

Title: Differential Effect of Enjoyableness and Meaningfulness of Experience on Mixed Emotions

## Abstract

When you realize that a positive event is coming to an end, how does the salience of its ending make you feel? In previous research, endings (e.g., graduation) induced mixed emotions (Hershfield et al., 2008; Layous et al., 2017). However, previous research tend to examine events that are highly meaningful, leaving open the interpretation that perhaps mixed emotions occur only for meaningful endings. In this research, we juxtapose enjoyableness versus meaningfulness, which are two often-studied dimensions underlying happiness and emotional well-being. We demonstrate that enjoyableness and meaningfulness differentially drive mixed emotions. Further, we provide a more nuanced understanding of the nature of the mixed emotional state at experiential endings. This research has significant implications for maximizing consumer experiential and emotional well-being