

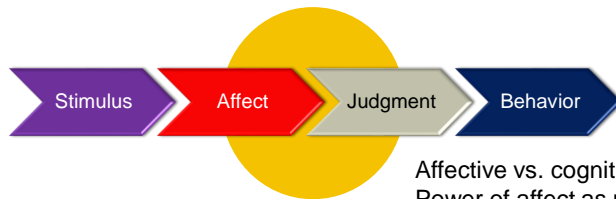
# FEELINGS AND EMOTIONS IN CONSUMER BEHAVIOR: FUTURE DIRECTIONS

**MICHEL TUAN PHAM**  
**COLUMBIA UNIVERSITY**

2014 AMA-Sheth Doctoral Consortium

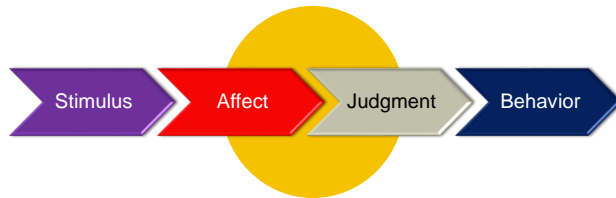


## 0. Affect in Judgment

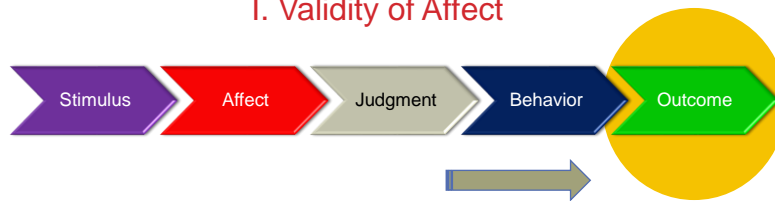


- Affective vs. cognitive of bases attitudes
- Power of affect as predictor of behavior
- Affect and customer satisfaction
- Affect-as-information
- Mood effects
- Affective biases (e.g., scope insensitivity)

## 0. Affect in Judgment



## I. Validity of Affect



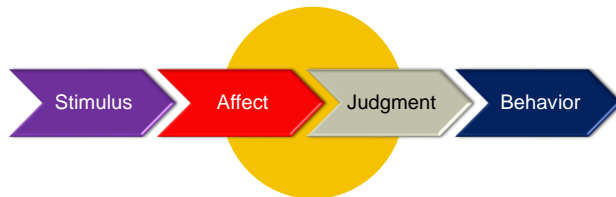
## I. AFFECT VALIDITY

- **Affect-based choice leads to greater purchase satisfaction**
  - Darke, Chattopadhyay, & Ashworth (2006, JCR)
  - See also Wilson et al. (1993, PSPB)
- **In ultimatum game reliance on feelings increases (a) ability to make optimal offers and (b) rejection of unfair (but not unfair) offers**
  - Stephen & Pham (2008, Psych Sc.)
  - Avnet, Pham, & Stephen (2012, JCR)
  - Feelings provide good intuition about what is proper in negotiation
- **Reliance increases ability to predict future events**
  - Pham, Lee, & Stephen (2012, JCR)
  - “Privileged window hypothesis”: Feelings summarize everything we learn consciously and subconsciously about the world

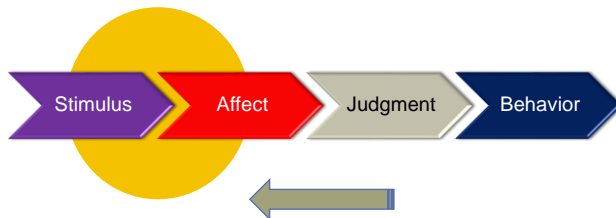
## PROPER TEST OF AFFECTIVE VALIDITY

1. Use ecologically meaningful judgment tasks
2. Task must be held constant across conditions
3. Not allowed to control mapping of feelings onto criterion
4. Need a variety of tasks: one is not enough
5. Vary degree to which feelings are relied upon, without altering the content of the feelings (avoid incidental affect manipulations)
6. Observe differences in outcome, preferably in relation to some external standards

### 0. Affect in Judgment



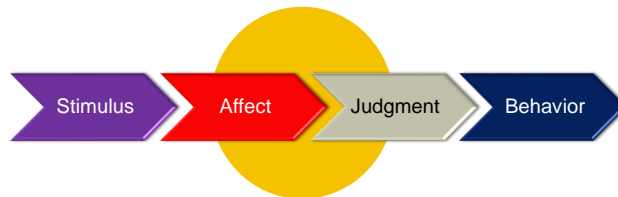
### II. Affect Engineering



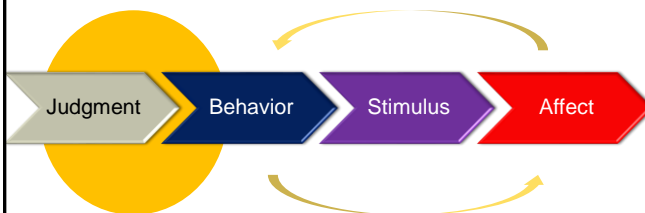
## II. AFFECT ENGINEERING

- **Micro-engineering of affective experiences**
  - Great interest to marketers
    - Will a restaurant feel relaxing? Will the next Apple product wow? Will the audience love this movie? Will this product feature make consumers proud? Will Hillary's next speech move you?
  - Theories are fragmented & inadequate
    - Conditioning, appraisal-theory, miscellaneous affective cues (attractiveness, similarity, flattery, touch, etc.)
- **Macro-engineering of consumer happiness**
  - Enormous literature on happiness/well-being, but CB somewhat under-represented
  - Link consumption to consumer long-term happiness (or unhappiness) & well-being

