

Padua 2017 Abstract Submission

I want to submit an abstract for:

Conference Presentation

Corresponding Author

Agustin V. Ruiz Vega

E-Mail

agustin.ruiz@unirioja.es

Affiliation

University of La Rioja

Co-Author/s

Name	E-Mail	Affiliation
Consuelo Riaño Gil	consuelo.riano@unirioja.es	University of La Rioja
Cristina Calvo Porral		

Keywords

Emotions, Wine Marketing, Food Experience, Consumer purchasing decisions, Consumer tasting.

Research Question

How Positive and Negative Emotions influence the consumer buying behavior?

Methods

Structural Equation Models

Results

e have detected an hedonic asymmetry because positive emotions have a intense and direct effect both about consumer satisfaction and buying intention. Negative emotions have a weak and negative effect.

Abstract

INTRODUCTION

The development of protected designation of origin for food products (PDO) has created a unique identity for food products bringing in this way an added value associated with and named for production in a particular geographic area; in addition, Grunert (2005) propose how food quality and safety are perceived by consumers as a affective link with the producers. Besides, extensive literature (Fandós and Flavián (2006) have found a clear relationship between perceived food quality, satisfaction and buying intention. Therefore, there is necessary analyze the influence of emotions in the formation of satisfaction and buying intention has received small attention, at least in the context of food products, and specifically for wine. Wine consumption is not only a physical experience that involves smell, taste and appearance but also is a cognitive and affective experience (Schifferstein and Desmet, 2010).

THEORETICAL FRAMEWORK

In short, this section explains the three constructs that are included in the present research: emotions, consumer satisfaction and buying intention. Nowadays, emotion in marketing literature is defined as a brief physiological and mental reaction focus on a referent or stimulus (Lazarus, 1991). There are three generally accepted approaches to studying emotions in the marketing field: categories, dimensions and cognitive appraisals (Watson and Spence, 2007). The categories approach does not attempt to determine the causes of emotions, but rather group emotions based on their similarities that affect attitudes towards marketing stimulus as advertisements (Batra and Holbrook, 1990). The dimensions approach uses valence and arousal to differentiate emotions; these dimensions describe

inherent elements of feeling states. The third approach, cognitive appraisals, analyze what emotions should be elicited in a given context as well as how evoked emotions affect behaviour, and many authors suggest that this perspective is a promising avenue for studying emotions in consumer behavior contexts (Watson and Spence, 2007); the present study is focused on the last aforementioned approach. Recently neuroscientists like Damasio (2003) define emotions as special perceptions which inform us about the actual body status and its modification, due to internal or external stimuli and feelings such as mental representation of bodily changes. This approach is particularly interesting in food products and specifically in wine: the emotional experience of wine does not seem confined to the actual moment of consumption; wine provokes particularly intense emotional impressions that remain in the mind of the taster, forming recurrent memories that are able to reactivate emotional states that are intense and linked with the original experience, even on subsequent consumption occasions (King et al., 2010). The general emotion research literature has detected a law of hedonic asymmetry (Frijda, 1986): the intensity and duration differ between negative and positive emotions. In contrast to findings in the general emotion literature, emotional responses to food products more often tend to be positive than negative; that may be due to the fact that, in general, people will only taste or eat those products that they expect to have a pleasant emotional impact (Schifferstein and Desmet, 2010). Nevertheless, the measurement of emotions in wine context has the difficulty for expressing and communicating them; for this reason, we use a specific emotion scale for wine that include hedonic asymmetry made up of sixteen items, twelve of them score positive emotions and other four assess negative emotions (Ferrarini et al., 2010).

Consumer satisfaction is a global evaluation or a state of feelings toward a product or service (Olsen et al., 2005). Authors like Giese and Cote (2000) identify three general components in this concept: (i) the consumer satisfaction is an emotional and/or cognitive response; (ii) the response is associated with a particular focus (expectations, product and consumptions experience); and (iii) the response happens in a particular time (after consumption, after choice) and based on an accumulated experience. Therefore, to measure satisfaction in this research we have selected the scale proposed by Oliver (1981) and Tsiros et al. (2004) in which both types of responses (cognitive/affective) are included.

