Contents

I	ist of figures	vi
	List of figures List of tables	
	ist of boxes	vii ix
	reface	X
A	cknowledgements	xii
1	Consumer emotions and behaviour	1
2	Happiness and unhappiness	25
3	Pride and sense of guilt	54
4	Anger and gratitude	78
5	Consumption emotions and the determination of	
	post-consumption behaviour	98
References		117
Index		133

Figures

1.1	Classification of emotions based on arousal and	
	desirability	18
1.2	Consumption emotions: cognitive antecedents and	
	action tendencies	22
2.1	The influence of relations on consumption happiness	33
2.2	Relationship between consumer satisfaction and	
	post-purchase behaviour	39
5.1	Scenario 3: seller-caused outcome X goal incongruence	104
5.2	The questionnaire	105

Tables

1.1	Coping methods	14
1.2	Action readiness methods	16
2.1	Happiness and unhappiness: cognitive antecedents and	
	action tendencies	29
2.2	Happiness: appraisals, actions triggered by appraisals,	
	marketing tactics, action tendencies	35
2.3	Hope and fear: cognitive antecedents and action	
	tendencies	42
2.4	Hope and fear: appraisals, actions triggered by	
	appraisals, marketing tactics, action tendencies	44
2.5	Role played by satisfaction, hope, fear and nostalgia	
	in the purchase and consumption processes	51
3.1	Guilt: appraisals and action tendencies	57
3.2	Consumer guilt: appraisals, actions triggered by	
	appraisals, marketing tactics, action tendencies	62
3.3	Shame and embarrassment: appraisals and action	
	tendencies	64
3.4	Consumer shame and embarrassment: appraisals,	
	actions triggered by appraisals, marketing tactics, action	
	tendencies	71
3.5	Pride: cognitive antecedents and action tendencies	72
3.6	Consumer pride: appraisals, actions triggered by	_
	appraisals, marketing tactics, action tendencies	75
3.7	Social emotions during the various phases of the	-
	purchase and consumption process	76
4.1	Anger: cognitive antecedents and action tendencies	79
4.2	Possible reactions to customer anger and the resulting	
	post-purchase behaviour	83
4.3	Consumer anger: appraisals, actions triggered by	0.0
	appraisals, marketing tactics, action tendencies	88
4.4	Gratitude: cognitive antecedents and action	0
	tendencies	9

viii	Tables	
4.5	Consumer gratitude: appraisals, actions triggered by	
	appraisals, marketing tactics, action tendencies	95
4.6	Anger and gratitude during the various phases of the	
	purchase and consumption process	97
5.1	The first two research assumptions	102
5.2	Factor analysis	106
5.3	Correlations between emotions and complaining and	
	negative word of mouth	108
5.4	Regression of complaint and negative word of mouth on	
	emotions	108
5.5	Correlations between emotions and repurchase intention	
	and positive word of mouth	109
5.6	Regression of repurchase intention and positive word of	
	mouth on emotions	110
5.7	Step-down analysis (p values of the multivariate F-test	
	statistic)	111

Boxes

1.0		
1.1	Anticipated emotions	8
2.1	The consumer's affective and cognitive reactions to the	
	social context	32
2.2	Customer satisfaction: various standards in the	
	confirmation/disconfirmation paradigm	38
3.1	Empathy and social consumption emotions	65
3.2	Does trash in advertising work? Disgust and	
	embarrassment used to attract attention	69
4.1	An apology from JetBlue Airways	85
4.2	A sentiment of gratitude by Lafeber Company	96