

EXAMINING THE ROLE OF PRODUCT INVOLVEMENT IN CONSUMPTION ELICITED EMOTIONS

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RESUMEN

La implicación tiene una influencia muy importante en el comportamiento del consumidor. Este trabajo aborda las siguientes preguntas: “¿Influye la implicación con el producto en cómo las emociones crean la satisfacción con los productos?”, y “¿la implicación con el producto desempeña un papel moderador en las relaciones emociones-satisfacción?”. Basándonos en la Teoría de la Asimetría Hedónica, mediante un Modelo de Ecuaciones Estructurales (SEM) analizamos la influencia de las emociones en la satisfacción. Se recogió una muestra de 570 consumidores de un producto de alta implicación –vino-, y una muestra de 431 consumidores para el producto de baja implicación –una taza de café-. Los resultados muestran que las emociones positivas ejercen una influencia mayor en la satisfacción de los consumidores para el producto de baja implicación que para el producto de alta implicación, sugiriendo los factores situacionales –como la ocasión de consumo- podrían estar actuando como potenciadores de las emociones positivas. Adicionalmente, se ofrece evidencia empírica del rol moderador de la implicación en la relación que existe entre las emociones derivadas del consumo y la satisfacción del consumidor.

Palabras Clave:

Implicación, Emociones, Consumidor, Satisfacción, Teoría de la Asimetría Hedónica.

ABSTRACT

Involvement has a major impact on consumer behavior. This study addresses the following questions: “Does product involvement influence how emotions drive satisfaction with products?”, and “does product involvement play a moderating role in the relationship emotions-satisfaction?”. Based on the Theory of the Hedonic Asymmetry we test through Structural Equation Modeling (SEM) how emotions drive consumer satisfaction. A sample of 570 respondents was gathered for a high involvement product –wine-, while a sample of 431 consumers was collected for a low involvement product –a cup of coffee-. Findings show that positive emotions exert a higher influence on satisfaction in low involvement products, compared to high involvement products, suggesting that situational factors, such as the occasion of consumption, could be acting as qualifiers of positive emotions. Additionally, we provide empirical support for the moderating role of product involvement as influencing the relationship between consumption elicited emotions and consumer satisfaction.

Keywords:

Involvement, Emotions, Consumer, Satisfaction, Theory of the Hedonic Asymmetry.

1. Introduction

In the marketing and consumer behavior literature emotions have been largely analyzed, demonstrating that different emotions can lead to different consumption behavior. Prior research on this field focused on different aspects, such as identifying emotions arising in different consumption situations (Richins, McKeage & Najjar, 1992), emotions related to product consumption (Richins, 1997; Dube & Menon, 2000) or the role of emotions in consumer satisfaction (Mano & Oliver, 1993). Similarly, the research on emotional processes and satisfaction has deserved great attention in the marketing area, and the concept of consumer involvement with the product may be a useful explanatory element. Products that are the most satisfying in a traditional perspective are frequently the least involving (Richins & Bloch, 1988). For example, a radio that works reliably for years meeting all the expectations will rarely command any interest or motivation from the owner. However, there is little research on the relationships between consumption elicited emotions and their relationship with product involvement.

In this context, the present study focuses on the emotional state elicited by product consumption and the relationship with product involvement. More precisely, the concept of involvement has been defined as being a characteristic of either a product or of an individual (Laaksonen, 1994). In our study we will focus on the concept of product involvement (Bloch & Richins, 1983), meaning that the nature of the product itself plays an important role in determining involvement. So, high or low involvement products refer to widely held perceptions of the product's importance to the individual. Finally, we have considered the *Theory of Hedonic Asymmetry* (Desmet & Schifferstein, 2008), which suggested that individuals respond to products with primarily positive emotions.

The underlying premise of the present research is that consumption elicited emotions may have a different impact on consumer satisfaction with the product, but this impact would be influenced and moderated by the level of involvement with the product. In other words, we assume that the different level of involvement would influence the emotions driving consumer satisfaction. More precisely, we aim to examine whether the product involvement influences how the consumption elicited emotions drive consumer satisfaction. In addition, we aim analyze the moderating role of product involvement in the link between emotions and satisfaction the context of product consumption. Finally, we will assess if positive emotions are stronger when consuming a high involvement product.

So, the major contribution of the present research in providing understanding of the role product involvement in consumer behavior, and more specifically on the emotions leading to satisfaction.

2. Literature review

2.1. *Emotions in consumption behavior*

Emotions can be conceptualized as an episode of interrelated changes in the states of all or most of the organismic subsystems, such as the information processing, the system regulation, preparation of action, action and monitoring of internal states, to the evaluation of an external or internal stimuli (Scherer, 1982). In addition, many authors have defined emotions as a brief, intense physiological and mental reaction focused on a referent (Izard,

1997). Later, Dube and Menon (2000) defined emotions as a complex set of interactions among subjective and objective factors, giving rise to affective experiences. Today, emotions are commonly considered as a multi-componential phenomenon with a multi-componential response, consisting of a set of behavioral, physiological and expressive reactions, as well as subjective feelings (Mehrabian & Russell, 1974).