From the theory of reasoned action, buying intention is a future projection of consumer behavior that significantly helps to form his/her attitudes and depends on the attitudes and beliefs to this particular product. If we analyze the basic aspects of the attitudes model, we may state that the attitudes are developed as a result of the combination of three fundamental elements (Assael, 1998): (a) cognitive element, that reflects the knowledge and beliefs of the individual regarding a certain product or service; (b) affective element, that arises as a consequence of the individual emotions or feelings toward the product or service; (c) conative or behavioral element, that would be the expression of the consumer buying intentions. For measuring this construct, we use the six items scale based on Chandon et al., (2005).

The causal model developed in the present research has the following hypotheses:

H1: Emotions about a PDO wine product has a significant impact on consumer satisfaction. This assertion is supported with the results of several studies as Mattila and Wirtz (2000) or Winters and Ha (2012).

H2: Consumer satisfaction with a PDO wine product has a positive and significant impact on buying intention, which could be supported, only in the context of food products with several studies (as Nowak and Newton, 2006 or Espejel et al., 2008).

H3: Emotions about a PDO wine product has a significant impact on buying intention, according the results of Nowak and Newton (2006) or Espejel et al., (2011).

METHODOLOGY

The research method has been the personal survey based in a structured questionnaire. The universe is formed with usual consumers of red wine with PDO. Specifically, the data obtained referred to emotions, consumer satisfaction and buying intentions to PDO "Rioja", the leader in the national wine market. Respondents were asked to indicate their level of (dis)agreement with a series of statements based on a seven-point Likert scale. The sample size is 1335 valid interviews in several towns at Spain (April to June 2014) representing a sample error of $\pm 2,73\%$ with a confidence level of 95%.

The analytic process carried out to refine the scales was structured in several stages: (a) an exploratory analysis was performed to test the reliability and unidimensionality of the scales using Cronbach's α and proportion of explained variance; (b) secondly, a confirmatory analysis of dimensionality was carried out; (c) thirdly, an analysis of internal validity, requiring conformance with the properties of reliability, content validity and construct validity; finally, verification of construct validity required testing for convergent validity and discriminant validity (Bagozzi and Yi, 1988; Steemkamp and Trijp, 1991). In this process, it was not necessary to eliminate any indicator from the mentioned scales.

RESULTS AND CONCLUSIONS

To test the hypotheses we develop a structural equation model. First of all, we may note that the goodness of model fit is within the recommended limits (CFI = 0,93; GFI = 0,92; AGFI = 0,91; IFI = 0,94; NFI = 0,95; RMSEA = 0,05). In addition, the results obtained from the analysis are shown in Figure 1. First, we found evidence to support the first hypothesis H1 partially because the positive emotions with PDO Rioja wine has a positive and significant effect on the consumer satisfaction. Second, we detected that negative emotions have a (negative) no significant effect on the consumer satisfaction and it is not possible to maintain that all the emotions have influence on the formation of consumer satisfaction in the context of wine consumption. Third, there was detected a significant but weak and negative relation between positive and negative emotions. Relating to the second hypothesis H2, the obtained results allow us verify the expected effect because the effect is strong and significant. Finally, the third hypothesis H3 is only partially confirmed. Also, we found evidence to support the influence of positive emotions in the formation of buying intention, but we did not find evidence of the significant influence of negative emotions about this construct. The causal model could be explained as a partial confirmation of the hedonic asymmetry of consumers in the wine consumption. Positive emotions have a double effect on buying intention, direct and, stronger, indirect through the formation of customer satisfaction. Also, it could be as an expression of the search of pleasure in the eating and tasting foods. But, relative to negative emotions the no significant effect could be explained also as a pleasure search in wine and/or a sign of hedonic consumption (Alba and Williams, 2013). Finally, positive emotions are significant predictor of satisfaction, similar conclusion to previous studies (Orth et al., 2010).

Figure 1: Final causal model

CAUSE CONSEQUENCE Coefficients

Positive Emotions Consumer Satisfaction + 0,290**
 Negative Emotions Consumer Satisfaction - 0,105n.s.
 Positive Emotions Buying Intention + 0,473**
 Positive Emotions Buying Intention + 0,310**
 Negative Emotions Buying Intention - 0,012n.s.

Note: Coefficients are non significant (n.s.), significant at a level of 0,05 (*) or significant at 0,01 (**).

