis Development	Deeper development on the studied concepts
	Introduction of the hypothesis to be analyzed
	Presentation of the conceptual model featuring the hypothesis
Research Approach	Explanation of the chosen metodology
	Summary of the data collection process
	Development on the designing of the questionnaire
Data Analysis	Explanation on how the data was treated before analysed
	Profile of the sample and descriptive statistics analysis of the analysed concepts
	Factorial, structural and multiple regression analyses
	Development on the moderation role of different constructs
	Mediatior role of Engagement
Conclusions and Implications	Discussion and summary of the principal findings taken from data analysis
	Managerial implications of the study
	Limitations of the study and scope for future research on the topic

Figure 1. Structure of the thesis

Source: Own elaboration

2 Literature Review

2.1 Consumer Experience

The consumer of today suffered a shift in mentality. With the ever-evolving access to technology and social media, that allows for the reaching of more brands and options, the functional benefits are not the only interest in the contemporary public's mind, they want the experience that follows, including it in the decision process (Graffigna and Gambetti, 2014; Zarantonello and Schmitt, 2010).

The desire of interacting and engaging with firms, through countless options of media and channels, positively or negatively, is greater in today's public. This motion of interaction beyond the purchase, led to the increase of movements such as co-creation, customers referring brands and products, as well as a growth of purchases influenced by word-of-mouth (Lemon and Verhoef, 2016).

This fact led to a change in multiple companies, as various industries realized that creating and providing a rich consumer experience delivers differentiation to the brand and increases, not only sales, but also consumer loyalty, satisfaction, engagement and word-of-mouth (Zarantonello and Schmitt, 2010). As such, "*multiple firms, such as KPMG, Amazon, and Google, now have chief customer experience officers, customer experience vice presidents, or customer experience managers responsible for creating and managing the experience of their customers.*" (Lemon and Verhoef, 2016: 69)

The experience each company delivers helps to define its business. Treated the same way as a service, experiences should be designed to encounter the needs of the target audience. They should result of an extensive research, exploration and should go through a whole process of staging and scripting, so the company is certain that the experience works and is delivered the way the firm wants it to, enriching the buying process and engaging the consumer's attention in a way that is personal and memorable (Pine and Gilmore, 1998).

Brand experience is defined "*…as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments."* (Brakus, Schmitt, and Zarantonello, 2009: 52).

An experience is, then, a very personal event, as it can only be lived by someone who felt engaged in a mental, emotional or a spiritual level, even, being impossible for two people

to have the same experience, as it develops from the interaction with the brand and mood of each individual (Pine and Gilmore, 1998).

The consumer experience is a dynamic event, as it flows through the entire purchase process. From pre-purchase to post-purchase, the experience is always present and takes different forms, transforming itself, due to factors such as past experience or external influences (Lemon and Verhoef, 2016).

Figure 2 features the characteristics of the experience in each of the phases.

Pre-purchase	Beginning of the need/desire recognition
	Consideration of satisfying that need/desire with a purchase
	Choosing preferred brands as alternatives
Purchase	Interactions with the brand and its environment during the purchase event itself
	Characterized by behaviors such as choice, ordering, and payment
Post-purchase	Customer interactions with the brand and its environment following the actual purchase
	Nonpurchase behaviors such as word of mouth and other forms of customer engagement

Figure 2. Characteristics of the Consumer Experience in the purchase process

Source: Adapted from Lemon and Verhoef, 2016

Consumer experiences may differ in intensity, strength and valence, as besides some being stronger or more intense, some can also be more or less positive than others, or even negative altogether. These can also be short or long-lasting, being the second ones that show more results when studying the effect in consumer satisfaction and loyalty, as they frequently become stored in the individual's memory (Brakus, Schmitt, and Zarantonello, 2009).

As previously stated, research shows that experiences not only vary in some factors, they can also be influenced by external aspects. Not only are they swayed by external environments, as broad as the state of economy at the time of purchase, but also by the consumers, as they gradually grow and change after multiple experiences with a purchase

or a particularly remarkable experience. The opinion of fellow consumers can also modify an experience for someone, as they are becoming more and more social as the time passes (Lemon and Verhoef, 2016).

The concept of Consumer Experience can be viewed as a multidimensional construct, as it can be divided in dimensions, depending on the type of consumer response (Lemon and Verhoef, 2016). The construct is used by numerous brands in countless ways during the whole purchase process: the sensory dimension, that includes the stimulated senses (in a splendid experience, all five senses are engaged); the intellectual, which refers to the way a brand engages the mind of consumers; the affective dimension refers to the bond created between consumer and brand, and the feelings associated with it; and, finally, the behavioral dimension, that includes the interaction with the brand and lifestyles (Brakus, Schmitt, and Zarantonello, 2009; Zarantonello and Schmitt, 2010).

It is, then, possible to identify five types of experience: the ones that cause the consumers to engage their senses, the sensory; the ones that arise feelings, the affective; the cognitive, that make the public think about a specific topic; the physical, that require consumers to act; and finally, the ones that make the public relate to a cause, the social-identity experiences. (Schmitt, 1999 as cited by Lemon and Verhoef, 2016)

Similarly to the previous identification, it is also possible to distinguish groups of consumers and their responses to different experiential events. So, "*on one extreme, there are holistic consumers, who seem to be interested in all aspects of experience; on the other extreme, there are utilitarian consumers, who do not attach much importance to brand experience. In-between, we find 'hybrid' consumers: hedonistic consumers, who attach importance to sensorial gratification and emotions; action-oriented consumers, who focus on actions and behaviors; and inner-directed consumers, who focus on internal processes such as sensations, emotions, and thoughts."* (Zarantonello and Schmitt, 2010: 538-539)

With an array of factors influencing them, and a whole list of categories and responses to choose from, it has been progressively difficult for companies to design, build and deliver the experience, while being able to control how the consumer responds to it (Lemon and Verhoef, 2016). However, this fact led to the necessity of building increasingly bigger and better experiences, for which the ever-evolving technology has been a key help. As

such, research and exceptional marketing, designing and delivering are vital for the experience to have the desired effect (Pine and Gilmore, 1998).

According to Pine and Gilmore (1998), in order to design an exceptional and complete experience, brands have to go through a series of steps:

1. A Theme must be introduced and consistent through every manifestation of the brand: in luxury brands, the main object of study in this thesis, the theme may not be as easy to gather as in brands such as Disney, but it exists and is consistent throughout the communication of the brand, being, perhaps more noticeable in stores or flagship stores;
2. Impressions represent a very important step, as they are the representative image the brand passes to the outside: in luxury brands, impressions such as luxury, sophistication and intangibility are key;
3. Eliminating negative cues contributes to the consistent image already discussed, every aspect that diverts from the theme should be eliminated;
4. Introducing and retailing Memorabilia, allows for the company to advertise its services and products, and deliver its image to potential consumers;
5. Engaging the five senses is the final step to create an exceptional experience, as it would create a special memory in the consumers' mind.

The concept of Experience is related to existing concepts in marketing, such as Consumer Satisfaction, Service Quality or Customer Engagement, influencing their outcomes, and others, such as, Word-of-Mouth and Loyalty (Lemon and Verhoef, 2016).

Nevertheless, it is important to clarify some concepts which may be confused with this construct, due to similarities. For instance, the concept of Involvement is distinct from Experience, as one can happen without the public being interested or personally connected with the brand, alias involved. Brand Attachment, on another hand, differs from the experiential event, as it is a strong bond of an emotional kind between brand and consumer, while an experience is an assembly of feelings, sensations and responses provoked in a consumer by an event promoted by the brand. In opposition to Experience, Customer Delight occurs only after the consumption, while brand experiences can happen whenever the consumer interacts with the brand (Brakus, Schmitt, and Zarantonello, 2009).

"*If a brand stimulates the senses, makes the person feel good, and engages the mind and body, a stimulation seeking organism may strive to receive such stimulation again.*" (Brakus, Schmitt, and Zarantonello, 2009: 65).

Thus, it is evident why the Experience construct occupies such an important place in today's retail economy, influencing and increasing not only sales, but also the outcomes of key measures such as Loyalty, Satisfaction or Consumer Engagement (Lemon and Verhoef, 2016), another of the main constructs studied in this thesis.

The consumption experience is particularly spectacular in the luxury industry, as these brands thrive in providing astounding experiences, all the efforts made to make shopping as easy and pleasant as possible (Fionda and Moore, 2009), reason why this industry was chosen as the main example in this study.

2.1.1 Past Experience

In this study, Past Experience assumes an important role, as it can affect the response a consumer has towards an experience, and consequently, influence constructs such as Loyalty, Trust and Engagement (Lemon and Verhoef, 2016).

Being that the experiential event can appeal to the "*... sensory, affective, intellectual and behavioral ...*" (Loureiro and Araújo, 2014: 396) dimensions of the consumers' nature, one can understand why an experience can cause such an impact on consumers that a sense of faithfulness is triggered, and the next purchases influenced (Loureiro and Araújo, 2014).

Previous experiences and brand interactions can determine the expectations a consumer takes when approaching a new or recurrent purchase (Lemon and Verhoef, 2016). Whether the consumer lived a positive or negative interaction with a brand during a previous purchase, is going to influence the response to the current experiential event.

A brand could be completely erased from a consumer's list of options if the previous experience was not satisfying. Even if the second experience happens and is better than the first one, the consumer is always going to be reluctant going in.

Not only does personal previous experiences influence the current, but also the opinion and previous experiences of peer consumers can influence the reaction or reception of a new experience.

The memory of previous experiences takes on an especially important part when talking about luxury brands. These brands tend to create value for consumers by providing exceptional consumption experiences, that stay engraved in the consumers' memory, increasing purchase intention and leading to a sense of loyalty (Loureiro and Araújo, 2014). Brands use positive experiences as a way of balancing their premium prices (Ko, Phau, and Aiello, 2016), since the public becomes less sensitive to price as the relationship builds (Loureiro and Araújo, 2014). Thus, if the retail experience is negative, the public is not engaged, and consequently, less interested in purchase in that specific brand.

In this paper, the influence of past experiences as a moderator between the drivers of the Experience and the Experience itself is going to be studied, in order to better understand the different constructs and their relationships among each other.

2.1.2 Drivers of experience and engagement in Luxury Fashion

For a better understanding of Experience and Engagement, one should study what is behind it. What drives someone to be so pleased with their purchase, that leads them to desire to experience it on a regular basis?

To rectify the lack of studies on this subject, this paper is going to analyze some concepts in a way of understanding if they are, or not, vital in the process of increasing the interaction with brands and, consequently, engaging consumers.

2.1.2.1 Desire

Desire makes people act (Boujbel and d'Astous, 2015). Before having the intention of purchasing a specific product, one desires it (Bagozzi, Dholakia, and Basuroy, 2003).

As such, desires constitute one of the crucial factors when trying to explain a consumer's decision process: they influence intentions and arbitrate the reasons for which a person decides to act on them (Perugini and Bagozzi, 2004; Bagozzi, Dholakia, and Basuroy, 2003). "*... the decision maker has a desire for an outcome and holds beliefs to the effect that specific behaviors will lead to particular outcomes*" (Bagozzi, Dholakia, and Basuroy, 2003: 276).

This influence Desire has on consumers can have an emotional, self-evaluative or social background (Bagozzi, Dholakia, and Basuroy, 2003).

The process that leads Desire to influence purchase is defined by the AIDA framework (DeMers, 2013). A consumer comes across a product that catches his or her attention, interesting them. Only then the desire arises, and leads the individual to act, purchasing the product (figure 3).

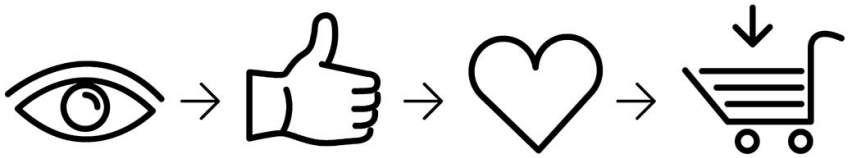


Figure 3. The influence of desire

Source: Shutterstock

Thus, "*desires can be defined as a state of mind whereby an agent has a personal motivation to perform an action or to achieve a goal. (…) and represents the first step towards a decision to act*" (Perugini and Bagozzi, 2004: 71).

In a society that is economically developed, where basic needs are frequently fulfilled, desire becomes the central motivator to consumption (Boujbel and d'Astous, 2015; Belk, Ger, and Askegaard, 2003).

This desire creates a gap between a consumer's ideal and current state, caused by a sudden urge to improve one's self-image (Boujbel and d'Astous, 2015; Kalla, 2016). This discrepancy can bring either pleasure or discomfort. For a consumer, it is pleasant to think and fantasize about the product and the gratification it can carry, even more so, if one is able to purchase it. "*Experiencing a desire creates a pleasurable feeling. Not only is there a pleasure in having desires, it is also pleasant to know that they can be realized."* (Boujbel and d'Astous, 2015: 222)

If not, the desire regularly comes hand-in-hand with dissatisfaction, sadness or frustration for the inability of buying the product and satisfying the desire. Feelings such as disappointment, envy or jealousy of others that can achieve that desire, are also connected with this incapacity of satisfaction (Boujbel and d'Astous, 2015).

But when a desire is truly accomplished, the "*…desired state is achieved, the person adapts to a certain level of satisfaction and comfort*." (Boujbel and d'Astous, 2015: 219). Nevertheless, the concept of desire is cyclical, since as soon as one desire is fulfilled and satisfied, another one is born and the consumer's ideal state takes another form, discrepant with the current one (Boujbel and d'Astous, 2015; Belk, Ger, and Askegaard, 2003).

While post-consumption bliss predominates when satisfying the desire for something, guilt can also arise because a dilemma is frequently proposed between purchasing or abstaining, as the satiation of that desire can go against one's personal (as, current financial situation, self-image/confidence) or even social (as, social norms/prohibitions) motives (Boujbel and d'Astous, 2015; Belk, Ger, and Askegaard, 2003).

These motives are especially heightened when it comes to the luxury fashion industry, as one is not only purchasing the product due to its functional benefits, but also by its financial, self and social value, as it provides a status of achievement and prestige to the owner (Keller, 2009), demonstrating a point to the peer consumers (Shukla and Purani,

2012). "*Within the social logic of mimesis and distinction, the symbolic object is not so much a reflection of our desire for the object of consumption as it is our wish for social recognition.*" (Belk, Ger, and Askegaard, 2003: 329).

These characteristics allied with the sense of exclusivity, intangibility and authenticity, brought on by the best quality, design and materials (Fionda and Moore, 2009; Ko and Megehee, 2012), provide an aspirational image to the wearer (Keller, 2009). The object itself does not need the marketer's help to seduce the public (Belk, Ger, and Askegaard, 2003).

These are brands not accessible to all, which instead of repelling, only enhances the desire (Belk, Ger, and Askegaard, 2003). "*We desire most fervently those objects that transfix us and that we cannot readily have. Objects' distance and resistance to our pursuit intensify our desire.*" (Belk, Ger, and Askegaard, 2003: 330).

Luxury consumers do not only desire the product by itself, as well as the whole experience the brand provides. As explained earlier, to justify the practiced premium prices, luxury companies introduce unique experiences that simplify the shopping encounter (Fionda and Moore, 2009).

The experience associated with the feeling of an accomplished desire and ownership of a luxury product, that has been previously studied to "*…appeal to consumer's self-concept and self-worth",* (Shukla and Purani, 2012: 1419) are key in the process of creating loyalty and engagement in consumers, permanently keeping luxury brands in the list of desired objects.

2.1.2.2 Perceived Self and Social Values

The Self, concept encompassing one's perception of who and what kind of person they are. In an individual's mind, the self is associated with two images, the actual self, established on the image one perceives to be in reality; and the ideal self, an image of what the individual desires to be, molded by ideals or goals one hopes to achieve (Malär *et al.*, 2011), "… *an ideal vision of themselves...*" (Malär *et al.* 2011: 35).

A consumer's self-concept mutually influences and is influenced by the purchase experience since the self-discrepancy, the variance between ideal and actual self, associated with a will to boost self-image, acts as a driver to consumption, as mentioned earlier (Kalla, 2016).

Brands can take two distinctive approaches with their communication: they can choose to communicate directly to the public's actual self, using images that "*... correspond more closely to how the majority of consumers actually see themselves...*" (Malär *et al.* 2011: 35), allowing for consumers to be able to identify themselves with the brand and message, creating a connection (Malär *et al.*, 2011).

On the other hand, brands can choose to communicate images that take a more aspirational tone, speaking to the consumer's ideal self and what they would like to be or look like, creating a different, but also meaningful connection (Malär *et al.*, 2011).

Using one or the other provides a certain personality to the brand, that speaks to different kinds of consumers, and that calls out to the ones who connect with it (Malär *et al.*, 2011). If a consumer finds that a brand's personality matches theirs, they can use the brand to express their self-concept, creating a stronger connection and permitting an emotional attachment to occur (Malär *et al.*, 2011), elevating the levels of engagement and loyalty.

If a consumer finds their style to be similar to a brand's typical user's, the more value they are going to confer to it, willingly paying a higher price if needed (Miller and Mills, 2012). Therefore, this driver is especially evident in the luxury fashion industry, since "*…several prior studies note luxury goods' appeal to consumer's self-concept and self-worth…*" (Shukla and Purani, 2012: 1419).

Being associated with prestige, premium price exclusivity and extreme quality, these brands carry a symbolic and emotional value (Keller, 2009; Vigneron and Johnson, 2004), aside from the financial.

Experts in creating an aspirational image with its unique products and communication (Keller, 2009), luxury brands make purchasing a hedonic experience (Lee and Watkins, 2016), designed to enhance one's self-image (Vigneron and Johnson, 2004). Reason why many studies discuss the improvement of the ideal self, made possible by the brands, as one of the main drivers of desire and consumption in luxury, associating the self-concept with the status and image of these brands (Miller and Mills, 2012).

The uniqueness feature of luxury products is crucial for consumers who want to stand out or want to avoid similar consumption, which occurs easily in fast-fashion brands. For many, this dimension of rarity increases the value and heightens the desire for this kind of out-of-the-ordinary products (Vigneron and Johnson, 2004).

Nevertheless, the use of premium products appeals not only to users but also their peer consumers, passing a point of status and exclusivity to others, creating a strong social dimension (Shukla and Purani, 2012).

In addition to distinguish themselves from others, as mentioned, many users choose to take advantage of this social value, and to wear these brands in a way of joining a group, or enhancing their status in it, by mimicking the style of prominent people they respect (Vigneron and Johnson, 2004).

"*...the desire for marker goods helps define our belonging to one group rather than another.*" (Belk, Ger and Askergaard, 2003: 329), considering that when an individual's self-concept matches others, the social relations are facilitated, easing the entry in the community (Belk, Ger and Askergaard, 2003).

Thus, social values and interactions are responsible for affecting and shaping the consumption experience and the purchasing (Shukla and Purani, 2012). When a consumer is concerned with the acceptance of a group, he or she may be more attracted to products more socially recognizable or costly (Vigneron and Johnson, 2004), "…*which is why there is such a need for brands.*" (Kapferer and Bastien, 2008: 4).

Not just consumers are affected by their social values, brands can also benefit from the symbolic charge luxury products are given. The aspirational image they portrait constitutes a way of reaching a wider target, since it "*...creates a 'trickle down' effect to a broader audience via public relations, word-of-mouth and so on. Non-users become*

prospects, in part, by virtue of a desire to emulate or at least enjoy the same rewards as current luxury brand users." (Keller, 2009: 291).

Teasing the public's desire, the self-concept and the images it creates, shape the consumer's experience: on top of helping individuals to list their preferences, it guides brands to a strategy that enchants and appeals. Using it, and luxury brands are experts in it, companies are facilitating connections, building an experience that generates loyalty and engagement, in consumers that aspire to maintain the desired image and status.

2.1.2.3 Involvement

Consumers have the habit of personalizing products and brands. As such, "*since products mean different things to different people, consumers form differing attachments to them.*" (O'Cass, 2000: 546).

Thus, studying the relationships between a consumer and brand, and what drives them, one should discuss the concept of Involvement. The concept has been studied to be central in these relations and a crucial notion when predicting purchase intentions (O'Cass, 2000; Knox and Walker, 2003 as cited by Liu *et al.*, 2016).

Therefore, Involvement constitutes the motivation to the interaction between consumer and product and the way and intensity the buyer sees the purchase as being relevant to his or her life (Bowden, 2009; O'Cass, 2000).

Together with Satisfaction, Delight, and Commitment, Involvement is an important element in the formation of Consumer Engagement, reason why it is studied in this paper as a driver to it.

When a consumer is involved with a brand, he or she feels an emotional and psychological commitment to it, that relates "*...the customer's thoughts, feelings, and subsequent behaviors*…" (Bowden, 2009: 68), resulting on a better acceptance of marketing efforts and personalization of the experience, in addition to a higher tolerance for the negative aspects a brand can portrait. This being the case, the consumer starts trusting the brand and is less likely to reject or switch brands (Bowden, 2009).

With this in mind, the creation of an involving experiment aids brands in increasing the efficiency and effectiveness of communication and marketing "*... by engaging consumers more completely in the product and its consumption*" (O'Cass, 2000: 552).

Involvement is a relatively stable concept. When a consumer feels involved with a brand, he or she stays involved, changing only if an alteration in the value system occurs, as a consequence of the contact with an environment or stimuli (O'Cass, 2000). Moreover, from the consumer's perspective, the feeling of involvement can work as a motivation to personal growth and achievement of goal-directed purchasing, aside from satisfaction brought by a successful buy (O'Cass, 2000).

Thus, a brand can successfully involve its consumers when the offered product, category or experience meets the public's "…*self-concept, ego, value system and/or the general*

interest…" (Bowden, 2009: 70) and makes them salient, during the purchase process. When well executed, the interaction with that specific brand gains a certain importance to the consumer when buying, which is when the Involvement arises (Bowden, 2009; O'Cass, 2000).

An involved consumer feels the potential risk in the decision process leading to the purchase, is diminished. The relationship with the brand leads to seeking useful information, facilitating and making the final decision feel more comfortable, since the list of alternatives to choose from is reduced, as the brand they are involved with, represents the most likely solution (Bowden, 2009).

Acting as a mediator between satisfaction, commitment and, consequentially, loyalty (Liu *et al.*, 2016; Bowden, 2009), "… *customer involvement will affect the final decision during purchasing procedure and the higher-involved customer will behave higher loyalty. And this behavioral intention will help to maintain the business relationship between customers and companies.*" (Liu *et al.*, 2016: 77). Reason why, Loyalty is more noticeable in the purchase of high-involvement products, the ones that involve more risk when buying, such as luxury products, for instance. When purchasing low-involvement products (e.g., convenience goods), consumers desire more variety and switch brands more easily (Jones and Kim, 2010).

Consequently, considered high-involvement products, luxury fashion is included in a specific, less studied category, Clothing Involvement, defined as the level of interest and importance an individual gives to purchase situations regarding clothing (Jones and Kim, 2010; Choo *et al.*, 2014). A consumer involved with fashion brands is highly absorbed in fashion, and places substantial importance in clothing (Choo *et al.*, 2014), many times, attributing them with a symbolic value (O'Cass, 2000).

"*As the involvement level increases, the consumer is more likely to engage in the active seeking of information and to display opinion leadership and innovativeness related to the product."* (Naderi, 2013 as cited by Choo *et al.*, 2014: 177). Hence, fashion involvement is related to the amount and frequency of usage and the patterns created by them, as well as with the use innovativeness, seeing that when a consumer is highly involved with a product, their confidence rises accordingly, leading to bolder and newer ways of dressing (Choo *et al.*, 2014).

Product-related activities, being purchase or usage, occupy a large place in the common consumer's life, since they consume a large portion of time and money (O'Cass, 2000). That being, a consumer is undoubtedly drawn in and involved by the process, positively or negatively.

When the consumption experience is positive, appealing to the consumer's self-image and values, and the individual is satisfied with it, he or she may have the desire to experience it again, starting the process of Involvement, and, proportionately, leading the levels of engagement to higher grounds.

2.2 Engagement

The current rise and always evolving growth of technology, both mobile and social media wise, has given today's consumer more power than ever. The fact that the public is now extremely more informed, curious and involved, allows for it to become increasingly demanding on the quality of the products, brands and the experience they provide (Graffigna and Gambetti, 2014).

As such, this demanded the need for companies to adapt their work forces onto creating a more human connection with their target audience, to be closer to them, allowing for a more open communication and interaction that the public desires nowadays (Hughes and Fill, 2007).

In a world in which the competition is fierce, the "…*winners are those brands able to successfully engage consumers, create loyalty and drive profitability across pre-specified categories…*" (Hollebeek, 2011: 555). This happens, as it is through emotions and a deeper connection with its public, that the next generation company can distinguish itself from its competitors: creating long lasting and loyal customers, as well as recurrently attracting the attention of new consumers, through the sense of novelty, openness and closeness to the public.

Therefore, the concept of Consumer Engagement is gaining popularity (Dwivedi, 2015), and becoming a priority, when talking about consumer-relationship constructs, as it achieves all the aspects referred before.

Engagement is defined as "…*the fact of being involved with something. The process of encouraging people to be interested in the work of an organization.*" (Cambridge Dictionary, s.d.). However, there is not a consensus when it comes to present it with a definition in academic literature, as there are different conceptions for different disciplines (Kumar and Pansari, 2016), therefore calling for a more in-depth study of the concept and its understanding.

In this increasingly competitive new market, giving consumers new and different experiences they can take part in co-creating (Lemon and Verhoef, 2016), and keeping them engaged, is a way of maintaining them loyal and coming back, reason why Engagement is a strategy and philosophy that creates great value to a company.

From the consumer's perspective, Engagement can greatly enrich the purchasing experience, by provoking emotional, behavioral or social responses on the client (Lemon and Verhoef, 2016), increasing not only the satisfaction brought on by a successful purchase, but also the desire to come back and increase the relationship with the brand.

These responses can make way to the developing of different varieties of Engagement, that can evolve, over time, for instance, "…*emotional engagement may generate increased levels of cognitive and/or behavioral engagement ...*" (Brodie *et al.*, 2013: 109), causing the emotional bond with the brand to influence the consumer's behavior.

Being an interactive and fluid process, as it bases itself on emotional bonds and relationships, Engagement may arise in different levels of intensity over time, suggesting different engagement statuses, triggered by different kinds of relations (Brodie *et al.*, 2013).

As conceptualized by Kumar *et al.* (2010), the notion of Consumer Engagement is composed by four factors with which customers contribute to value a firm: purchases, referrals, influence and knowledge (Kumar and Pansari, 2016).

Consumer purchases of services and products contribute directly to the firm's value, as it enhances the company's bottom line (Kumar and Pansari, 2016). It also provides "... *important diagnostics about the future health of a business by allowing managers to assess the profitability of individual customers and by providing a structured approach to forecasting future cash flows*" (Kumar *et al.*, 2010: 299).

Customer referrals allow for companies to enhace its customer base, as it represents a way to attract new consumers, "... *who would not be attracted by the traditional marketing channel...*" (Kumar *et al.*, 2010 as cited by Kumar and Pansari, 2016: 500). Loyal and engaged customers who are frequently in contact with a certain brand are likely to recommend the said brand to acquaintaces, turning, in this way, prospects into actual paying customers (Kumar e Pansari, 2016; Kumar *et al.*, 2010).

Consumer influence is present when a consumer happens to be engaged to the point of indicating the preferred brand to others. Word-of-Mouth is a very important construct in the contemporary market, especially now, with the colossal influence of social media (Brodie *et al.*, 2013). Something said in the grid of a social networking site creates a "... *ripple effect and extend beyond the close social network of the customer, through a wide*

group of customers ..." (Hogan *et al.*, 2003 as cited by Kumar and Pansari, 2016: 500), affecting the firm's profits, since the brand's name and product reaches new individuals that can turn into possible clients. Consumers are going to turn to social media, whether they experience a good or bad interaction with the brand and its offer, so, the power a customer has to affect another is enormous. Therefore, firms need to be mindful of this fact, using all kinds of strategies, for instance the use of famous influencers, such as celebrities or bloggers (Kumar *et al.*, 2010), or the creation of firm-managed online communities (Brodie *et al.*, 2013).

The use of these communities provides a consumer-to-consumer dimension to the firm, giving the audience a space where to share their knowledge, discuss the brand and its products, and help each other, while giving the brand yet a different way to interact more personally with its public. Studies show this peer-to-peer interaction impacts the level of engagement in consumers, giving them a sense of empowerment (Brodie *et al.*, 2013).

Customer knowledge happens when a consumer is committed to the degree of providing the firm with feedback and information about a purchased product or service, in order for the company to increase the quality of said offer. Thus, a brand can apply the user's point of view to its advantage in the producing of improved products or services, or in the process of creating new offers (Kumar and Pansari, 2016). *"Customers can ... add value to a company by helping the firm understand customer preferences and by participating in the knowledge development process."* (Joshi and Sharma, 2004 as cited by Kumar and Pansari, 2016: 500).

As such, Engagement brings consequences not only to the firm but also to the consumer. Engaged clients experience a sense of satisfaction and loyalty, as well as a feeling of empowerment, an emotional bond, and consequential trust and commitment to the brand or product (Brodie *et al.*, 2013).

The use of Engagement in the day-to-day life of a company, including it in the practiced philosophy, is becoming a popular way for a company to value itself in today's environment. Through providing a great experience and listening to what their clients really want, a brand can keep their consumers interested, loyal and coming back for more, profiting from the use of this construct.

According to statistics in a study conducted by Gallup in 2013, 'fully engaged' and 'engaged' consumers account for more than 23% increase in a firm's average income,

while 'actively disengaged' consumers account for 13% revenue drop (Digital Service Cloud, 2013).

"*Consumer brand engagement represents a rewarding experience for a consumer that is positive and fulfilling. This experience encompasses emotional, cognitive and behavioral aspects…*". (Dwivedi, 2015: 103)

Keeping an open dialogue between the brand and the public allows for positive outcomes on both sides, as the company values itself while increasing sales and providing a wholesome service. Repeatedly good experiences produce trust and engagement; therefore, it is in a company's best interest to be present in consumers' daily life, proving a more immediate and better service and constantly being in the top of mind of the consumers (Lea, 2012).

2.2.1 Relationship Quality

Consumers relate with products. They provide them with symbolisms that correspond with their self-concept and value systems, giving them value besides the functional one. By doing this, an emotional bond is created, and a relationship started (Loureiro, 2012).

The quality of a consumer-brand relationship is as important as its drivers, it is what makes it last. If a consumer creates an emotional bond with a product, but the elements for the continuance of a quality relation are not present, the association will fade or dissipate. Subsequently, "…*the quality of the relationship between a brand and a consumer evolves through meaningful brand and consumer actions*." (Fournier, 1998 as cited by Loureiro, 2012: 3)

Therefore, "*Relationship Quality promotes a global measure to describe and assess the nature, climate, depth, health and well-being of the inter-organizational relationship between two parties (e.g., buyer-supplier)*" (Loureiro, 2016: 3).

One cannot discuss this measure without examining its constituents. Satisfaction, Trust and Commitment are, then, the constructs that compose and result on a successful, lasting relationship, that transforms the purchase decision process in a lesser ordeal (Garbarino and Johnson, 1999; Loureiro, 2012).

Satisfaction is the concept that represents the start of every association (Bowden, 2009). If a customer is unsatisfied by his or hers experience or purchase, he or she will not desire to repeat it. As such, "*the measure of satisfaction can estimate the propensity to continue the relationship…*" (Loureiro, 2012: 3) and has a role on influencing future purchase intentions, word-of-mouth recommendations, trust and commitment, gaining an established place as an important measure in predicting consumer behavior (Bowden, 2009; Garbarino and Johnson, 1999).

On the other hand, besides the role of influencer, consumer satisfaction is also influenced by antecedents of both affective and cognitive nature. The cognitive side of a customer leads him to compare the brand or product to previous experiences, quality expectations, perceived quality performance and disconfirmation. The affective facet proposes an emotional influence on the product or brand's evaluation (Loureiro, Miranda and Breazeale, 2014).

Previous studies have analyzed the concept through two perspectives, the transactional, that is defined by the immediate post-purchase evaluation of a specific product or experience, while the cumulative perspective is constituted by the overall evaluation of a consumer's experience with a product and a brand (with all its aspects), over several purchases (Loureiro, Miranda and Breazeale, 2014; Garbarino and Johnson, 1999).

Perceived value and service quality are two conceptions intricately linked with one's satisfaction. On one hand, "*The perception of high value may lead consumers to have positive feelings about the product and thus encourage them to buy*" (Loureiro, Miranda and Breazeale, 2014: 106).

On the other hand, service quality is a measure responsible for analyzing how well the consumer's expectations are met by the delivered service. If the expectations are met on a regular basis, the service will be associated with value (Loureiro, 2016).

If a consumer is satisfied after multiple purchases with a brand, being exposed to it, directly and indirectly over a period of time (Bowden, 2009), one starts trusting that the specific company is able to deliver a quality product and experience, creating a more powerful connection. Thus, Trust is responsible for transforming the mainly cognitive consumer-brand association, based on the functional advantages of the product and minimization of risk, in a more effective and emotional link, grounded on attachment and identification (Bowden, 2009).

Accordingly, the concept is defined as the existent confidence and willingness to rely, one party has on the other's ability to perform, integrity and dependability (Morgan and Hunt, 1994; Moorman, Deshpandé and Zaltman, 1993 as cited by Garbarino and Johnson, 1999).

The construction of this confidence is centered in two assumptions: first, the brand meets the client's needs and expectations consistently, with the same level of quality. Second, "*…an affective belief that the brand has the customer's best interests at heart*" (Bowden, 2009: 69).

Consequently, these trust-based relationships become of so much value to the consumers, a desire to commit to them arises, as only trustworthy partners are guaranteed to deliver on their promises (Morgan and Hunt, 1994), outweighing the minimization of risk in the purchase decision process.

Commitment, preceded and influenced by trust, constitutes the final central construct when building fruitful, long-term relational exchanges. It is defined as the belief one exchange party preserves, that the relationship with the other is so valued, in the present and future, that it is worth the effort of assuring it is maintained for indefinite time (Morgan and Hunt, 1994; Loureiro, 2012).

The existence of a commitment is realized by the consumer when he or she perceives his or her self-concept, values, or feelings are inextricably linked to the chosen alternative, inciting purchase and representing an attitudinal stand point regarding an issue, instead of just interest and curiosity in it, as in Involvement (Bowden, 2009). This fact allows for some companies to be able to have steeper prices, without a decrease of consumers, as is the case of luxury brands (Loureiro, Miranda and Breazeale, 2014).

When a consumer is committed, the negative aspects of a failure on the brand's side may be placated by a confidence established by previous experiences, intensified by the existing emotional bond. This confidence is also in the prediction of future purchase intentions, instead of relying on just the cognitive aspects (Bowden, 2009).

The concept can be divided in three branches: the calculative, representing a rational dependence, based in economical and functional attributes, justified by lack of appropriate alternatives or the existence of switching costs (Loureiro, 2016). It "…*is concerned with the extent to which customers instrumentally weigh the probability of making a poor decision along with the importance associated with the potentially negative consequences of that decision…*" (Bowden, 2009: 67). Thus, is usually associated with new to the company consumers, as an attribute evaluation is frequently used on the beginning to assess if the product meets their needs (Bowden, 2009)

The affective commitment is the emotional factor, defined by the level of involvement and personal identification that a consumer lets in a company, resulting on an increasing cycle of emotional bonds, trust and commitment (Loureiro, 2016), leading to "...*a greater desire to remain with that brand, a willingness to invest in the brand, and a propensity to engage in positive word-of mouth communication*" (Bowden, 2009: 69). This type of commitment has a relevant role in the evaluation of a company for recurrent consumers, as is not only associated with functional matter, but also has in mind the emotional bonds created between consumer and brand (Bowden, 2009).

Lastly, the normative approach consists on a connection based on personal or social norms, or a sense of obligation directed at a brand (Loureiro, 2016).

By being influenced by Trust, Commitment has some common factors to it, its precursors being example of it. Accounted for, are relationship termination costs and benefits, values shared by the exchange partners, communication and opportunistic behavior.

Termination costs being every loss brought on by the ending of the relation. If the losses are significant, a dependence is created and the relationship continued.

Opportunistic behavior is a negative antecedent, as if one of the partners believes the other is engaging in opportunistic behaviors of some source, the trust and commitment will decrease to minimum or nonexistent levels, leading to the dissipation of the relationship (Morgan and Hunt, 1994).

The three mentioned constructs have been studied as mutually influenced and key to the building of a positive consumer-brand association (figure 4). They represent a cycle of increased positive outcomes for both partners. If a consumer is frequently satisfied with its purchase experiences, he starts gaining a certain trust in the brand and the provided products, assuming a position of openness to the creation of a bond, that overtime evolves to a sense of commitment, once again, increasing satisfaction, and so on, until Loyalty and Engagement are achieved. Reason why, Relationship Quality is studied in this paper as a mediator to the creation of engagement in the consumption of luxury goods.

Commitment, trust and satisfaction encourage marketers and consumers to	**Invest and preserve relationships** by colaborating with exchange partners
	Prioritize long-term alternatives with relationship partners, instead of taking the attractive short-term option
	Regard high-risk decisions as reasonable, by trusting in the reliance of the exchange partner.

Figure 4. Relationship encouragements

Source: Adapted from Morgan and Hunt, 1994

2.3 Subjective Well-Being

The concept of what a good life is, has been studied for centuries in the search of the key to create and maintain it (Diener, Lucas and Oishi, 2009). This fact led to the creation of the Subjective Well-Being (SWB) concept.

The subject has been treated and associated with many disciplines, from Work Productivity, studying positive well-being as a mean of increasing quality of work (e.g., Diener and Ryan, 2009), to Tourism, relating it to willingness to travel and experience acceptance (e.g., Filep, s.d.). However, this paper will focus on the relation of Subjective Well-Being with consumption and consumer Engagement, and its positive role as a consequence of the same.

