Sustained Consumer Fascination  
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**ABSTRACT**

While product involvement is a central concept used to define intense product-consumer interactions, recent researchers are contributing new constructs to better understand highly engaged brand relationships. In this study, the concept of *sustained consumer fascination* is introduced to help understand the intense and enduring relationships that arise among consumers and consumption activities. Based on online gardening diaries and in-depth interviews with avid gardeners, we propose that the concept of sustained consumer fascination is composed of surprise, creative engagement, restorative escape, and insight.