In the marketing literature, it is commonly accepted that emotions can be elicited by a product or a brand. Thus, we can refer to *consumption emotions*, which can be conceptualized as the set of emotional responses elicited specifically during product consumption experiences (Westbrook & Oliver, 1991). These can be further described as either distinctive categories of emotional experiences (Russell, 1980), or as affective responses occurring during consumption experiences (Bagozzi, Gopinath & Nyer, 1999).

In this context, some authors like Richins (1997) highlighted the importance of the context in which the consumption takes place, suggesting that emotions are context specific. The concept of the context of consumption comprises three aspects (Barrett et al., 2007; Ferrarini et al., 2010). First, the consumption setting, such as for example the place where the product is usually consumed. Second, the habits of consumption, meaning that some products are consumed on particular occasions and in certain situations. And third, the cultural conception of the product consumed, related to shared social and cultural values and significance (Ferrarini et al., 2010). Therefore, emotions not only represent the evaluation of a stimulus, but also the assessment of the occasion and situational circumstances in which the emotion is experienced (Barrett et al., 2007). So, the consumption context could be considered an important factor regarding the emotional experience elicited by consumption of products.

2.2. The theory of the Hedonic Asymmetry

The distinction between positive and negative emotions seems to be a basic emotional experience (Russell & Mehrabian, 1977; Russell, 1980; Diener, 1999; Laros & Steenkamp, 2005). More precisely, positive or pleasant emotions pull individuals towards stimuli that are beneficial, while negative emotions push individuals away from stimuli that are experienced as threatening or harmful (Schiffstein & Desmet, 2010). In the seminal work of Frijda (1986), this author proposed an asymmetrical adaptation of individuals to pleasure and pain: while pleasure is always contingent and disappears with continuous satisfaction, pain and displeasure continue under persisting adverse conditions. This proposal was named as the *Theory of Hedonic Asymmetry*, meaning that pleasure fades while displeasure persists. Then, the literature has focused mainly on negative emotions (Schiffstein & Desmet, 2010).

However regarding the emotions elicited by products, Desmet and Schiffstein (2008) showed that products evoke a wide range of emotional responses that tend to be mainly positive; or in other words, pleasant emotions are more relevant to consumer products than unpleasant emotions. This *Hedonic Asymmetry* for emotional responses for consumer products was confirmed for different product categories, such as food products (Schiffstein & Desmet, 2010; King & Meiselman, 2010; Ferrarini et al., 2010); thus confirming and extending the *Theory of the Hedonic Asymmetry* described by Desmet and Schiffstein (2008). According to this theory, products are likely to elicit more positive than negative emotions and that consumers have a predominantly positive affective disposition towards products. Further, all recent research regarding consumption elicited emotions emphasize the

positive nature of the emotions that consumers associate with products; and of the large number of emotions measured in product consumption only a few are negative (Cardello et al., 2012), highlighting that individuals respond to commercial products with primarily positive emotions.

2.3. The concept of involvement

Today there is not a general consensus in the theoretical construct of involvement. Churchill (1979) suggests that the involvement construct is variable and means to capture motivation; thus, not being an innate personal trait. Further, according to Zaichkowsky (1986) there could be three types of consumer involvement: with products, with purchase decisions and with advertisements. Zaichkowsky (1986) notes that there are three main antecedents which influence consumer involvement, namely *personal* factors -such as needs, interests and values-, *stimulus* factors –such as the differentiation of alternatives-, and *situational* factors – like the purchase or consumption occasion-. Likewise, the consumer involvement may drive to some consequences like the importance of the product category, the amount of information search or the time spent in evaluating alternatives (Zaichkowsky, 1986).

Much of the involvement definitional concern is related with whether involvement resides with the products or with the consumer (Beatty, Kahle & Homer, 1988). Authors like Bloch (1982) note that involvement refers to an internal state reflecting the amount of interest or attention a consumer directs toward a product, referring to it as product involvement. In this line, Beatty et al. (1988) describe the ongoing concern for a product category as “*ego involvement*”, which could be conceptualized as the importance of the product to the individual and to the individual’s values and self- concept; being different from the “*purchase involvement*”, related to the concern or interest when purchasing the product. Similarly, product involvement could then be defined as the feelings of interest, excitement, motivation and enthusiasm that consumers have about a specific product category (Goldsmith & Emmert, 1991) being both product specific and variable across individuals (Marshall & Bell, 2004). Consequently, the level of involvement could be classified based on the degree of effort that consumers devote to the product. In addition, the level of involvement with product categories often relates to the time invested in the choice decision and the financial and social risk of the purchase itself (Bell & Marshall, 2003). Therefore, the focus on product involvement creates great interest in explaining differences between products’ consumption and purchase behavior. Finally, in the present study we consider the consumer involvement with products, referring to it as product involvement (Bloch, 1982; Goldsmith & Emmert, 1991).

