

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Tuesday, 10 January 2023 at 12:00 CET** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**
and via **Zoom** platform

Authors:

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will present the article:

Conceptualizing and measuring consumer engagement dispositions

Consumer engagement can be viewed as a process whereby consumers develop dispositions toward brands that eventually lead to behaviors. These dispositions can be of different valence and intensity. However, previous conceptualizations and operationalizations of consumer engagement have not distinguished between engagement dispositions and behaviors, nor have they addressed the challenges associated with robust measurement. Following appraisal theories of emotion, we define consumer engagement dispositions (CEDs) as a consumer's action tendencies that are directed toward a brand and that have distinct levels of valence and intensity. We conceptualize CEDs as a four-dimensional construct comprising active harm tendency, passive harm tendency, active support tendency, and passive support tendency, and develop and validate a parsimonious and generalizable CED scale (10 studies, combined N = 2,853). The proposed conceptualization and measurement scale can facilitate future theory development and testing, and help managers track how consumers engage with their brands.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1478>
by Monday, 9 January 2023.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!