The definition given to this construct is the level of well-being one perceives to live, according to an evaluation of the person's own life, both in cognitive and affective nature, (Diener, Lucas and Oishi, 2009; Diener and Ryan, 2009). Cognitive in the way it includes judgements of fulfillment and life satisfaction, and affective as it includes emotional responses to events, and negative and positive humors in the moment of the experience (Jalloh *et al.*, 2014). This assessment regards the meaning and purpose an individual provides to his or her life, their experience with emotions, and their potential for growing and changing (Russel, 2012).

Individuals tend to feel the presence of well-being when experiencing several agreeable emotions, few negative feelings and high levels of life satisfaction, registering especially high levels when engaged in activities and experiences they enjoy (Diener, Lucas and Oishi, 2009; Russel, 2012), which provides a key information to the study taking place in this thesis, as shopping is an activity enjoyed by many.

Many theories suggest that well-being and happiness are achieved when one moves toward his or her ideal self or accomplishes a wanted goal or desire (Diener, Lucas and Oishi, 2009). As discussed previously, the discrepancy between the actual self and ideal self leads to the arising of negative feelings, being placated only if the gap between them decreases (Kalla, 2016). Consequentially, if the consumption of luxury goods and a relationship with the respective brands bring the current and ideal images of a consumer closer together (Shukla and Purani, 2012), as mentioned before, it is also responsible for the developing of enjoyable feelings, bringing on happiness and well-being, together with life satisfaction, reason why Well-Being is studied as a consequence in this research.

Before discussing SWB further, one should understand two indissociably related constructs, the concepts of Happiness and the afore-mentioned, Life Satisfaction. None of the three can be defined without the others.

Happiness is defined as the degree of positive well-being an individual experience, characterized by positive emotions and moods (Jalloh *et al.*, 2014; Diener and Ryan, 2009). "*… estimates of happiness and reports of affect over time are likely to be influenced by a person's current mood, his or her beliefs about happiness, and the ease of retrieving positive and negative information*" (Diener, Lucas and Oishi, 2009: 65). Fundamentally, the feeling of happiness represents an end goal on itself, as many perceive that a happy life is a good life (Diener, Lucas and Oishi, 2009).

Moreover, the appearance of happiness can come from two paths: the pursuit of pleasure, termed hedonism, which focuses on the immediate fulfillment of short-term desires, momentary feelings of well-being, as well as more global evaluations, the pursuit of a meaning or purpose for the person's life, known as eudemonism (Jalloh *et al.*, 2014; Diener, Lucas and Oishi, 2009). Both influence the individual's life and experiences in different ways and levels (figure 5).

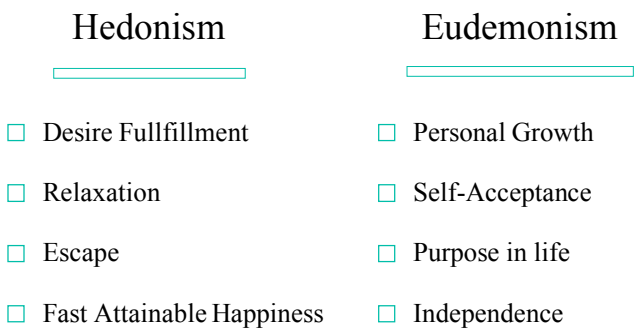


Figure 5 . Influences of Hedonism and Eudemonism

Source: Adapted from Jalloh *et al.*, 2014 and Bhullar, 2013

As previously suggested, happiness also has a role in indicating someone's life satisfaction levels (Russel, 2012), as it is virtually impossible for an individual to be satisfied with his or her life, without being happy with and about it. Thus, in its simplest form, life satisfaction is a cognitive evaluation of how satisfied and happy someone is with their current living situation (Jalloh *et al.*, 2014). It "*…reflects an individual's life conditions, improved or demographic and physical conditions such as employment and health*" (Russel, 2012: 189).

Notwithstanding, life satisfaction is not an inflexible concept. Its formation is frequently related to the information one considers salient at the time of evaluation, as different people see life in different ways, giving diverse importance to certain events, moods or emotions. "*For example, some people may search for information about the positive aspects of their lives, whereas others might seek information about problematic areas"* (Diener, Lucas and Oishi, 2009: 65).

Quality of life is a component that plays an important role in the increasing of life satisfaction, as it represents one's assessment of whether his or her life is meaningful, influencing the evaluation of their life when related to happiness. Moreover, quality of life is a multidimensional concept that is swayed by the individual's environment, more specifically place and social norms (Jalloh *et al.*, 2014).

Much like quality of life, and many other concepts, SWB is also influenced by the cultural setting in which the person is involved, as different nations give distinct meanings to happiness and life satisfaction (Jalloh *et al.*, 2014).

"*There are some universal factors, such as democratic governance, human rights, and longevity, which seem to be related to high subjective well-being levels throughout different cultures. However, cultural differences do exist, as evident by the fact that self-esteem is a strong predictor of subjective well-being in individualistic cultures, but not in collectivist cultures. Moreover, there is also a substantial difference in which emotions are valued across cultures and to what extent emotional arousal is desired*" (Diener and Ryan, 2009: 399). For instance, in nations where happiness is considered an important value, individuals tend to highlight positive emotions and events when gathering information for their life satisfaction and well-being evaluations. When well-being is not as valued, as in certain countries, people tend to draw from the negative information pool (Diener, Lucas and Oishi, 2009).

However, not only cultural norms influence the correlates of well-being. Demographics, such as age, sex, religion, marital status or income, in addition to personality traits can influence the levels of happiness and life satisfaction (Diener, Lucas and Oishi, 2009; Diener and Ryan, 2009). The way a person thinks and sees the world result in individual differences "*…in the accessibility of pleasant versus unpleasant information, as well as the accuracy and efficiency with which people process pleasant versus unpleasant*

information that influence subjective well-being. Certain people attend to and recall the pleasant aspects in life more than others" (Diener, Lucas and Oishi, 2009: 67).

This feeling of well-being is known by bringing an assortment of positive outcomes to its experiencer. "*A growing body of evidence suggests that high well-being and life satisfaction significantly improve life within the four areas of health and longevity, work and income, social relations, and societal benefits*" (Diener and Ryan, 2009: 392). Between the consequences, one can encounter higher self-confidence, leadership and sociable ability leading to a greater number of friendships, increasing of income (when one is happy with their work, productivity and quality of work increase, as well as proportionally, the possibility of earning more money), aside from, fewer unpleasant physical episodes and better health (Diener and Ryan, 2009).

Besides, society also benefits as those who report higher levels of well-being, appear to be more altruistic and engage more in social activities, such as volunteering (Diener and Ryan, 2009).

All in all, Subjective Well-Being has then proved to be a crucial construct to have in mind in the study of the construct of Engagement in the consumption of luxury goods, both as a consequence and a motivator.

3 Research Model and Hypothesis Development

In this chapter the hypothesis for this study, based on the previous research, accessible in the Literature review, are formulated and justified, ready to be proved, during methodology. Additionally, a conceptual model is proposed, displaying the suggested path taken by a consumer leading to and from Engagement with luxury brands.

3.1 Luxury Fashion

Luxury, "*A state of great comfort or elegance, especially when involving great expense. An inessential, desirable item which is expensive or difficult to obtain*" (Oxford Dictionaries, s.d.).

Luxury is a world that attracts. It has been luring people since the beginning of times, with its sense of being unattainable and unreachable to the 'normal' client.

Being a synonym of prestige, the wearing of a luxury piece holds intrinsic value, not only for the user as for the onlookers (Miller and Mills, 2012). Luxury goods provide a sense of pleasure and status, being hard to obtain, which is why the consumption of these products creates worth for the individual and the other surrounding them (Shukla and Purani, 2012).

The luxury fashion industry is defined by exclusivity, authenticity, quality and constant change, coming hand-in-hand with the best design, the best materials, the best craftsmanship, which is why this industry has a deep-rooted influence, as it leads trends and movements that apply to many disciplines (Fionda and Moore, 2009; Ko and Megehee, 2012).

Furthermore, to talk about luxury, means to talk about the new kind of luxury. Today, there are more customers for the luxury market, being because of the product quality or the hedonic factor. That being so, the phenomenon of new luxury is emerging. This new offer targets the masses, proposing lower prices. The brands maintain a prestige positioning, but offer prices only slightly higher than middle-range brands. This strategy acquired the name of *masstige*, and combines the positioning of a luxury brand with lower prices, reaching a much broader audience. Brands like BMW, Swarovski or Ralph Lauren Polo are some of the examples of luxury companies using this strategy in some of their products (Truong, McColl and Kitchen, 2009).

Companies "*... can sustain the exclusivity of the brand through advertising, endorsement, controlling distribution and price, and producing limited editions lines"* (Fionda and Moore, 2009: 351). This sense of rarity brings more appeal to the brands (Fionda and Moore, 2009). This aspirational feel carries the image of the brand to a wider audience, through a 'trickle down' effect, by WOM and referrals. This is a way for the companies to reach more prospected clients that want to achieve the status their products provide (Keller, 2009).

These are brands with a premium image, brands with history and heritage, that create an aspiring, unique and status feeling that justifies the product's premium price tag, being this factor also an illustration of luxury (Keller, 2009). This image is created not solely by the products' quality and exclusivity, but also by a mix of communication tools such as advertising, celebrity endorsement, fashion shows, PR events and direct marketing (Fionda and Moore, 2009). The costs and complexity of marketing luxury fashion brands frequently exceeds other fashion categories, due to the constant change expected of the brands, as well as the short life cycle of the products, justified by the changing of seasons (Miller and Mills, 2012).

The luxury fashion industry offers not only quality products, as well as splendid experiences to its customers. The brands are experts in customer service, frequently providing personalized assistance, offering personal shopping services, direct phone calls, as just a few examples of how the companies try to make the shopping experience as pleasant as possible. The stores, especially the flagships of each brand, are also an experience on itself, as an effort is made to create retail space masterpieces, using the best architects, and the latest technology, conveying the splendor of the brand (Fionda and Moore, 2009).

*"Luxury fashion brands often leverage value co-creation business to consumer interactions to enhance the consumption experience (...) creating value for consumers and enhancing purchase intentions of luxury brands" (*Ko, Phau and Aiello, 2016: 5750). This whole retail experience allows for the companies to be able to create a relationship with its consumers, creating a sense of loyalty (Ko, Phau and Aiello, 2016), that lures customers to keep coming back despite the elevated price.

As so, this relationship created between brand and consumer and constant effort of providing an experience of engaging clients justifies the choice of this industry for this paper.

Therefore, the first hypothesis is as follows:

H1 - Luxury Experience positively relates to Engagement with luxury brands.

3.2 Drivers of Experience and Engagement in luxury fashion

3.2.1 Desire

The luxury fashion industry is a world that incites passions. Desire is one of the many, if not the biggest factor that leads someone to buy luxury pieces, as it represents a deep-rooted want for something.

There is not the need to buy a Prada bag, however many have a deep desire for it: in an economically developed society, where the basic needs are frequently satisfied, consumerism is derived by desire (Boujbel and d'Astous, 2015).

"A consumer who desires an object or an activity may start thinking of the pleasure it would procure, or the discomfort that may result if the desire is not satisfied, and he or she may engage in fantasizing about it." (Boujbel and d'Astous, 2015: 220). Desire, thus, becomes a motivation for the decision-making process (Bagozzi, Dholakia and Basuroy, 2003). This motivation can be based in a variety of sources, such as social, emotional or evaluative, and is frequently followed by the intention to act on the desire (Perugini and Bagozzi, 2004).

The desire associated with luxury is linked to a deeper wish of not only possessing something that is valuable in financial terms, but also in status and achievement (Keller, 2009). The ownership of "*...luxury goods brings esteem to the owner, apart from functional utility*" (Shukla, 2010 and Vigneron and Johnson, 2004, as cited by Shukla and Purani, 2012: 1418). Purchasing and displaying a luxury piece demonstrates something to others, as there is a strong aspirational content in the image portrayed (Shukla and Purani, 2012).

Luxury consumers desire not only the products, but also the experience and the feeling that the ownership of that product allows (Fionda and Moore, 2009). The feeling of self-content brought by the consummation of the desired goal, as well as by the possession of the product, or the experience with the brand, are one of the many drivers of loyalty to brands.

"*According to this perspective, when a desired state is achieved, the person adapts to a certain level of satisfaction and Comfort"* (Boujbel and d'Astous 2015: 219).

If the experience provides good feelings, the consumer is going to have the desire to repeat it, and to create a relationship with the brand, to be engaged with it, allowing for the increase in the frequency of the experience. Hence:

H2a - Desire is positively related to Experience and Engagement.

3.2.2 Perceived Self and Social values

Luxury purchasing is hedonistic. Not being a basic need, luxury goods are purchased with the purpose to enhance one's self-image. Having prestige, high quality, high price exclusivity, and uniqueness as features, these brands provide positive psychological and emotional values, appealing to the user's self-concept and worth, which doesn't occur frequently in middle-class brands (Vigneron and Johnson, 2004; Lee and Watkins, 2016).

Various authors accept *"... the extended self, the image and the status of the luxury of the brand associating with the self-concept (...)as a reason why consumers desire luxury, liken this to a consumer's desire to enhance the ideal social self, which is a consequence of owning a luxury brand."* (Miller and Mills, 2012: 1473).

The discrepancy between one's actual self and their ideal self, acts as a driver to the purchase of luxury goods and the interaction with the brand (Kalla, 2016). Many brands use the idea of ideal self-image in their marketing in a way of creating a strong emotional connection with the consumers, as it represents an aspiration (Malär *et al.*, 2011). If the consumer wants to achieve the image the brand portraits, he or she will engage in a different way with the preferred brand, as *"... the more a consumer assesses one's self to be similar to (or match) the typical brand-user, the more likely the individual consumer assesses the brand to be of value and or is willing to pay a premium for the brand"* (Miller and Mills, 2012: 1474), reason why brand loyalty and engagement becomes a much greater reality in the luxury industry, in comparison with fast-fashion brands. Therefore,

H2b – Perceived Self is positively related to Experience and Engagement.

Customers consume luxury brands in a way of, either, distinguishing themselves from or emulating significant others, besides giving significance to the self-image (Vigneron and Johnson, 2004).

In one hand, the fact that prestige brands prime for the unique element lead consumers to the purchase of these products, as they might allow for the avoidance of similar purchasing, while adhering to one's personal taste and desire to break the mold in regular fashion. *"Individuals express a "need for uniqueness" (Snyder and Fromkin, 1977) when they are searching for something that is difficult to obtain..."* (Vigneron and Johnson, 2004: 12), as the limit and exclusivity of offer, often lead to brand preference (Vigneron and Johnson, 2004).

On the other hand, many consume luxury products in a way of enhancing their social position and status, by emulating the style of people they admire and showcasing it to others, reason why a prominent brand name is frequently an important fact in the choosing of goods (Vigneron and Johnson, 2004). "*... luxury value perceptions may have a strong social dimension that takes into account both self and others while acquiring luxury good"* (Shukla and Purani, 2012: 1418).

As these brand's exclusivity frequently brings an intense desirability, the ownership of luxury goods leads to a portrayed image that passes a symbolic value to others. This fact leads the consumption of these items to become almost a social experience, as many times, social environment and interactions deeply influence the same (Shukla and Purani, 2012), "*Clearly, luxury is a social marker, which is why there is such a need for brands*" (Kapferer and Bastien, 2008: 4).

By depicting the ideal self these consumers want to achieve and demonstrate to others, certain and preferred brands regularly receive the client's loyalty and engagement, in order to keep establishing the same image and style. Consequently,

H2c - Social Values are positively related to Experience and Engagement.

3.2.3 Involvement

Involvement has been defined as an integrant factor in the process of consumer engagement towards specific brands. Together with satisfaction, commitment, trust and delight, mediates the relationship (Bowden, 2009) "*between satisfaction and commitment most significantly for repeat purchase customers"* (Bowden, 2009: 69).

More specifically, "*...a state of involvement with a brand engenders a sense of ongoing psychological commitment to that brand with regard to the customers' thoughts, feelings, and subsequent behaviors and that where the customer is involved, he or she may be more likely to respond positively to marketing efforts that attempt to personalize the experience*" (Gordon, McKeage, and Fox, 1998 and Swinyard,1993 as cited by Bowden, 2009: 68). Moreover, the concept of Involvement has been used to designate the degree of concern a consumer demonstrates towards a product or a product category that may relate to his or her ego, self-concept, general interest or value system (Beatty, Kahle, and Homer, 1988 as cited by Bowden, 2009), which, consequently, helps to lower the perceived risk in the decision-making process, by facilitating the choice of brand.

When relating Involvement with the fashion industry specifically, the concept is linked to the innovation of usage (more frequently, multifunctional products), as the two are directly related, regarding usage behavior patterns, frequency and volume. The more involved a consumer is with the product, the more confident he or she is with using and experimenting with it (Choo *et al.*, 2014).

Additionally, "…*as people with high fashion involvement are highly interested in fashion and place significant values on clothes, consumers understand what to wear and will do so accordingly to create a desired ensemble of purchased items*" (Choo *et al.*, 2014: 177).

Studies show that Involvement is directly proportional to Loyalty: the more a client is involved, the longer their loyalty to the brand is registered (Oliva, Oliver, and Bearden, 1995 as cited by Bowden, 2009; Liu *et al.*, 2016). Furthermore, an involved client is also unlikely to have a great level of brand rejection, as they possess a lower repertoire of preferred brands: uninvolved clients are expected to switch brands on a more frequent basis as the brand or the provider of the service is not regarded as important to their decision-making process (Warrington and Shim, 2000, as cited by Bowden, 2009).

With the increasing of involvement, the consumer's level of engagement rises accordingly, and leads to the client's will to seek information, to make their opinion on the product known and to innovate in its uses (Choo *et al.*, 2014). Thus,

H2d - Involvement is positively related to Experience and Engagement.

3.3 Well-being as a consequence of engagement

Subjective well-being is a concept related with happiness and its central role in the evaluation of a person's life.

The notion of well-being is described *"…as a person's cognitive and effective evaluations of his or her life. These evaluations include emotional reactions to events as well as cognitive judgements of satisfaction and fulfillment"* (Diener, Lucas and Oishi, 2009: 63).

This is a concept that entails the experience of pleasant and exciting emotions, while enjoying a high level of satisfaction with life and a lack, or a low level of negative moods.

Experiencing a high level of well-being related with pleasant experiences are two of the factors that compose a rewarding life (Diener, Lucas and Oishi, 2009; Jalloh *et al.*, 2014).

"*…happiness is defined as a positive emotional well-being and is used interchangeably to describe one's SWB*" (Jalloh *et al.*, 2014: 61). Intrinsically connected, these two constructs relation incorporates life satisfaction and quality of life (Simsek, 2009 and Diener, 2000 as cited by Jalloh *et al.*, 2014), as one cannot be happy and possess a high quality of life without being satisfied with his or her life.

Happiness arises when the needs and goals of the person at that moment are met. Happiness and, consequently, well-being, are, then, desired end states to which all actions are focused (Diener, Lucas and Oishi, 2009). If a person moves towards his or hers ideal state or achieves an objective, happy and well-being feelings will arise. If the discrepancy between actual and ideal selves is high, the levels of happiness and life satisfaction drop (Diener, Lucas and Oishi, 2009).

As it was stated earlier, the ownership and engagement with luxury goods can be directed toward taking a person from their actual self, to his or hers ideal self, therefore, it can carry happiness feelings.

Like many, Subjective Well-Being is a concept conditioned by culture, also demonstrated when comparing the level of happiness and life satisfaction (Jalloh *et al.*, 2014). "*Among different nations, SWB is broadly expressed as the cultural view of life satisfaction and levels of positive and negative affect*" (Jalloh *et al.*, 2014: 63).

"*For instance, people in individualistic nations may base their life satisfaction judgements on the extent to which they feel high self-esteem, whereas people in*

collectivistic cultures may base their judgements on the opinions of other people" (Diener and Diener, 1995 as cited by Diener, Lucas and Oishi, 2009: 65).

That being so, a piece of information can affect the well-being and life satisfaction of someone, not affecting others, depending on the salience of the moment and information (Diener, Lucas and Oishi, 2009).

As Subjective Well-Being is affected by someone's judgement about their life, and the purchasing and engagement with luxury brand as been proved to provide positive emotional and psychological values, then,

H3 - Brand Engagement is positively related to Subjective Well-Being.

3.4 Past experience and relationship quality as mediators

In this paper, the frequency of buying and previous experience with luxury goods will be analyzed, in order to understand if the consumer's past experience with luxury brands acts as a mediator in new experiences and the process of Engagement. Hence,

H4 - Past experience moderates the relationship between the drivers of Engagement and Experience.

Consumers tend to base their decision-making process in mental and emotional concepts such as Trust, Commitment and Satisfaction (Garbarino and Johnson, 1999), factor that leads consumers to pursue a relationship with the brand, in a way of increasing these constructs, thus making good decisions when purchasing.

"*The relationship between a brand and consumers is known to produce positive outcomes for both partners*" (Loureiro, 2012: 1), reason why this paper hypothesizes Relationship Quality as a mediator between the Experience with brands and the process of Engagement.

With the construction of a relationship, brands are no longer providing just utilitarian value, but also a symbolic value, not only to the consumer, but also. socially and culturally (Loureiro, 2012).

When discussing Relationship Quality, one must talk about its constructs, them being, in this specific case, Trust, Commitment and Satisfaction.

Trust has been debated as one of the indispensable components of a successful relationship (Garbarino and Johnson, 1999).

It is defined as the confidence one party, in this case, the consumer, has on the other's, the brand, reliability and integrity, as well as the consumer's expectations that the brand will deliver, on a consistent and dependable way (Morgan and Hunt, 1994; Garbarino and Johnson, 1999; Loureiro, Miranda and Breazeale, 2014).

Only if the consumer is satisfied with their purchase, trust can be achieved. This process happens after a period of time, and multiple successful purchases, as the consumer can only truly experience a product or service after the purchase (Loureiro, Miranda and Breazeale, 2014; Morgan and Hunt, 1994).

The concept of trust is deeply connected with the creation of commitment. "... *relationships characterized by trust are so highly valued that parties will desire to commit themselves to such relationships ..."* (Morgan and Hunt, 1994: 24).

If a consumer trusts a brand, the purchase will be repeated and a commitment and involvement with the product is created, this allows for the company to charge a higher price for it, which applies in the case of luxury brands (Loureiro, Miranda and Breazeale, 2014; Bowden, 2009).

The Commitment construct is defined as one party in the relationship believing that the association is important to the point of making an effort to conserve it for indefinite time (Morgan and Hunt, 1994; Loureiro, 2012). Is, as Trust, one of the essential constituents of a working consumer-brand relationship (Garbarino and Johnson, 1999).

Relationship commitment can be divided in two lines, affective and calculative, characterized by an emotional and a rational approach, respectively.

The calculative side is dedicated to the beneficial and utilitarian value of the product or brand, the economical-based edge, while the affective commitment takes on a more emotive approach and is dedicated to the degree to which the consumer identifies his or herself with the brand or the product (Garbarino and Johnson, 1999; Morgan and Hunt, 1994; Loureiro, 2012).

Commitment brings valuable outcomes for the involved parties, reason why they work on continuing to have this characteristic making part of their relationship (Morgan and Hunt, 1994). Therefore, the concept of Commitment becomes extremely similar and integrant part of the definition of Loyalty, as the constructs of the ongoing relationship are on the basis of the decision to repurchase (Morgan and Hunt, 1994).

The final construct of a successful relationship is Satisfaction, which is defined as the positive evaluation of the purchase and the consumption experience had with a product, service or brand (Garbarino and Johnson, 1999).

This concept is featured in the beginning and the end of every consumer-brand relationship. The relation starts with a satisfied consumer that begins to trust the brand that provided a good buying experience. When the connection is growing, "*The measure of satisfaction can estimate the propensity to continue the relationship and can impact*

positively on customer loyalty" (Loureiro, 2012: 3). Therefore, satisfaction is an indispensable stage in the process of Loyalty and, then, Engagement.

Concluding, the constructs that build a successful relationship are in the basis of the formation of loyalty, that consequently leads to the arising of Engagement. Accordingly,

H5 - Relationship Quality moderates the relationship between the luxury Experience and Engagement.

The first model proposed, based on the Literature Review and Hypothesis Development, is presented below in figure 6. The model may have to be adjusted after the analysis of the results of the methodology.

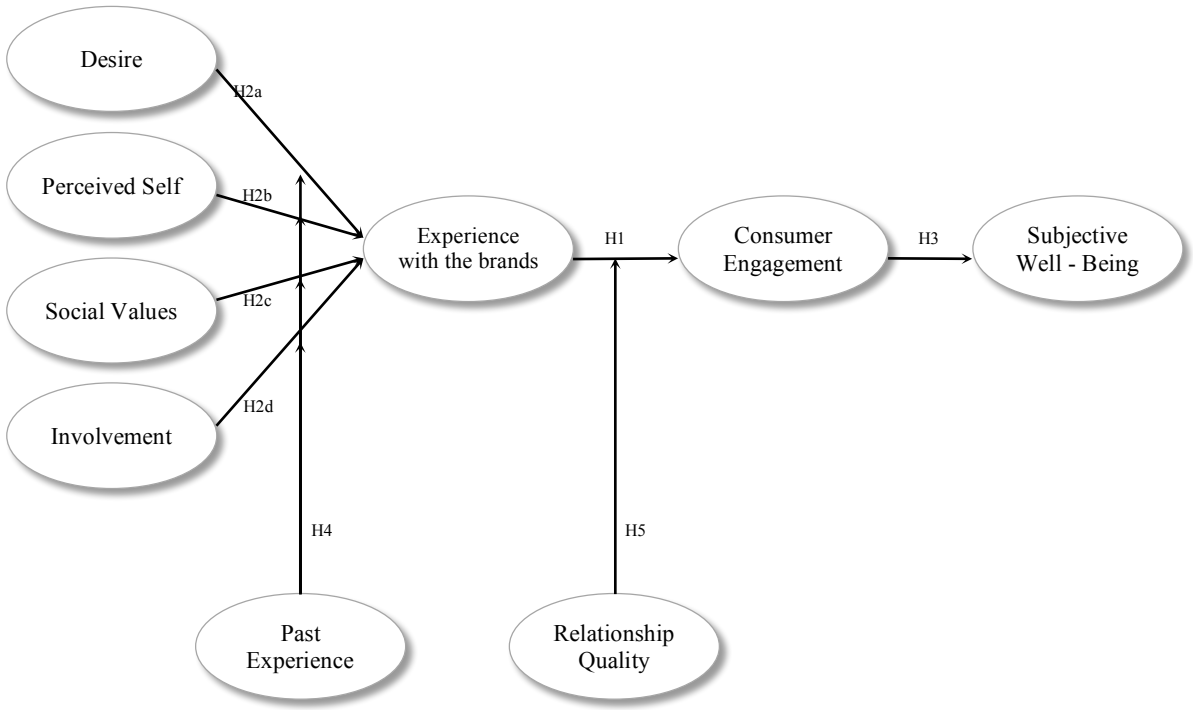


Figure 6. Proposed Conceptual Model

Source: Own elaboration

4 Research approach

4.1 Methodology

This portion of the study is written with the intention of describing the methodology used to achieve the research main objectives, and to test the hypotheses exploited in the development stage.

This methodology was employed after an initial literature review done on the matter of Consumer Engagement in luxury fashion brands, to understand its drivers and outcome, easing the brands' process of building an experience that engages the new mentality consumers, that enjoy being involved in the whole purchase process. This is a problem to which there is a lack in literature.

During this stage, the drivers and outcomes to be examined were selected and further studied, to develop scales to be used in the empirical part, as the hypotheses and conceptual model were developed based on existing theories.

This dissertation has the point of study cause-effect relationships between variables, in a way of understanding who has an influence on whose, and the consequences of this influence (Saunders, Lewis and Tornhill, 2009). In order to study these relationships, proving the hypotheses, a quantitative approach was used and the chosen method was a questionnaire, so the assumptions could be studied statistically.

The survey is employed "face to face" but with the help of a device, so, the sample could be larger and more diverse (as possible). This method was chosen as it allows for the collection of up-to-date data and for the choosing of an appropriate sample, that relates to the purpose of the research (Mooi and Sarstedt, 2011).

With the choice of the methodology, the main objectives, presented next, could be accomplished:

- Analyze diverse constructs as drivers of Experience and Engagement in luxury fashion.
- Analyze which of the drivers proposed has the greatest impact on the process of engaging consumers to luxury fashion brands.
- Explore Subjective Well-Being as an outcome of luxury consumer Engagement.

- Test the moderating effects of Past Experience and each driver, in the relation between the driver constructs and Engagement.

4.2 Data Collection

As mentioned previously, the empirical part is based on a previous literature review, written with the purpose of better understanding the concepts of Engagement, Experience, respective drivers, and outcome. This study, consequently, led to the creation of a conceptual model, which allowed for the determination of the aspects to investigate, such as, how respondents classify previous experiences, the importance given to each construct during the purchase experience and the relevance of each driver in explaining Experience and Engagement.

With this aim in mind, the questionnaire is designed, and launched online using the Google Forms platform (docs.google.com). The link was, then, distributed to a selection of 8 people serving as a pre-test, with the intent of evaluating if the questions where correctly perceived by the respondents, or if changes where necessary.

The pre-test was successfully done with no major changes necessary.
The survey was open for three months, from the 5th of December 2016 until the 5th of May 2017. During that time, each participant that opened the link, was directed to the survey page, so the questions could be answered.
The questionnaire was distributed in a face-to-face approach, using a tablet with the Google Forms questionnaire, so the survey could be answered on location. The survey was distributed during the Christmas and New Year's season, in Avenida da Liberdade, an avenue in Lisbon that concentrates various luxury brand stores, when the affluence of luxury shoppers was greater. The questionnaire was delivered to consumers who had just made a purchase.
The time frame of the empirical phase of the study can be seen in figure 7.

Figure 7. Time frame of data collection

Source: Own elaboration

4.3 Questionnaire Design

This survey (cf. Appendix II.A) is designed in way of comprising items that allowed for the collection of all the necessary information to analyze every construct hypothesized in the proposed model. Thus, it is divided in various parts, four to be exact, introduction, respondent past experience, respondent profile and items about the constructs.

The introduction provided general information on the questionnaire and is written with the objective of the respondents knowing the main purpose and aim of the survey. Next, the participants were asked to think about three luxury brands they enjoyed, regularly purchased or would like to, then, to write the brand names, and to state the average of times they bought a luxury fashion item from those (or other) brands in the past year. These acted both as screening questions, an answer of "0" in the average number of purchases question would deem the questionnaire invalid (further explanation on this topic further, in the Data Treatment section), and, as questions to analyze the past experience of the respondents with the brands.

The next portion features the items that made possible the measurement of each construct. The items were based on existing measurement scales with different sources, present in the Literature Review and summarized in table 1 (a full list of the items and sources can be found in Appendix I.A), and measured with a 7-point Likert Scale. Respondents were asked to state their agreement with each item by checking a box going from 1 – "Completely Disagree" to 7 – "Completely Agree", keeping in mind their previous experiences with luxury brands.

Finally, the participants were asked to check a box with their gender and age interval, allowing for the analysis of sample profile. As the survey was meant to be delivered just to Portuguese population, a nationality item was not included.

Construct	Source
Desire	Boujbel and D'Astous, 2015
Perceived Self	Shukla and Purani, 2012; Miller and Mills, 2012

Table 1. Measurement scale sources

Source: Own elaboration

Construct	Source
Social Values	Wiedmann *et al.*, 2009 Loureiro and Araujo, 2014
Involvement	Choo *et al.*, 2014
Relationship Quality	Garbarino and Johnson, 1999 Loureiro, Miranda and Breazeale, 2014
Engagement	Kumar and Pansari, 2016
Subjective Well-Being	Etkin, 2016

Table 1. Measurement scale sources (continuation)

Source: Own elaboration

Having in mind the similarity of some of the questions regarding the same construct, while designing the survey, the items were slightly randomized, with the purpose of avoiding the repetition of answers and reducing the boredom, increasing more cohesive and attentive answering.

The clarity of writing was also had in mind while creating the questionnaire, making it possible for everyone to answer it, in an easy and fast way. The language in which the questionnaire was delivered also followed that purpose, reason why it was delivered in Portuguese, instead of English. Consequently, the questionnaire was designed in English, then translated to Portuguese, and backtranslated to English, to assure that the sentences express the same meaning in both languages.

A progression bar was included at the end of each page in the questionnaire, with the aim of reducing the drop-out percentage, which was expected to be high in such a long questionnaire.

After the questionnaire was formatted and online, a pre-test was done by sending it to 8 selected people, so they could answer and evaluate it, before launching the survey. This was done to understand if different kinds of respondents could clearly understand the

questions and their wording, to test if there were no questions to which the respondents would be reluctant to reply, or if there were issues that needed to be addressed (Mooi and Sarstedt, 2011). The Google Forms platform provides a test link that was sent to 8 people, that were asked to answer the questionnaire, while taking notes of everything they deemed necessary, such as misunderstood questions, errors in writing, or technical issues. This way, the pre-test participants could make their complains about the survey while answering. The notes were then sent to the author of this study, were attentively studied and the necessary corrections were introduced. The length of the questionnaire was highly commented, but having in mind the great number of constructs to be analyzed, and the use of existing scales, no questions were removed.

5 Data Analysis

5.1 Data Treatment

First of all, the data set was downloaded. Incomplete surveys with blank answers were deleted at this stage. Moreover, surveys with the answer "0" to the question "Overall, how many times, in the past year, have you purchased a luxury fashion product?", or, surveys that named non-luxury brands in the question "Please name three luxury brands that you most enjoy or have purchased in the past", were left out, since the objective of this questionnaire was to study the engagement of buyers that have experienced luxury brands and can compare them to others.

In order to conduct statistical analyses, the data set was transported to the software IBM SPSS Statistics 23, and the tests computed there. So, to complete the adequate analysis it is necessary to identify what type of variables were being dealt with. Gender was treated as a nominal variable, while age, as was inserted in the questionnaire as intervals, was treated as an ordinal one. The remaining items, that were evaluated with a 7-point Likert scale, were treated as interval data (Sullivan and Artino, 2013).

Afterwards, the structural model and consequent reliability and validity were computed with SmartPLS (2.0) program, in order to understand the cause-effect relationships of the constructs. The SPSS 23 was also used to calculate the exploratory factorial analysis and to refine the relationships and go further in understand the moderator effects and calculate descriptive statistics.

5.2 Respondent Profile

After the exclusion of invalid surveys, the sample is composed by 226 valid responses, constituted by 76 male and 150 female, the percentages being 34% and 66%, respectively, as can be seen in figure 8.

All the respondents bought a luxury item at least once in the past year: this was the first question of the survey and an answer higher than 0 was a requirement for the survey to be valid. Table 2 shows more precisely the frequency of products bought by the respondents. As can be seen, the minimum of times a participant bought a luxury product was 1, this answer being the one with the higher frequency of response, with 61. The higher number of times a participant bought luxury items was 30. Notwithstanding, the average number of times a participant has purchased a luxury products was 3.24 times (cf. Appendix III.A).

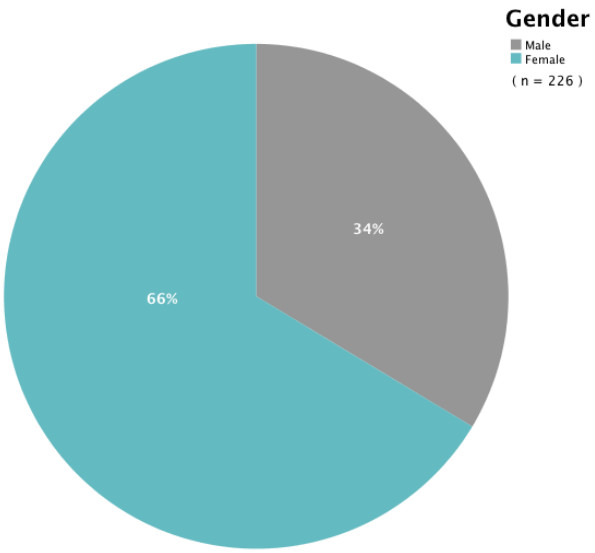


Figure 8. Distribuition of gender

Source: Own elaboration based on SPSS outputs

Past Experience		
	Frequency	**Percent**
1	61	27.0
2	50	22.1
3	35	15.5
4	31	13.7
5	26	11.5
6	5	2.2

Table 2. Frequency of products bought in the past year

Source: Own elaboration based on SPSS outputs

Past Experience		
	Frequency	**Percent**
7	3	1.3
8	5	2.2
9	1	0.4
10	7	3.1
12	1	0.4
30	1	0.4
Total	226	100.0

Table 2. Frequency of products bought in the past year (continuation)

Source: Own elaboration based on SPSS outputs

The participants were also asked to mention three luxury fashion brands they liked, sporadically, or frequently bought in order to understand what each participant would consider as luxury, and to discern if the respondent had had the luxury brand experience, resulting on a list of 101 luxury fashion brands. Other luxury brands named, selling products other than fashion were not included in the list of valid answers.

Apart from gender, participants were also asked to state their age by selecting one of four intervals (less than 18; 18-34; 35-54; 55 or higher), in a way of making this question more convenient and comfortable to the respondents. As can be seen in figure 9, the sample is composed by 44% of 55 years old or higher respondents, corresponding to 99 answers (cf. Appendix III.A), not surprisingly, since this is, commonly, the group with higher income, allowing for more frequent luxury purchases. Following, there are 39% of 35 to 54 years old respondents, amounting to 89 answers (cf. Appendix III.A), and 38 participants, with 18 to 34 years old, corresponding to 17% of the sample (cf. Appendix III.A).

There were no answers from participants with ages lower than 18, probably due to the premium price of these brands, and the commonly low income of teenagers.

