

BRAND ADAPTATION AND REVITALIZATION

Yi He, California State University, East Bay, California, USA
Qimei Chen, University of Hawaii, Hawaii, USA
Xiongwen Lu, Fudan University, China

[dx.doi.org/10.18374/IJSM-13-3.12](https://doi.org/10.18374/IJSM-13-3.12)

ABSTRACT

In a longitudinal field experiment, we examine the effects of hedonic adaptation on brand attitude. Supporting the adaptation principle, the findings reveal that the brand attitude decreases one month after the brand purchase. To combat hedonic adaptation, this research further investigates the moderating role of a fit between brand excitement and an individual's temporal orientation. The results demonstrate that that when high (low) excitement brands are matched with short-term (long-term) oriented individuals, a brand-self fit occurs, which subsequently counteracts adaptation effects. Brand-self connection mediates the moderating effects.

Keywords: *Hedonic Adaptation, Brand Excitement, Temporal Orientation, Brand-Self Connection*