REFERENCES

- Alba, J.W. & Williams, E.F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23, 2-18.
- Assael, H. (1998). *Consumer Behavior and Marketing Action*. Cincinnati, OH: South Western.
- Bagozzi, R.P. & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74-94.
- Batra, R. & Holbrook, M.B. (1990). Developing a typology of affective responses to advertising: a test of validity and reliability. *Psychology & Marketing*, 7, 11-25.
- Chandon, P., Morwitz, V.G. & Reinartz, W.J. (2005) Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 36, 811-828.
- Espejel, J., Fandós, C. & Flavián, C. (2008). Consumer satisfaction. A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 100, 865-881.
- Espejel, J., Fandós, C. & Flavián, C. (2011). Antecedents of consumer commitment to a PDO wine: An empirical analysis of Spanish consumers. *Journal of Wine Research*, 22, 205-225.
- Fandós, C. & Flavián, C. (2006). The role of intrinsic and extrinsic quality attributes on consumer behavior for

- traditional food products. *British Food Journal*, 108, 646-662.
- Ferrarini, R., Carbognin, C., Casarotti, E.M., Nicolis, E., Nencini, A. & Meneghini, A.M. (2010). The emotional response to wine consumption. *Food Quality and Preference*, 21, 720-725.
- Fishbein, M. & Ajzen, I. (1975). *Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Frijda, N.H. (1986). *The emotions*. Cambridge: Cambridge University Press.
- Giese, J.L. & Cote, J.A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1, 1-24.
- Grunert, K.G. (2005). Food quality and safety: Consumer perceptions and demand. *European Review of Agricultural Economics*, 32, 369-391.
- King, S.C., Meiselman, H.L. & Carr, B. T. (2010). Measuring emotions associated with foods in consumer testing. *Food Quality and Preference*, 21, 1114-1116.
- Lazarus, R.S. (1991). *Emotions and adaptation*. New York: Oxford University Press.
- Mattila, A. & Wirtz, J. (2000). The role of preconsumption affect in postpurchase evaluation of services. *Psychology & Marketing*, 17, 587-605.
- Nowak, L.I. & Newton, S.K. (2006). Using the tasting room experience in create loyal customers. *International Journal of Wine Marketing*, 17, 460-469.
- Oliver, R.L. (1981). Measurement and evaluation of satisfaction process in retail setting. *Journal of Retailing*, 57, 25-48.
- Olsen, S.O., Wilcox, J. & Olsson, U. (2005). Consequences of ambivalence on satisfaction and loyalty. *Psychology & Marketing*, 22, 247-269.
- Orth, U.R., Limon, Y. & Rose, G. (2010): Store-evoked affect, personalities, and consumer emotional attachments to brands. *Journal of Business Research*, 63, 1202-08.
- Schifferstein, H.N.J. & Desmet, P.M.A. (2010). Hedonic asymmetry in emotional responses to consumer products. *Food Quality and Preference*, 21, 1110-1104.
- Steenkamp, J.B.E.M. & Van Trijp, H.C.M. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research of Marketing*, 8, 283-299.
- Tsiros, M., Mittal, V. & Ross, W.T. (2004). Regret: a model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26, 401-17.
- Watson, L. & Spence, M.T. (2007). Causes and consequences of emotions on consumer behavior. A review and integrative cognitive appraisal theory. *European Journal of Marketing*, 41, 487-511.
- Winters, E. & Ha, S. (2012). Consumer evaluation of customer loyalty programs: the role of customization in consumer loyalty program involvement. *Journal of Global Scholars of Marketing Science*, 22, 370-385.

File Upload (PDF only)

- [ARV-Congreso-Padova-2017.pdf](#)

POSITIVE AND NEGATIVE EMOTIONS TO WINE PDO RIOJA: EFFECTS ON CONSUMER BEHAVIOR

Agustín V. Ruiz Vega and Consuelo Riaño Gil (University of La Rioja, Spain)
Cristina Calvo Porral (University of La Coruña)

INTRODUCTION

The development of protected designation of origin for food products (PDO) has created a unique identity for food products bringing in this way an added value associated with and named for production in a particular geographic area; in addition, Grunert (2005) propose how food quality and safety are perceived by consumers as a affective link with the producers. Besides, extensive literature (Fandós and Flavián (2006) have found a clear relationship between perceived food quality, satisfaction and buying intention. Therefore, there is necessary analyze the influence of emotions in the formation of satisfaction and buying intention has received small attention, at least in the context of food products, and specifically for wine. Wine consumption is not only a physical experience that involves smell, taste and appearance but also is a cognitive and affective experience (Schifferstein and Desmet, 2010).