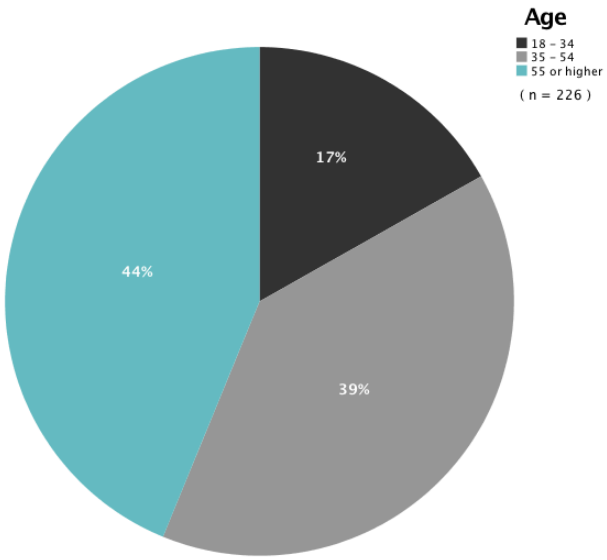


Figure 9. Distribuition of age

Source: Own elaboration based on SPSS outputs

5.3 Descriptive Statistics

The following section presents the results of the descriptive analysis conducted, computed with the SPSS software. Descriptive statistics (mean and standard deviation) are presented for each item in every dimension present in the conceptual model.

5.3.1 Desire

In the questionnaire are featured 19 questions regarding Desire. The values of the Mean and Standard Deviation of each item are presented in table 3.

As it can be seen in table 3, the item **D18: In general, my desires for products and brands are well controlled** is the one presenting the highest mean, with a value of 6.3. The item **D7: It obsesses me if I can't get a product or a brand I really desire** presents the lowest mean value, 1.9.

The standard deviation, in the case of Desire, presents its highest values in items **D17: I feel guilty when my consumption desires impact my entourage (family, friends)**, with 2.336, and **D16: I feel guilty if I think that my desire for a particular product or brand can undermine my future financial situation**, with 2.171, representing the items with higher response variability.

The construct D represents a new variable, obtained by the computed mean of every item regarding Desire. This variable presents values of 4.1 and 0.791 in mean and standard Deviation, respectively. Having in mind the 1 to 7 Likert Scale used, one can assume the mean represents a medium value.

Item	Mean	Std. Deviation
D1 : Desiring products and brands is pleasurable in itself.	4.6	1.694
D2 : When I desire a particular product or brand, the moments prior to the purchase are very pleasant.	4.6	1.771
D3 : I really enjoy it when I know that I'll be able to buy a product or a brand that I really desire.	5.7	1.272
D4 : Desiring a product or a brand gives me as much pleasure as buying it.	3.7	1.867
D5 : I find it pleasant to think of the pleasure that follows the purchase of a product or a brand that I really desire.	4.3	1.903
D6 : I get in a bad mood if I can't satisfy my desire to get a product or a brand.	2.4	1.577
D7 : It obsesses me if I can't get a product or a brand I really desire.	**1.9**	1.438
D8 : When I can't buy myself a product or a brand that I desire, I feel frustrated.	2.2	1.481
D9 : I'm perfectly able to refrain from buying products and brands that I really desire.	5.8	1.615
D10 : It gets me angry when I can't have a product or a brand that I desire a lot.	2.1	1.433
D11 : Even if I desire products and brands, I can control myself.	6.1	1.334
D12 : What is nice with desiring products and brands is enjoying the pleasure to desire them each time.	3.3	1.985

Table 3. Descriptive Statistics: Desire

Source: Own elaboration based on SPSS outputs

Item	Mean	Std. Deviation
D13 : My guilt is greater when I buy a product that I desire very much but don't really need.	4.4	1.868
D14 : In general, I can control my desires to buy products and brands.	5.8	1.449
D15 : Not being able to get a product or a brand that I really desire is stressful.	2.2	1.451
D16 : I feel guilty if I think that my desire for a particular product or brand can undermine my future financial situation.	4.3	2.171
D17 : I feel guilty when my consumption desires impact my entourage (family, friends).	3.9	**2.336**
D18 : In general, my desires for products and brands are well controlled.	**6.3**	**1.186**
D19 : Sometimes, I feel ambivalent between my will to satisfy my consumption desires and the ensuing guilt.	3.5	2.023
Construct: D	4.1	0.791

Table 4. Descriptive Statistics: Desire (continuation)

Source: Own elaboration based on SPSS outputs

5.3.2 Perceived Self

The construct of Perceived Self is presented by 8 items in the survey. The values of the Mean and Standard Deviation of each item are presented in table 4.

Analyzing table 4, it is possible to understand that item **SC4: I usually buy from brands with which I identify myself** is the one presenting the highest mean, with a value of 6.2. This item also presents the lowest standard deviation value, 1.131, being the item in which respondents answered more similarly. Item **SC6: I purchase luxury brand clothing and accessories to show who I am** presents the lowest mean value, 2.3.

In the case of the standard deviation values, item **SC1: I identify myself with the typical wearers of the brands I buy**, shows the highest, with 1.954, representing the question with more variability of responses, in the case of Perceived Self.

The construct SC presents values of 4.8 and 0.860 in mean and standard deviation, respectively. With the Likert Scale used, the values being 1 to 7, one can assume the mean represents a value in the middle of the scale.

Item	Mean	Std. Deviation
SC1 : I identify myself with the typical wearers of the brands I buy.	3.8	**1.954**
SC2 : I often buy luxury brand accessories and clothing that reflect my own image.	5.3	1.708
SC3 : My choice of luxury brands depends on whether they reflect how I see myself and not how others see me.	5.9	1.479
SC4 : I usually buy from brands with which I identify myself.	**6.2**	**1.131**
SC5 : I am highly attracted to unique luxury clothing and accessories.	4.8	1.869
SC6 : I purchase luxury brand clothing and accessories to show who I am.	**2.3**	1.685
SC7 : It is important to me to own nice things.	5.7	1.419
SC8 : Buying luxury accessories gives me a lot of pleasure.	4.2	1.802
Construct: SC	4.8	0.860

Table 5. Descriptive Statistics: Perceived Self

Source: Own elaboration based on SPSS outputs

5.3.3 Social Values

The Social Values driver features 13 questions in the questionnaire. The values of the Mean and Standard Deviation of each item are presented in table 5.

Looking at table 5, it is possible to point out that item **SV6: I actively avoid using products that are not in style** presents the highest mean value, 3.3, a medium value in the scale, despite being the highest value. This item also presents the highest standard deviation value, 1.883, representing the question with more variability of responses: despite being the highest value in the table, is not such a high value, meaning respondents did not deviate greatly from the same answers. Item **SV7: Before purchasing a product of a certain brand it is important to know what my friends think of different brands or products** presents the lowest mean value, with 2.0.

The global construct SV shows a mean value of 2.6, representing a quite low value on the scale of 1 to 7, and a value of 1.113 of standard deviation.

Item	Mean	Std. Deviation
SV1 : Before purchasing a product of luxury it is important to know what brands or products to buy to make good impressions on others.	2.5	1.658
SV2 : Before purchasing a product, it is important to know what kind of people buy certain brands or products.	2.2	1.532
SV3 : I like to know what brands and products make good impressions on others.	2.9	1.805
SV4 : If I were to buy something expensive, I would worry about what others would think of me.	2.3	1.562
SV5 : I tend to pay attention to what others are buying.	3.1	1.753
SV6 : I actively avoid using products that are not in style.	**3.3**	**1.883**
SV7 : Before purchasing a product of a certain brand it is important to know what my friends think of different brands or products.	**2.0**	**1.416**
SV8 : For me, as a luxury consumer, share experiences with friends are an important motivator.	2.7	1.665
SV9 : Before purchasing a product of luxury it is important to know what others think of people who use certain brands or products.	2.1	1.499
SV10 : Social standing is an important motivator for my luxury consumption.	2.2	1.481
SV11 : I usually keep up with style changes by watching what others buy.	3.2	1.780
SV12 : I often consult my friends to help choose the best alternative available from a product category.	2.6	1.710
SV13 : My friends and I tend to buy the same brands.	2.6	1.532
Construct: SV	2.6	1.113

Table 6. Descriptive Statistics: Social Values

Source: Own elaboration based on SPSS outputs

5.3.4 Involvement

The concept of Involvement features 7 questions in the questionnaire. Examining table 6, it can be seen that item **I2: I am open to purchasing any new and trendy products from a brand that's unheard of** is the one with the highest mean, with a value of 5.0. The lowest mean value is 3.0, in item **I3: I tend to know new fashion trends before others**.

In the case of the standard deviation values, item **SC1: I identify myself with the typical wearers of the brands I buy**, shows the highest, with 1.954. Despite this being the highest, all items present very high values, being the lowest, 1.810, indicating a high variability of responses in all questions.

The global construct of Involvement shows a 4.0 mean, presenting a medium value in the Likert scale, and a standard deviation of 1.236.

Item	Mean	Std. Deviation
I1 : I prefer to shop at a store with new and unique fashion items.	4.0	**1.987**
I2 : I am open to purchasing any new and trendy products from a brand that's unheard of.	**5.0**	1.811
I3 : I tend to know new fashion trends before others.	**3.0**	1.883
I4 : I am very much involved in/with fashion clothing.	3.5	1.969
I5 : I think a lot about my choices when it comes to fashion clothing.	4.1	**1.810**
I6 : I feel a sense of personal satisfaction when I wear fashion clothing.	4.3	1.820
I7 : I pay a lot of attention to fashion clothing.	4.4	1.818
Construct: I	4.0	1.236

Table 7. Descriptive Statistics: Involvement

Source: Own elaboration based on SPSS outputs

5.3.5 Trust

The Trust dimension of the Relationship Quality driver is the first of three and features 3 questions in the questionnaire. The values of the Mean and Standard Deviation of each item are presented in table 7.

Analyzing table 7, it is possible to observe that the highest value in the mean column is 5.0 and is presented by item **RQT2: I trust the products and services delivered by luxury brands**. This item also presents the lowest standard deviation value, 1.811, being the item in which respondents answered more similarly, despite also being a high value. Item **RQT3: The promises of the luxury brands are fulfilled** presents the lowest mean value, 3.0.

In the case of the standard deviation values, item **RQT1: I feel confidence in the quality of luxury products**, shows the highest, with 1.987. Notwithstanding, all the values in the table show a high value of standard deviation.

The construct RQT presents values of 5.0 and 0.860 in mean and standard deviation, respectively. With the Likert Scale used, the values being 1 to 7, one can assume the mean represents a high positive value in the scale, showing respondents have a good degree of trust in luxury brands.

Item	Mean	Std. Deviation
RQT1 : I feel confidence in the quality of luxury products.	4.0	**1.987**
RQT2 : I trust the products and services delivered by luxury brands.	**5.0**	**1.811**
RQT3 : The promises of the luxury brands are fulfilled.	**3.0**	1.883
Construct: RQT	5.0	1.393

Table 8. Descritive Statistics: Trust

Source: Own elaboration based on SPSS outputs

5.3.6 Commitment

Commitment is the second Relationship Quality dimension and is represented by 3 questions in the questionnaire.

Observing table 8, is possible to understand that the highest mean is presented by item **RQCOM1: I am proud to have luxury products**, with a value of 3.4. **RQCOM2: I feel a sense of belonging when buying luxury brands** presents the lowest mean value, 2.6. This item also presents the lowest standard deviation value, 1.680, being the item with lowest variability of response.

The highest of the standard deviation values, is item's **RQCOM3: I am a loyal customer of a luxury brand**, with 2.061, showing a very high variability.

The global variable of Commitment presents a mean value of 3.0. With the Likert Scale used, the values being 1 to 7, one can assume this value represents a below average value in the scale, showing the average respondent has a medium to low sense of Commitment to luxury brands.

Item	Mean	Std. Deviation
RQCOM1 : I am proud to have luxury products.	**3.4**	1.843
RQCOM2 : I feel a sense of belonging when buying luxury brands.	**2.6**	**1.680**
RQCOM3 : I am a loyal customer of a luxury brand.	3.1	**2.061**
Construct: RQCOM	3.0	1.380

Table 9. Descriptive Statistics: Commitment

Source: Own elaboration based on SPSS outputs

5.3.7 Satisfaction

Satisfaction, the last Relationship Quality dimension, also features 3 questions in the survey. The highest mean value, observed in table 9, is presented by item **RQS3: Overall, luxury brands deliver an excellent service and experience**, with a value of 5.0. This item also presents the lowest standard deviation value, 1.516, also being the item with the less variability of response.

The highest of the standard deviation values, is presented by item **RQS1: Overall, luxury brands satisfy my needs**, with 1.907, showing a high variability.

The global construct for this dimension presents a mean value of 4.6, representing a value in the medium of the scale.

Item	Mean	Std. Deviation
RQS1 : Overall, luxury brands satisfy my needs.	**4.4**	**1.907**
RQS2 : Luxury brands provide the best experience comparing with others.	**4.4**	1.786
RQS3 : Overall, luxury brands deliver an excellent service and experience.	**5.0**	**1.516**
Construct: RQS	4.6	1.492

Table 10. Descriptive Statistics: Satisfaction

Source: Own elaboration based on SPSS outputs

5.3.8 Engagement

As mentioned before, the Engagement construct is composed by four dimensions: Purchase, Referrals, Influence and Knowledge. This variable features 16 questions in the questionnaire, four regarding each dimension.

As presented in table 10, item **EP2: My purchases with luxury brands make me content** is the one with the highest mean value, 5.2, proving most respondents are happy with their luxury purchases. The lowest mean value is a tie between items **EK2: I provide suggestions for improving the performance of these brands (to the firms, in stores or social media, etc.), EK3: I provide suggestions/feedbacks about the new product of these brands** and **EK4: I provide feedback/suggestions to these luxury brands for developing new products**, with a value of 1.8, being possible to assume that the average respondent does not provide feedback to the brands.

The standard deviation, in the case of Engagement, presents its highest value in item **EI1: I do not actively discuss this brand on any media**, with 2.075, representing a very high response variability.

The Engagement global construct presents a mean value of 3.0, representing a value below average in the scale.

Item	Mean	Std. Deviation
EP1 : I will continue buying the luxury brands' products in the near future.	5.0	1.644
EP2 : My purchases with luxury brands make me content.	**5.2**	1.453
EP3 : I do not get my money's worth when I purchase luxury brands. (R*)	3.3	1.606
EP4 : Owning the products of luxury brands makes me happy.	4.1	1.770
ER1 : I promote luxury brands because of the monetary or other referral benefits provided by the brand. (ex: discounts and special attentions for being a loyal customer or bringing new customers, as being contacted when there's new collections or products recommended to you).	2.6	1.817
ER2 : In addition to the value derived from the product, the monetary or other referral incentives also encourage me to refer this brand to my friends and relatives.	2.8	1.895
ER3 : I enjoy referring this brand to my friends and relatives because of the monetary or other referral incentive.	2.5	1.742
ER4 : Given that I use this brand, I refer my friends and relatives to this brand because of the monetary referral incentives.	2.3	1.597
EI1 : I do not actively discuss this brand on any media. (R*)	5.0	**2.075**
EI2 : I love talking about my brand experience.	2.2	1.481
EI3 : I discuss the benefits that I get from luxury brands with others.	2.6	1.673
EI4 : I am a part of these luxury brands and mention them in my conversations.	2.2	1.544

* R – Reversed item

Table 11. Descriptive Statistics: Engagement

Source: Own elaboration based on SPSS outputs

Item	Mean	Std. Deviation
EK1 : I provide feedback about my experiences with these brands to the firm (directly in stores, social media, etc.).	2.1	1.531
EK2 : I provide suggestions for improving the performance of these brands (to the firms, in stores or social media, etc.).	**1.8**	1.390
EK3 : I provide suggestions/feedbacks about the new product of these brands.	**1.8**	**1.376**
EK4 : I provide feedback/suggestions to these luxury brands for developing new products.	**1.8**	1.380
Construct: E	3.0	0.852

* R – Reversed item

Table 10.. Descriptive Statistics: Engagement (continuation)

Source: Own elaboration based on SPSS outputs

5.3.9 Purchase

Purchase is the first of the four Engagement dimension, featuring 4 questions in the survey. The highest mean value, observed in table 11, is presented by item **EP2: My purchases with luxury brands make me content**, with a value of 5.2. This item also presents the lowest standard deviation value, 1.453, also being the item with smallest variability of response.

The highest of the standard deviation values, is presented by item **EP4: Owning the products of luxury brands makes me happy**, with 1.707, not a very high value, allowing to presume respondents didn't variate much from similar answers in all questions of this dimension.

The global construct for this dimension, EP, presents a mean value of 4.4, representing a value in the medium of the scale.

Item	Mean	Std. Deviation
EP1 : I will continue buying the luxury brands' products in the near future.	5.0	1.644
EP2 : My purchases with luxury brands make me content.	**5.2**	**1.453**
EP3 : I do not get my money's worth when I purchase luxury brands. (R*)	**3.3**	1.606
EP4 : Owning the products of luxury brands makes me happy.	4.1	**1.770**
Construct: EP	4.4	0.871

* R – Reversed item

Table 12. Descriptive Statistics: Purchase

Source: Own elaboration based on SPSS outputs

5.3.10 Referrals

The second Engagement dimension is Referrals and is represented by 4 questions in the survey.

Item **ER2: In addition to the value derived from the product, the monetary or other referral incentives also encourage me to refer this brand to my friends and relatives**, has the highest mean value in table 12, 2.8, a low value, allowing to presume that respondents do not refer luxury brands in exchange for monetary advantages, frequently. This item also presents the highest standard deviation value, 1.895.

The global construct for this dimension of Engagement, presents a mean value of 2.6, representing a very low value in the scale, as mentioned, representing that Referrals are not something respondents do commonly.

Item	Mean	Std. Deviation
ER1 : I promote luxury brands because of the monetary or other referral benefits provided by the brand. (ex: discounts and special attentions for being a loyal customer or bringing new customers, as being contacted when there's new collections or products recommended to you).	2.6	1.817
ER2 : In addition to the value derived from the product, the monetary or other referral incentives also encourage me to refer this brand to my friends and relatives.	**2.8**	**1.895**
ER3 : I enjoy referring this brand to my friends and relatives because of the monetary or other referral incentive.	2.5	1.742
ER4 : Given that I use this brand, I refer my friends and relatives to this brand because of the monetary referral incentives.	**2.3**	**1.597**
Construct: ER	2.6	1.652

Table 13. Descriptive Statistics: Referrals

Source: Own elaboration based on SPSS outputs

5.3.11 Influence

Influence is another of the four Engagement dimensions, also featuring 4 questions in the survey. The highest mean value, observed in table 13, is presented by item **EI1: I do not actively discuss this brand on any media**, with 5.0. This item also presents the highest standard deviation value, 2.075, presenting a very high inconsistency of answers.

The lowest mean value is a tie between items **EI2: I love talking about my brand experience** and **EI4: I am a part of these luxury brands and mention them in my conversations** with a value of 2.2, being possible to presume that generally respondents do not mention their purchases in conversations.

This dimension's global construct, presents a mean value of 3.0, representing a value below average in the scale, allowing to presume most respondents do not discuss the benefits of luxury brands frequently.

Item	Mean	Std. Deviation
EI1 : I do not actively discuss this brand on any media. (R*)	**5.0**	**2.075**
EI2 : I love talking about my brand experience.	**2.2**	**1.481**
EI3 : I discuss the benefits that I get from luxury brands with others.	2.6	1.673
EI4 : I am a part of these luxury brands and mention them in my conversations.	**2.2**	1.544
Construct: EI	3.0	1.038

* R – Reversed item

Table 14. Descriptive Statistics: Influence

Source: Own elaboration based on SPSS outputs

5.3.12 Knowledge

Knowledge is the last of the Engagement dimensions, also featuring 4 questions in the survey. Observing table 14, is possible to understand that the highest mean is presented by item **EK1: I provide feedback about my experiences with these brands to the firm (directly in stores, social media, etc)**, with 2.1, a low value. This item also presents the highest standard deviation value, 1.531; despite being the highest value in the table, is not such a high value, meaning respondents did not deviate greatly from the same answers.

The lowest mean value is a tie between items **EK2: I provide suggestions for improving the performance of these brands (to the firms, in stores or social media, etc.), EK3: I provide suggestions/feedbacks about the new product of these brands** and **EK4: I provide feedback/suggestions to these luxury brands for developing new products**, with a value of 1.8, being possible to presume that generally respondents do not provide feedback to the brands.

The construct EK, presents a mean value of 1.9, representing a very low value in the Likert scale of 1 to 7, allowing for the presumption that respondents do not usually provide feedback to the brands.

Item	Mean	Std. Deviation
EK1 : I provide feedback about my experiences with these brands to the firm (directly in stores, social media, etc.).	**2.1**	**1.531**
EK2 : I provide suggestions for improving the performance of these brands (to the firms, in stores or social media, etc.).	**1.8**	1.390
EK3 : I provide suggestions/feedbacks about the new product of these brands.	**1.8**	**1.376**
EK4 : I provide feedback/suggestions to these luxury brands for developing new products.	**1.8**	1.380
Construct: EK	1.9	1.319

Table 15. Descriptive Statistics: Knowledge

Source: Own elaboration based on SPSS outputs

5.3.13 Subjective Well-Being

Subjective Well Being features 2 questions in the questionnaire. The values of the Mean and Standard Deviation of each item are presented in table 15.

Analyzing the table, it is possible to observe that the highest value in the mean column is 5.3 and is presented by item **WB2: When you purchase a luxury fashion brand how satisfied do you feel?** This item also presents the lowest standard deviation value, 1.340.

Item **WB1: When you purchase a luxury fashion brand how happy do you feel?** presents the lowest mean value, 5.1. Despite being the lowest value in the table, it is a high mean value, allowing to assume that the respondents usually feel happy and satisfied with their purchases.

In the case of the standard deviation values, item **WB1: When you purchase a luxury fashion brand how happy do you feel?**, shows the highest, with 1.335. Notwithstanding, of this being the highest value, it is a low one, indicating that answers do not vary a lot in any of the questions.

The construct WB presents values of 5.2 and 1.300 in mean and standard deviation, respectively. With the Likert Scale used, the values being 1 to 7, one can assume the mean represents a high positive value in the scale, showing respondents are usually happy and satisfied with the products they buy, as mentioned.

Item	Mean	Std. Deviation
WB1 : When you purchase a luxury fashion brand how happy do you feel?	**5.1**	**1.335**
WB2 : When you purchase a luxury fashion brand how satisfied do you feel?	**5.3**	**1.340**
Construct: WB	5.2	1.300

Table 16. Descriptive Statistics: Subjective Well-Being

Source: Own elaboration based on SPSS outputs

5.4 Exploratory Factorial Analysis

An exploratory factorial analysis was conducted for all the variables studied, by means of a KMO and Bartlett's test, except for the variable Engagement, which had four dimensions naturally, in the article in which this study was based (Kumar *et al.*, 2010).

This analysis has the purpose of identifying underlying factors that allow for a better comprehension of the dimensions in study. Taking advantage of the correlations between the variables, the factorial analysis allows for them to be gathered in dimensions, explaining the variability of results.

After the tests were computed, was verified that the variables Desire and Social Values present more than one dimension.

5.4.1 Desire

In the case of Desire, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy, seen in table 16, demonstrated a high value of 0.843 (> 0.600), indicating the variable as appropriate to execute this kind of analysis. After rejecting the null hypothesis stating that the initial variables are not correlated (Sig.= 0.000 < 0.050), and concluding there are pairs of variables significantly related among themselves, the analysis was conducted.

When finalized, 4 dimensions, explaining 62.765% of the variable, were extracted (table 17).

Examining the Rotated Component Matrix (table 18), conducted through the *varimax* method, it is possible to determine which items constitute each dimension. Accordingly, questions D6, D7, D8, D10 and D15 compose the first dimension; D1, D2, D3, D4, D5 and D12 are part of the second component; the third component is constituted by questions D9, D11, D14 and D18; finally, the fourth dimension is composed by D13, D16, D17, D19.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.843**
Bartlett's Test of Sphericity	Approx. Chi-Square	2591.870
	Df	171
	Sig.	**0.000**

Table 17. KMO and Bartlett's Test – Desire

Source: Own elaboration based on SPSS outputs

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	5.836	30.717	30.717	5.836	30.717	30.717
2	2.471	13.006	43.723	2.471	13.006	43.723
3	1.891	9.950	53.674	1.891	9.950	53.674
4	1.727	9.092	62.765	1.727	9.092	**62.765**
5	0.963	5.069	67.834			
6	0.836	4.399	72.233			
7	0.730	3.840	76.073			
8	0.566	2.978	79.051			
9	0.551	2.900	81.952			
10	0.532	2.799	84.751			
11	0.464	2.442	87.193			
12	0.427	2.245	89.439			
13	0.399	2.101	91.540			
14	0.357	1.877	93.417			
15	0.322	1.697	95.114			
16	0.304	1.599	96.713			
17	0.258	1.356	98.069			
18	0.206	1.084	99.153			
19	0.161	0.847	100.000			

Table 18. Total Variance Explained – Desire

Source: Own elaboration based on SPSS outputs

	Component			
	1	**2**	**3**	**4**
D1	0.120	**0.799**	0.051	-0.110
D2	0.147	**0.725**	0.047	0.110
D3	-0.084	**0.628**	-0.016	0.281
D4	0.180	**0.758**	-0.106	0.051
D5	0.181	**0.759**	-0.089	0.178
D6	**0.837**	0.266	-0.112	0.118
D7	**0.830**	0.174	-0.216	0.032
D8	**0.857**	0.066	-0.077	0.210
D9	0.008	-0.102	**0.749**	-0.166
D10	**0.861**	0.223	-0.098	0.101
D11	-0.284	-0.038	**0.759**	0.016
D12	0.238	**0.597**	-0.127	0.047
D13	0.105	0.161	0.121	**0.684**
D14	-0.103	0.004	**0.769**	0.010
D15	**0.742**	0.103	-0.219	0.203
D16	0.168	-0.018	-0.114	**0.794**
D17	0.041	0.053	-0.168	**0.814**
D18	-0.177	-0.032	**0.667**	-0.041
D19	0.261	0.244	-0.045	**0.586**

Table 19. Rotated Component Matrix – Desire

Source: Own elaboration based on SPSS outputs

5.4.2 Social Values

On the other hand, the Social Values variable presents a Kaiser-Meyer-Olkin Measure of Sampling Adequacy value (table 19) of 0.888 (> 0.600), a high value that indicates the variable is suitable to execute this kind of analysis. The null hypothesis, of the initial variables not being correlated, was rejected (Sig.= 0.000 < 0.050), thus concluding there are pairs of variables significantly correlated, and allowing for the analysis to be conducted.

With this, 2 dimensions were extracted, in table 20, in order to explain 50.449% of the variable.

Observing each dimension, in the Rotated Component Matrix table (table 21), computed using the *varimax* method, is possible to determine that questions SV1, SV3, SV4, SV5, SV6, SV7, SV8, SV9, SV11 and SV12 constitute dimension 1, while SV2, SV10 and SV13 compose dimension 2.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.888**
Bartlett's Test of Sphericity	Approx. Chi-Square	1500.074
	Df	78
	Sig.	**0.000**

Table 20. KMO and Bartlett's Test - Social Values

Source: Own elaboration based on SPSS outputs

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	5.311	40.857	40.857	5.311	40.857	40.857
2	1.247	9.593	50.449	1.247	9.593	**50.449**
3	0.972	7.478	57.928			
4	0.928	7.141	65.068			
5	0.857	6.593	71.662			
6	0.721	5.545	77.206			
7	0.695	5.346	82.552			
8	0.559	4.303	86.855			

Table 21. Total Variance Explained - Social Values

Source: Own elaboration based on SPSS outputs

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
9	0.489	3.764	90.620			
10	0.377	2.901	93.521			
11	0.347	2.666	96.187			
12	0.293	2.255	98.442			
13	0.203	1.558	100.000			

Table 20. Total Variance Explained - Social Values (continuation)

Source: Own elaboration based on SPSS outputs

	Component	
	1	2
SV1	**0.499**	0.045
SV2	0.058	**0.732**
SV3	**0.766**	0.056
SV4	**0.529**	0.407
SV5	**0.323**	0.319
SV6	**0.841**	0.134
SV7	**0.563**	0.461
SV8	**0.865**	0.162
SV9	**0.746**	0.185
SV10	0.401	**0.500**
SV11	**0.649**	0.357
SV12	**0.605**	0.310
SV13	-0.039	**0.696**

Table 22. Rotated Component Matrix - Social Values

Source: Own elaboration based on SPSS outputs

5.5 Structural Analysis of the full model

The next section presents the analysis made in order to examine the overall quality of the conceptual model and the hypothesis mentioned before, by analyzing the cause-effect relationships between constructs.

As such, in the following paragraphs, the quality of the measurement model, and the structural model are going to be evaluated.

5.5.1 Measurement Model

The measurement model presents the relationships between indicators and their corresponding latent variables. In this section, the reliability and validity of the outer model (measurement model) is tested (Henseler, Ringle and Sinkovics, 2009).

The conceptual model presented in the Literature Review section comprises both formative and reflective measurement models, demanding two approaches in the analysis.

When talking about reliability and internal consistency, the reflective model indicators are evaluated by examining item loadings and composite reliability. Average variance extracted (AVE) is used when studying the convergent validity of these types of models (Henseler, Ringle, and Sinkovics, 2009).

On the other hand, these measures are not relevant when assessing formative measurement models' quality; this factor is determined by the construct's outer weight and their variance inflation factor (VIF), that assesses if the information of a construct is redundant (Henseler, Ringle, and Sinkovics, 2009). In this case, the formative measurement model is composed by second order constructs, that are formed by their first order constructs, or dimensions.

The values of the previously mentioned measures of model quality are featured in table 22. Besides using Cronbach's Alpha test, the internal consistency of the constructs was assessed through Composite Reliability, a more reliable measure. The Cronbach's Alpha is frequently known for underestimating the internal consistency of latent variables, whereas composite reliability uses different item loadings, and provides more accurate values (Henseler, Ringle, and Sinkovics, 2009).

According to Henseler, Ringle and Sinkovics (2009), reliability values, which vary between 0 and 1, are reasonable when higher than 0.6, and satisfactory when higher than

0.7. As seen in table 22, all Cronbach's Alphas' values are good (α>0.6). Nevertheless, the measure of Composite Reliability shows higher values throughout the entire table, showing values greater than 0.6 for all constructs, making it possible to assert that the reflective measurement model has a good internal consistency.

After the reliability of the model is confirmed, the need to examine the adequacy of each indicator presents itself. Researchers assume that each latent variable should explain at least 50% of the variance of each indicator. As such, the correlation between each construct and its variables should be higher than 0.7 (Henseler, Ringle and Sinkovics, 2009). The values to corroborate this fact can be found in the Range of item loading column, in table 22, and, as it can be seen all variables present good values (> 0.7), meaning that all variables explain its indicator significantly, and not with redundant information.

In similarity to the reflective, the importance of the formative constructs in the model should be examined, by looking at the outer weight values of the first order constructs (table 22), to understand if these are actually important in the formation of the second order constructs (Chin, 1998). As such, for an indicator to be considered satisfactory, its weigh should close to 0.2 or higher (Chin, 1998), which in this case can be confirmed for all constructs, except for D3, which presents a value of 0.132, that despite being lower than the remaining values is also significant statistically, as it is close to 0.2.

The weight values also help in understanding how the first order constructs explain the second order ones. In the case of Desire, it is possible to see that the dimension with higher weight is D1, with 0.595, meaning this is the dimension that more significantly explains the construct. Looking at Social Values, one can understand the construct is more significantly explained by SV1, as is the dimension with higher weight (equal to 0.736).

Collinearity, though, is not one of the desirable characteristics when talking about formative measurement models, as a high degree of multicollinearity could indicate a construct's information as redundant, and deem it as insignificant in the model (Hair, Ringle and Sarstedt, 2011). As such, the variance inflation factor (VIF) is calculated and presented in table 22.

According to Hair, Ringle and Sarstedt (2011), a value higher than 5, "*...which implies that 80 percent of an indicator's variance is accounted for by the remaining formative indicators related to the same construct...*" (Hair, Ringle and Sarstedt, 2011: 146-147),

can indicate a surplus of multicollinearity, and a potential problem. However, confirmed in table 22, all constructs present values lower than 5, dismissing collinearity as an issue.

To further study the quality of the measurement model, one should assess its validity, both convergent and discriminant. Convergent validity describes the degree to which a set of indicators represent one construct only (Henseler, Ringle and Sinkovics, 2009), and is measured through the average variance extracted (AVE). The ideal value, for the convergence to be sufficient, is 0.5 (or above), indicating "*...that the latent variable explains more than half of its indicators' variance*" (Hair, Ringle and Sarstedt, 2011: 146). As it can be seen in table 22, in this study, all AVE values surpass the threshold of 0.5, demonstrating the convergent validity.

In order to study the divergent validity of the model, and to understand if all constructs are truly different from one another, one should evaluate two measures: the Fornell–Larcker criterion and the cross-loadings of each indicator.

Construct	Range of item loading	AVE	Composite Reliability	Cronbach's Alpha
Referrals	0.900-0.953	0.852	0.958	0.942
D1	0.867-0.895	0.756	0.939	0.919
D2	0.721-0.837	0.588	0.877	0.824
D3	0.765-0.776	0.592	0.813	0.657
D4	0.707-0.767	0.565	0.839	0.746
Overall Experience	-	-	-	-
Influence	0.883-0.901	0.790	0.919	0.868
Involvement	0.708-0.873	0.612	0.886	0.837
Knowledge	0.839-0.974	0.881	0.967	0.954
Perceived Self	0.707-0.816	0.500	0.795	0.661
Purchase	0.721-0.908	0.691	0.835	0.713
SV1	0.708-0.873	0.556	0.909	0.884
SV2	0.724-0.862	0.657	0.851	0.735
SWB	0.983-0.976	0.960	0.979	0.958
Second order formative construct	**First order construct**		**Weight**	**VIF**
Desire	**D1**		0.595***	1.393
	D2		0.396***	1.203
	D3		0.132*	1.140
	D4		0.228**	1.189
Social Values	**SV1**		0.736***	3.133
	SV2		0.302***	3.133

AVE: Average Variance Extracted; ***p<0.001, **p<0.01; *p<0.5

Table 23. Reliability and convergent validity of the measurement model

Source: Own elaboration based on Smart PLS 2.0 outputs

The Fornell-Larcker criterion assumes that "*... a latent variable shares more variance with its assigned indicators than with any other latent variable*" (Henseler, Ringle and Sinkovics, 2009: 299). Statistically speaking, this means the AVE value of each latent variable should be higher than the squared correlations between the construct and all the other variables, which can be confirmed, in table 23, to all variables.

The second measure expects the loading of each latent variable to be greater than all its cross loadings, fact verified for all constructs, in table 23, as all present weight values of 1, higher than every cross-loading value shown, thus concluding the discriminant validity of the model.

Concluding the analysis and confirming the positive reliability and validity of the measurement model, one can proceed to examine the inner model.

	Referrals	D1	D2	D3	D4	Experience	Influence	Involv	Knowledge	Perc Self	Purchase	SV1	SV2	SWB
Referrals	1.000													
D1	0.438	1.000												
D2	0.445	0.416	1.000											
D3	0.245	0.304	0.155	1.000										
D4	0.341	0.362	0.281	0.180	1.000									
Experience	0.212	0.080	0.255	0.037	0.041	1.000								
Influence	0.557	0.390	0.315	0.276	0.199	0.260	1.000							
Involv	0.273	0.202	0.440	0.037	0.052	0.424	0.314	1.000						
Knowledge	0.403	0.330	0.298	0.208	0.007	0.156	0.571	0.261	1.000					
Perc Self	0.039	0.013	0.269	0.290	0.012	0.468	0.034	0.425	0.028	1.000				
Purchase	0.213	0.136	0.395	0.006	0.044	0.507	0.281	0.563	0.148	0.623	1.000			
SV1	0.391	0.516	0.372	0.319	0.361	0.115	0.484	0.291	0.300	0.008	0.144	1.000		
SV2	0.388	0.489	0.323	0.405	0.320	0.129	0.468	0.264	0.306	0.043	0.115	0.634	1.000	
SWB	0.148	0.103	0.345	0.047	0.037	0.682	0.230	0.504	0.128	0.565	0.675	0.126	0.066	1.000
AVE $^{1/2}$	0.923	0.869	0.767	0.769	0.752	1.000	0.889	0.782	0.939	0.704	0.832	0.746	0.811	0.980

Table 24. Discriminant Validity of the measurement model

Source: Own elaboration based on Smart PLS 2.0 outputs

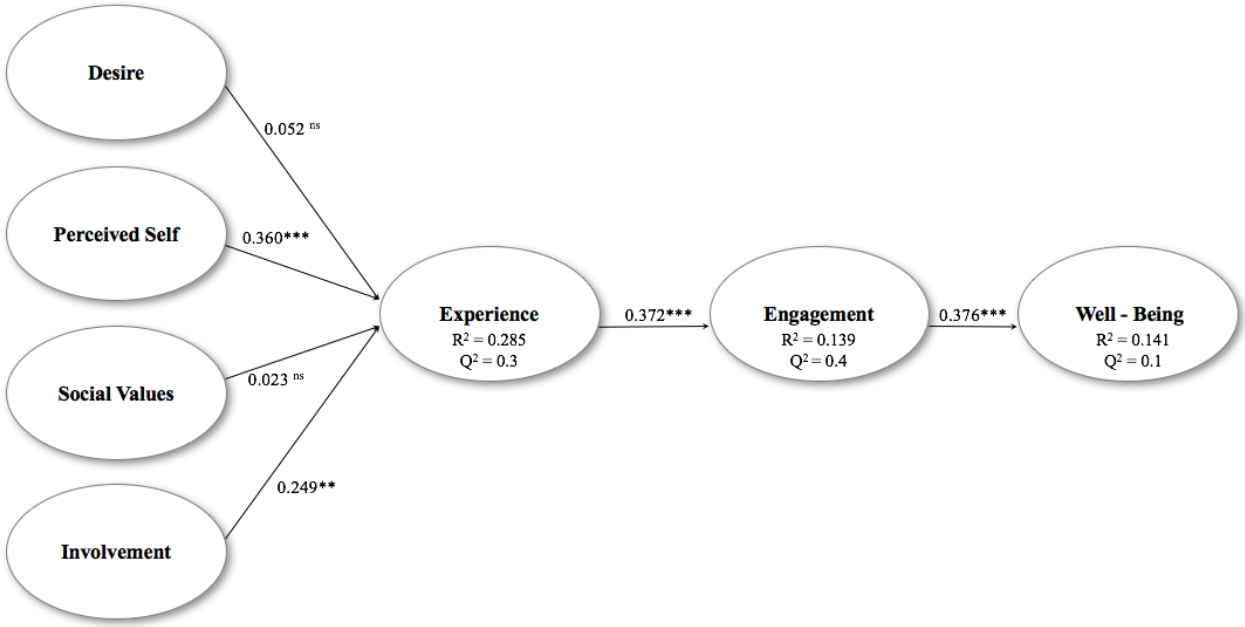
5.5.2 Structural results

The next paragraphs serve the purpose of evaluating the structural model, in order to understand the validity of the variable connections, theorized in the Literature Review. In this study, a bootstrapping approach is employed to calculate t-values and significance of each relationship between two constructs (Hair, Ringle and Sarstedt, 2011).