### 0. Affect in Judgment



### III. Affect Regulation



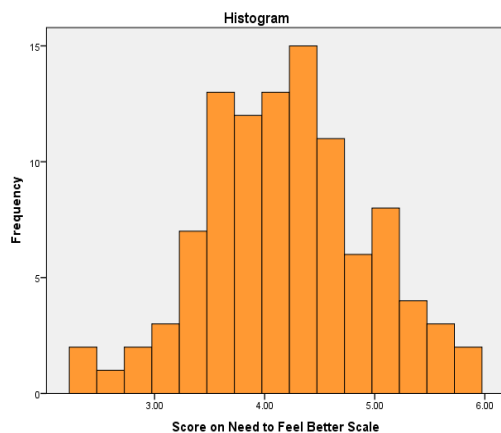
### III. AFFECT-REGULATION

- **Vastly under-researched area given that much of consumption is motivated by feeling goals**
  - Choosing a movie, going out for a drink, working out to release stress, planning a vacation, planning a wedding, eating comfort food when feeling down, buying a fancy dress, etc.
- **Theories of consumption-based affect regulation still primitive: mostly hedonic principle**
- **Some developments:**
  - Emotion-specificity of affect regulation (e.g., Raghunathan & Pham, 1999; Raghunathan, Pham, & Corfman, 2006, JCR; Labroo & Rucker, 2010, JMR)
    - Anxious vs. sad; angry vs. ashamed
  - Arousal regulation (Di Muro & Murray, 2012, JCR)
  - Related work on compensatory consumption: Powerlessness compensation (Rucker & Galinski, 2008, JCR); loss-of-control compensation (Chen, Lee, Yap, WP)

### INTERESTING CHALLENGES AND QUESTIONS ABOUT AFFECT REGULATION

- **Lay theories of affect and its regulation**
  - Content of theories
  - Source of theories
  - Universality vs. individual specificity
  - Accuracy of theories
- **Consciousness of affect regulation**
- **Dynamics of affect regulation**
- **Marketing of affect regulation**
- **Universality of affect regulation**
  - Need to feel better

## VARIABILITY IN THE “NEED TO FEEL BETTER” (Charlene Chen, *Dissertation in progress*)

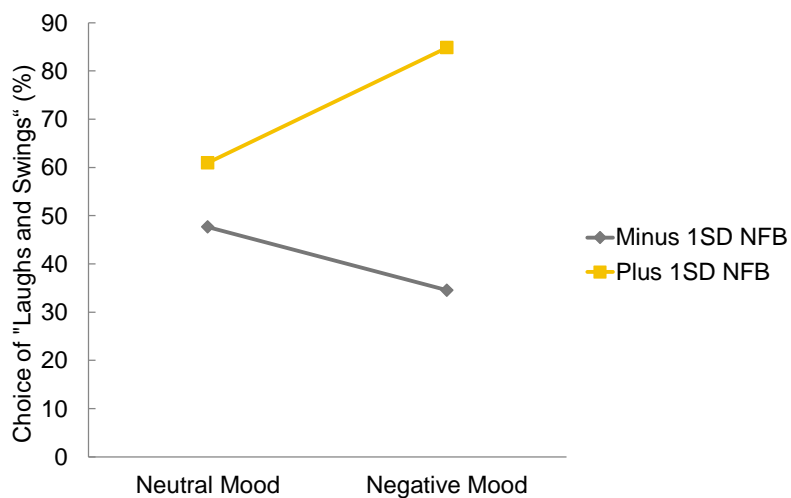


Average = 4.18  
 Standard deviation = 0.74  
 Range = 2.35 to 5.8  
 Sample Size = 102

0 = Very little need  
to feel better

7 = Very acute need  
to feel better

## CHOICE OF HAPPY SONG AS A FUNCTION OF MOOD AND NFB



(C. Chen, *in progress*)

## THE NEED-TO-FEEL-BETTER (NFB) SCALE

Item	Factor 1	Factor 2	Factor 3	Factor 4
<b>Mood repair tendency (<math>\alpha = .92</math>)</b>				
When I'm feeling down or blue, I do whatever I can to make myself feel better.	.91			
When I'm in a bad mood, I try to do things that make me feel happier.	.86			
When I'm feeling bad, I try to find ways to improve how I feel.	.85			
When I'm feeling upset, I immediately do something to feel better.	.83			
<b>Aversion to negative feelings (<math>\alpha = .94</math>)</b>				
Being in a negative mood really bothers me.		.91		
It bothers me when I'm upset.		.90		
When I'm in a bad mood, it disturbs me.		.88		
I can't stand being in a bad mood.		.86		
<b>Pleasure from negative feelings (<math>\alpha = .92</math>)</b>				
I derive some pleasure from being in a bad mood.*			.92	
I enjoy how it feels when I am feeling sad.*			.88	
I find some comfort in being upset.*			.86	
I like how it feels when I'm upset.*			.76	
<b>Reflection on negative feelings (<math>\alpha = .91</math>)</b>				
When I'm upset, I prefer to reflect on the underlying cause, rather than try to change how I feel.*				.92
When I'm feeling upset, I think about the reasons why I'm feeling that way instead of trying to make myself feel better.*				.91
When I am in a negative mood, I try to understand why, rather than cheer myself up.*				.81
It is more important to me to understand the cause of my negative feelings than to make myself feel better.*				.77

NOTE.—Items with asterisks are reverse-scored.

(C. Chen, *in progress*)