THEORETICAL FRAMEWORK

In short, this section explains the three constructs that are included in the present research: emotions, consumer satisfaction and buying intention. Nowadays, emotion in marketing literature is defined as a brief physiological and mental reaction focus on a referent or stimulus (Lazarus, 1991). There are three generally accepted approaches to studying emotions in the marketing field: categories, dimensions and cognitive appraisals (Watson and Spence, 2007). The categories approach does not attempt to determine the causes of emotions, but rather group emotions based on their similarities that affect attitudes towards marketing stimulus as advertisements (Batra and Holbrook, 1990). The dimensions approach uses valence and arousal to differentiate emotions; these dimensions describe inherent elements of feeling states. The third approach, cognitive appraisals, analyze what emotions should be elicited in a given context as well as how evoked emotions affect behaviour, and many authors suggest that this perspective is a promising avenue for studying emotions in consumer behavior contexts (Watson and Spence, 2007); the present study is focused on the last aforementioned approach. Recently neuroscientists like Damasio (2003) define emotions as special perceptions which inform us about the actual body status and its modification, due to internal or external stimuli and feelings such as mental representation of bodily changes. This approach is particularly interesting in food products and specifically in wine: the emotional experience of wine does not seem confined to the actual moment of consumption; wine provokes particularly intense emotional impressions that remain in the mind of the taster, forming recurrent memories that are able to reactivate emotional states that are intense and linked with the original experience, even on subsequent consumption occasions (King *et al.*, 2010). The general emotion research literature has detected a law of hedonic asymmetry (Frijda, 1986): the intensity and duration differ between negative and positive emotions. In contrast to findings in the

general emotion literature, emotional responses to food products more often tend to be positive than negative; that may be due to the fact that, in general, people will only taste or eat those products that they expect to have a pleasant emotional impact (Schifferstein and Desmet, 2010). Nevertheless, the measurement of emotions in wine context has the difficulty for expressing and communicating them; for this reason, we use an specific emotion scale for wine that include hedonic asymmetry made up of sixteen items, twelve of them score positive emotions and other four assess negative emotions (Ferrarini *et al.*, 2010).

Consumer satisfaction is a global evaluation or a state of feelings toward a product or service (Olsen *et al.*, 2005). Authors like Giese and Cote (2000) identify three general components in this concept: (i) the consumer satisfaction is an emotional and/or cognitive response; (ii) the response is associated with a particular focus (expectations, product and consumptions experience); and (iii) the response happens in a particular time (after consumption, after choice) and based on an accumulated experience. Therefore, to measure satisfaction in this research we have selected the scale proposed by Oliver (1981) and Tsiros *et al.* (2004) in which both types of responses (cognitive/affective) are included. From the theory of reasoned action, buying intention is a future projection of consumer behavior that significantly helps to form his/her attitudes and depends on the attitudes and beliefs to this particular product. If we analyze the basic aspects of the attitudes model, we may state that the attitudes are developed as a result of the combination of three fundamental elements (Assael, 1998): (a) cognitive element, that reflects the knowledge and beliefs of the individual regarding a certain product or service; (b) affective element, that arises as a consequence of the individual emotions or feelings toward the product or service; (c) conative or behavioral element, that would be the expression of the consumer buying intentions. For measuring this construct, we use the six items scale based on Chandon *et al.*, (2005).

The causal model developed in the present research has the following hypotheses:

H1: *Emotions about a PDO wine product has a significant impact on consumer satisfaction.* This assertion is supported with the results of several studies as Mattila and Wirtz (2000) or Winters and Ha (2012).

H2: *Consumer satisfaction with a PDO wine product has a positive and significant impact on buying intention,* which could be supported, only in the context of food products with several studies (as Nowak and Newton, 2006 or Espejel *et al.*, 2008).