Therefore, two structural models are presented, one to understand the relationships the previously mentioned drivers with Experience, and the other, to better study the drivers' connections with Engagement.

The first step is to study the path coefficients, the relationship between two constructs, which values vary between -1 and +1. The closer to +1, the stronger and more positive the connection between variables is (Henseler, Ringle and Sinkovics, 2009). As for figure 10, path coefficients display strong positive values, except for the *Desire* to *Experience* and the *Social Values* to *Experience* connections, presenting weak, not significant values of 0.052 and 0.023, respectively, demonstrating Desire and Social Values do not explain Experience greatly.

Moreover, it can be seen that the strongest connection between driver and Experience is the one involving *Perceived Self*, while the overall strongest effect in the structural model is the one *Engagement* has in *Well-Being*, with a path coefficient value of 0.376.



**p<0.01; ***p<0.001; ns: not significant

GoF= 0.86

Figure 10. Structural Model with Experience

Source: Own elaboration based on Smart PLS 2.0 outputs

Regarding figure 11, path coefficients present high values, except for the *Perceived* to *Engagement,* with a weak, not significant value of 0.058, demonstrating Perceived Self does not explain Engagement greatly.

Furthermore, it can be seen that the strongest connection between driver and Engagement is the one involving *Desire,* while the connection between *Engagement* and *Well-Being* continue to have overall strongest connection in the structural model, with a path coefficient value of 0.376.

The second phase consists in evaluating the predictive power of the model, through the use of the R-square measure, which demonstrates how much of the endogenous variable is explained by the exogenous variables, and the Stone-Geisser criterion (Q^2), which analyzes if the model is able to predict the endogenous variable's indicators (Henseler, Ringle, and Sinkovics, 2009).

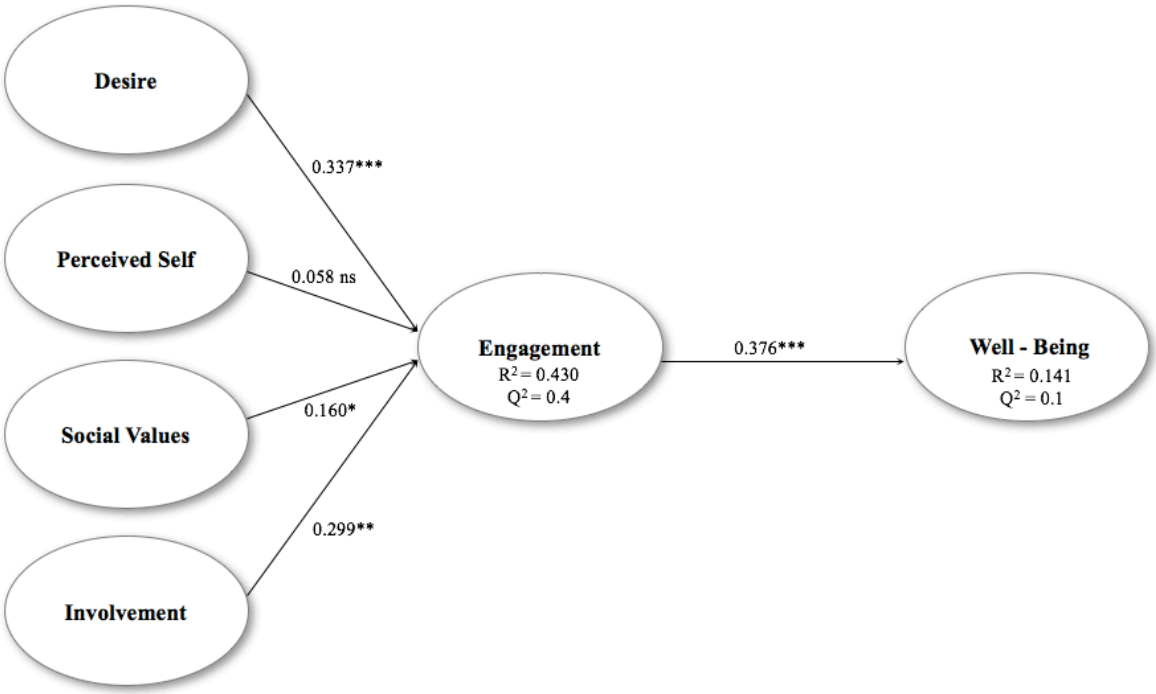
Examining figure 10, it is possible to see that Experience, presents a high R^2 value, as the exogenous variables explain 28.5% of Experience; but, Engagement and Well Being present weak R^2 values of 0.139 and 0.141, respectively, meaning there are other variables, not considered in the current study that could contribute to explain the variability in Engagement and Well-Being.

Looking at figure 11, one can conclude that Engagement presents a high R^2 value, as 43% is explained by the exogenous variables. Well-Being presents the same weak value as in figure 10, the exogenous variable only explaining 14.1%.

Concerning the Q^2, researchers assume the values should be higher than zero, for the model to show predictive relevance (Hair, Ringle and Sarstedt, 2011). Observing both figure 10 and 11, it is possible to see that all Q^2 values are positive, and to conclude the exogenous variables are relevant in predicting the dependent constructs (Hair, Ringle and Sarstedt, 2011).

Finally, there is the need to examine the goodness-of-fit (GoF) criterion, as the last step of the evaluation of the model. This criterion "*...is the geometric mean of the average communalities (outer measurement model) and the average* R^2 *of endogenous latent variables...*" (Tenenhaus *et al.*, 2005 as cited by Henseler, Ringle, and Sinkovics, 2009: 310), and is evaluated like the R^2 values: the closer to 1, the stronger the model. Researchers suggest a high GoF value should surpass 0.36 (Wetzels, Odekerken-Schröder

and van Oppen, 2009), which in the case of both models is true, as the values in figure 10 (equal to 0.86) and in figure 11 (equal to 0.64) are much higher than the value presented, indicating both models have a good overall fit.



*p<0.5; **p<0.01; ***p<0.001

ns: not significant

GoF= 0.64

Figure 11. Structural Model with Engagement

Source: Own elaboration based on Smart PLS 2.0 outputs

5.6 Multiple Regression Analysis

5.6.1 Multiple Regression with Engagement as Dependent Variable

Conducting a Multiple Regression analysis helps to understand if and how the variables affect Engagement.

Starting the analysis, looking at the ANOVA test table (cf. Appendix V.A), at the significant value (0.00 ≤ 0.05), one can determine that the multiple regression model is valid and that at least some of the variables are useful in explaining the dependent variable Engagement.

Using the Model Summary table (cf. Appendix V.A), the R^2 value, to be exact, one can see that the variables explain 45.6% of the Y variable, Engagement.

When studying the Coefficients table (table 24), one can understand that Desire (D), Involvement (I), and Commitment (RQCOM), have a role explaining Engagement, as the values of the Sig (< 0.05), signify that the null hypothesis was rejected; Social Values (SV), Perceived Self (SC), Trust (RQT) and Satisfaction (RQS) (Sig. > 0.05) are, then, not important when explaining the Dependent Variable.

Having in mind the values of Standardized Coefficients, in table 24, one can compare the magnitude of influence each variable has on the Dependent Variable. In this case, it is possible to see that Commitment (RQCOM) is the one that most affects Engagement (β=0.325), followed by Desire (D) (β=0.289) and Involvement (I) (β= 0.155).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.554	0.292		1.895	0.059		
	D	0.312	0.066	**0.289**	4.690	**0.000**	0.655	1.526
	SV	0.096	0.049	0.126	1.964	0.051	0.609	1.642
	SC	-0.073	0.068	-0.074	-1.074	0.284	0.524	1.910
	I	0.107	0.044	**0.155**	2.409	**0.017**	0.604	1.655
	RQT	0.009	0.040	0.015	0.224	0.823	0.580	1.724
	RQCOM	0.201	0.045	**0.325**	4.459	**0.000**	0.470	2.129
	RQS	0.036	0.043	0.062	0.820	0.413	0.432	2.317

a. Dependent Variable: E

Table 25. Coefficients Table - Dependent Variable: Engagement

Source: Own elaboration based on SPSS outputs

The Multiple Regression Model would then be:

$$\text{Engagement} = \beta_0 + \beta_1 * \text{Desire} + \beta_3 * \text{Involvement} + \beta_4 * \text{Commitment}$$

Consequently, one needs to check the Assumptions, to understand if the model holds.

In the Residual Statistics table (cf. Appendix V.A), the mean of the residual component of the model should be zero, which in this case can be confirmed. The independent variables are not correlated with the residual terms, which can be verified in the Correlations table (cf. Appendix V.A) looking at the values of the Pearce Correlation of each construct with the Unstandardized Residuals, that equal to 0.000. If the Durbin-Watson value, that can be seen in the Model Summary table (cf. Appendix V.A), is close to 2, which it is in this case (equal to 1.970), one can assume that there is no correlation among the residual terms. Utilizing the Scatterplot (cf. Appendix V.A), and the random relation of points, it is possible to determine that the variance of the random term is constant. The normality of the residuals can be verified graphically, in the Histogram and Normal P-Plot (cf. Appendix V.A), confirmed in this case. Finally, the Collinearity Statistics, in the Coefficients table (table 24), should be looked at, to understand if there is no correlation among the explanatory variables, and as the TOL is higher than 0.1, and the VIF is lower than 10 in all values, one can assume there is not.

5.6.2 Multiple Regression with Purchases as Dependent Variable

This Multiple Regression analysis was conducted to understand how the studied constructs influence the dimension of Engagement, Purchases.

To understand if the analysis is viable, it is necessary to look at the ANOVA test table, available in Appendix V.B, at the Sig. value, that should present a value lower than 0.05, true in this case (Sig=0.000). With this conclusion, one should assume that at least some of the variables are useful in explaining the dependent variable Purchases. To have a deeper understanding of this explanation, the R^2 value, in the Model Summary table (cf. Appendix V.B), displays the percentage of the Y variable explained by the X variables, in this case, it is 62%.

Studying the Coefficients table (table 25), and looking at the significant values column (< 0.5), one can understand that Social Values (SV), Perceived Self (SC), Trust (RQT), Commitment (RQCOM) and Satisfaction (RQS) have a role explaining Purchases; while Desire (D) and Involvement (I) (Sig. > 0.05) are not relevant explanatory variables.

The table portraying Coefficients (table 25), more specifically the column of Standardized Coefficients, can be of help when comparing the influence each variable has on Purchases: higher values mean a higher influence. In this specific situation, Trust (RQT) has the higher explanatory value (β=0.314), followed by Satisfaction (RQS) (β=0.275), Commitment (RQCOM) (β=0.204), Perceived Self (SC) (β= 0.201), and, finally, Social Values (SV) (β= - 0.160), that, contrary to other explanatory variables, has a negative impact on the Y variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.899	0.351		2.561	0.011		
	D	-0.083	0.080	-0.053	-1.037	0.301	0.655	1.526
	SV	-0.175	0.059	**-0.160**	-2.983	**0.003**	0.609	1.642
	SC	0.285	0.082	**0.201**	3.479	**0.001**	0.524	1.910
	I	0.081	0.053	0.082	1.530	0.127	0.604	1.655

a. Dependent Variable: EP

Table 26. Coefficients Table - Dependent Variable: Purchases

Source: Own elaboration based on SPSS outputs

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	RQT	0.276	0.048	**0.314**	5.725	**0.000**	0.580	1.724
	RQCOM	0.181	0.054	**0.204**	3.348	**0.001**	0.470	2.191
	RQS	0.226	0.052	**0.275**	4.331	**0.000**	0.432	2.388

a. Dependent Variable: EP

Table 27. Coefficients Table - Dependent Variable: Purchases (continuation)

Source: Own elaboration based on SPSS outputs

The Multiple Regression Model would then be:

$$\text{Purchases} = \beta_0 + \beta_1 * \text{Perceived Self} - \beta_2 * \text{Social Values} + \beta_3 * \text{Trust} + \beta_4 * \text{Commitment} + \beta_5 * \text{Satisfaction}$$

Lastly, there is the need to check certain Assumptions, to certify the validity of model. Firstly, the mean value of the residual component of the model, available in the Residual Statistics table, available in Appendix V.B, should equal zero, which in the case of this analysis can be verified. Then, the non-correlation of independent variables with the residual terms, is confirmed in the Correlations table (cf. Appendix V.B), by looking at the values of the Pearce Correlation of each construct with the Unstandardized Residuals, which amount to 0.000. Thirdly, the Durbin-Watson value should be evaluated, in the Model Summary table (cf. Appendix V.B), if the value is close to 2, which in this case is confirmed (equal to 1.879), one can assume that the residual terms do not have a correlation among themselves. Afterwards, studying the Scatterplot (cf. Appendix V.B), and the points there represented, it is possible to determine that the variance of the random term is constant, as they do not have a relation. The residual values should follow a Normal distribution and that fact can be verified graphically, through the Histogram and Normal P-Plot (cf. Appendix V.B), in which, in this case, the normality of the residuals is confirmed. Finally, there should not be any correlation among the independent variables, fact confirmable in the Collinearity Statistics column, in the Coefficients table (table 25), as the TOL values are higher than 0.1, and the VIF values are lower than 10 in all cases.

5.6.3 Multiple Regression with Referrals as Dependent Variable

This Multiple Regression analysis was conducted to understand how the theoretical model's constructs influence Referrals, one of the four dimensions of Engagement.

To verify the viability of the Multiple Regression Model, it is necessary to confirm the value presented in the Sig. column, in the ANOVA test table (cf. Appendix V.C), this value should be lower than 0.05, true in the case of this analysis (Sig=0.000). With this confirmation, one can assume that some of the variables are useful in explaining Referrals. To better understand this explanation, the R^2 value, in the Model Summary table, available in Appendix V.C, provides insight on the dimension explained by the X variables, in this case, it is 35.5%.

When analyzing the Coefficients table (table 26), and looking at the Sig. values column (< 0.5), one can understand which variables have an explanatory role in the dependent variable. In this case Desire (D), Perceived Self (SC) and Commitment (RQCOM) do; the other variables, Social Values (SV), Involvement (I), Trust (RQT) and Satisfaction (RQS) (Sig.> 0.05) do not have a significant role in explaining Referrals.

The influence each variable has on the dependent variable can be determined by looking at the value of Beta, in the same table (table 26), more specifically the column of Standardized Coefficients: Desire (D) has the higher explanatory value (β=0.438), followed by Commitment (RQCOM) (β=0.232) and Perceived Self (SC) (β= - 0.195), that presents a negative impact on the Y variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.811	0.617		-1.315	0.190		
	D	0.916	0.140	**0.438**	6.524	**0.000**	0.655	1.526
	SV	0.195	0.103	0.132	1.888	0.060	0.609	1.642
	SC	-0.373	0.144	**-0.195**	-2.589	**0.010**	0.524	1.910

a. Dependent Variable: ER

Table 28. Coefficients Table - Dependent Variable: Referrals

Source: Own elaboration based on SPSS outputs

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	I	0.082	0.094	0.061	0.876	0.382	0.604	1.655
	RQT	-0.024	0.085	-0.020	-0.285	0.776	0.580	1.724
	RQCOM	0.278	0.095	**0.232**	2.924	**0.004**	0.470	2.129
	RQS	-0.024	0.092	-0.022	-0.266	0.790	0.432	2.317

a. Dependent Variable: ER

Table 26. Coefficients Table - Dependent Variable: Referrals (continuation)

Source: Own elaboration based on SPSS outputs

With these conclusions, the Multiple Regression Model would be:

$$\text{Referrals} = \beta_0 + \beta_1 * \text{Desire} + \beta_2 * \text{Commitment} - \beta_3 * \text{Perceived Self}$$

Finally, to understand if this new model is valid, it is necessary check certain Assumptions. The mean value of the residual component of the model, available in the Residual Statistics table (cf. Appendix V.C), should equal zero, which in the case of this analysis can be verified. Next, the independent variables with the residual terms cannot be correlated, which can be confirmed in the Correlations table (cf. Appendix V.C), by looking at the values of the Pearce Correlation of each construct with the Unstandardized Residuals, which should, and do, amount to 0.000. Thirdly, the Durbin-Watson value should be evaluated, in the Model Summary table (cf. Appendix V.C), this value should be close to 2, which in this case is confirmed (equal to 1.813), for one to assume that the residual terms do not have a correlation among themselves. Afterwards, studying the Scatterplot (cf. Appendix V.C), and the points there represented, it is possible to determine that the variance of the random term is constant, as they do not have a relation. The residual values should follow a Normal distribution and that fact can be verified graphically, through the Histogram and Normal P-Plot (cf. Appendix V.C), in which, in this case, the normality of the residuals is confirmed. Finally, there should not be any correlation among the independent variables, fact confirmable in the Collinearity Statistics column, in the Coefficients table (table 26), as the TOL values are higher than 0.1, and the VIF values are lower than 10 in all cases.

5.6.4 Multiple Regression with Influence as Dependent Variable

This Multiple Regression analysis was conducted to understand how the constructs studied in the Literature Review influence the dimension of Engagement, Influence.

To validate the analysis, one should examine the ANOVA test table, available in Appendix V.D, the significant value ($0.00 \leq 0.05$), specifically, to determine that some of the variables have a role in explaining the dependent variable. Once this fact is validated, one can have a deeper understanding of this explanation, using the Model Summary table (cf. Appendix V.D), the R^2 value, to be exact, which displays the percentage of the Y variable explained by the X variables, in this case, it is 35.5%.

When studying the Coefficients table (table 27), it is possible to determine that Social Values (SV), Perceived Self (SC) and Commitment (RQCOM) have a role explaining Influence, looking at the values of the Sig column (< 0.05); Desire (D), Influence (I), Trust (RQT) and Satisfaction (RQS) (Sig. > 0.05) are, then, not important when explaining the Dependent Variable.

Having in mind the values in the Standardized Coefficients column (table 27), one can compare the magnitude of influence each variable has on the Dependent Variable. In this case, it is possible to see that Commitment (RQCOM) is the one that most affects Influence (β=0.416), followed by Social Values (SV) (β=0.303), and Perceived Self (SC) (β= -0.182) that is shown to have negative effect on the Y variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.523	0.480		3.172	0.002		
	D	0.016	0.109	0.010	0.142	0.887	0.655	1.526
	SV	0.350	0.080	**0.303**	4.351	**0.000**	0.609	1.642
	SC	-0.272	0.112	**-0.182**	-2.423	**0.016**	0.524	1.910
	I	0.078	0.073	0.075	1.072	0.285	0.604	1.655
	RQT	-0.045	0.066	-0.049	-0.680	0.497	0.580	1.724
	RQCOM	0.387	0.074	**0.416**	5.242	**0.000**	0.470	2.129
	RQS	0.016	0.071	0.018	0.220	0.826	0.432	2.317

a. Dependent Variable: EI

Table 29. Coefficients Table - Dependent Variable: Influence

Source: Own elaboration based on SPSS outputs

With these conclusions in mind, the Multiple Regression Model would be:

$$\text{Influence} = \beta_0 + \beta_1 * \text{Social Values} + \beta_2 * \text{Commitment} - \beta_3 * \text{Perceived Self}$$

Concluding, to understand if the new model holds, one needs to check the Assumptions. First, the mean of the residual component of the model, accessible in the Residual Statistics table (cf. Appendix V.D), should amount to zero, which in this case can be confirmed. Afterward, the Correlations table (cf. Appendix V.D), should be analyzed to verify that the independent variables are not correlated with the residual terms, which can be verified by looking at the cross values of the Pearce Correlation of each construct with the Unstandardized Residuals, that equal to 0.000. If the Durbin-Watson value, that can be seen in the Model Summary table (cf. Appendix V.D), is close to 2, which it is in this case (equal to 1.906), one can assume that there is no correlation among the residual terms. Utilizing the Scatterplot, available in Appendix V.D, and the random relation of points, it is possible to determine that the variance of the random term is constant. The normality of the residuals can be verified graphically, in the Histogram and Normal P-Plot (cf. Appendix V.D), confirmed in this case. Finally, the Collinearity Statistics, in the Coefficients table (table 27), should be examined, to understand if there is no correlation among the explanatory variables, and as all the TOL values are higher than 0.1, and all the VIF values are lower than 10, one can assume there is not.

5.6.5 Multiple Regression with Knowledge as Dependent Variable

This Multiple Regression analysis was conducted to understand how the studied constructs influence the last dimension of Engagement, Knowledge.

To understand if the analysis is viable, it is necessary to look at the ANOVA test table (cf. Appendix V.E), at the significant value, that should be lower than 0.05, true in this case (Sig=0.000). With this conclusion, one should assume that at least one of the variables are useful in explaining the dependent variable, Knowledge. To better understand this explanation, the R^2 value, in the Model Summary table, available in Appendix V.E, displays the percentage of the Y variable explained by the X variables, in this case, it is 16.3%, a very low value.

Studying the Coefficients table (table 28), and looking at the Sig. value column (< 0.5), one can understand that, in this case, only Involvement (I) and Commitment (RQCOM) have a role explaining Knowledge; while the other variables, Desire (D), Social Values (SV), Perceived Self (SC), Trust (RQT) and Satisfaction (RQS) (Sig. > 0.05) are not relevant explanatory variables.

The influence each variable has on Purchases can be determined by looking at the value of Beta, in the same table (table 28), more specifically the column of Standardized Coefficients: Commitment (RQCOM) has the higher explanatory value (β=0.294), followed by Involvement (I) (β=0.198).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.571	0.561		1.017	0.310		
	D	0.066	0.128	0.040	0.519	0.604	0.655	1.526
	SV	0.069	0.094	0.058	0.730	0.466	0.609	1.642
	SC	-0.088	0.131	-0.058	-0.672	0.502	0.524	1.910
	I	0.211	0.085	**0.198**	2.482	**0.014**	0.604	1.655
	RQT	-0.039	0.077	-0.041	-0.501	0.617	0.580	1.724
	RQCOM	0.281	0.086	**0.294**	3.255	**0.001**	0.470	2.129
	RQS	-0.050	0.083	-0.057	-0.604	0.547	0.432	2.317

a. Dependent Variable: EK

Table 30. Coefficients Table - Dependent Variable: Knowledge

Source: Own elaboration based on SPSS outputs

The Multiple Regression Model would then be:

$$\text{Knowledge} = \beta_0 + \beta_1 * \text{Involvement} + \beta_2 * \text{Commitment}$$

Lastly, there is the need to check certain Assumptions, to certify the validity of model. Firstly, the mean value of the residual component of the model, available in the Residual Statistics table (cf. Appendix V.E), should equal zero, which in the case of this analysis can be verified. Then, the non-correlation of independent variables with the residual terms, is confirmed in the Correlations table (cf. Appendix V.E), by looking at the values of the Pearce Correlation of each construct with the Unstandardized Residuals, which amount to 0.000. Thirdly, the Durbin-Watson value should be evaluated, in the Model Summary table (cf. Appendix V.E), and as the value is close to 2 (equal to 2.065), one can assume that the residual terms do not have a correlation among themselves. Afterwards, studying the Scatterplot (cf. Appendix V.E), and the points there represented, it is possible to determine that the variance of the random term is constant, as they do not have a relation. The residual values should follow a Normal distribution and that fact can be verified graphically, through the Histogram and Normal P-Plot (cf. Appendix V.E), in which, in this case, the normality of the residuals is confirmed. Finally, there should not be any correlation among the independent variables, fact confirmable in the Collinearity Statistics column, in the Coefficients table (table 28), as the TOL values are higher than 0.1, and the VIF values are lower than 10 in all cases.

5.7 Moderation Analysis

In this section, the moderating effect of every construct previously theorized is studied, to understand if the relationship between two variables is dependent on the value of a third one.

5.7.1 Desire as a moderator

Moderation is achieved through a regression analysis that includes the addition of a variable representing the interaction between a predictor and the possible moderator.

Table 29 shows the moderating effect of Desire in the remaining drivers. The results are concluded through the Model Summary table (cf. Appendix VI.A1-VI.A6), specifically, the Sig. F Change column, whose values were transposed to the Product line in table 29, in order of making the results more easily accessible: if the value is lower than 0.05, the result is statistically significant, meaning moderation exists (Laerd Statistics, s.d.). In this study, Desire has a moderator effect in the relationship between both Trust (RQT) and Engagement and Satisfaction (RQS) and Engagement.

Furthermore, after this influence is established, one can understand it deeply by consulting the R Square Change column, in the Model Summary table (cf. Appendix VI. A4 and VI.A6), which indicates the increase in variation explained by the introduced term, which in Trust and Satisfaction, was 2.4% (cf. Appendix VI.A4) and 3.2% (cf. Appendix VI.A6), respectively.

	Construct Relationship					
Moderator	**SV and E**	**SC and E**	**I and E**	**RQT and E**	**RQCOM and E**	**RQS and E**
Desire	No	No	No	Yes	No	Yes
	sv x d β= -0.080; Sig. = 0.166	**sc x d** β= 0.083; Sig. = 0.149	**i x d** β= 0.058; Sig. = 0.293	**rqt x d** **β= 0.165**; **Sig. = 0.005**	**rqcom x d** β= 0.065; Sig. = 0.223	**rqs x d** **β= 0.180;** **Sig. = 0.001**

Table 31. Moderator effect: Desire

Source: Own elaboration based on SPSS outputs

5.7.2 Social Values as a moderator

Multiple regression analyses were conducted to every one of the driver constructs, to understand if their relationship with Engagement was moderated by any variable. The moderating effect of the Social Values variable in the drivers is presented in table 30.

The results of the existence of moderation can be gathered by the Sig. F Change column, in the Model Summary table (cf. Appendix VI.B1-VI.B6), whose was transposed to the Product line in table 30, in order of making the results more easily accessible: if the value presented is lower than 0.05, the result is statistically significant (Laerd Statistics, s.d.). In this case, Social Values has a moderating role in the relationship between Satisfaction (RQS) and Engagement.

Moreover, this influence can be understood deeply by consulting the R Square Change column, in the Model Summary table, which indicates the increased value in variation explained by the introduced term, 2.9%, in the case of Satisfaction, accessible in Appendix VI.B6.

	Construct Relationship					
Moderator	**D and E**	**SC and E**	**I and E**	**RQT and E**	**RQCOM and E**	**RQS and E**
Social Values	No	No	No	No	No	Yes
Product	**d x sv** β= -0.080; Sig. = 0.166	**sc x sv** β= -0.062; Sig. = 0.306	**i x sv** β= -0.010; Sig. = 0.864	**rqt x sv** β= 0.014; Sig. = 0.833	**rqcom x sv** β= 0.109; Sig. = 0.070	**rqs x sv** **β= 0.177;** **Sig. = 0.002**

Table 32. Moderator effect: Social Values

Source: Own elaboration based on SPSS outputs

5.7.3 Perceived Self as a moderator

To conduct this analysis, multiple regressions were computed, with each driver and a computed variable portraying the interaction between the predicted and the moderator as independent variables and Engagement as a dependent variable, to understand if the driver's relationship with Engagement was moderated by any construct.

The role of moderator of Perceived Self in the remaining drivers is presented in table 31. The existence of a moderating role can be gathered by observing the Sig. F Change column, in the Model Summary table (cf. Appendix VI.C1-VI.C6), whose values were transposed to the Product line in table 31: if the value is lower than 0.05, the result is statistically significant, and moderation exists (Laerd Statistics, s.d.). In the case of Perceived Self, the variable has a moderating effect in the relationship between Trust (RQT) and Engagement.

The impact of this influence, the increased value in variation explained by the introduced term, can be understood by consulting the R Square Change column, in the Model Summary table (cf. Appendix VI.C4). The interaction of Perceived Self in the relationship of Trust and Engagement increases the variation explained by 1.7%.

	Construct Relationship					
Moderator	**D and E**	**SV and E**	**I and E**	**RQT and E**	**RQCOM and E**	**RQS and E**
Perceived Self	No	No	No	Yes	No	No
Product	**d x sc** β= 0.083; Sig. = 0.149	**sv x sc** β= -0.062; Sig. = 0.306	**i x sc** β= 0.073; Sig. = 0.223	**rqt x sc** **β= 0.134;** **Sig. = 0.037**	**rqcom x sc** β= 0.010; Sig. = 0.867	**rqs x sc** β= 0.073; Sig. = 0.253

Table 33. Moderator effect: Perceived Self

Source: Own elaboration based on SPSS outputs

5.7.4 Involvement as a moderator

To understand if Involvement has a moderator effect on any of the drivers' relationship with Engagement, multiple regressions were computed, including the addition of a variable representing the interaction between a predictor and the possible moderator.

Table 32 represents the moderating effect that Involvement has, or not, in the other variables. This table results and consequent findings were gathered by observing the Sig. F Change column, in the Model Summary table (cf. Appendix VI.D1-VI.D6), whose values were transported to the Product line in table 32, in order of making the results more easily accessible: if the value presented in the model 2 line, is lower than 0.05, the result is statistically significant, and moderation exists (Laerd Statistics, s.d.).

As it can be seen, the variable has a moderating effect in the relationship between Satisfaction (RQS) and Engagement.

The impact of this influence, the increased value in variation explained by the introduced term, can be understood by consulting the R Square Change column, in the Model Summary table, available in Appendix VI.D6. The interaction of Involvement in the relationship of Satisfaction and Engagement increases the variation explained by 1.8%.

	Construct Relationship					
Moderator	**D and E**	**SV and E**	**SC and E**	**RQT and E**	**RQCOM and E**	**RQS and E**
Involvement	No	No	No	No	No	Yes
Product	**d x i** β= 0.058; Sig. = 0.293	**sv x i** β= -0.010; Sig. = 0.864	**sc x i** β= 0.073; Sig. = 0.223	**rqt x i** β= 0.065; Sig. = 0.317	**rqcom x i** β= 0.056; Sig. = 0.312	**rqs x i** **β= 0.136;** **Sig. = 0.022**

Table 34. Moderator effect: Involvement

Source: Own elaboration based on SPSS outputs

5.7.5 Trust as a moderator

Moderation is achieved through a regression analysis that includes the addition of a variable representing the interaction between a predictor and the possible moderator.

Table 33 shows the moderating effect of Trust in the remaining drivers. The results are gathered through the Model Summary table (cf. Appendix VI.E1-VI.E6), specifically, the Sig. F Change column, whose values were transported to the Product line in table 33, in order of making the results more easily accessible: if the value is lower than 0.05, the result is statistically significant, meaning moderation exists (Laerd Statistics, s.d.). Studying the table, one can understand that Trust has a moderator effect in the relationship between both Desire (D) and Engagement and Perceived Self (SC) and Engagement.

Furthermore, after this influence is established, one can understand it deeply by consulting the R Square Change column, in the Model Summary table, which indicates the increase in variation explained by the introduced term, which in Desire and Perceived Self, was 2.4% (cf. Appendix VI.E1), and 1.7% (cf. Appendix VI.E3), respectively.

	Construct Relationship					
Moderator	**D and E**	**SV and E**	**SC and E**	**I and E**	**RQCOM and E**	**RQS and E**
Trust	Yes	No	Yes	No	No	No
Product	**d x rqt** **β= 0.165;** **Sig. = 0.005**	**sv x rqt** β= 0.014; Sig. = 0.833	**sc x rqt** **β= 0.134;** **Sig. = 0.037**	**i x rqt** β= 0.065; Sig. = 0.317	**rqcom x rqt** β= 0.052; Sig. = 0.398	**rqs x rqt** β= 0.042; Sig. = 0.542

Table 35. Moderator effect: Trust

Source: Own elaboration based on SPSS outputs

5.7.6 Commitment as a moderator

To conduct this analysis, multiple regressions were computed, with each driver and a computed variable, portraying the interaction between the predicted and the possible moderator, as independent variables, and Engagement as a dependent variable, to understand if the driver's relationship with Engagement was moderated by any construct.

Table 34 represents the moderating effect that Commitment has, or not, in the other variables. This table results and consequent findings were gathered by observing the Sig. F Change column, in the Model Summary table (cf. Appendix VI.F1-VI.F6), whose values were transported to the Product line in table 34, in order of making the results more easily accessible: if the value presented in the model 2 line, is lower than 0.05, the result is statistically significant, and moderation exists (Laerd Statistics, s.d.), which in this case does not. The Sig. in every one of the regressions amounted to a value superior to 0.05, which makes possible the realization that Commitment does not moderate any relationship of the drivers with Engagement.

	Construct Relationship					
Moderator	**D and E**	**SV and E**	**SC and E**	**I and E**	**RQT and E**	**RQS and E**
Commitment	No	No	No	No	No	No
Product	**d x rqcom** β= 0.065; Sig. = 0.223	**sv x rqcom** β= 0.109; Sig. = 0.070	**sc x rqcom** β= 0.010; Sig. = 0.867	**i x rqcom** β= 0.056; Sig. = 0.312	**rqt x rqcom** β= 0.052; Sig. = 0.398	**rqs x rqcom** β= 0.021; Sig. = 0.733

Table 36. Moderator effect: Commitment

Source: Own elaboration based on SPSS outputs

5.7.7 Satisfaction as a moderator

To understand if Satisfaction has a moderator effect on any of the drivers' relationship with Engagement, multiple regressions were computed, including the addition of a variable representing the interaction between a predictor and the possible moderator.

Table 35 represents the moderating effect that this variable has, or not, in the other drivers. This table presents findings that were observed Model Summary table (cf. Appendix VI.G1-VI.G6), of the Regression, in the Sig. F Change column, to be exact, whose values were transported to the Product line in table 35, in order of making the results more easily accessible: if the value presented in the model 2 line, is lower than 0.05, the result is statistically significant, and moderation exists (Laerd Statistics, s.d.).

As shown in table 35, Satisfaction has a moderating effect in the relationship between Desire (D) and Engagement, Social Values (SV) and Engagement and Involvement (I) and Engagement. The impact of this influence, the increased value in variation explained by the introduced term, can be understood by consulting the R Square Change column, in the Model Summary table (cf. Appendix VI.G1, VI.G2 and VI.G4),

The interaction of Satisfaction in the relationship of Desire and Engagement increases the variation explained by 3.2% (cf. Appendix VI.G1), the variation in the relationship between Social Values and Engagement in 2.9% (cf. Appendix VI.G2) and, finally, the variation explained in the relationship of Involvement and Engagement by 1.8% (cf. Appendix VI.G4).

	Construct Relationship					
Moderator	**D and E**	**SV and E**	**SC and E**	**I and E**	**RQT and E**	**RQCOM and E**
Satisfaction	Yes	Yes	No	Yes	No	No
Product	**d x rqs** **β= 0.180;** **Sig. = 0.001**	**sv x rqs** **β= 0.177;** **Sig. = 0.002**	**sc x rqs** β= 0.073; Sig. = 0.253	**i x rqs** **β= 0.136;** **Sig. = 0.022**	**rqt x rqs** β= 0.042; Sig. = 0.542	**rqcom x rqs** β= 0.021; Sig. = 0.733

Table 37. Moderator effect: Satisfaction

Source: Own elaboration based on SPSS outputs

5.7.8 Past Experience as a moderator

To understand if Past Experience indeed has a moderator effect on any of the drivers' relationship with Experience or Engagement, as hypothesized in the conceptual model, multiple regressions were computed, including the addition of a variable representing the interaction between a predictor and the possible moderator. Two moderation analysis were conducted in order to understand if there were differences in the moderation role of Past Experience with Experience and Engagement, as there were differences found in the drivers' relationship with the two variables, as seen in the structural models (cf. figure 10 and 11).

Table 36 and table 37 represent the moderating effect that this variable has, or not, in the drivers. The tables present findings that were observed in Model Summary table (cf. Appendix VI.H1-VI.I7), of the Regressions, in the Sig. F Change column, to be exact, whose values were transported to the Product line in table 36 and 37, in order of making the results more easily accessible. If the value presented in the model 2 line, is lower than 0.05, the result is statistically significant, and moderation exists (Laerd Statistics, s.d.).

As shown in table 36, Past Experience does not moderate any relationship between the drivers and Experience, as the Sig. value in every one of the regressions amounted to a value superior to 0.05.

Nevertheless, the construct has a moderating effect in the relationship between Involvement (I) and Engagement, as can be seen in table 37. The impact of this influence, the increased value in variation explained by the introduced term, can be understood by consulting the R Square Change column, in the Model Summary table (cf. Appendix VI.H4). The interaction of Satisfaction in the relationship of Involvement and Engagement increases the variation explained by 2.2%.

	Construct Relationship						
Moderator	**D and Ex**	**SV and Ex**	**SC and Ex**	**I and Ex**	**RQT and Ex**	**RQCOM and Ex**	**RQS and Ex**
Past Experience	No	No	No	No	No	No	No
Product	**d x pe** β= 0.079; Sig. = 0.866	**sv x pe** β= -0.061; Sig. = 0.783	**sc x pe** β= 0.096; Sig. = 0.857	**i x pe** β= -0.087; Sig. = 0.689	**rqt x pe** β= -0.262; Sig. = 0.220	**rqcom x pe** β= -0.302; Sig. = 0.160	**rqs x pe** β= -0.180; Sig. = 0.401

Table 38. Moderator effect: Past Experience with Experience

Source: Own elaboration based on SPSS outputs

	Construct Relationship						
Moderator	**D and E**	**SV and E**	**SC and E**	**I and E**	**RQT and E**	**RQCOM and E**	**RQS and E**
Past Experience	No	No	No	Yes	No	No	No
Product	**d x pe** β= 0.629; Sig. = 0.123	**sv x pe** β= -0.047; Sig. = 0.819	**sc x pe** β= 0.554; Sig. = 0.298	**i x pe** **β= 0.519;** **Sig. = 0.015**	**rqt x pe** β= 0.096; Sig. = 0.679	**rqcom x pe** β= -0.003; Sig. = 0.987	**rqs x pe** β= 0.011; Sig. = 0.959

Table 39. Moderator effect: Past Experience with Engagement

Source: Own elaboration based on SPSS outputs

5.7.9 Relationship Quality as a moderator of Experience and Engagement

To understand if the three dimensions of Relationship Quality have a moderator effect on the relationship between Experience and Engagement, as hypothesized in the conceptual model, multiple regressions were computed, featuring the constructs and including the addition of a variable representing the interaction between a predictor and the possible moderator.

Table 38 represents the moderating effect that these variables have, or not, in the mentioned relationship. This table presents findings that were observed in the Model Summary tables (cf. Appendix VI.J1-VI.J3), of the Regressions, in the Sig. F Change column, to be exact, whose values were transported to the Product line in table 38, in order of making the results more easily accessible. If the value presented in the model 2 line, is lower than 0.05, the result is statistically significant, and moderation exists (Laerd Statistics, s.d.), which in this case does not. The Sig. in every one of the regressions amounted to a value superior to 0.05, which makes possible the realization that the dimensions of Relationship Quality do not moderate Experience's relationship with Engagement.

	Moderator		
Contruct Relationship	**Trust**	**Commitment**	**Satisfaction**
Ex and E	No	No	No
Product	**rqt x ex** β= 0.261; Sig. = 0.451	**rqcom x ex** β= -0.362; Sig. = 0.244	**rqs x ex** β= 0.600; Sig. = 0.071

T**able 40.** Moderator effect: Past Experience

Source: Own elaboration based on SPSS outputs

5.8 Mediation Analysis

In this section, the mediating model is studied in order to understand if the relationship between the predictor Experience and the outcome Well-Being, is mediated by Engagement.

The first step in conducting this analysis is to understand if the three variables are related among themselves, as if there is not multicollinearity, there is not mediation.

Table 39 presents the correlations between the three variables that compose the model, which as can be seen by the Sig. value lines, are all statistically significant, meaning the variables are related and the analysis can be conducted.

Correlations

		WB	E	EX
WB	Pearson Correlation	1	0.332**	0.627**
	Sig. (2-tailed)		0.000	0.000
	N	226	226	226
E	Pearson Correlation	0.332**	1	0.376**
	Sig. (2-tailed)	0.000		0.000
	N	226	226	226
EX	Pearson Correlation	0.627**	0.376**	1
	Sig. (2-tailed)	0.000	0.000	
	N	226	226	226

**. Correlation is significant at the 0.01 level (2-tailed).

Table 41. Correlations of Well-Being, Engagement and Experience

Source: Own elaboration based on SPSS outputs

Following, a linear regression analysis featuring the hypothesized predictor and the outcome must be conducted in order to understand if the analysis is significant, and the variables have a causal relationship.

To validate the analysis, one should examine the ANOVA test table (cf. Appendix VII.A1), the significant value column ($0.00 \leq 0.05$), specifically, to determine that the dependent variable has a role in explaining the dependent variable, which, in this case,

can be confirmed (equal to 0.000), meaning Experience has a role in explaining Well-Being.

After the analysis is validated, one should examine the Coefficients table (table 40) to understand if the independent variable is statistically significant, which it is (Sig.=0.000), and has a high Beta value, also confirmed (β=0.627).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.856	0.283		6.551	0.000		
	EX	0.472	0.039	**0.627**	12.045	**0.000**	1.000	1.000

a. Dependent Variable: WB

Table 42. Coefficients Table. Dependent Variable: WB

Source: Own elaboration based on SPSS outputs

After this study is conducted and the significance of the relationship is established, one can proceed with the mediation analysis, by conducting a regression, including the hypothesized mediator. If the significance and Beta value of the original independent variable, in this case, Experience, abruptly change, and the variable becomes insignificant, mediation is established. If not, mediation does not exist.

As it can be seen by the second Coefficients table (table 41), the values of the original independent variable Experience, did not change abruptly, and the variable continues as significant (Sig.=0.000), meaning Engagement is not a mediator in the relationship between Experience and Well-Being.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.573	0.315		5.000	0.000		
	EX	0.440	0.042	**0.585**	10.478	**0.000**	0.858	1.165
	E	0.172	0.085	0.112	2.015	0.045	0.858	1.165

a. Dependent Variable: WB

Table 43. Coefficients Table. Mediator effect

Source: Own elaboration based on SPSS outputs

6 Conclusions and Implications

6.1 Findings Overview and Discussion

This dissertation was written with the purpose of attempting to identify various constructs as antecedents and outcomes of consumer Experience and Engagement, as well as the relationship of these constructs, in luxury fashion brands.

Several authors have proceeded to tackle the subjects of Consumer Experience or Engagement, their relation, and how to achieve them successfully, or the constructs here presented as drivers or outcomes (e.g.: Lemon and Verhoef, 2016; Boujbel and d'Astous, 2015; Vigneron and Johnson, 2004; Brodie *et al.*, 2013; Kumar *et al.*, 2010 or Loureiro, Miranda and Breazeale, 2014). However, there continues to be a literature gap where it comes to studying the relationship between these two constructs, and how they relate to their drivers, and outcome, both in this specific industry or others.

This section presents the findings gathered in the statistical analysis of the data, in more detail.

This study was written with basis on the presumption that consumer Experience is positively related to consumer Engagement, as stated by various researchers, Lemon and Verhoef (2016), for instance. Consequently, the first major finding gathered from the analysis indicates that Experience is indeed connected to Engagement in a positive manner, as can be observed by the significant β value, 0.372 ($p<0.001$), of the path Experience → Engagement, in the structural model (cf. figure 10), thus supporting **hypothesis 1**.

Furthermore, the cause-effect relationship between Engagement and Well-Being was also proven to exist, as the path Engagement → Well-Being, showed a significant β value of 0.376 ($p<0.001$), supporting **hypothesis 3**, and contributing to the research of Diener, Lucas and Oishi (2009) in how the closing of the gap between ideal and actual self brings a sense of well-being. As mentioned in the Literature Review chapter, the consumption of luxury goods aids in approximating the ideal and the actual self, and, since Engagement leads to higher consumption, the two are related.

It was also found, by means of the analysis, that all remaining constructs presented in the conceptual model are indeed in some way related to Experience or Engagement, as a

driver, an outcome or a moderator; no variable had to be removed from the model, in that manner.

Concerning Experience, it is possible to understand by observing the structural model featuring Experience (cf. figure 10), that not all constructs are significantly explaining the concept, Desire and Social values being the case. These two variables do not have a role in explaining Experience, at least not on their own or with this specific sample, as can be seen by the non-significant β values of the path model (cf. figure 10), 0.052 for Desire, and 0.023, for Social Values. This finding goes against Lemon and Verhoef's (2016) research, that states that a consumer Experience is frequently a social event, many times driven by desire. In this study, the data analysis suggests that it is not the experience that is driven by these constructs, but the purchase itself: a consumer can be driven to buy by Desire and Social Values, but they do not crave an experience because of these factors. This result leads to **hypotheses 2a** and **2c** being partially not supported. Further explanation regarding these hypotheses is going to be featured ahead.

Notwithstanding, Perceived Self and Involvement do have a role in explaining the construct, as can be understood by the significant β values of the path model (cf. figure 10), 0.360 ($p<0.001$) and 0.249 ($p<0.01$), respectively. This fact contributes, not only to partially support **hypotheses 2b** and **2d**, but also to the research of several authors: Pine and Gilmore (1998) indicate in their article, the fact that no two individuals can have the same experience, or more specifically, two different people perceive the same experience in different ways, which can be corroborated by the fact that Experience is explained by Perceived Self, meaning, the way a person sees themselves influences the way they comprehend the experience. This fact also supports the research conducted by Fionda and Moore (2008: 349) which states "*...luxury is identified as a highly involved consumption experience that is strongly congruent to a person's self-concept.*" Moreover, Brakus, Schmitt and Zarantonello (2009) include in their research the difference between the construct of Involvement and Experience, and how these concepts are distinct, which this finding substantiates, as if Involvement is a confirmed driver of consumer Experience, they cannot be the same. Finally, the confirmation of Perceived Self as a driver of Experience, confirms the assumption that this concept is driven not only by external factors, but also internal ones, such as stated by Lemon and Verhoef (2016).

The role of Past Experience was also analyzed, with the purpose of understanding if it had any influence in how the experience was met by the consumers. With that in mind, the construct was studied as a moderator for both the relationship between the drivers and Experience and the drivers with Engagement. Both situations were examined in a way of understanding Past Experience in the context of both structural models (cf. figure 10 and 11). It was understood that this construct does not moderate any relationship of the drivers and Experience, as can be seen by table 36, where every value was statistically insignificant. This fact goes against the previously theorized in the conceptual model, leading to **hypothesis 4** being not supported, and to the discordance with the research conducted by Lemon and Verhoef (2016). The article states that a significant consumer experience was influenced by previous interactions, which in this study, can be seen as different, suggesting that a consumer from this sample, can have a powerful brand experience without being influenced by previous dealings with the brand.

Nevertheless, as can be seen in table 37, Past Experience has a role as a moderator in the relationship between Involvement and Engagement, meaning positive previous experiences with the brand influence the way a consumer involves him or herself with the brand, and consequently, how they engage themselves with it.

Different findings were also found when analyzing the data, suggesting conclusions regarding each driver.

Desire features the Literature Review as one of the major drivers of action in an individual's decision process, as stated by Bagozzi, Dholakia, and Basuroy (2003), for instance. Although Desire was found not to be a driver of Purchases (a dimension of Engagement), specifically, as can be seen by its non-significant value (equal to 0.301) in table 25, this driver is the one that more highly influences both Engagement, fact observable in figure 11, by the value 0.337($p<0.001$) in the path Desire $\rightarrow$ Engagement, and its dimension Referrals, concluded in table 26, by the significant value of 0.000. This fact suggests that Desire is the more preeminent factor in making individuals want to create relationships with brands, to the point of referring it to others, partially supporting **hypothesis 2a**, previously mentioned and partially not supported, due to the non-significant relationship between this driver and Experience. Further research on Desire uncovered the fact that this construct moderates and is moderated by Trust and Satisfaction, suggesting that the relationship of Desire with Engagement is influenced by

the two constructs, while mutually influencing theirs, fact that is not completely aligned with Boujbel and d'Astous (2015). Boujbel and d'Astous (2015) suggest that desire can go against personal and social values, since it can be a driver of guilt. In this study, that is not the case, since if the majority of respondents think that the purchase will bring them guilt feelings, the purchase will not be completed.

A factorial analysis was also conducted with the driver constructs, leading to the finding that Desire can be divided in four dimensions, in order to better describe this variable. As observed in table 17, the dimensions are all necessary and are responsible for explaining 62.8% of the construct, D1 being the one that more significantly explains the variable, as can be seen by the weight value of 0.595 ($p<0.001$), in table 22. This dimension is composed by 5 questions, characterized by the questions stating the negative feelings a respondent experiences, or not, when a desired purchase is not possible: **D6:** I get in a bad mood if I can't satisfy my desire to get a product or a brand, **D7:** It obsesses me if I can't get a product or a brand I really desire, **D8:** When I can't buy myself a product or a brand that I desire, I feel frustrated, **D10:** It gets me angry when I can't have a product or a brand that I desire a lot, and **D15:** Not being able to get a product or a brand that I really desire is stressful. Dimension 2, the second with more weight in explaining the construct, is constituted by 6 questions, all regarding the pleasant feelings brought on by desiring a product: **D1:** Desiring products and brands is pleasurable in itself, **D2:** When I desire a particular product or brand, the moments prior to the purchase are very pleasant, **D3:** I really enjoy it when I know that I'll be able to buy a product or a brand that I really desire, **D4:** Desiring a product or a brand gives me as much pleasure as buying it, **D5:** I find it pleasant to think of the pleasure that follows the purchase of a product or a brand that I really desire and **D12:** What is nice with desiring products and brands is enjoying the pleasure to desire them each time. Dimension 3 comprises 4 questions, that all mind the ability, or inexistence of it, of the respondents refraining themselves of buying something they desire: **D9:** I'm perfectly able to refrain from buying products and brands that I really desire, **D11:** Even if I desire products and brands, I can control myself, **D14:** In general, I can control my desires to buy products and brands and **D18**: In general, my desires for products and brands are well controlled. Finally, the fourth dimension, features 4 questions, all about the guilt an individual feels, or not, when buying something they desire: **D13:** My guilt is greater when I buy a product that I desire very much but don't really need, **D16:** I feel guilty if I think that my desire for a particular product or brand

can undermine my future financial situation, **D17:** I feel guilty when my consumption desires impact my entourage (family, friends) and **D19:** Sometimes, I feel ambivalent between my will to satisfy my consumption desires and the ensuing guilt.

This specific analysis also showed that the variable Social Values was also divided in dimensions, this case two dimensions explaining, 50.5% of the construct, as seen in table 20. SV1 is the dimension that presents a higher weight value (equal to 0.736 ($p<0.001$)), as can be seen in table 22, and that consequently more highly explains the construct of Social Values. This dimension is formed by 10 items, all pertaining the importance of how other would see the consumer while he or she is purchasing a luxury product: **SV1:** Before purchasing a product of luxury it is important to know what brands or products to buy to make good impressions on others, **SV3:** I like to know what brands and products make good impressions on others, **SV5:** I tend to pay attention to what others are buying, **SV6:** I actively avoid using products that are not in style, **SV7:** Before purchasing a product of a certain brand it is important to know what my friends think of different brands or products, **SV4:** If I were to buy something expensive, I would worry about what others would think of me, **SV8:** For me, as a luxury consumer, share experiences with friends are an important motivator, **SV9:** Before purchasing a product of luxury it is important to know what others think of people who use certain brands or products, **SV11:** I usually keep up with style changes by watching what others buy, **SV12:** I often consult my friends to help choose the best alternative available from a product category. The second dimension is composed by the remaining three items, that relate to the importance of social standing in the purchase of a luxury item: **SV2:** Before purchasing a product, it is important to know what kind of people buy certain brands or products, **SV10:** Social standing is an important motivator for my luxury consumption, **SV13:** My friends and I tend to buy the same brands.

Other results were observable regarding Social Values, during the data analysis. It was possible to understand, as mentioned earlier, that this variable is not significant in explaining Experience, but it is important when regarding Engagement, as it is possible to observe by looking at the β value of 0.160 ($p<0.5$), in the path Social Values $\rightarrow$ Engagement in figure 11, this way partially supporting **hypothesis 2c**, implying that an individual can create a relationship with the brand because he or she likes the image the usage of the brand depicts to their peers. This hypothesis was also previously mentioned and partially not supported, due to the non-significant relationship between this driver

and Experience. A more specific analysis brought on the conclusion that Social Values also has a negative influence in the Engagement dimension, Purchases, as seen by the negative β value of -0.160, in table 25. This finding suggests that the purchase can be negatively influenced by a person's social surroundings, making the individual decide not to buy an item because of others might think. Thus, this discovery is congruent with the analysis of Vigneron and Johnson (2004), stating that Social Values is many times a driver of purchasing, due to the fact that individuals sometimes buy, or not, a luxury item in a way of belonging to a group, or portraying a specific image. Moreover, this construct also has a role in affecting Influence, another dimension of Engagement, suggesting a person can recommend a brand to others because of his or her social environment, or to pass on a specific image a luxury brand provides.

It was also discovered that Social Values moderates and is moderated by Satisfaction, thus, the relationship of Social Values and Engagement is influenced by this construct, meaning, an individual cannot be engaged with a brand, and like the image that brand portrays if he or she is not satisfied with the service or products provided.

Moving on to other driver constructs, Perceived Self, previously discussed as a confirmed driver of Experience, does not has a role in influencing the whole construct Engagement. This finding can be proved by looking at the Perceived Self → Engagement path in figure 11, which features a non-significant value of 0.058. Despite not having a role in explaining Engagement as a whole, a deeper research shows that Perceived Self does influence three of its dimensions Purchases, Referrals and Influence, which can be confirmed by looking at the significant values in tables 25, 26 and 27, and consequently supports **hypothesis 2b** totally. This hypothesis was previously mentioned and partially confirmed, due to the significant relationship between this driver and Experience. The construct also has a positive effect in Purchases, fact that can be confirmed in table 25, through the β value (equal to 0.201), suggesting, as mentioned in the Literature Review, that the way a consumer sees himself influences the purchasing. A desired luxury item, can take the consumers self-image from current to ideal, which works consistently with Kalla's (2016) research, which implies that this self-discrepancy drives consumption. However, the construct of Perceived Self has a negative role in both Referrals and Influence dimensions, observable by the β values in tables 26 and 27 (equal to -0.195 and -0.182, respectively), suggesting that the way an individual sees himself can lead him to not make any referrals or recommend the brand to others, in this way, decreasing the

individuality of the image passed on by the brand, a very sought-after factor. Further research on this construct leads to the finding that there is a mutual moderation influence between Perceived Self and Trust, suggesting the relationship between Perceived Self and Engagement is influenced by the concept of Trust, a consumer only engages themselves with the brand, and use it as a way of closing the gap between current and ideal self, if he or she trusts that the brand is providing the best for him or her.

The concept of Involvement has been discovered as one of the most important influencers of both Engagement and Experience, not only in researches like Bowden's (2009), for instance, but also in this study, as can be confirmed by both path models, most specifically path Involvement → Experience, as mentioned before, and Involvement → Engagement, in figures 10 and 11, respectively, with significant values of 0.360 ($p<0.001$) and 0.299 ($p<0.01$), correspondently. This finding leads to the total supporting of **hypothesis 2d**, as the construct positively relates to both Experience and Engagement. A deeper study in the matter, uncovered that not only Engagement as a whole is influenced by Involvement, but also its dimension, Knowledge, confirmable in table 28, through the Sig. and β values (equal to 0.014 and 0.198), suggesting that only engaged customers that are involved with the brand, provide feedback to the firm about products and items they purchase. Furthermore, the relationship between Involvement and Engagement is not only confirmed, but also moderated by the concept of Satisfaction, suggesting that a consumer cannot be involved and engaged without being at the same time, satisfied with the brand.

Relationship Quality, in this study, was first hypothesized as simply having a role as a moderator between Experience and Engagement, which was proved to be inexistent by the moderation analysis present in table 38, and consequently lead to the not supporting of **hypothesis 5**. This fact conducted to the experimentation of this construct and its three dimensions as drivers, to understand if their role was truly absent or if another position in the model could lead to different conclusions. It was then discovered that the dimensions of this construct had a role in explaining Engagement and were present in every one of its dimensions, taking new positions in the model. As can be seen in the regression table 24, by the significant value of 0.000, Commitment takes part in influencing Engagement as a whole, being in this analysis the variable that has more weight ($\beta=0.325$) in explaining the dependent construct. This dimension also takes its position in explaining Referrals, Influence and Knowledge, suggesting that committed consumers really do take their relationship with brand to another level, by recommending

the brand to others and providing feedback to the brand. The three constructs of Relationship Quality, Trust, Satisfaction and Commitment, also have a position in influencing Purchases, the final dimension of Engagement, and consequently, leading consumers to regular luxury shopping. These findings are concomitant with the research of different authors: Loureiro (2012) and Bowden (2009) suggest in their articles that Satisfaction is the start of every consumer-brand relationship, which is corroborated, by the fact that this construct explains Purchases, and is also a moderator in various driver relationships with Engagement, such as Desire or Involvement, as mentioned previously. Trust is a moderator to Desire, supporting the Morgan and Hunt's (1994) assumption that trust provokes in the consumer the desire to commit to a brand. Finally, as Morgan and Hunt (1994) and Loureiro (2012) suggest, Commitment is one of the most important factors in leading consumers to want to create a relationship with a brand and maintain it, which can be supported by the fact that Commitment in not only influent in Engagement as whole, but also in every one of its dimensions, suggesting committed consumers do engage in everything they can to improve and divulge the quality of the brand they are engaged with.

As has been being discussed throughout, this thesis used in its data analysis not only the concept of Engagement in its whole, but also the multidimensional Engagement construct developed by Kumar *et al.* (2010), as a way of having a deeper perception on the construct and of how each dimension is influenced, or not, by each driver, providing the possibility to reach more diverse conclusions. Moreover, with this aim in mind, a mediation analysis of the role of Engagement in the relationship between Experience and Well-being was conducted in order to understand if there was a direct effect between these two constructs, that disappeared when Engagement was introduced as a mediator. This was not the case. As can be observed in table 41, the values of the relationship between Experience and Well-Being did not change abruptly, when the Engagement mediator was introduced in the regression, suggesting the concept is a necessary part of the causal relationship, of Experience, Engagement and Well-Being, suggesting that despite the characteristics of the relationship in the conceptual model, mediation does not exist. Experience explains both Engagement and Well-Being, while Engagement also positively influences the latter concept, as has been proven previously.

A new conceptual model, based on the new findings and results, is, then, introduced in figure 12, in order to clarify the original model. This model is based on the empirical findings due to the data collected.

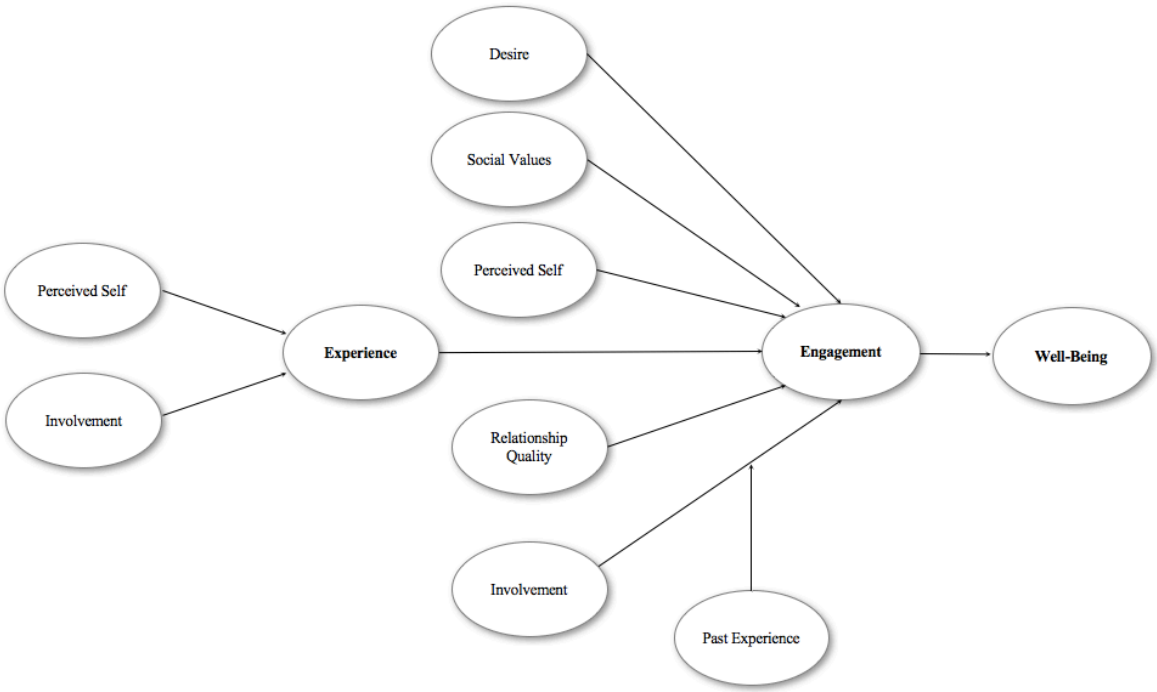


Figure 12. Conceptual model according to the findings of the current study

Source: Own elaboration

Reviewing the descriptive statistics of the variables involved in the original conceptual model, it is possible to observe that the lowest mean value regarding all constructs examined is 1.8, presented in the items **EK2:** I provide suggestions for improving the performance of these brands (to the firms, in stores or social media, etc.), **EK3:** I provide suggestions/feedbacks about the new product of these brands and **EK4:** I provide feedback/suggestions to these luxury brands for developing new products, suggesting that the respondents in this sample do not commonly provide feedback to brands. The highest value of the ranked means of all constructs is equal to 6.3, in the item **D18:** In general, my desires for products and brands are well controlled, allowing for the assumption that the sample is mostly controlled when pondering the purchase of a desired product. It was also possible to observe by the descriptive, that the sample has a high degree of trust in luxury brands, seen by the high mean value (equal to 5.0) of construct RQT in table 7, but does not have a very high sense of commitment to the brands they purchase, seen by the medium low mean of 3.0 in construct RQCOM, in table 8. It was also possible to

understand that it is not common for the respondents to, not only, provide feedback, as mentioned, but also do referrals in exchange for monetary benefits, or discuss their purchases publicly, as seen by the low means of the global constructs in tables 12 and 13. However, the common respondent is very pleased and happy with their previous purchases in luxury brands, perceived by the high mean value of the global construct WB (equal to 5.2), in table 15.

Summarizing, it can be seen by the findings uncovered by the analysis that this thesis contributes to close the gap in literature on Engagement and consumer Experience. First, the results confirm the importance of Experience in the creation of Engagement, which in its case is positively and confirmedly related to Subjective Well-Being, contributing to the growing relevance of brand Engagement in modern brands and firms. Second, concepts like Desire, Perceived Self, Social Values, Involvement and Relationship Quality were confirmed as drivers of one or both constructs, allowing this study to aid in the creation and identification of meaningful consumer Experiences, and the increasing of Engagement, extremely important concepts in the marketing literature and practice of today.

6.2 Managerial Implications

This dissertation works as a preliminary attempt to explore on subjects that have great impact on modern marketing practice, Consumer Experience and Brand Engagement. The study and the corresponding statistical analysis led to various relevant implications, that should be had in mind for a more effective and efficient creation of a meaningful consumer experience, in order to achieve the ultimate goal, engagement.

First, the brand should create involving and personalized experiences in order to make them successful and meaningful. The previous analysis suggests that an experience that stays in the mind of a consumer and leads them to crave further interactions is driven by Involvement and Perceived Self, meaning, the consumer should feel not only involved in the purchase event, but also, that the brand can give them what image they are looking for specifically, that the image the brand portrays applies to his or her ideal self. If a consumer feels that the brand is giving them a tailor-made purchase experience, he or she will want to repeat it.

This fact leads to a second implication, the brand should know its different consumer groups and understand what they want. Luxury brands today are not only accessible to older age groups, as can observed by the demographics of the sample in this study. A brand should understand how to cater to younger, more fashionable consumers, as well as older, more traditional ones. Only this way, a brand can create an experience that appeals to the consumer's perceived and ideal self, in addition to his or her desire, leading to purchasing increase.

Third, there are more drivers to Engagement besides a successful experience. The brand should appeal to the consumer's desire, as this construct is the strongest driver to Engagement, except for Commitment. Luxury fashion brands are known by its out-of-the-ordinary, exclusive, high quality products which entices the public's desire and leads them to indulge and buy, and come back for more, if the brand consistently provides the best products. If a consumer is dissatisfied with a purchase, he or she will not return, meaning, the experience and products provided should be consistent in their quality, in order to promote Satisfaction, Trust and Commitment, and increase sales. Every purchase is important, with today's public, that engages in referrals, and word-of-mouth references, a brand cannot afford to downgrade, as it can lead to the loss of various clients, in the dissatisfied consumer's connection web.

To sum up, a brand that engages is a successful brand. To achieve it, an involving and close to personalized purchase experience should be created, in order for the consumer to feel like the brand caters to his desires and needs specifically, while consistently delivering quality products, that satisfy and lead the consumer to create an engaging relationship with the brand, that provides a steady sense of well-being.

6.3 Limitations and further research

Being an exploratory study, and although offering some valuable findings on the consumer Engagement topic, this dissertation has a few limitations that should be addressed and that could also become suggestions for further research. First, despite this sample being adequate to this kind of research, a larger, randomized sample, would provide deeper and more complex insight in the matter. Moreover, luxury fashion was an industry chosen because of the exceptional purchase experience regularly provided to consumers, being possible to analyze this concept in more detail, but other industries could be applied to this study, in a way of understanding if different results were gathered. It would be interesting to examine the same drivers in the context of fast fashion, a more accessible industry, in order to grasp if the same antecedents would apply.

Third, the sample used in this study was composed by Portuguese respondents only, limiting the study culturally. This could be improved by studying the same concepts in a different country, as certain item responses can be biased because of the cultural environment present. Different lifestyles could lead to different results. Items that regard feedback to the brands, for instance, that showed very low results, could demonstrate different outcomes in countries where this practice is more common.

Furthermore, it would also be productive to identify different constructs as antecedents or outcomes, so as to gather if Engagement behaves differently with different drivers, or has a relationship with other results. Concepts like Affective and Calculative Commitment, Brand Love or Loyalty, could be included to have a better perception on how more emotive concepts drive or are driven by Experience and Engagement, in this way improving the model, making it more complete. The behavior leading to Word-of-Mouth could also be studied as an outcome, for instance.

A distinctive setting could also be interesting to study, and the online role of Engagement could be had in mind, making a comparison on how the results of online and offline experiences with brands diverge, or are influenced by one another, for instance, if offline experiences drive online acting.

Finally, in this study, the demographics did not have an important role, as the main objective was to understand what variables drove Engagement, but, the influence of age and gender in the studied concept could also be examined deeper, to further grasp the concept of demographics' influence in the relationship with brands.

7 References

Bagozzi, R. P., Dholakia, U. M., & Basuroy, S. 2003. How effortful decisions get enacted: The motivating role of decision processes, desires, and anticipated emotions. ***Journal of Behavioral Decision Making,*** 16(4): 273–295.

Beatty, S., Kahle, L., & Homer, P. 1988. The involvement-commitment model: Theory and implications. ***Journal of Business Research***, 16(2): 149–167.

Belk, R. W., Ger, G., & Askegaard, S. 2003. The fire of desire: A multisited inquiry into consumer passion. ***Journal of Consumer Research,*** 30(3): 326-351.

Bhullar, N. 2013. The nature of well-being: The roles of hedonic and eudaimonic processes and trait emotional intelligence. ***The Journal of Psychology Interdisciplinary and Applied,*** 147(1): 1-16.

Boujbel, L., & d'Astous, A. 2015. Exploring the feelings and thoughts that accompany the experience of consumption desires. ***Psychology and Marketing,*** 32(2): 219-231.

Bowden, J. L.-H. 2009. The process of customer engagement: A conceptual framework. ***Journal of Marketing Theory and Practice,*** 17(1): 63-74.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. 2009. Brand experience: What is it? How is it measured? Does it affect loyalty? ***Journal of Marketing,*** 73(3): 52-68.

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. 2013. Consumer engagement in a virtual brand community: An exploratory analysis. ***Journal of Business Research***, 66(1): 105-114.

Cambridge Dictionary. s.d. ***Meaning of "engagement" in the English Dictionary***. Retrieved from Cambridge Dictionary: http://dictionary.cambridge.org/dictionary/english/engagement

Chin, W. W. 1998. The Partial Least Squares Approach to Structural Equation Modeling. In G. A. Marcoulides (Ed.), ***Modern Methods for Business Research***: 295-336.

Choo, H. J., Sim, S. Y., Lee, H. K., & Kim, H. B. 2014. The effect of consumers' involvement and innovativeness on the utilization of fashion wardrobe. ***International Journal of Consumer Studies,*** 38(2): 175–182.

DeMers, J. 2013. ***How To Use The AIDA Formula To Boost Your Content Marketing Strategy***. Retrieved on February 2017, from Forbes: https://www.forbes.com/sites/jaysondemers/2013/08/05/how-to-use-the-aida-formula-to-boost-your-content-marketing-strategy/#234044bd358a

Diener, E. 2000. Subjective well-being: The science of happiness and a proposal for a national index. ***American Psychologist,*** 55(1): 34-43.

Diener, E & Diener, M. 1995. Cross-cultural correlates of life satisfaction and self-esteem. ***Journal of Personality and Social Psychology***, 68(4): 653-663.

Diener , E., Lucas, R., & Oishi, S. 009. Subjective well-being: The science of happiness and life satisfaction. In S. J. Lopez, & C. R. Snyder (Edits.), ***The Oxford Handbook of Positive Psychology***: 63-73. Oxford Library of Psychology.

Diener, E., & Ryan, K. 2009. Subjective well-being: A general overview. ***South African Journal of Psychology,*** 39(4): 391-406.

Digital Service Cloud. 2013. ***Customer engagement stats that won't surprise anyone***. Retrieved on October 2016, from Digital Service Cloud: http://www.digitalservicecloud.com/insights/customer-engagement-statistics-chart.html

Dwivedi, A. 2015. A higher-order model of consumer brand engagement and its impact on loyalty intentions. ***Journal of Retailing and Consumer Services,*** 24: 100-109.

Filep, S. s.d.. ***The relationship between tourism and well-being***. Retrieved on March 2016, from Elsevier: https://www.elsevier.com/social-sciences/business-and-management/hospitality-sport-and-tourism-management/relationship-between-tourism-and-well-being

Fionda, A. M., & Moore, C. M. 2009. The anatomy of the luxury fashion brand. ***Journal of Brand Management,*** 16(5-6): 347 – 363.

Fournier, S. 1998. Consumers and their brands: Developing relationship theory in consumer research. ***Journal of Consumer Research***, 24(4): 343-373.

Garbarino, E., & Johnson, M. S. 1999. The different roles of satisfaction, trust, and commitment in customer relationships. ***Journal of Marketing***, 63(2): 70-87.

Gordon, M., McKeage, K. & Fox, M. 1998. Relationship marketing effectiveness: The role of involvement. ***Psychology & Marketing***, 15(5): 443–459.

Graffigna, G., & Gambetti, R. C. 2014. Grounding consumer-brand engagement - A field-driven conceptualisation. ***International Journal of Market Research,*** 57(4): 605-629.

Hair, J. F., Ringle, C. M. & Sarstedt M. 2011. PLS-SEM: Indeed a silver bullet. ***Journal of Marketing Theory and Practice***, 19(2): 139-151.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. 2009. The use of partial least squares path modelling in international marketing. ***Advances in International Marketing,*** 20: 277–319.

Hogan, J. E., Lemon, K. N., & Libai, B. 2003. What is the true value of a lost customer? ***Journal of Service Research,*** 5(3): 196-208.

Hollebeek, L. 2011. Exploring customer brand engagement: Definition and themes. ***Journal of Strategic Marketing,*** 19(7), pp. 555–573.

Hughes, G., & Fill, C. 2007. Redefining the nature and format of the marketing communications mix. ***The Marketing Review,*** 7(1): 45-57.

Jalloh, A., Flack, T., Chen, K., & Fleming, K. 2014. Measuring happiness: Examining definitions and instruments. ***Illuminare: A Student Journal in Recreation, Parks, and Leisure Studies***, 12(1): 59-67.

Jones, C., & Kim, S. 2010. Influences of retail brand trust, off-line patronage, clothing involvement and website quality on online apparel shopping intention. ***International Journal of Consumer Studies***, 34(6): 627–637.

Joshi, A. W., & Sharma, S. 2004. Customer knowledge development: Antecedents and impact on new product performance. ***Journal of Marketing***, 68(4): 47–59.

Kalla, S. M. 2016. Impulse buying: What instills this desire to indulge? ***Journal of Business and Retail Management Research***, 10(2): 94-104.

Kapferer, J.-N., & Bastien, V. 2008. The specificity of luxury management: Turning marketing upside down. ***Journal of Brand Management***, 16(5-6): 1–12.

Keller, K. L. 2009. Managing the growth tradeoff: Challenges and opportunities in luxury branding. ***Journal of Brand Management***, 16(5): 290 – 301.

Knox, S., & Walker, D. 2003. Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets. ***Journal of Strategic Marketing***, 11(4): 271-286.

Ko, E., & Megehee, C. M. 2012. Fashion marketing of luxury brands: Recent research issues and contributions. ***Journal of Business Research***, 65(10): 1395-1398.

Ko, E., Phau, I., & Aiello, G. 2016. Luxury brand strategies and customer experiences: Contributions to theory and practice. ***Journal of Business Research***, 69(12): 5749-5752.

Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. 2010. Undervalued or overvalued customers: Capturing total customer engagement value. ***Journal of Service Research***, 13(3): 297-310.

Kumar, V., & Pansari, A. 2016. Competitive sdvantage through engagement. ***Journal of Marketing Research***, 53(4): 497–514.

Laerd Statistics. s.d.. ***Moderator analysis with a dichotomous moderator using SPSS Statistics***. Retrieved on May 2017, from Laerd Statistics: https://statistics.laerd.com/spss-tutorials/dichotomous-moderator-analysis-using-spss-statistics.php

Lea, W. 2012. ***The new rules of customer engagement*** . Retrieved on 18th of October 2016, from Inc.: http://www.inc.com/wendy-lea/new-rules-of-customer-engagement.html

Lee, J. E., & Watkins, B. 2016. YouTube vloggers' influence on consumer luxury brand perceptions and intentions. ***Journal of Business Research***, 69(12): 5753-5760.