H3: *Emotions about a PDO wine product has a significant impact on buying intention,* according the results of Nowak and Newton (2006) or Espejel *et al.*, (2011).

METHODOLOGY

The research method has been the personal survey based in a structured questionnaire. The universe is formed with usual consumers of red wine with PDO. Specifically, the data obtained referred to emotions, consumer satisfaction and buying intentions to PDO “Rioja”, the leader in the national wine market. Respondents were asked to indicate their

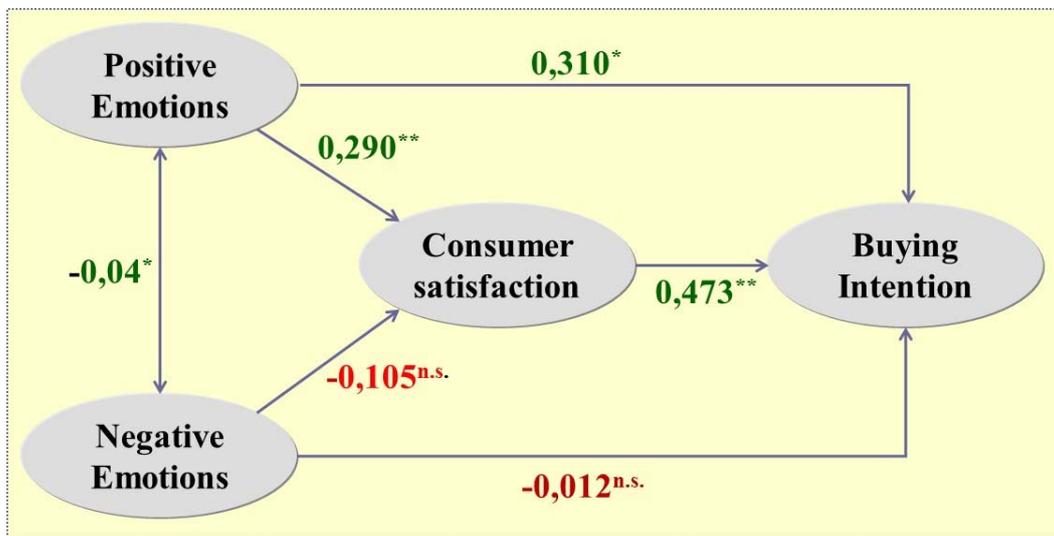
level of (dis)agreement with a series of statements based on a seven-point Likert scale. The sample size is 1335 valid interviews in several towns at Spain (April to June 2014) representing a sample error of $\pm 2,73\%$ with a confidence level of 95%.

The analytic process carried out to refine the scales was structured in several stages: (a) an exploratory analysis was performed to test the reliability and unidimensionality of the scales using Cronbach's α and proportion of explained variance; (b) secondly, a confirmatory analysis of dimensionality was carried out; (c) thirdly, an analysis of internal validity, requiring conformance with the properties of reliability, content validity and construct validity; finally, verification of construct validity required testing for convergent validity and discriminant validity (Bagozzi and Yi, 1988; Steenkamp and Trijp, 1991). In this process, it was not necessary to eliminate any indicator from the mentioned scales.

RESULTS AND CONCLUSIONS

To test the hypotheses we develop a structural equation model. First of all, we may note that the goodness of model fit is within the recommended limits (CFI = 0,93; GFI= 0,92; AGFI = 0,91; IFI = 0,94;NFI= 0,95; RMSEA = 0,05). In addition, the results obtained from the analysis are shown in Figure 1. First, we found evidence to support the first hypothesis H1 partially because the positive emotions with PDO Rioja wine has a positive and significant effect on the consumer satisfaction. Second, we detected that negative emotions have a (negative) no significant effect on the consumer satisfaction and it is not possible to maintain that all the emotions have influence on the formation of consumer satisfaction in the context of wine consumption. Third, there was detected a significant but weak and negative relation between positive and negative emotions. Relating to the second hypothesis H2, the obtained results allow us verify the expected effect because the effect is strong and significant. Finally, the third hypothesis H3 is only partially confirmed. Also, we found evidence to support the influence of positive emotions in the formation of buying intention, but we did not find evidence of the significant influence of negative emotions about this construct. The causal model could be explained as a partial confirmation of the hedonic asymmetry of consumers in the wine consumption. Positive emotions have a double effect on buying intention, direct and, stronger, indirect through the formation of customer satisfaction. Also, it could be as an expression of the search of pleasure in the eating and tasting foods. But, relative to negative emotions the no significant effect could be explained also as a pleasure search in wine and/or a sign of hedonic consumption (Alba and Williams, 2013). Finally, positive emotions are significant predictor of satisfaction, similar conclusion to previous studies (Orth *et al.*, 2010).