Lemon, K. N., & Verhoef, P. C. 2016. Understanding customer experience throughout the customer journey. ***Journal of Marketing***, 80(Special Issue): 69-96.

Liu, F.-M., Hu, Y.-J., Kao, J.-Y., & Ching, S.-L. 2016. Examining the indirect effect of customer involvement for the relationship between brand equity and customer loyalty. ***International Journal of Organizational Innovation***, 9(2): 76-84.

Loureiro, S. M. 2012. Consumer-brand relationship: foundation and state-of-art. In H.-R. Kaufmann, & M. F. Panni , ***Customer-Centric Marketing Strategies: Tools for Building Organizational Performance***: 414-434.

Loureiro, S. M. 2016. ***Relationship Quality***. Relationship Marketing Class Handouts, ISCTE.

Loureiro, S. M., & Araújo, C. M. 2014. Luxury values and experience as drivers for consumers to recommend and pay more. ***Journal of Retailing and Consumer Services***, 21(3): 394–400.

Loureiro, S. M., Miranda, F. J., & Breazeale, M. 2014. Who needs delight? The greater impact of value, trust and satisfaction in utilitarian, frequent-use retail. ***Journal of Service Management***, 25(1): 101-124.

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. 2011. Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. ***Journal of Marketing***, 75(4): 35-52.

Miller, K. W., & Mills, M. K. 2012. Contributing clarity by examining brand luxury in the fashion market. ***Journal of Business Research***, 65(10): 1471-1479.

Mooi, E., & Sarstedt, M. 2011. ***A concise guide to market research - The process, data, and methods using IBM SPSS Statistics***. Springer.

Moorman, C., Deshpandé, R., & Zaltman, G. 1993. Factors affecting trust in market relationships. ***Journal of Marketing***, 57(1): 81-101.

Morgan, M. R., & Hunt, S. D. 1994. The commitment-trust theory of relationship marketing. ***The Journal of Marketing***, 58(3): 20-38.

Naderi, I. 2013. Beyond the fad: A critical review of consumer fashion involvement. ***International Journal of Consumer Studies***, 37(1): 84–104.

O'Cass, A. 2000. An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing. ***Journal of Economic Psychology***, 21(5): 545-576.

Oliva, T., Oliver, R. & Bearden W. 1995. The relationships among consumer satisfaction, involvement and product performance: A catastrophe theory application. ***Behavioral Science***, 40(2): 104–132.

Oxford Dictionaries. s.d.. ***Definition of luxury in English***. Retrieved from English - Oxford Living Dictionaries: https://en.oxforddictionaries.com/definition/luxury

Perugini, M., & Bagozzi , R. P. 2004. The distinction between desires and intentions. ***European Journal of Social Psychology***, 34(1): 69–84.

Pine, B. J., & Gilmore, J. H. 1998. Welcome to the experience economy. ***Harvard Business Review***, 76(4): 97-105.

Russel, L. M. 2012. Subjective well-being and its influence on consumer purchase behavior of luxury items. Do materialism and affective autonomy have an impact? In ***AMA Summer Educators Conference 2012: Marketing in the socially-networked world: Challenges of emerging, stagnant, and resurgent markets***, vol. 23: 188-193. Chicago, Illinois, US: American Marketing Association.

Saunders, M., Lewis, P., & Thornhill, A. 2009. ***Research methods for business students*** (5th ed.). Pearson Education.

Schmitt, B. H. 1999. ***Experiential Marketing***. New York: The Free Press.

Shukla, P. 2010. Status consumption in cross-national context: socio-psychological, brand and situational antecedents. ***International Marketing Review***, 27(1):108-29.

Shukla, P., & Purani, K. 2012. Comparing the importance of luxury value perceptions in cross-national contexts. ***Journal of Business Research***, 65(10): 1417–1424.

Simsek, O. F. 2009. Happiness revisited: Ontological well-being as a theory-based construct of subjective well-being. ***Journal of Happiness Studies,*** 10(1): 505-522.

Sullivan, G. M., & Artino, A. R. 2013. Analyzing and interpreting data from likert-type scales. ***Journal of Graduate Medical Education***, 5(4): 541-542.

Swinyard, W. 1993. The effects of mood, involvement, and quality of store experience on shopping intentions. ***Journal of Consumer Research***, 20(2): 271–280.

Tenenhaus, M., Esposito Vinzi, V., Chatelin Y.-M. & Lauro, C. 2005. PLS path modeling. ***Computational Statistics & Data Analysis***, 48(1): 159-205.

Truong, Y., McColl, R., & Kitchen, P. J. 2009. New luxury brand positioning and the emergence of Masstige brands. ***Journal of Brand Management***, 16(5-6): 375-382.

Vigneron, F., & Johnson, L. W. 2004. Measuring brand luxury perceptions. ***Journal of Brand Management***, 11(6): 484-508.

Warrington, P., & Shim, S. 2000. An empirical investigation of the relationship between product involvement and brand commitment. ***Psychology & Marketing***, 17(9): 761-782.

Wetzels, M., Odekerken-Schroder, G., & van Oppen, C. 2009. Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration. ***MIS Quarterly***, 33(1): 177-195.

Wiedmann, K.-P., Hennigs, N., & Siebels, A. 2009. Value-based segmentation of luxury consumption behavior. ***Psychology & Marketing***, 26(7): 625–651.

Zarantonello, L., & Schmitt, B. H. 2010. Using the brand experience scale to profile consumers and predict consumer behaviour. ***Journal of Brand Management***, 17(7): 532-540.

8 Appendix

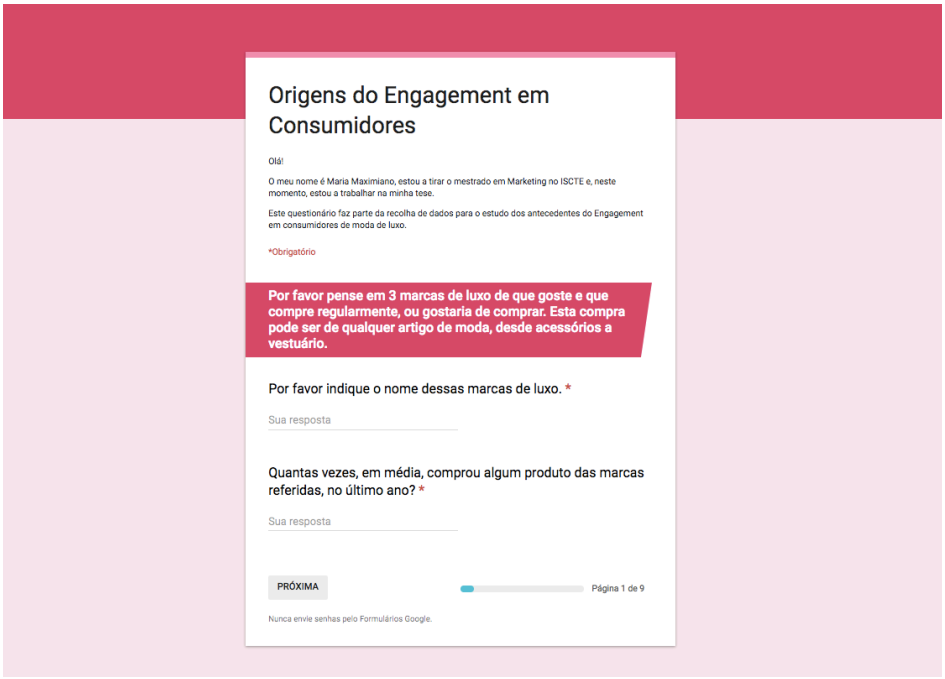
Appendix I.A – Measurement items in the questionnaire

Construct	Measurement Items	Adapted from
Past Experience	-Overall, how many times, in the past year, have you purchased luxury fashion products?	
Desire	- What is nice with desiring products and brands is enjoying the pleasure to desire them each time. - Desiring products and brands is pleasurable in itself. - When I desire a particular product or brand, the moments prior to the purchase are very pleasant. - I really enjoy it when I know that I'll be able to buy a product or a brand that I really desire. - Desiring a product or a brand gives me as much pleasure as buying it. - I find it pleasant to think of the pleasure that follows the purchase of a product or a brand that I really desire. - I get in a bad mood if I can't satisfy my desire to get a product or a brand. - It gets me angry when I can't have a product or a brand that I desire a lot. - Not being able to get a product or a brand that I really desire is stressful. - It obsesses me if I can't get a product or a brand I really desire. - When I can't buy myself a product or a brand that I desire, I feel frustrated. - Even if I desire products and brands, I can control myself. - In general, I can control my desires to buy products and brands. - I'm perfectly able to refrain from buying products and brands that I really desire. - In general, my desires for products and brands are well controlled. - My guilt is greater when I buy a product that I desire very much but don't really need. - I feel guilty if I think that my desire for a particular product or brand can undermine my future financial situation. - I feel guilty when my consumption desires impact my entourage (family, friends). - Sometimes, I feel ambivalent between my will to satisfy my consumption desires and the ensuing guilt.	- Boujbel and d'Astous, 2015
Perceived Self	- I usually buy from brands with which I identify myself. - I identify myself with the typical wearers of the brands I buy. - I often buy luxury brand accessories and clothing that reflect my own image. - My choice of luxury brands depends on whether they reflect how I see myself and not how others see me. - I am highly attracted to unique luxury clothing and accessories. - I purchase luxury brand clothing and accessories to show who I am. - It is important to me to own nice things. - Buying luxury accessories gives me a lot of pleasure.	- Shukla and Purani, 2012 - Miller and Mills, 2012
Social Values	- I like to know what brands and products make good impressions on others. - I usually keep up with style changes by watching what others buy. - Before purchasing a luxury product, it is important to know what brands or products to buy to make good impressions on others. - Before purchasing a product, it is important to know what kinds of people buy certain brands or products. - Before purchasing a luxury product, it is important to know what others think of people who use certain brands or products. - I tend to pay attention to what others are buying. - Before purchasing a product of a certain brand, it is important to know what my friends think of different brands or products.	- Wiedmann *et al.*, 2009 - Loureiro and Araújo, 2014

	- I actively avoid using products that are not in style. - If I were to buy something expensive, I would worry about what others would think of me. - Social standing is an important motivator for my luxury consumption. - For me as a luxury consumer, share experiences with friends are an important motivator. - I often consult my friends to help choose the best alternative available from a product category. - My friends and I tend to buy the same brands.	
Involvement	- I prefer to shop at a store with new and unique fashion items. - I am open to purchasing any new and trendy products from a brand that's unheard of. - I tend to know new fashion trends before others. - I am very much involved in/with fashion clothing. - I pay a lot of attention to fashion clothing. - I think a lot about my choices when it comes to fashion clothing. - I feel a sense of personal satisfaction when I wear fashion clothing.	- Choo *et al.*, 2014
Relationship Quality	Trust - I trust on the products and services delivered by luxury brands. - I feel confidence in the quality of luxury products. - The promises of the brands are fulfilled. Commitment: - I am proud to have luxury products. - I feel a sense of belonging when buying luxury brands. - I am a loyal customer of a luxury brand. Satisfaction: - Overall, luxury brands satisfy my needs. - Luxury brands provide the best experience comparing with others. - Overall, luxury brands deliver an excellent service and experience.	- Garbarino and Johnson, 1999 - Loureiro, Miranda and Breazeale, 2014
Subjective Well-Being	- When you purchase a luxury fashion brand how happy do you feel? - When you purchase a luxury fashion brand how satisfied do you feel?	- Etkin, 2016
Engagement	CLV-Purchase: - I will continue buying the products/services of this brand in the near future. - My purchases with this brand make me content. - I do not get my money's worth when I purchase this brand. - Owning the products/services of this brand makes me happy. CRV- Referrals: - I promote the brand because of the monetary referral benefits provided by the brand. - In addition to the value derived from the product, the monetary referral incentives also encourage me to refer this brand to my friends and relatives. - I enjoy referring this brand to my friends and relatives because of the monetary referral incentive. - Given that I use this brand, I refer my friends and relatives to this brand because of the monetary referral incentives. CIV- Influence: - I do not actively discuss this brand on any media. - I love talking about my brand experience. - I discuss the benefits that I get from this brand with others. - I am a part of this brand and mention it in my conversations. CKV-Knowledge: - I provide feedback about my experiences with the brand to the firm. - I provide suggestions for improving the performance of the brand. - I provide suggestions/feedbacks about the new product/services of the brand. - I provide feedback/suggestions for developing new products/services for this brand.	- Kumar and Pansari, 2016
Brand Experience	-Overall, how do you appraise your experience when using luxury fashion brands?	

Source: Own elaboration

Appendix II.A – Online Questionnaire



Origens do Engagement em Consumidores

Olá!

O meu nome é Maria Maximiano, estou a tirar o mestrado em Marketing no ISCTE e, neste momento, estou a trabalhar na minha tese.

Este questionário faz parte da recolha de dados para o estudo dos antecedentes do Engagement em consumidores de moda de luxo.

*Obrigatório

Por favor pense em 3 marcas de luxo de que goste e que compre regularmente, ou gostaria de comprar. Esta compra pode ser de qualquer artigo de moda, desde acessórios a vestuário.

Por favor indique o nome dessas marcas de luxo. *

Sua resposta

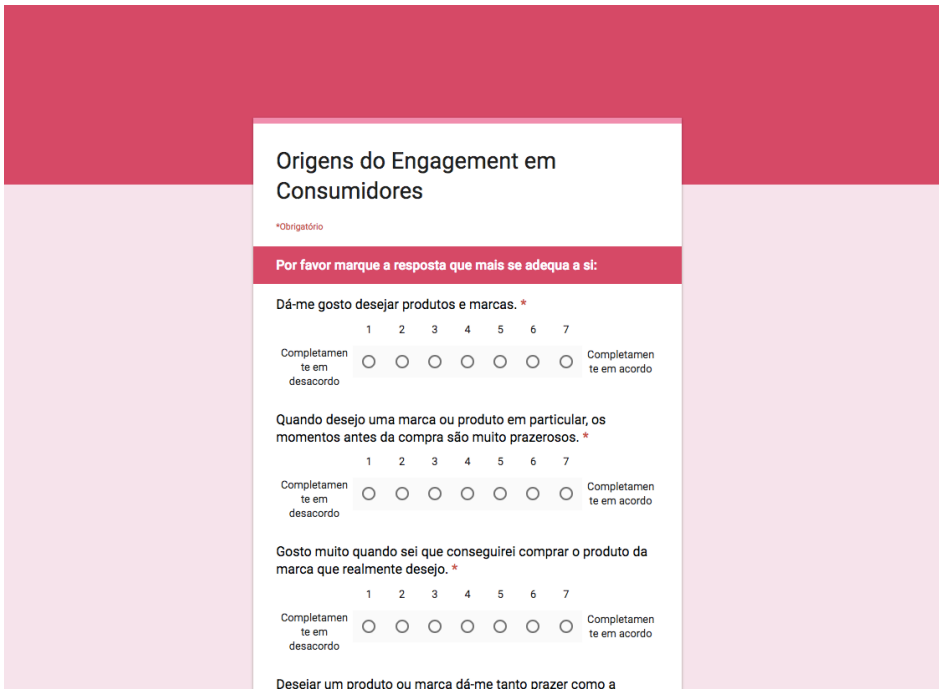
Quantas vezes, em média, comprou algum produto das marcas referidas, no último ano? *

Sua resposta

PRÓXIMA

Página 1 de 9

Nunca envie senhas pelo Formulários Google.



Origens do Engagement em Consumidores

*Obrigatório

Por favor marque a resposta que mais se adequa a si:

Dá-me gosto desejar produtos e marcas. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

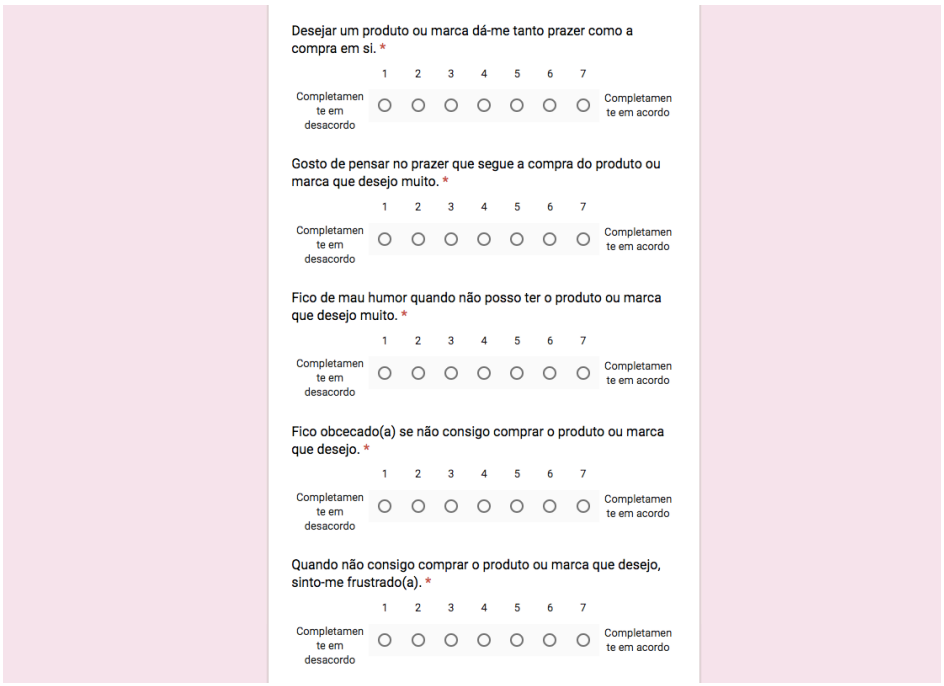
Quando desejo uma marca ou produto em particular, os momentos antes da compra são muito prazerosos. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Gosto muito quando sei que conseguirei comprar o produto da marca que realmente desejo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Desejar um produto ou marca dá-me tanto prazer como a



Desejar um produto ou marca dá-me tanto prazer como a compra em si. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Gosto de pensar no prazer que segue a compra do produto ou marca que desejo muito. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Fico de mau humor quando não posso ter o produto ou marca que desejo muito. *

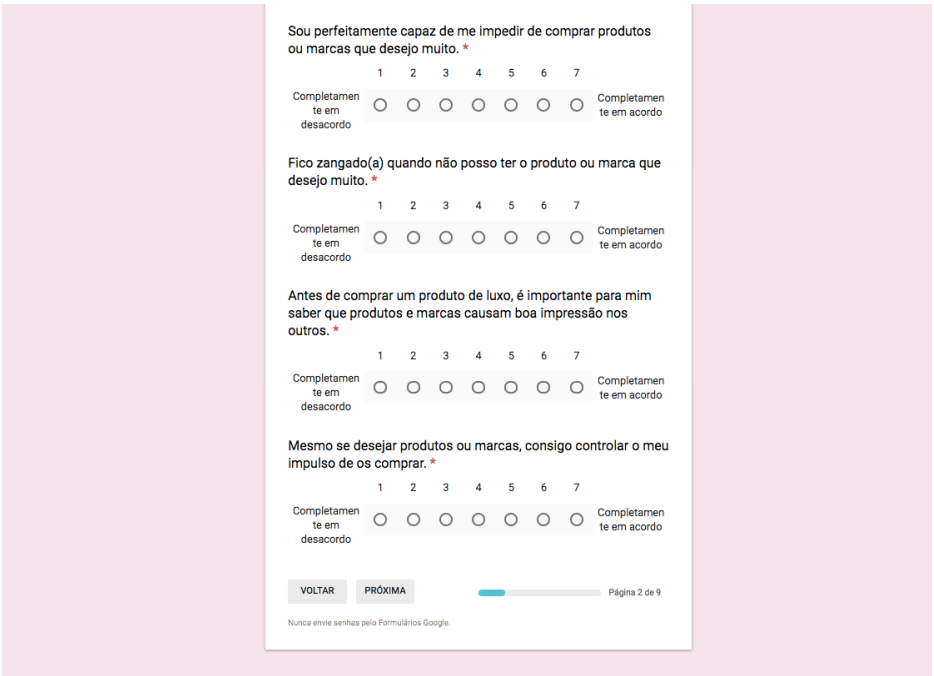
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Fico obcecado(a) se não consigo comprar o produto ou marca que desejo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Quando não consigo comprar o produto ou marca que desejo, sinto-me frustrado(a). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Sou perfeitamente capaz de me impedir de comprar produtos ou marcas que desejo muito. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Fico zangado(a) quando não posso ter o produto ou marca que desejo muito. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Antes de comprar um produto de luxo, é importante para mim saber que produtos e marcas causam boa impressão nos outros. *

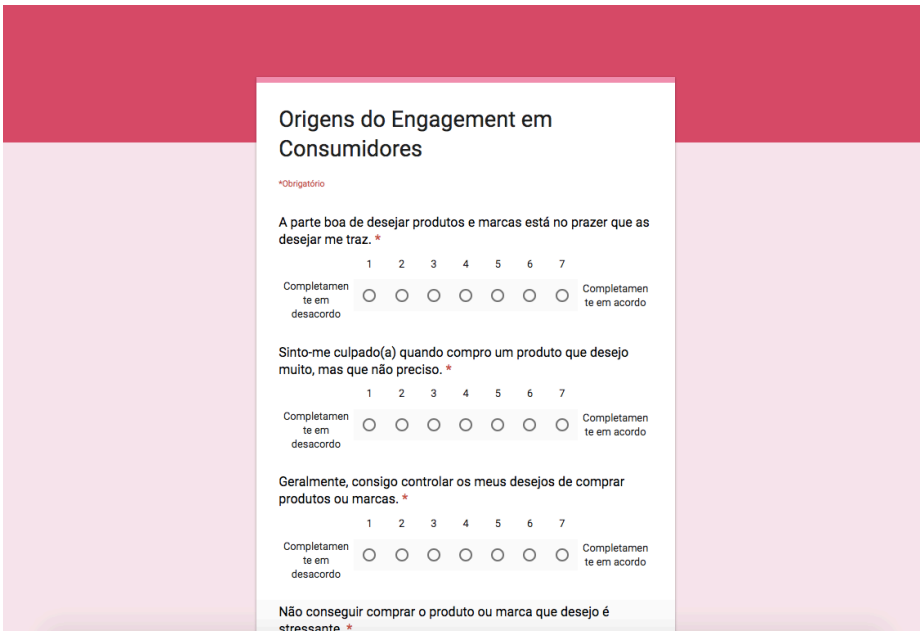
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Mesmo se desejar produtos ou marcas, consigo controlar o meu impulso de os comprar. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

VOLTAR PRÓXIMA Página 2 de 9

Nunca envie senhas pelo Formulários Google.



Origens do Engagement em Consumidores

*Obrigatório

A parte boa de desejar produtos e marcas está no prazer que as desejar me traz. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

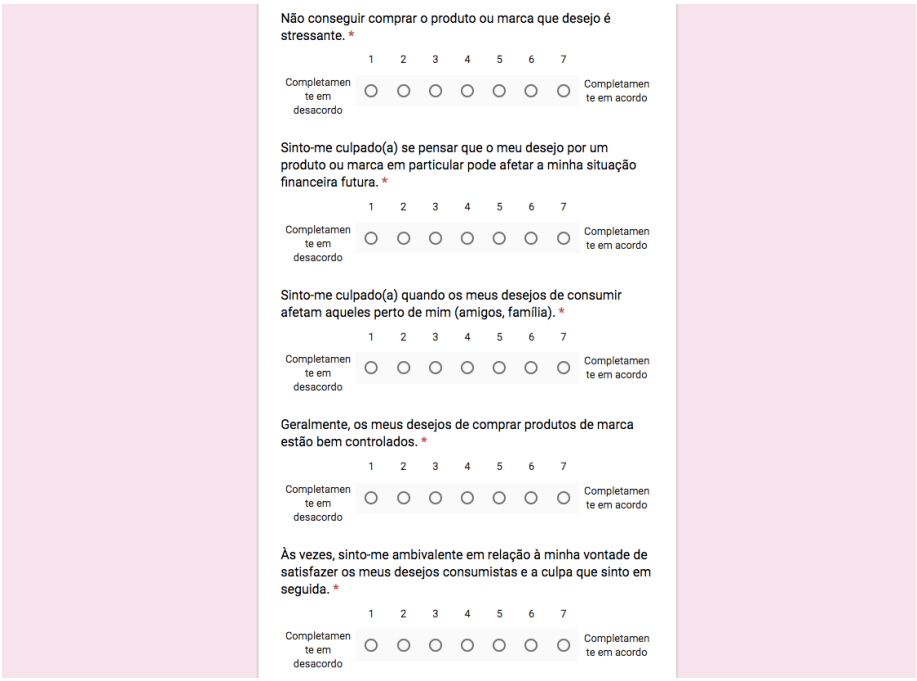
Sinto-me culpado(a) quando compro um produto que desejo muito, mas que não preciso. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Geralmente, consigo controlar os meus desejos de comprar produtos ou marcas. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Não conseguir comprar o produto ou marca que desejo é stressante. *



Não conseguir comprar o produto ou marca que desejo é stressante. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Sinto-me culpado(a) se pensar que o meu desejo por um produto ou marca em particular pode afetar a minha situação financeira futura. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Sinto-me culpado(a) quando os meus desejos de consumir afetam aqueles perto de mim (amigos, família). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Geralmente, os meus desejos de comprar produtos de marca estão bem controlados. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Às vezes, sinto-me ambivalente em relação à minha vontade de satisfazer os meus desejos consumistas e a culpa que sinto em seguida. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Identifico-me com a 'pessoa-tipo' das marcas que compro. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Costumo comprar acessórios e roupa de marcas que refletem a minha imagem. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

A minha escolha de marcas de luxo depende se estas refletem como me vejo e não como os outros me vêem. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

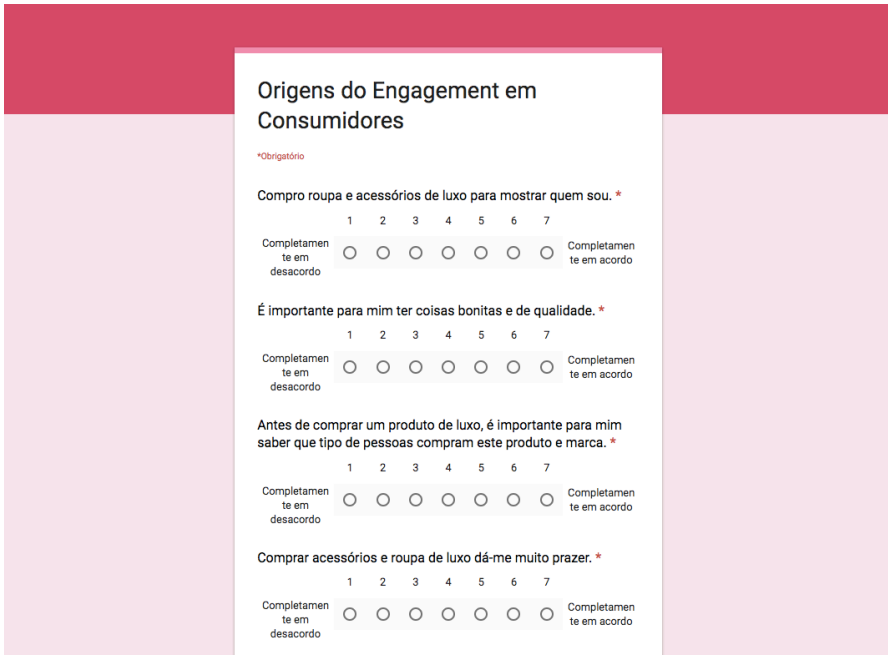
Geralmente compro marcas com as quais me identifico. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Sinto-me atraído(a) por roupa e acessórios únicos ou diferentes. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

VOLTAR PRÓXIMA Página 3 de 9



Origens do Engagement em Consumidores

*Obrigatório

Compro roupa e acessórios de luxo para mostrar quem sou. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

É importante para mim ter coisas bonitas e de qualidade. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Antes de comprar um produto de luxo, é importante para mim saber que tipo de pessoas compram este produto e marca. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Comprar acessórios e roupa de luxo dá-me muito prazer. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Gosto de saber que marcas e produtos causam boa impressão nos outros. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Se for comprar algo caro, preocupo-me com o que os outros vão pensar de mim. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Costumo prestar atenção ao que outros compram. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Evito ativamente usar produtos que não estão na moda. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Antes de comprar um produto de luxo, é importante para mim saber o que os meus amigos pensam deste produto ou marca. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Como consumidor de luxo, partilhar experiências com amigos é uma motivação importante. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Antes de comprar um produto de luxo, é importante para mim saber o que outros pensam de pessoas que usam este produto ou marca. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

VOLTAR PRÓXIMA Página 4 de 9

Nunca envie senhas pelo Formulários Google.

Origens do Engagement em Consumidores

*Obrigatório

O meu status social é um motivador importante quando compro produtos de luxo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Costumo atualizar-me em relação a tendências vendo o que outros compram. *

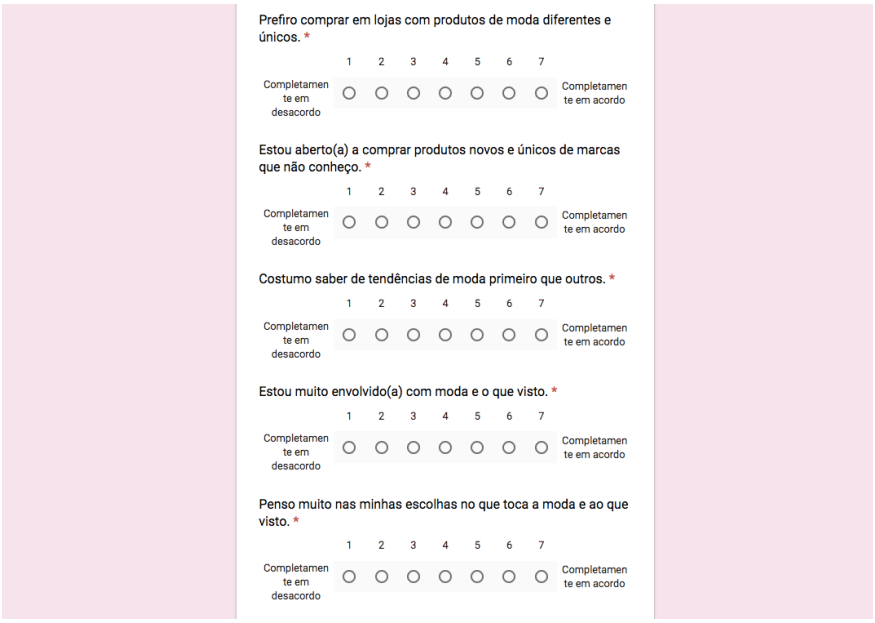
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Consulto os meus amigos frequentemente para que me ajudem a escolher a melhor alternativa entre produtos. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Costumo comprar as mesmas marcas que os meus amigos. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Prefiro comprar em lojas com produtos de moda diferentes e únicos. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Estou aberto(a) a comprar produtos novos e únicos de marcas que não conheço. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Costumo saber de tendências de moda primeiro que outros. *

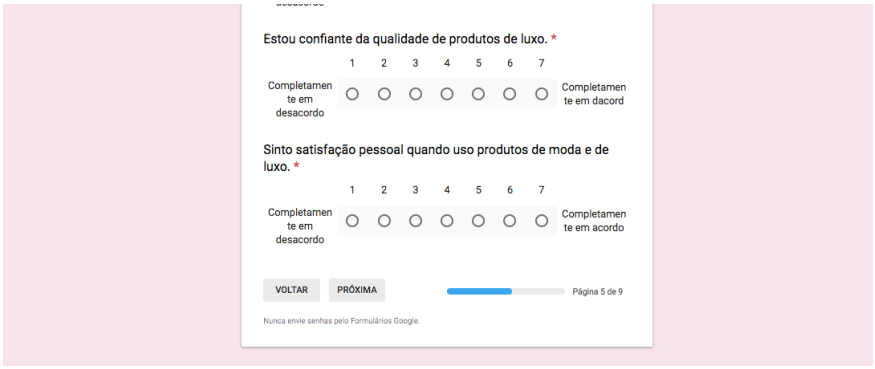
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Estou muito envolvido(a) com moda e o que visto. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Penso muito nas minhas escolhas no que toca a moda e ao que visto. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Estou confiante da qualidade de produtos de luxo. *

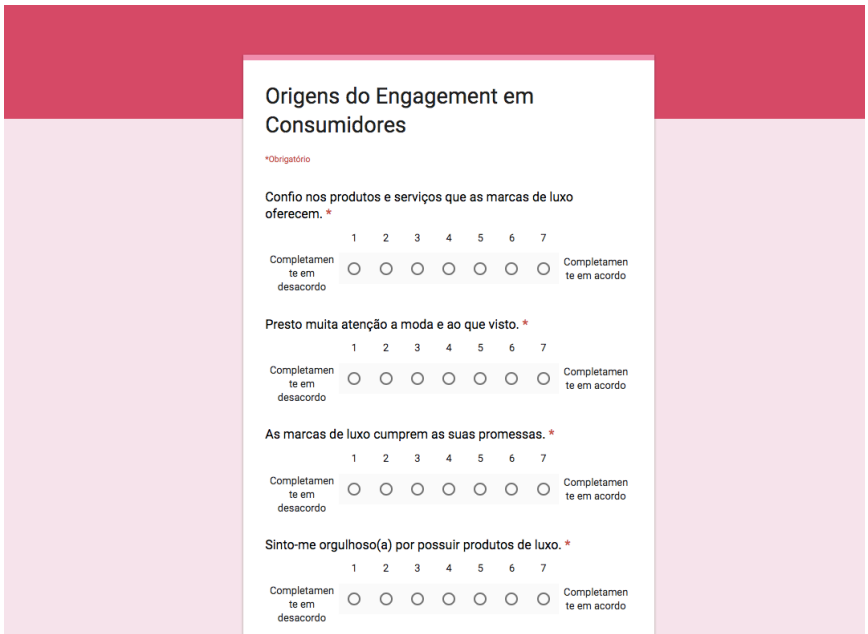
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em dacord

Sinto satisfação pessoal quando uso produtos de moda e de luxo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

VOLTAR PRÓXIMA Página 5 de 9

Nunca envie senhas pelo Formulários Google.



Origens do Engagement em Consumidores

*Obrigatório

Confio nos produtos e serviços que as marcas de luxo oferecem. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Presto muita atenção a moda e ao que visto. *

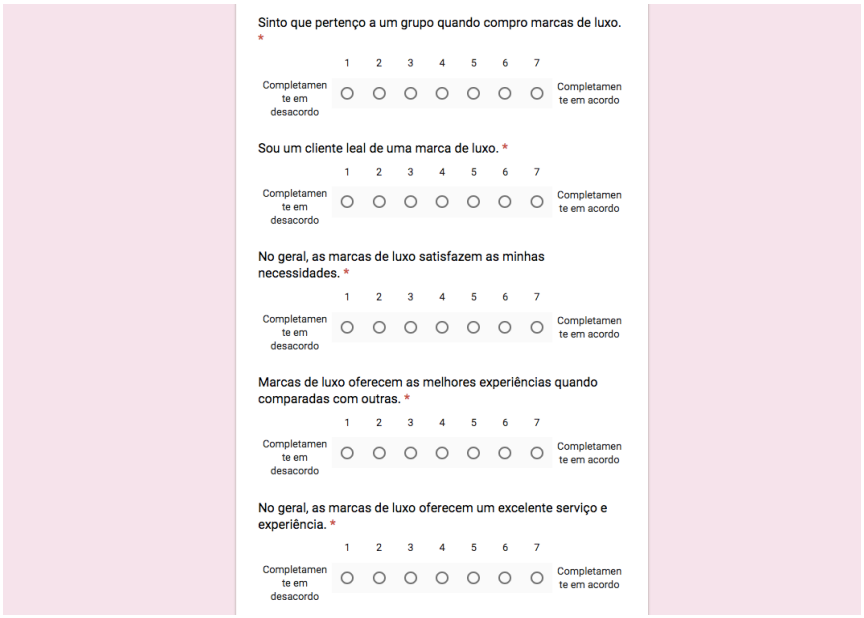
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

As marcas de luxo cumprem as suas promessas. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Sinto-me orgulhoso(a) por possuir produtos de luxo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Sinto que pertenço a um grupo quando compro marcas de luxo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Sou um cliente leal de uma marca de luxo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

No geral, as marcas de luxo satisfazem as minhas necessidades. *

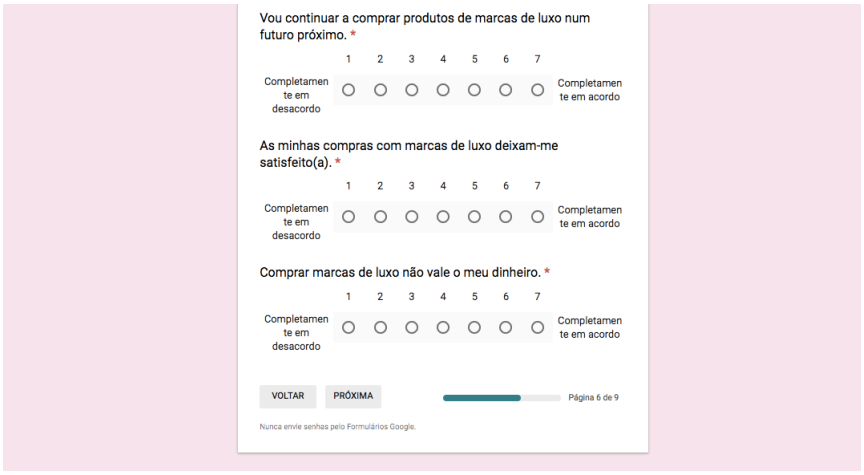
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Marcas de luxo oferecem as melhores experiências quando comparadas com outras. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

No geral, as marcas de luxo oferecem um excelente serviço e experiência. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Vou continuar a comprar produtos de marcas de luxo num futuro próximo. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

As minhas compras com marcas de luxo deixam-me satisfeito(a). *

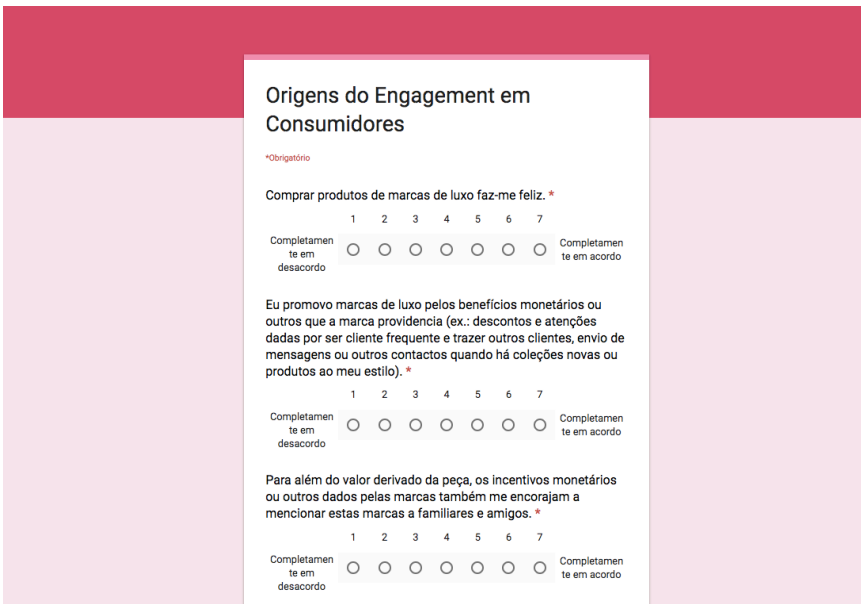
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Comprar marcas de luxo não vale o meu dinheiro. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

VOLTAR PRÓXIMA Página 6 de 9

Nunca envie senhas pelo Formulários Google.



Origens do Engagement em Consumidores

*Obrigatório

Comprar produtos de marcas de luxo faz-me feliz. *

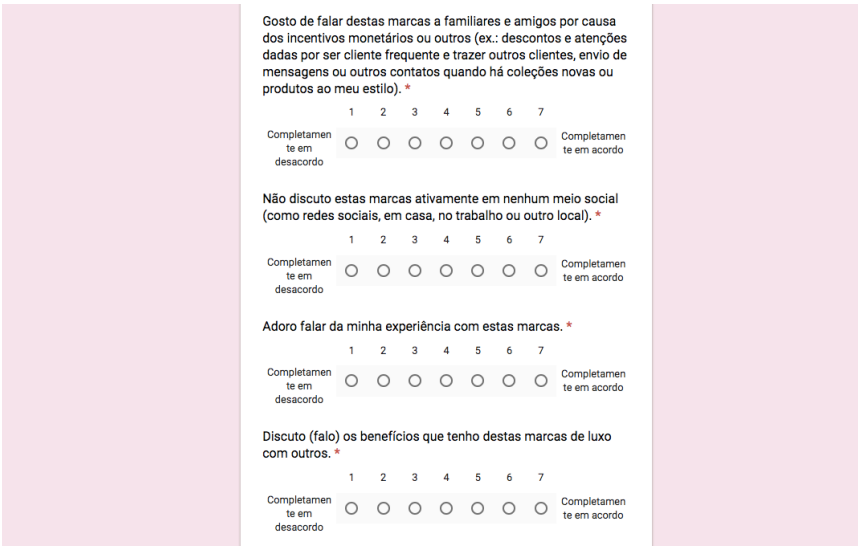
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Eu promovo marcas de luxo pelos benefícios monetários ou outros que a marca providencia (ex.: descontos e atenções dadas por ser cliente frequente e trazer outros clientes, envio de mensagens ou outros contactos quando há coleções novas ou produtos ao meu estilo). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Para além do valor derivado da peça, os incentivos monetários ou outros dados pelas marcas também me encorajam a mencionar estas marcas a familiares e amigos. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Gosto de falar destas marcas a familiares e amigos por causa dos incentivos monetários ou outros (ex.: descontos e atenções dadas por ser cliente frequente e trazer outros clientes, envio de mensagens ou outros contatos quando há coleções novas ou produtos ao meu estilo). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Não discuto estas marcas ativamente em nenhum meio social (como redes sociais, em casa, no trabalho ou outro local). *

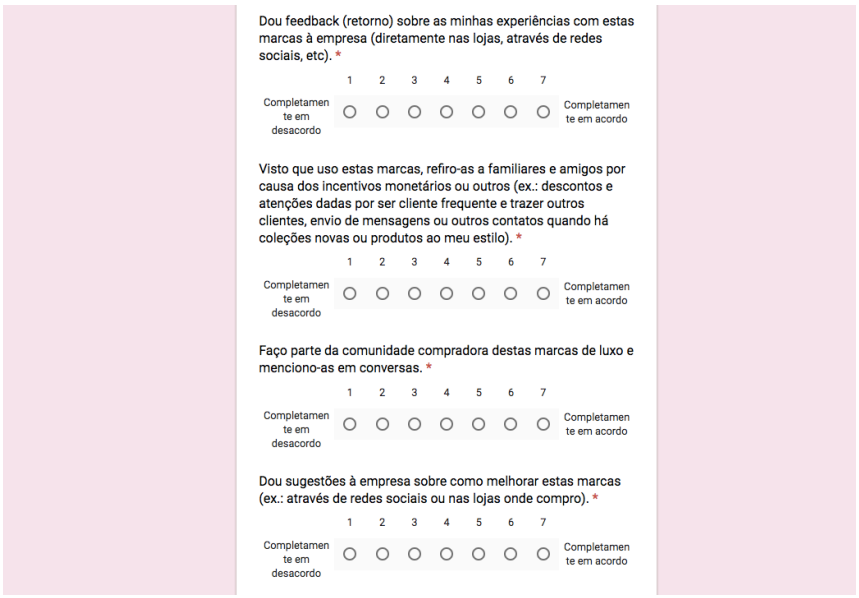
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Adoro falar da minha experiência com estas marcas. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Discuto (falo) os benefícios que tenho destas marcas de luxo com outros. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Dou feedback (retorno) sobre as minhas experiências com estas marcas à empresa (diretamente nas lojas, através de redes sociais, etc). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Visto que uso estas marcas, refiro-as a familiares e amigos por causa dos incentivos monetários ou outros (ex.: descontos e atenções dadas por ser cliente frequente e trazer outros clientes, envio de mensagens ou outros contatos quando há coleções novas ou produtos ao meu estilo). *

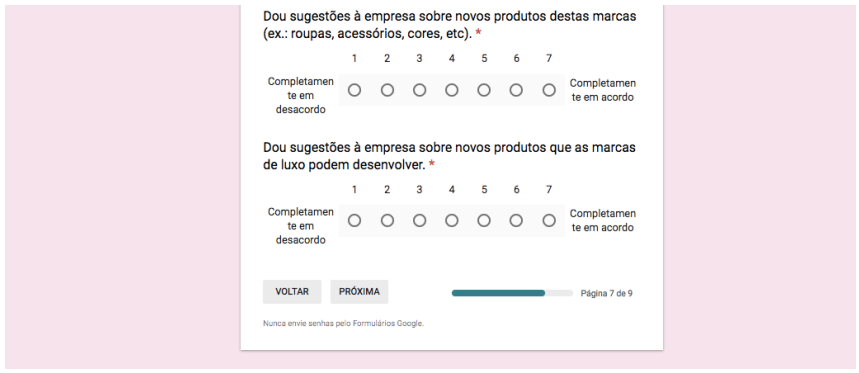
	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Faço parte da comunidade compradora destas marcas de luxo e menciono-as em conversas. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

Dou sugestões à empresa sobre como melhorar estas marcas (ex.: através de redes sociais ou nas lojas onde compro). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo



Dou sugestões à empresa sobre novos produtos destas marcas (ex.: roupas, acessórios, cores, etc). *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

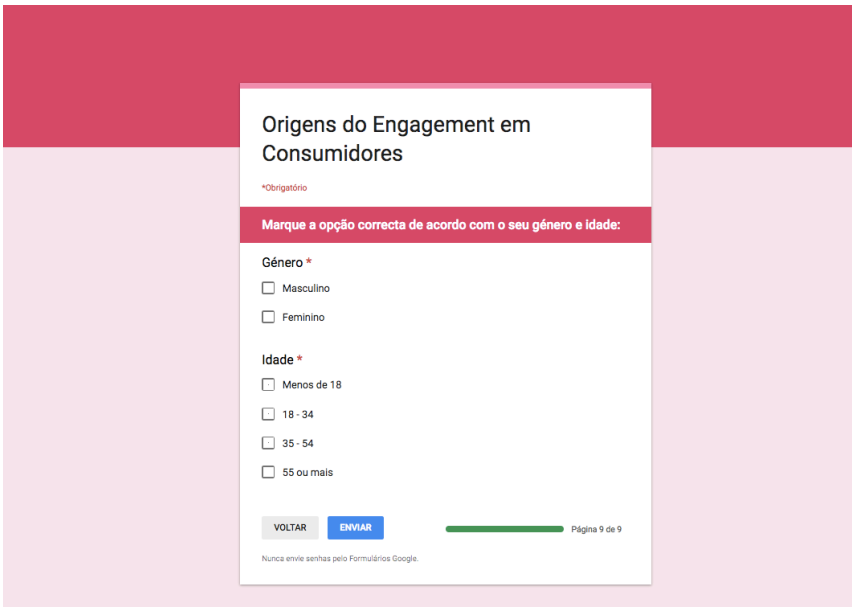
Dou sugestões à empresa sobre novos produtos que as marcas de luxo podem desenvolver. *

	1	2	3	4	5	6	7	
Completamente em desacordo	○	○	○	○	○	○	○	Completamente em acordo

VOLTAR PRÓXIMA Página 7 de 9

Nunca envie senhas pelo Formulários Google.


Origens do Engagement em Consumidores
*Obrigatório
Quão feliz se sente quando compra um produto de uma marca de luxo? *
1 2 3 4 5 6 7
Nada
Muito
Quão satisfeito(a) se sente quando compra um produto de uma marca de luxo? *
1 2 3 4 5 6 7
Nada
Muito
No geral, como avalia a sua experiência com marcas de moda de luxo? *
1 2 3 4 5 6 7 8 9 10
Muito Má
Muito Boa
VOLTAR
PRÓXIMA
Página 8 de 9
Nunca envie senhas pelo Formulários Google.


Origens do Engagement em Consumidores
*Obrigatório
Marque a opção correcta de acordo com o seu género e idade:
Género *
Masculino
Feminino
Idade *
Menos de 18
18 - 34
35 - 54
55 ou mais
VOLTAR
ENVIAR
Página 9 de 9
Nunca envie senhas pelo Formulários Google.

Appendix III.A – Respondent Profile

Statistics

		PE	GENDER	AGE
N	Valid	226	226	226
	Missing	0	0	0
Mean		3,24	1,66	3,27
Std. Deviation		2,847	,473	,732

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masculino	76	33,6	33,6	33,6
	Feminino	150	66,4	66,4	100,0
	Total	226	100,0	100,0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 34	38	16,8	16,8	16,8
	35 - 54	89	39,4	39,4	56,2
	55 ou mais	99	43,8	43,8	100,0
	Total	226	100,0	100,0	

GENDER * AGE Crosstabulation

		AGE			Total
		18 - 34	35 - 54	55 ou mais	
GENDER	Masculino	13	29	34	76
	Feminino	25	60	65	150
Total		38	89	99	226

Source: SPSS Statistics outputs

Appendix IV.A – Exploratory Factorial Analysis: Communality tables of Desire (D) and Social Values (SV)

Item	Extraction
D1	,668
D2	,562
D3	,480
D4	,621
D5	,649
D6	,797
D7	,767
D8	,790
D9	,600
D10	,811
D11	,659
D12	,431
D13	,519
D14	,603
D15	,651
D16	,673
D17	,695
D18	,478
D19	,473

Item	Extraction
SV1	,251
SV2	,540
SV3	,590
SV4	,446
SV5	,206
SV6	,725
SV7	,529
SV8	,774
SV9	,590
SV10	,411
SV11	,549
SV12	,462
SV13	,486

Source: SPSS Statistics outputs

Appendix V.A – Multiple Regression Analysis – Engagement as Dependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,675[a]	,456	,439	,63809	1,970

a. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

b. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74,407	7	10,630	26,106	,000[b]
	Residual	88,506	217	,408		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

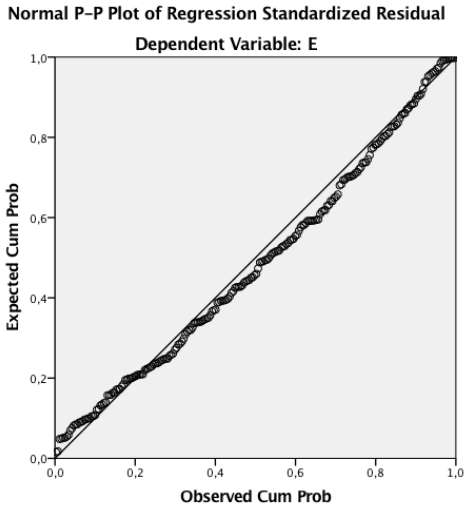
Residuals Statistics[a]

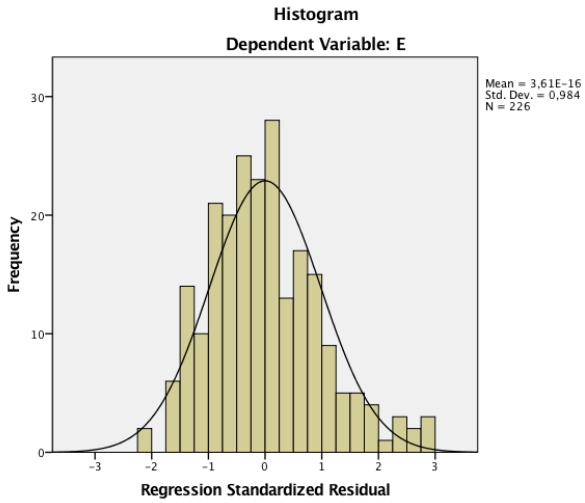
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,6251	4,7397	2,9535	,57506	226
Residual	-1,37570	1,82129	**,00000**	,62809	226
Std. Predicted Value	-2,310	3,106	,000	1,000	226
Std. Residual	-2,156	2,854	,000	,984	226

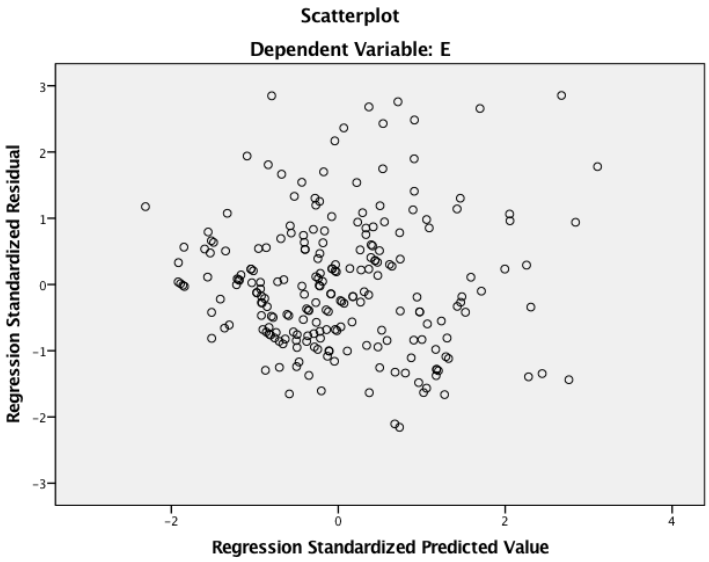
a. Dependent Variable: E

Correlations

		D	I	RQCOM	Unstandardized Residual
D	Pearson Correlation	1	,378	,402	,000
	Sig. (2-tailed)		,000	,000	1,000
	N	226	226	226	226
I	Pearson Correlation	,378	1	,432	,000
	Sig. (2-tailed)	,000		,000	1,000
	N	226	226	226	226
RQCOM	Pearson Correlation	,402	,432	1	,000
	Sig. (2-tailed)	,000	,000		1,000
	N	226	226	226	226
Unstandardized Residual	Pearson Correlation	,000	,000	,000	1
	Sig. (2-tailed)	1,000	1,000	1,000	
	N	226	226	226	226







Source: SPSS Statistics outputs

Appendix V.B – Multiple Regression Analysis – Purchases as Dependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,787[a]	,620	,607	,76648	1,879

a. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208,550	7	29,793	50,712	,000[b]
	Residual	128,073	218	,587		
	Total	336,624	225			

a. Dependent Variable: EP

b. Predictors: (Constant), WB, SV, I, D, RQT, SC, RQCOM, RQS

Residuals Statistics[a]

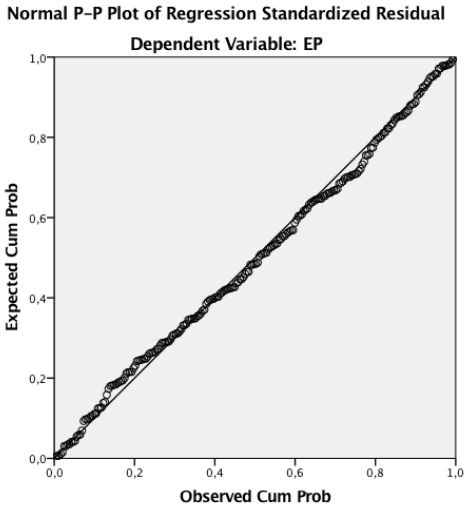
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,7970	6,7419	4,7478	,96275	226
Residual	-2,04665	2,42550	,00000	,75446	226
Std. Predicted Value	-3,065	2,071	,000	1,000	226
Std. Residual	-2,670	3,164	,000	,984	226

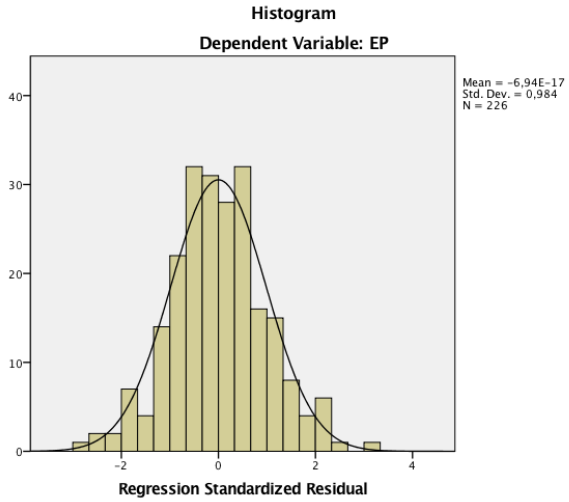
a. Dependent Variable: EP

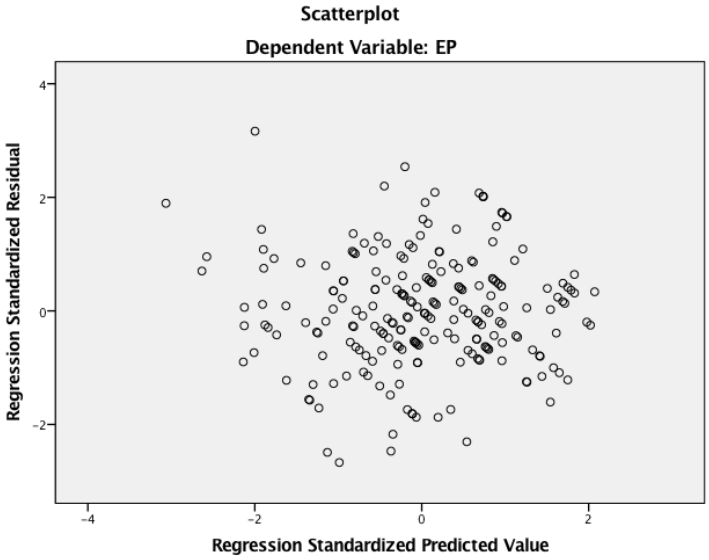
Correlations

		SV	SC	RQT	RQCOM	RQS	Unstandardized Residual
SV	Pearson Correlation	1	,273**	,075	,515**	,083	,000
	Sig. (2-tailed)		,000	,262	,000	,217	1,000
	N	226	226	226	226	226	226
SC	Pearson Correlation	,273**	1	,389**	,496**	,518**	,000
	Sig. (2-tailed)	,000		,000	,000	,000	1,000
	N	226	226	226	226	226	226
RQT	Pearson Correlation	,075	,389**	1	,295**	,616**	,000
	Sig. (2-tailed)	,262	,000		,000	,000	1,000
	N	226	226	226	226	226	226
RQCOM	Pearson Correlation	,515**	,496**	,295**	1	,522**	,000
	Sig. (2-tailed)	,000	,000	,000		,000	1,000
	N	226	226	226	226	226	226
RQS	Pearson Correlation	,083	,518**	,616**	,522**	1	,000
	Sig. (2-tailed)	,217	,000	,000	,000		1,000
	N	226	226	226	226	226	226
Unstandardized Residual	Pearson Correlation	,000	,000	,000	,000	,000	1
	Sig. (2-tailed)	1,000	1,000	1,000	1,000	1,000	
	N	226	226	226	226	226	226

**. Correlation is significant at the 0.01 level (2-tailed).







Source: SPSS Statistics outputs

Appendix V.C – Multiple Regression Analysis – Referrals as Dependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,596[a]	,355	,334	1,34765	1,813

a. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

b. Dependent Variable: ER

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217,994	7	31,142	17,147	,000[b]
	Residual	395,921	218	1,816		
	Total	613,915	225			

a. Dependent Variable: ER

b. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

Residuals Statistics[a]

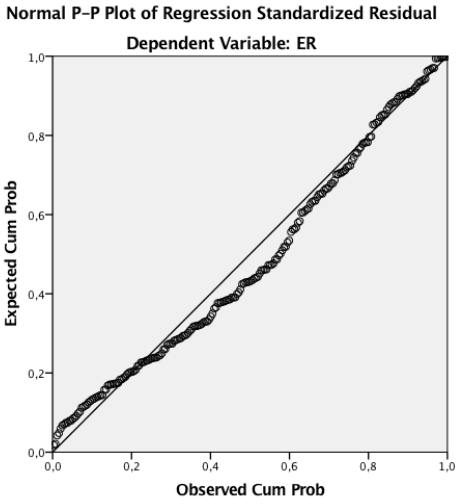
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,3737	5,7879	2,5509	,98431	226
Residual	-2,81860	3,94862	,00000	1,32652	226
Std. Predicted Value	-2,212	3,289	,000	1,000	226
Std. Residual	-2,091	2,930	,000	,984	226

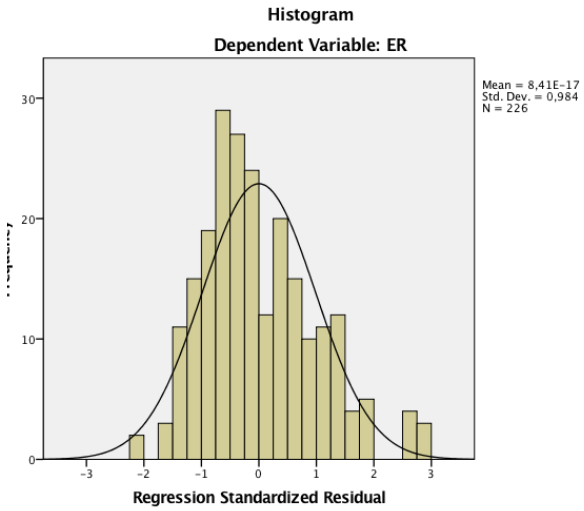
a. Dependent Variable: ER

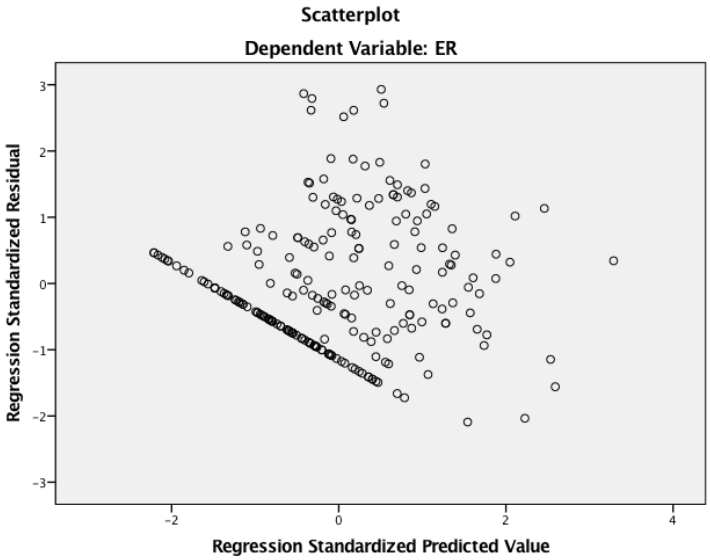
Correlations

		RQCOM	D	SC	Unstandardized Residual
RQCOM	Pearson Correlation	1	,402**	,496**	,000
	Sig. (2-tailed)		,000	,000	1,000
	N	226	226	226	226
D	Pearson Correlation	,402**	1	,436**	,000
	Sig. (2-tailed)	,000		,000	1,000
	N	226	226	226	226
SC	Pearson Correlation	,496**	,436**	1	,000
	Sig. (2-tailed)	,000	,000		1,000
	N	226	226	226	226
Unstandardized Residual	Pearson Correlation	,000	,000	,000	1
	Sig. (2-tailed)	1,000	1,000	1,000	
	N	226	226	226	226

**. Correlation is significant at the 0.01 level (2-tailed).







Appendix V.D – Multiple Regression Analysis – Influence as Dependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,596[a]	,355	,335	1,04810	1,906

a. Predictors: (Constant), RQS, SV, I, D, WB, RQT, SC, RQCOM

b. Dependent Variable: EI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132,060	7	18,686	17,174	,000[b]
	Residual	239,475	218	1,099		
	Total	371,535	225			

a. Dependent Variable: EI

b. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

Residuals Statistics[a]

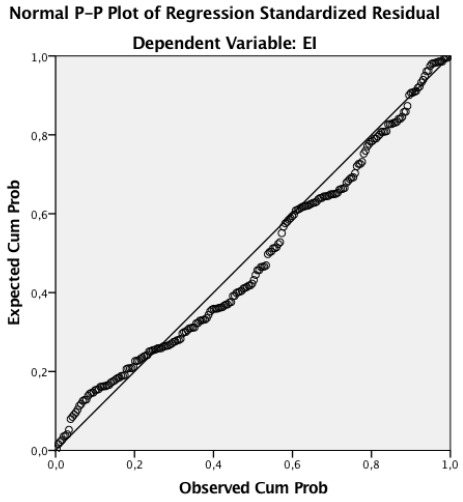
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,0813	5,5876	2,5199	,76612	226
Residual	-2,81564	4,57370	,00000	1,03167	226
Std. Predicted Value	-1,878	4,004	,000	1,000	226
Std. Residual	-2,686	4,364	,000	,984	226

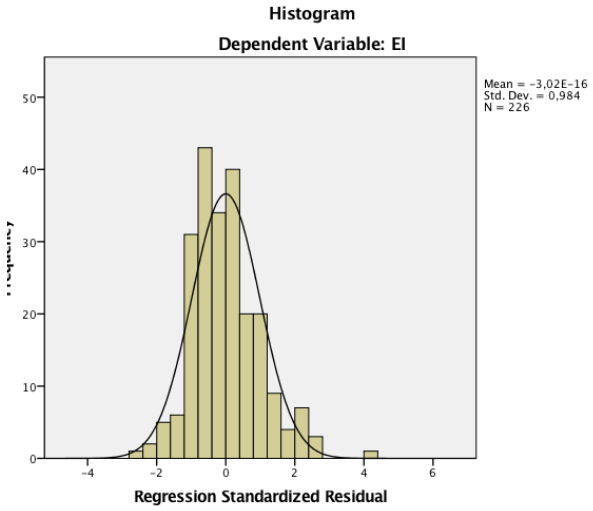
a. Dependent Variable: EI

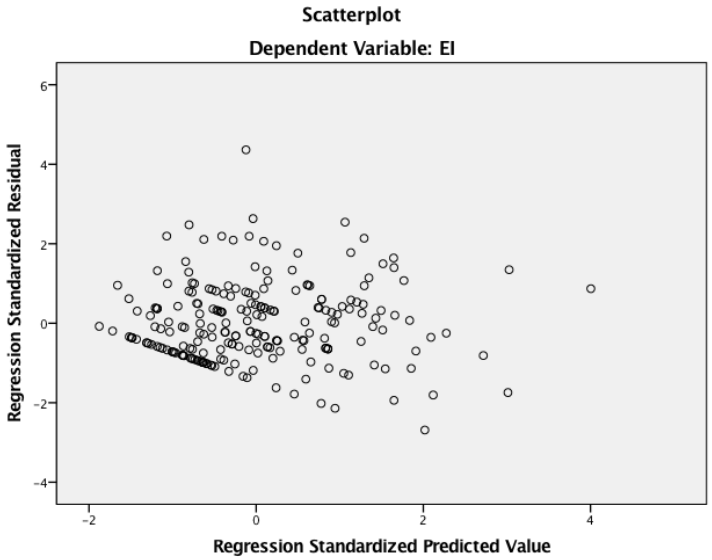
Correlations

		SV	RQCOM	SC	Unstandardized Residual
SV	Pearson Correlation	1	,515**	,273**	,000
	Sig. (2-tailed)		,000	,000	1,000
	N	226	226	226	226
RQCOM	Pearson Correlation	,515**	1	,496**	,000
	Sig. (2-tailed)	,000		,000	1,000
	N	226	226	226	226
SC	Pearson Correlation	,273**	,496**	1	,000
	Sig. (2-tailed)	,000	,000		1,000
	N	226	226	226	226
Unstandardized Residual	Pearson Correlation	,000	,000	,000	1
	Sig. (2-tailed)	1,000	1,000	1,000	
	N	226	226	226	226

**. Correlation is significant at the 0.01 level (2-tailed).







Source: SPSS Statistics outputs

Appendix V.E – Multiple Regression Analysis – Knowledge as Dependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,404[a]	,163	,136	1,22578	2,065

a. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

b. Dependent Variable: EK

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,712	7	9,102	6,058	,000[b]

Residual	327,556	218	1,503		
Total	391,268	225			

a. Dependent Variable: EK

b. Predictors: (Constant), RQS, SV, I, D, RQT, SC, RQCOM

Residuals Statistics[a]

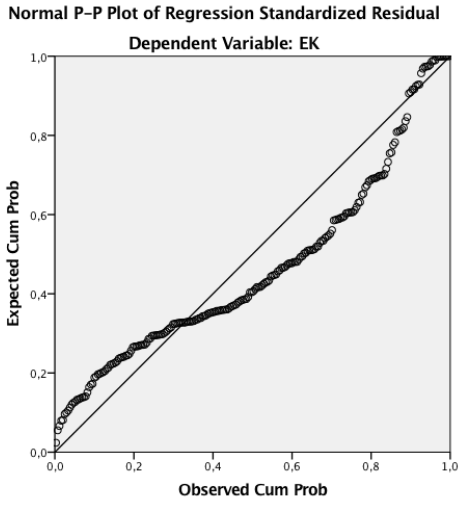
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,8743	3,5582	1,8673	,53213	226
Residual	-2,42695	4,87805	,00000	1,20657	226
Std. Predicted Value	-1,866	3,178	,000	1,000	226
Std. Residual	-1,980	3,980	,000	,984	226

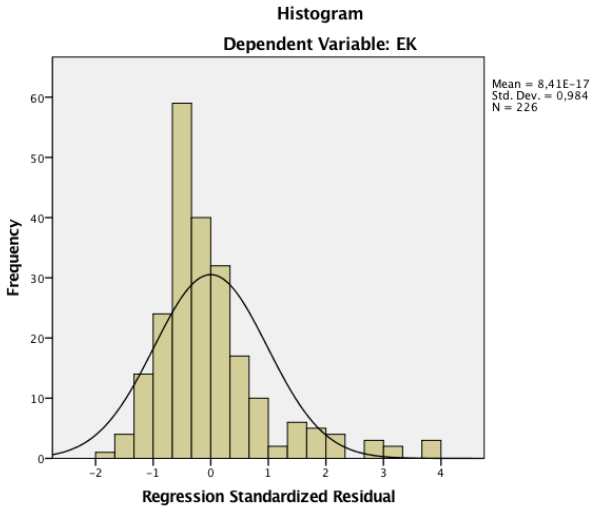
a. Dependent Variable: EK

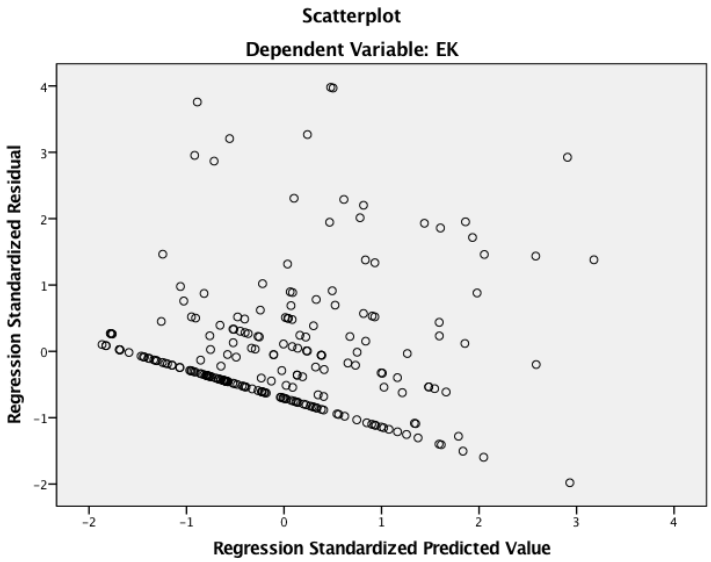
Correlations

		Unstandardized Residual	I	RQCOM
Unstandardized Residual	Pearson Correlation	1	,000	,000
	Sig. (2-tailed)		1,000	1,000
	N	226	226	226
I	Pearson Correlation	,000	1	,432**
	Sig. (2-tailed)	1,000		,000
	N	226	226	226
RQCOM	Pearson Correlation	,000	,432**	1
	Sig. (2-tailed)	1,000	,000	
	N	226	226	226

**. Correlation is significant at the 0.01 level (2-tailed).







Source: SPSS Statistics outputs

Appendix VI. A1 – Desire as a moderator of Social Values and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,571[a]	,327	,321	,70197	,327	54,067	2	223	,000
2	,577[b]	,332	,323	,70050	,006	1,935	1	222	,166

a. Predictors: (Constant), D, SV
b. Predictors: (Constant), D, SV, svxd
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,284	2	26,642	54,067	,000[b]
	Residual	109,885	223	,493		
	Total	163,168	225			
2	Regression	54,233	3	18,078	36,841	,000[c]
	Residual	108,935	222	,491		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), D, SV

c. Predictors: (Constant), D, SV, svxd

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	,715	,244		2,929	,004	,234	1,196		
	SV	,211	,048	,275	4,431	,000	,117	,304	,782	1,279
	D	,418	,067	,388	6,249	,000	,286	,550	,782	1,279
2	(Constant)	,741	,244		3,031	,003	,259	1,222		
	SV	,232	,050	,304	4,653	,000	,134	,331	,706	1,417
	D	,406	,067	,377	6,028	,000	,273	,539	,769	1,301
	svxd	-,069	,049	-,080	-1,391	,166	-,166	,029	,902	1,108

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. A2 – Desire as a moderator of Perceived Self and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,542[a]	,294	,287	,71895	,294	46,337	2	223	,000
2	,548[b]	,300	,291	,71720	,007	2,092	1	222	,149

a. Predictors: (Constant), SC, D
b. Predictors: (Constant), SC, D, scxd
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,902	2	23,951	46,337	,000[b]
	Residual	115,266	223	,517		
	Total	163,168	225			
2	Regression	48,978	3	16,326	31,740	,000[c]
	Residual	114,190	222	,514		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), SC, D

c. Predictors: (Constant), SC, D, scxd

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,191	,306		,623	,534		
	D	,472	,067	,438	7,006	,000	,809	1,235
	SC	,178	,062	,180	2,883	,004	,809	1,235
2	(Constant)	,186	,305		,608	,544		
	D	,453	,069	,421	6,613	,000	,779	1,283
	SC	,190	,062	,192	3,049	,003	,797	1,255
	scxd	,064	,044	,083	1,446	,149	,961	1,041

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. A3 – Desire as a moderator of Involvement and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,576[a]	,331	,325	,69941	,331	55,279	2	223	,000
2	,579[b]	,335	,326	,69924	,003	1,111	1	222	,293

a. Predictors: (Constant), I, D
b. Predictors: (Constant), I, D, Ixd
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,082	2	27,041	55,279	,000[b]
	Residual	109,086	223	,489		
	Total	163,168	225			
2	Regression	54,625	3	18,208	37,241	,000[c]
	Residual	108,543	222	,489		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), I, D

c. Predictors: (Constant), I, D, Ixd

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,393	,252		1,561	,120		
	D	,446	,064	,414	6,996	,000	,857	1,166
	I	,189	,041	,274	4,628	,000	,857	1,166
2	(Constant)	,353	,255		1,386	,167		
	D	,453	,064	,421	7,071	,000	,847	1,181
	I	,186	,041	,271	4,570	,000	,855	1,169
	Ixd	,049	,046	,058	1,054	,293	,987	1,013

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. A4 – Desire as a moderator of Trust and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,544[a]	,296	,290	,71774	,296	46,870	2	223	,000
2	,566[b]	,320	,311	,70680	,024	7,954	1	222	,005

a. Predictors: (Constant), RQT, D
b. Predictors: (Constant), RQT, D, rqtxd
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,290	2	24,145	46,870	,000[b]
	Residual	114,879	223	,515		
	Total	163,168	225			
2	Regression	52,263	3	17,421	34,872	,000[c]
	Residual	110,905	222	,500		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQT, D

Source: SPSS

c. Predictors: (Constant), RQT, D, rqtxd

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,264	,288		,915	,361		
	D	,537	,061	,498	8,809	,000	,988	1,012
	RQT	,104	,035	,170	3,015	,003	,988	1,012
2	(Constant)	,369	,286		1,287	,199		
	D	,486	,063	,451	7,756	,000	,906	1,104
	RQT	,121	,035	,198	3,508	,001	,957	1,044
	rqtxd	,144	,051	,165	2,820	,005	,900	1,111

a. Dependent Variable: E

Statistics outputs

Appendix VI. A5 – Desire as a moderator of Commitment and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,653[a]	,427	,421	,64776	,427	82,939	2	223	,000
2	,656[b]	,430	,423	,64704	,004	1,493	1	222	,223

a. Predictors: (Constant), RQCOM, D
b. Predictors: (Constant), RQCOM, D, rqcomxd
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,600	2	34,800	82,939	,000[b]
	Residual	93,568	223	,420		
	Total	163,168	225			
2	Regression	70,226	3	23,409	55,913	,000[c]
	Residual	92,943	222	,419		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, D

c. Predictors: (Constant), RQCOM, D, rqcomxd

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,653	,225		2,899	,004		
	D	,368	,060	,342	6,174	,000	,839	1,192
	RQCOM	,269	,034	,436	7,871	,000	,839	1,192
2	(Constant)	,675	,226		2,988	,003		
	D	,368	,060	,341	6,167	,000	,839	1,193
	RQCOM	,257	,036	,416	7,236	,000	,775	1,291
	rqcomxd	,045	,037	,065	1,222	,223	,908	1,101

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. A6 – Desire as a moderator of Satisfaction and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,571[a]	,326	,320	,70220	,326	53,958	2	223	,000
2	,598[b]	,358	,349	,68684	,032	11,083	1	222	,001

a. Predictors: (Constant), RQS, D
b. Predictors: (Constant), RQS, D, rqsxd
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,211	2	26,606	53,958	,000[b]
	Residual	109,957	223	,493		
	Total	163,168	225			
2	Regression	58,440	3	19,480	41,293	,000[c]
	Residual	104,729	222	,472		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, D

c. Predictors: (Constant), RQS, D, rqsxd

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,237	,266		,893	,373		
	D	,512	,060	,475	8,525	,000	,972	1,029
	RQS	,141	,032	,246	4,413	,000	,972	1,029
2	(Constant)	,291	,260		1,116	,266		
	D	,488	,059	,453	8,234	,000	,957	1,045
	RQS	,145	,031	,254	4,646	,000	,970	1,031
	rqsxd	,156	,047	,180	3,329	,001	,984	1,016

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. B1 – Social Values as a moderator of Desire and Engagement

See results of "Desire as a moderator of Social Values and Engagement" in Appendix VI. A1.