Figure 1: Final causal model



Note: Coefficients are non significant (^{n.s.}), significant at a level of 0,05 (*) or significant at 0,01 (**).

REFERENCES

- Alba, J.W. & Williams, E.F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23, 2-18.
- Assael, H. (1998). *Consumer Behavior and Marketing Action*. Cincinnati, OH: South Western.
- Bagozzi, R.P. & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74-94.
- Batra, R. & Holbrook, M.B. (1990). Developing a typology of affective responses to advertising: a test of validity and reliability. *Psychology & Marketing*, 7, 11-25.
- Chandon, P., Morwitz, V.G. & Reinartz, W.J. (2005) Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 36, 811-828.
- Espejel, J., Fandós, C. & Flavián, C. (2008). Consumer satisfaction. A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 100, 865-881.
- Espejel, J., Fandós, C. & Flavián, C. (2011). Antecedents of consumer commitment to a PDO wine: An empirical analysis of Spanish consumers. *Journal of Wine Research*, 22, 205-225.
- Fandós, C. & Flavián, C. (2006). The role of intrinsic and extrinsic quality attributes on consumer behavior for traditional food products. *British Food Journal*, 108, 646-662.
- Ferrarini, R., Carbognin, C., Casarotti, E.M., Nicolis, E., Nencini, A. & Meneghini, A.M. (2010). The emotional response to wine consumption. *Food Quality and Preference*, 21, 720-725.
- Fishbein, M. & Ajzen, I. (1975). *Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Frijda, N.H. (1986). *The emotions*. Cambridge: Cambridge University Press.

- Giese, J.L. & Cote, J.A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1, 1-24.
- Grunert, K.G. (2005). Food quality and safety: Consumer perceptions and demand. *European Review of Agricultural Economics*, 32, 369-391.
- King, S.C., Meiselman, H.L. & Carr, B. T. (2010). Measuring emotions associated with foods in consumer testing. *Food Quality and Preference*, 21, 1114-1116.
- Lazarus, R.S. (1991). *Emotions and adaptation*. New York: Oxford University Press.
- Mattila, A. & Wirtz, J. (2000). The role of preconsumption affect in postpurchase evaluation of services. *Psychology & Marketing*, 17, 587-605.
- Nowak, L.I. & Newton, S.K. (2006). Using the tasting room experience in create loyal customers. *International Journal of Wine Marketing*, 17, 460-469.
- Oliver, R.L. (1981). Measurement and evaluation of satisfaction process in retail setting. *Journal of Retailing*, 57, 25-48.
- Olsen, S.O., Wilcox, J. & Olsson, U. (2005). Consequences of ambivalence on satisfaction and loyalty. *Psychology & Marketing*, 22, 247-269.
- Orth, U.R., Limon, Y. & Rose, G. (2010): Store-evoked affect, personalities, and consumer emotional attachments to brands. *Journal of Business Research*, 63, 1202-08.
- Schifferstein, H.N.J. & Desmet, P.M.A. (2010). Hedonic asymmetry in emotional responses to consumer products. *Food Quality and Preference*, 21, 1110-1104.
- Steenkamp, J.B.E.M. & Van Trijp, H.C.M. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research of Marketing*, 8, 283-299.
- Tsiros, M., Mittal, V. & Ross, W.T. (2004). Regret: a model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26, 401-17.
- Watson, L. & Spence, M.T. (2007). Causes and consequences of emotions on consumer behavior. A review and integrative cognitive appraisal theory. *European Journal of Marketing*, 41, 487-511.
- Winters, E. & Ha, S. (2012). Consumer evaluation of customer loyalty programs: the role of customization in consumer loyalty program involvement. *Journal of Global Scholars of Marketing Science*, 22, 370-385.