Appendix VI. B2 – Social Values as a moderator of Perceived Self and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,524[a]	,274	,268	,72862	,274	42,176	2	223	,000
2	,527[b]	,278	,268	,72853	,003	1,051	1	222	,306

a. Predictors: (Constant), SC, SV
b. Predictors: (Constant), SC, SV, scxsv
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44,782	2	22,391	42,176	,000[b]
	Residual	118,387	223	,531		
	Total	163,168	225			
2	Regression	45,339	3	15,113	28,474	,000[c]
	Residual	117,829	222	,531		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), SC, SV

c. Predictors: (Constant), SC, SV, scxsv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,934	,277		3,375	,001
	SV	,294	,045	,384	6,473	,000
	SC	,264	,059	,267	4,498	,000
2	(Constant)	,946	,277		3,415	,001
	SV	,310	,048	,405	6,453	,000
	SC	,256	,059	,258	4,319	,000
	scxsv	-,054	,052	-,062	-1,025	,306

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. B3 – Social Values as a moderator of Involvement and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,556[a]	,309	,303	,71102	,309	49,876	2	223	,000
2	,556[b]	,309	,300	,71257	,000	,029	1	222	,864

a. Predictors: (Constant), I, SV
b. Predictors: (Constant), I, SV, ixsv
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50,430	2	25,215	49,876	,000[b]
	Residual	112,738	223	,506		
	Total	163,168	225			
2	Regression	50,445	3	16,815	33,116	,000[c]
	Residual	112,723	222	,508		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), I, SV

c. Predictors: (Constant), I, SV, ixsv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,318	,176		7,496	,000
	SV	,280	,044	,367	6,335	,000
	I	,227	,040	,329	5,694	,000
2	(Constant)	1,316	,177		7,452	,000
	SV	,282	,046	,369	6,190	,000
	I	,227	,040	,329	5,677	,000
	ixsv	-,008	,046	-,010	-,171	,864

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. B4 – Social Values as a moderator of Trust and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,495[a]	,246	,239	,74301	,246	36,280	2	223	,000
2	,496[b]	,246	,235	,74461	,000	,045	1	222	,833

a. Predictors: (Constant), RQT, SV
b. Predictors: (Constant), RQT, SV, rqtxsv
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,058	2	20,029	36,280	,000[b]
	Residual	123,110	223	,552		
	Total	163,168	225			
2	Regression	40,083	3	13,361	24,098	,000[c]
	Residual	123,086	222	,554		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQT, SV

c. Predictors: (Constant), RQT, SV, rqtxsv

Source: SPSS Statistics outputs

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,494	,210		7,112	,000
	SV	,338	,045	,442	7,583	,000
	RQT	,118	,036	,193	3,301	,001
2	(Constant)	1,476	,226		6,528	,000
	SV	,336	,046	,439	7,324	,000
	RQT	,122	,041	,200	2,946	,004
	rqtxsv	,014	,066	,014	,211	,833

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. B5 – Social Values as a moderator of Commitment and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,603[a]	,364	,358	,68217	,364	63,814	2	223	,000
2	,611[b]	,373	,365	,67866	,009	3,314	1	222	,070

a. Predictors: (Constant), RQCOM, SV
b. Predictors: (Constant), RQCOM, SV, rqcomxsv
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59,393	2	29,696	63,814	,000[b]
	Residual	103,775	223	,465		
	Total	163,168	225			
2	Regression	60,919	3	20,306	44,089	,000[c]
	Residual	102,249	222	,461		

Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, SV

c. Predictors: (Constant), RQCOM, SV, rqcomxsv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,665	,126		13,185	,000
	SV	,168	,048	,220	3,525	,001
	RQCOM	,284	,038	,460	7,381	,000
2	(Constant)	1,736	,132		13,193	,000
	SV	,138	,050	,180	2,750	,006
	RQCOM	,273	,039	,443	7,060	,000
	rqcomxsv	,074	,041	,109	1,820	,070

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. B6 – Social Values as a moderator of Satisfaction and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,541[a]	,293	,286	,71948	,293	46,104	2	223	,000
2	,567[b]	,322	,312	,70610	,029	9,530	1	222	,002

a. Predictors: (Constant), RQS, SV
b. Predictors: (Constant), RQS, SV, rqsxsv
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,732	2	23,866	46,104	,000[b]
	Residual	115,437	223	,518		
	Total	163,168	225			
2	Regression	52,483	3	17,494	35,089	,000[c]
	Residual	110,685	222	,499		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, SV

c. Predictors: (Constant), RQS, SV, rqsxsv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,338	,184		7,273	,000
	SV	,331	,043	,433	7,657	,000
	RQS	,166	,032	,291	5,143	,000
2	(Constant)	1,286	,181		7,087	,000
	SV	,307	,043	,402	7,129	,000
	RQS	,188	,032	,330	5,795	,000
	rqsxsv	,145	,047	,177	3,087	,002

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. C1 – Perceived Self as a moderator of Desire and Engagement

See results of "Desire as a moderator of Perceived Self and Engagement" in Appendix VI. A2.

Appendix VI. C2 – Perceived Self as a moderator of Social Values and Engagement

See results of "Social Values as a moderator of Perceived Self and Engagement" in Appendix VI. B2.

Appendix VI. C3 – Perceived Self as a moderator of Involvement and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,459[a]	,210	,203	,76013	,210	29,699	2	223	,000
2	,464[b]	,216	,205	,75930	,005	1,491	1	222	,223

a. Predictors: (Constant), I, SC
b. Predictors: (Constant), I, SC, ixsc
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,320	2	17,160	29,699	,000[b]
	Residual	128,849	223	,578		
	Total	163,168	225			
2	Regression	35,179	3	11,726	20,339	,000[c]
	Residual	127,990	222	,577		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), I, SC

c. Predictors: (Constant), I, SC, ixsc

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,152	,286		4,031	,000
	SC	,190	,071	,192	2,688	,008
	I	,223	,049	,323	4,516	,000
2	(Constant)	1,077	,292		3,690	,000
	SC	,204	,072	,206	2,850	,005
	I	,217	,049	,315	4,398	,000
	ixsc	,054	,044	,073	1,221	,223

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. C4 – Perceived Self as a moderator of Trust and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,382[a]	,146	,138	,79056	,146	19,038	2	223	,000
2	,403[b]	,162	,151	,78462	,017	4,387	1	222	,037

a. Predictors: (Constant), RQT, SC
b. Predictors: (Constant), RQT, SC, rqtxsc
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,797	2	11,898	19,038	,000[b]
	Residual	139,372	223	,625		
	Total	163,168	225			
2	Regression	26,497	3	8,832	14,347	,000[c]
	Residual	136,671	222	,616		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQT, SC

c. Predictors: (Constant), RQT, SC, rqtxsc

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,083	,308		3,520	,001
	SC	,331	,066	,334	4,977	,000
	RQT	,058	,041	,095	1,421	,157
2	(Constant)	,885	,320		2,768	,006
	SC	,350	,067	,353	5,252	,000
	RQT	,073	,041	,119	1,765	,079
	rqtxsc	,091	,044	,134	2,094	,037

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. C5 – Perceived Self as a moderator of Commitment and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,582[a]	,339	,333	,69561	,339	57,107	2	223	,000
2	,582[b]	,339	,330	,69713	,000	,028	1	222	,867

a. Predictors: (Constant), RQCOM, SC
b. Predictors: (Constant), RQCOM, SC, rqcomxsc
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55,265	2	27,633	57,107	,000[b]
	Residual	107,903	223	,484		
	Total	163,168	225			
2	Regression	55,279	3	18,426	37,915	,000[c]
	Residual	107,890	222	,486		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, SC

c. Predictors: (Constant), RQCOM, SC, rqcomxsc

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,448	,263		5,502	,000
	SC	,115	,062	,116	1,850	,066
	RQCOM	,318	,039	,516	8,225	,000
2	(Constant)	1,441	,267		5,399	,000
	SC	,117	,063	,118	1,843	,067
	RQCOM	,316	,041	,512	7,725	,000
	rqcomxsc	,007	,044	,010	,168	,867

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. C6 – Perceived Self as a moderator of Satisfaction and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,403[a]	,163	,155	,78276	,163	21,652	2	223	,000
2	,409[b]	,168	,156	,78221	,005	1,316	1	222	,253

a. Predictors: (Constant), RQS, SC
b. Predictors: (Constant), RQS, SC, rqsxsc
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,533	2	13,267	21,652	,000[b]
	Residual	136,635	223	,613		
	Total	163,168	225			
2	Regression	27,338	3	9,113	14,894	,000[c]
	Residual	135,830	222	,612		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, SC

c. Predictors: (Constant), RQS, SC, rqsxsc

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,168	,294		3,966	,000
	SC	,274	,071	,277	3,865	,000
	RQS	,104	,041	,183	2,555	,011
2	(Constant)	1,054	,310		3,395	,001
	SC	,292	,073	,295	4,025	,000
	RQS	,104	,041	,183	2,556	,011
	rqsxsc	,053	,046	,073	1,147	,253

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. D1 – Involvement as a moderator of Desire and Engagement

See results of "Desire as a moderator of Involvement and Engagement" in Appendix VI. A3.

Appendix VI. D2 – Involvement as a moderator of Social Values and Engagement

See results of "Social Values as a moderator of Involvement and Engagement" in Appendix VI. B3.

Appendix VI. D3 – Involvement as a moderator of Perceived Self and Engagement

See results of "Perceived Self as a moderator of Involvement and Engagement" in Appendix VI. C3.

Appendix VI. D4 – Involvement as a moderator of Trust and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,433[a]	,188	,180	,77101	,188	25,740	2	223	,000
2	,437[b]	,191	,180	,77100	,004	1,007	1	222	,317

a. Predictors: (Constant), RQT, I
b. Predictors: (Constant), RQT, I, rqtxi
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,603	2	15,301	25,740	,000[b]
	Residual	132,565	223	,594		
	Total	163,168	225			
2	Regression	31,201	3	10,400	17,496	,000[c]
	Residual	131,967	222	,594		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQT, I

c. Predictors: (Constant), RQT, I, rqtxi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,655	,215		7,694	,000
	I	,280	,046	,406	6,123	,000
	RQT	,036	,041	,058	,879	,380
2	(Constant)	1,600	,222		7,210	,000
	I	,268	,047	,390	5,715	,000
	RQT	,051	,043	,084	1,179	,240
	rqtxi	,054	,054	,065	1,003	,317

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. D5 – Involvement as a moderator of Commitment and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,608[a]	,369	,364	,67932	,369	65,292	2	223	,000
2	,610[b]	,372	,364	,67927	,003	1,028	1	222	,312

a. Predictors: (Constant), RQCOM, I
b. Predictors: (Constant), RQCOM, I, rqcomxi
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60,260	2	30,130	65,292	,000[b]
	Residual	102,908	223	,461		
	Total	163,168	225			
2	Regression	60,735	3	20,245	43,876	,000[c]
	Residual	102,434	222	,461		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, I

c. Predictors: (Constant), RQCOM, I, rqcomxi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,450	,159		9,139	,000
	I	,154	,041	,224	3,796	,000
	RQCOM	,294	,036	,476	8,079	,000
2	(Constant)	1,454	,159		9,161	,000
	I	,156	,041	,227	3,843	,000
	RQCOM	,283	,038	,459	7,486	,000
	rqcomxi	,045	,045	,056	1,014	,312

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. D6 – Involvement as a moderator of Satisfaction and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,459[a]	,211	,204	,75975	,211	29,840	2	223	,000
2	,479[b]	,230	,219	,75251	,018	5,314	1	222	,022

a. Predictors: (Constant), RQS, I
b. Predictors: (Constant), RQS, I, rqsxi
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,448	2	17,224	29,840	,000[b]
	Residual	128,720	223	,577		
	Total	163,168	225			
2	Regression	37,457	3	12,486	22,049	,000[c]
	Residual	125,711	222	,566		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, I

c. Predictors: (Constant), RQS, I, rqsxi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,504	,197		7,643	,000
	I	,245	,045	,356	5,438	,000
	RQS	,102	,037	,179	2,731	,007
2	(Constant)	1,439	,197		7,307	,000
	I	,242	,045	,351	5,424	,000
	RQS	,109	,037	,190	2,929	,004
	rqsxi	,111	,048	,136	2,305	,022

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. E1 – Trust as a moderator of Desire and Engagement

See results of "Desire as a moderator of Trust and Engagement" in Appendix VI. A4.

Appendix VI. E2 – Trust as a moderator of Social Values and Engagement

See results of "Social Values as a moderator of Trust and Engagement" in Appendix VI. B4.

Appendix VI. E3 – Trust as a moderator of Perceived Self and Engagement

See results of "Perceived Self as a moderator of Trust and Engagement" in Appendix VI. C4.

Appendix VI. E4 – Trust as a moderator of Involvement and Engagement

See results of "Involvement as a moderator of Trust and Engagement" in Appendix VI. D4.

Appendix VI. E5 – Trust as a moderator of Commitment and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,576[a]	,332	,326	,69911	,332	55,424	2	223	,000
2	,578[b]	,334	,325	,69955	,002	,717	1	222	,398

a. Predictors: (Constant), RQCOM, RQT
b. Predictors: (Constant), RQCOM, RQT, rqcomxrqt
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,177	2	27,089	55,424	,000[b]
	Residual	108,991	223	,489		
	Total	163,168	225			
2	Regression	54,528	3	18,176	37,142	,000[c]
	Residual	108,640	222	,489		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, RQT

c. Predictors: (Constant), RQCOM, RQT, rqcomxrqt

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,735	,181		9,577	,000
	RQT	,038	,035	,062	1,078	,282
	RQCOM	,342	,035	,555	9,687	,000
2	(Constant)	1,677	,194		8,639	,000
	RQT	,052	,039	,085	1,339	,182
	RQCOM	,334	,037	,541	9,078	,000
	rqcomxrqt	,044	,052	,052	,847	,398

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. E6 – Trust as a moderator of Satisfaction and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,328[a]	,107	,099	,80812	,107	13,428	2	223	,000
2	,330[b]	,109	,097	,80926	,001	,373	1	222	,542

a. Predictors: (Constant), RQS, RQT
b. Predictors: (Constant), RQS, RQT, rqsxrqt
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,538	2	8,769	13,428	,000[b]
	Residual	145,631	223	,653		
	Total	163,168	225			
2	Regression	17,782	3	5,927	9,051	,000[c]
	Residual	145,386	222	,655		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, RQT

c. Predictors: (Constant), RQS, RQT, rqsxrqt

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,044	,208		9,818	,000
	RQT	,024	,049	,040	,493	,622
	RQS	,172	,046	,302	3,758	,000
2	(Constant)	1,979	,235		8,429	,000
	RQT	,028	,050	,045	,559	,577
	RQS	,179	,047	,314	3,790	,000
	rqsxrqt	,027	,045	,042	,611	,542

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. F1 – Commitment as a moderator of Desire and Engagement

See results of "Desire as a moderator of Commitment and Engagement" in Appendix VI. A5.

Appendix VI. F2 – Commitment as a moderator of Social Values and Engagement

See results of "Social Values as a moderator of Commitment and Engagement" in Appendix VI. B5.

Appendix VI. F3 – Commitment as a moderator of Perceived Self and Engagement

See results of "Perceived Self as a moderator of Commitment and Engagement" in Appendix VI. C5.

Appendix VI. F4 – Commitment as a moderator of Involvement and Engagement

See results of "Involvement as a moderator of Commitment and Engagement" in Appendix VI. D5.

Appendix VI. F5 – Commitment as a moderator of Trust and Engagement

See results of "Trust as a moderator of Commitment and Engagement" in Appendix VI. E5.

Appendix VI. F6 – Commitment as a moderator of Satisfaction and Engagement

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,574[a]	,330	,324	,70040	,330	54,806	2	223	,000
2	,574[b]	,330	,321	,70180	,000	,116	1	222	,733

a. Predictors: (Constant), RQCOM, RQS
b. Predictors: (Constant), RQCOM, RQS, rqsxrqcom
c. Dependent Variable: E

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,772	2	26,886	54,806	,000[b]
	Residual	109,396	223	,491		
	Total	163,168	225			
2	Regression	53,829	3	17,943	36,431	,000[c]
	Residual	109,339	222	,493		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, RQS

c. Predictors: (Constant), RQCOM, RQS, rqsxrqcom

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,828	,154		11,878	,000
	RQS	,021	,037	,037	,576	,565
	RQCOM	,342	,040	,554	8,613	,000
2	(Constant)	1,816	,158		11,459	,000
	RQS	,026	,039	,045	,658	,511
	RQCOM	,336	,043	,544	7,752	,000
	rqsxrqcom	,016	,048	,021	,341	,733

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. G1 – Satisfaction as a moderator of Desire and Engagement

See results of "Desire as a moderator of Satisfaction and Engagement" in Appendix VI. A6.

Appendix VI. G2 – Satisfaction as a moderator of Social Values and Engagement

See results of "Social Values as a moderator of Satisfaction and Engagement" in Appendix VI. B6.

Appendix VI. G3 – Satisfaction as a moderator of Perceived Self and Engagement

See results of "Perceived Self as a moderator of Satisfaction and Engagement" in Appendix VI. C6.

Appendix VI. G4 – Satisfaction as a moderator of Involvement and Engagement

See results of "Involvement as a moderator of Satisfaction and Engagement" in Appendix VI. D6.

Appendix VI. G5 – Satisfaction as a moderator of Trust and Engagement

See results of "Trust as a moderator of Satisfaction and Engagement" in Appendix VI. E6.

Appendix VI. G6 – Satisfaction as a moderator of Commitment and Engagement

See results of "Commitment as a moderator of Satisfaction and Engagement" in Appendix VI. F6.

Appendix VI. H1 – Past Experience as a moderator of Desire and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,518[a]	,269	,262	,73147	,269	40,981	2	223	,000
2	,526[b]	,277	,267	,72918	,008	2,401	1	222	,123

a. Predictors: (Constant), PE, D
b. Predictors: (Constant), PE, D, dxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,853	2	21,927	40,981	,000[b]
	Residual	119,315	223	,535		
	Total	163,168	225			
2	Regression	45,130	3	15,043	28,293	,000[c]
	Residual	118,039	222	,532		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), PE, D

c. Predictors: (Constant), PE, D, dxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,734	,259		2,828	,005
	D	,558	,062	,518	9,039	,000
	PE	-,012	,017	-,039	-,678	,499
2	(Constant)	1,280	,437		2,927	,004
	D	,431	,102	,400	4,202	,000
	PE	-,194	,119	-,648	-1,631	,104
	dxpe	,042	,027	**,629**	1,550	**,123**

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. H2 – Past Experience as a moderator of Social Values and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,457[a]	,209	,202	,76085	,209	29,432	2	223	,000
2	,457[b]	,209	,198	,76247	,000	,053	1	222	,819

a. Predictors: (Constant), SV, PE
b. Predictors: (Constant), SV, PE, svxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,076	2	17,038	29,432	,000[b]
	Residual	129,092	223	,579		
	Total	163,168	225			
2	Regression	34,107	3	11,369	19,556	,000[c]
	Residual	129,062	222	,581		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), SV, PE

c. Predictors: (Constant), SV, PE, svxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,033	,146		13,952	,000
	PE	,004	,018	,015	,243	,808
	SV	,350	,046	,458	7,657	,000

2	(Constant)	1,993	,228		8,753	,000
	PE	,017	,058	,057	,293	,770
	SV	,366	,081	,478	4,531	,000
	svxpe	-,005	,022	-,047	-,229	,819

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. H3 – Past Experience as a moderator of Perceived Self and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,377[a]	,142	,134	,79235	,142	18,448	2	223	,000
2	,382[b]	,146	,135	,79220	,004	1,088	1	222	,298

a. Predictors: (Constant), SC, PE
b. Predictors: (Constant), SC, PE, scxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,164	2	11,582	18,448	,000[b]
	Residual	140,005	223	,628		
	Total	163,168	225			
2	Regression	23,847	3	7,949	12,666	,000[c]
	Residual	139,322	222	,628		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), SC, PE

c. Predictors: (Constant), SC, PE, scxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,232	,300		4,111	,000
	PE	-,019	,019	-,062	-1,001	,318
	SC	,373	,062	,377	6,056	,000
2	(Constant)	1,655	,504		3,284	,001
	PE	-,179	,154	-,597	-1,156	,249
	SC	,284	,106	,287	2,681	,008
	scxpe	,033	,032	,554	1,043	,298

a. Dependent Variable: E

Source: SPSS Statistcs outputs

Appendix VI. H4 – Past Experience as a moderator of Involvement and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,432[a]	,186	,179	,77164	,186	25,516	2	223	,000
2	,456[b]	,208	,197	,76303	,022	6,062	1	222	,015

a. Predictors: (Constant), I, PE
b. Predictors: (Constant), I, PE, ixpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,387	2	15,193	25,516	,000[b]
	Residual	132,782	223	,595		
	Total	163,168	225			
2	Regression	33,916	3	11,305	19,418	,000[c]
	Residual	129,252	222	,582		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), I, PE

c. Predictors: (Constant), I, PE, ixpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,801	,183		9,836	,000
	PE	-,012	,018	-,039	-,639	,523
	I	,297	,042	,431	7,127	,000
2	(Constant)	2,221	,249		8,926	,000
	PE	-,151	,059	-,504	-2,543	,012
	I	,183	,062	,265	2,949	,004
	ixpe	,037	,015	,519	2,462	,015

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. H5 – Past Experience as a moderator of Trust and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,230[a]	,053	,044	,83243	,053	6,237	2	223	,002
2	,232[b]	,054	,041	,83398	,001	,172	1	222	,679

a. Predictors: (Constant), RQT, PE
b. Predictors: (Constant), RQT, PE, rqtxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,643	2	4,322	6,237	,002[b]
	Residual	154,525	223	,693		
	Total	163,168	225			
2	Regression	8,763	3	2,921	4,200	,006[c]
	Residual	154,406	222	,696		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQT, PE

c. Predictors: (Constant), RQT, PE, rqtxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,302	,211		10,886	,000
	PE	-,013	,020	-,045	-,690	,491
	RQT	,140	,040	,229	3,503	,001
2	(Constant)	2,387	,295		8,093	,000
	PE	-,039	,064	-,129	-,606	,545
	RQT	,120	,062	,197	1,946	,053
	rqtxpe	,006	,014	,096	,415	,679

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. H6 – Past Experience as a moderator of Commitment and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,578[a]	,334	,328	,69814	,334	55,888	2	223	,000
2	,578[b]	,334	,325	,69971	,000	,000	1	222	,987

a. Predictors: (Constant), RQCOM, PE
b. Predictors: (Constant), RQCOM, PE, rqcomxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,479	2	27,240	55,888	,000[b]
	Residual	108,689	223	,487		
	Total	163,168	225			
2	Regression	54,479	3	18,160	37,092	,000[c]
	Residual	108,689	222	,490		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, PE

c. Predictors: (Constant), RQCOM, PE, rqcomxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,950	,120		16,183	,000
	PE	-,022	,016	-,073	-1,336	,183
	RQCOM	,357	,034	,579	10,559	,000
2	(Constant)	1,947	,183		10,644	,000
	PE	-,021	,051	-,071	-,413	,680
	RQCOM	,358	,059	,580	6,100	,000
	rqcomxpe	,000	,016	**-,003**	-,016	**,987**

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. H7 – Past Experience as a moderator of Satisfaction and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,338[a]	,114	,106	,80515	,114	14,351	2	223	,000
2	,338[b]	,114	,102	,80695	,000	,003	1	222	,959

a. Predictors: (Constant), RQS, PE
b. Predictors: (Constant), RQS, PE, rqsxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,607	2	9,303	14,351	,000[b]
	Residual	144,562	223	,648		
	Total	163,168	225			
2	Regression	18,608	3	6,203	9,526	,000[c]
	Residual	144,560	222	,651		

Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQS, PE

c. Predictors: (Constant), RQS, PE, rqsxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,147	,176		12,177	,000
	PE	-,026	,019	-,088	-1,376	,170
	RQS	,195	,037	,342	5,338	,000
2	(Constant)	2,156	,249		8,658	,000
	PE	-,029	,058	-,098	-,500	,617
	RQS	,193	,057	,338	3,377	,001
	rqsxpe	,001	,013	,011	,051	,959

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. I1 – Past Experience as a moderator of Desire and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,235[a]	,055	,047	1,686	,055	6,493	2	223	,002
2	,235[b]	,055	,042	1,690	,000	,029	1	222	,866

a. Predictors: (Constant), D, PE
b. Predictors: (Constant), D, PE, dxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,917	2	18,458	6,493	,002[b]
	Residual	633,973	223	2,843		
	Total	670,889	225			
2	Regression	36,999	3	12,333	4,319	,006[c]
	Residual	633,891	222	2,855		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), D, PE
c. Predictors: (Constant), D, PE, dxpe

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,062	,598		8,464	,000
	PE	,079	,039	,130	1,997	,047
	D	,421	,142	,193	2,961	,003
2	(Constant)	5,200	1,013		5,132	,000
	PE	,033	,276	,054	,119	,906
	D	,389	,238	,178	1,638	,103
	dxpe	,011	,064	,079	,169	,866

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. I2 – Past Experience as a moderator of Social Values and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2	Sig. F Change
1	,260[a]	,067	,059	1,675	,067	8,064	2	223	,000
2	,260[b]	,068	,055	1,678	,000	,076	1	222	,783

a. Predictors: (Constant), PE, SV
b. Predictors: (Constant), PE, SV, svxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,247	2	22,624	8,064	,000[b]
	Residual	625,642	223	2,806		
	Total	670,889	225			
2	Regression	45,462	3	15,154	5,379	,001[c]
	Residual	625,427	222	2,817		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), PE, SV
c. Predictors: (Constant), PE, SV, svxpe

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,820	,321		18,142	,000
	SV	,347	,101	,224	3,443	,001
	PE	,094	,039	,155	2,385	,018
2	(Constant)	5,714	,501		11,399	,000
	SV	,387	,178	,250	2,180	,030
	PE	,127	,127	,210	1,002	,317
	svxpe	-,013	,048	-,061	-,276	,783

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. I3 – Past Experience as a moderator of Perceived Self and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,391[a]	,153	,145	1,596	,153	20,147	2	223	,000
2	,391[b]	,153	,142	1,600	,000	,033	1	222	,857

a. Predictors: (Constant), SC, PE
b. Predictors: (Constant), SC, PE, scxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102,672	2	51,336	20,147	,000[b]
	Residual	568,217	223	2,548		
	Total	670,889	225			
2	Regression	102,756	3	34,252	13,384	,000[c]
	Residual	568,133	222	2,559		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), SC, PE
c. Predictors: (Constant), SC, PE, scxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,288	,604		5,445	,000
	PE	,061	,038	,101	1,634	,104
	SC	,741	,124	,369	5,966	,000
2	(Constant)	3,436	1,018		3,375	,001
	PE	,005	,312	,009	,017	,986
	SC	,709	,214	,353	3,321	,001
	scxpe	,012	,065	,096	,181	,857

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. I4 – Past Experience as a moderator of Involvement and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,404[a]	,163	,156	1,587	,163	21,726	2	223	,000
2	,405[b]	,164	,152	1,590	,001	,161	1	222	,689

a. Predictors: (Constant), I, PE
b. Predictors: (Constant), I, PE, ixpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109,408	2	54,704	21,726	,000[b]
	Residual	561,482	223	2,518		
	Total	670,889	225			
2	Regression	109,815	3	36,605	14,483	,000[c]
	Residual	561,075	222	2,527		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), I, PE
c. Predictors: (Constant), I, PE, ixpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,640	,376		12,325	,000
	PE	,076	,037	,125	2,043	,042
	I	,533	,086	,381	6,220	,000
2	(Constant)	4,497	,518		8,675	,000
	PE	,123	,124	,203	,997	,320
	I	,571	,129	,409	4,425	,000
	ixpe	-,013	,032	-,087	-,401	,689

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. I5 – Past Experience as a moderator of Trust and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,440[a]	,194	,186	1,557	,194	26,790	2	223	,000
2	,446[b]	,199	,188	1,556	,005	1,510	1	222	,220

a. Predictors: (Constant), RQT, PE
b. Predictors: (Constant), RQT, PE, rqtxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129,967	2	64,984	26,790	,000[b]
	Residual	540,922	223	2,426		
	Total	670,889	225			
2	Regression	133,622	3	44,541	18,404	,000[c]
	Residual	537,267	222	2,420		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), RQT, PE
c. Predictors: (Constant), RQT, PE, rqtxpe

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,227	,396		10,685	,000
	PE	,063	,037	,104	1,731	,085
	RQT	,521	,075	,420	6,974	,000
2	(Constant)	3,757	,550		6,828	,000
	PE	,202	,119	,334	1,701	,090
	RQT	,629	,115	,508	5,454	,000
	rqtxpe	-,032	,026	-,262	-1,229	,220

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. I6 – Past Experience as a moderator of Commitment and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2	Sig. F Change
1	,413[a]	,171	,163	1,579	,171	22,971	2	223	,000
2	,422[b]	,178	,167	1,576	,007	1,991	1	222	,160

a. Predictors: (Constant), RQCOM, PE
b. Predictors: (Constant), RQCOM, PE, rqcomxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,603	2	57,301	22,971	,000[b]
	Residual	556,287	223	2,495		
	Total	670,889	225			
2	Regression	119,548	3	39,849	16,045	,000[c]
	Residual	551,342	222	2,484		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), RQCOM, PE
c. Predictors: (Constant), RQCOM, PE, rqcomxpe

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,341	,273		19,597	,000
	PE	,063	,037	,104	1,696	,091
	RQCOM	,491	,076	,392	6,414	,000
2	(Constant)	4,904	,412		11,902	,000
	PE	,217	,115	,357	1,883	,061
	RQCOM	,643	,132	,514	4,866	,000
	rqcomxpe	-,052	,037	-,302	-1,411	,160

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. I7 – Past Experience as a moderator of Satisfaction and Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,410[a]	,168	,161	1,582	,168	22,569	2	223	,000
2	,414[b]	,171	,160	1,583	,003	,709	1	222	,401

a. Predictors: (Constant), RQS, PE
b. Predictors: (Constant), RQS, PE, rqsxpe

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112,936	2	56,468	22,569	,000[b]
	Residual	557,953	223	2,502		
	Total	670,889	225			
2	Regression	114,712	3	38,237	15,263	,000[c]
	Residual	556,178	222	2,505		
	Total	670,889	225			

a. Dependent Variable: EX
b. Predictors: (Constant), RQS, PE
c. Predictors: (Constant), RQS, PE, rqsxpe

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,807	,346		13,880	,000
	PE	,040	,038	,066	1,059	,291
	RQS	,456	,072	,394	6,352	,000
2	(Constant)	4,517	,488		9,250	,000
	PE	,131	,114	,216	1,143	,254
	RQS	,528	,112	,456	4,718	,000
	rqsxpe	-,022	,026	-,180	-,842	,401

a. Dependent Variable: EX

Source: SPSS Statistics outputs

Appendix VI. J1 – Trust (Relationship Quality) as a moderator between Experience and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,383[a]	,147	,139	,79016	,147	19,169	2	223	,000
2	,386[b]	,149	,137	,79093	,002	,569	1	222	,451

a. Predictors: (Constant), RQT, EX
b. Predictors: (Constant), RQT, EX, rqtxex

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,936	2	11,968	19,169	,000[b]
	Residual	139,232	223	,624		
	Total	163,168	225			
2	Regression	24,292	3	8,097	12,944	,000[c]
	Residual	138,876	222	,626		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQT, EX

c. Predictors: (Constant), RQT, EX, rqtxex

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,527	,245		6,234	,000
	EX	,169	,034	,342	5,002	,000
	RQT	,048	,042	,079	1,159	,248
2	(Constant)	1,959	,623		3,145	,002
	EX	,099	,099	,200	,998	,320
	RQT	-,050	,137	-,082	-,365	,716
	rqtxex	,015	,020	,261	,754	,451

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. J2 – Commitment (Relationship Quality) as a moderator between Experience and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,595[a]	,354	,348	,68739	,354	61,163	2	223	,000
2	,598[b]	,358	,350	,68683	,004	1,366	1	222	,244

a. Predictors: (Constant), RQCOM, EX

b. Predictors: (Constant), RQCOM, EX, rqcomxex

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,800	2	28,900	61,163	,000[b]
	Residual	105,368	223	,473		
	Total	163,168	225			
2	Regression	58,444	3	19,481	41,298	,000[c]
	Residual	104,724	222	,472		
	Total	163,168	225			

a. Dependent Variable: E

b. Predictors: (Constant), RQCOM, EX

c. Predictors: (Constant), RQCOM, EX, rqcomxex

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,413	,194		7,291	,000
	EX	,086	,029	,175	2,978	,003
	RQCOM	,310	,036	,503	8,570	,000
2	(Constant)	1,843	,416		4,433	,000
	EX	,028	,058	,056	,477	,634
	RQCOM	,130	,158	,211	,822	,412
	rqcomxex	,024	,020	,362	1,169	,244

a. Dependent Variable: E

Source: SPSS Statistics outputs

Appendix VI. J3 – Satisfaction (Relationship Quality) as a moderator between Experience and Engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,422[a]	,178	,170	,77566	,178	24,103	2	223	,000
2	,436[b]	,190	,179	,77170	,012	3,291	1	222	,071

a. Predictors: (Constant), RQS, EX
b. Predictors: (Constant), RQS, EX, rqsxex

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,002	2	14,501	24,103	,000[b]
	Residual	134,166	223	,602		
	Total	163,168	225			
2	Regression	30,962	3	10,321	17,330	,000[c]
	Residual	132,206	222	,596		
	Total	163,168	225			

a. Dependent Variable: E
b. Predictors: (Constant), RQS, EX
c. Predictors: (Constant), RQS, EX, rqsxex

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,399	,231		6,058	,000
	EX	,144	,033	,292	4,395	,000
	RQS	,119	,038	,208	3,133	,002
2	(Constant)	2,326	,560		4,152	,000
	EX	,002	,085	,005	,027	,979
	RQS	-,116	,135	-,204	-,861	,390
	rqsxex	,034	,019	,600	1,814	,071

a. Dependent Variable: E

Source: SPSS Statistics outputs

A**ppendix VII. A1** – Engagement as mediator between Experience and Well-Being – Multiple Regressions

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,627[a]	,393	,390	1,01493	1,704

a. Predictors: (Constant), EX

b. Dependent Variable: WB

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149,453	1	149,453	145,088	,000[b]
	Residual	230,739	224	1,030		
	Total	380,191	225			

a. Dependent Variable: WB

b. Predictors: (Constant), EX

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,636[a]	,404	,399	1,00807	1,643

a. Predictors: (Constant), E, EX

b. Dependent Variable: WB

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153,577	2	76,788	75,564	,000[b]
	Residual	226,615	223	1,016		
	Total	380,191	225			

a. Dependent Variable: WB

b. Predictors: (Constant), E, EX