2.4. The levels of product involvement

Prior literature suggests thinking of involvement in terms of level –high versus low-, since the level of involvement ranges from low to high (Antil, 1984), and varies across products, individuals and situations (Warrington & Shim, 2000). Mittal (1982) argues that the level of involvement is related to the individual needs and motives within a choice context or a purchasing context, highlighting the importance of the environmental or situational factors in product involvement. Therefore, although individually consumers exhibit different levels of involvement for different product categories and purchase situations, some purchase

situations and product categories are generally perceived to be more highly involving than others (Hupfer & Gardner, 1971).

According to prior literature, consumers with high product involvement have greater interest in product information, compare product attributes and hold more favorable beliefs about the product features (Zaichkowsky, 1985; Recchia, Monteleone & Tuorila, 2012), showing higher purchase intentions (Recchia et al., 2012). Similarly, the high involvement products are those for which the consumer invests time and effort to make the choice decision (Bell & Marshall, 2003). On the other hand, low involvement products are those for which the individual does not consider the choice decision to be important to deserve extensive effort in the decision making process; and consequently, the search information process about the product is minimal (Bell & Marshall, 2003).

A deeper research could be done in order to understand the major differences between high and low product involvement, according to the consumer underlying emotions. According to Shifferstein and Desmet (2010), there are three main product related appraisals. First, the aspiration-based products facilitate the consumer goals' achievement; second, the pleasure-based products provide pleasure-; and finally, the integrity-based products should meet or exceed the consumer expectations. However, these three product-based appraisals may vary according to product involvement, being different in low and high involvement consumption.

More precisely, in low involvement products the aspiration-based appraisal and the integrity-based appraisal could be low and no determinant in the consumption decision making. For example, the consumption of a bag of potato chips before lunch time may not facilitate consumer goals and may not even meet or exceed consumer expectations, but the consumer may be just seeking for pleasure. Nevertheless, in the purchase of high involvement products, such as the purchase of a laptop, the appraisal of the three elements could be determining the consumption process. So, the emotions that are experienced in a consumption situation may depend on the three product-based appraisals, which could vary substantially depending on the level of product involvement.

3. Development of research hypotheses

3.1. The influence of emotions in consumer satisfaction

According to Mehrabian and Russell (1974) and Fridja (1986) emotions can be classified according to the pleasant-unpleasant dimension, being the positive-negative distinction the most abstract level at which emotions can be experienced (Diener, 1999). Consequently, people find it easy to classify emotions in terms of positive and negative valence, being able to give an explicit account of pleasant and unpleasant feelings (Schifferstein & Desmet, 2010). Likewise, emotions are one of the core components of the consumer satisfaction construct (Barsky & Nash, 2002). The seminal work of Westbrook (1987) showed that the relationship between consumption emotions and satisfaction could be characterized by dimensions of positive and negative affect; in turn, influencing consumer satisfaction judgments. In this vein, there is a growing body of literature suggesting that positive and negative emotions play an important role in defining and influencing consumer satisfaction (Oliver, 1997; Richins, 1997; Beverland et al., 2006). More specifically, the feelings of pleasure or pleasant emotions are positively correlated with satisfaction (Mano & Oliver,

1993; Bloemer & DeRuyter, 1999); while negatively correlated with negative affect (Mano & Oliver, 1993).

In the present study we follow the consumption satisfaction definition proposed by Oliver (1997) conceptualized as the consumer judgment of the product or service feature, or a judgment on the product or service itself, provided a pleasurable level of consumption-related fulfillment. Consequently, we propose that positive/pleasant consumption emotions –being described as individuals feeling positive affection- would positively influence consumer satisfaction. Therefore, we present the following hypothesis:

H₀: Positive emotions have a positive (or direct) influence on consumer satisfaction.

Considering the stated above, when emotions are negative, the decision maker's evaluations are likely to be negative (Schwarz & Clore, 1883; Clore, 1992). So, we propose that negative/unpleasant emotions will negatively influence consumer satisfaction; and then hypothesize:

H₁: Negative emotions have a negative (or inverse) influence on consumer satisfaction

3.2. The moderating role of product involvement in consumption elicited emotions

Previous research shows that highly involved consumers perceive differences in sensory properties of products and know well about the sensory quality differences in the product category (Howard & Sheth, 1969; Marshall & Bell, 2003), while consumers with low involvement are likely to care less about sensory characteristics (Howard & Sheth, 1969). Thus, highly involved consumers would have a greater ability to evaluate products from a purely sensory perspective. Additionally, Richins and Bloch (1988) show that consumer's involvement with products in one possible influence on satisfaction. The reasons are that highly involved consumers spend more time thinking about the product category than those with low involvement, have a greater knowledge about the product and also have more accurate expectations about the product performance and characteristics, leading to better product choices that drive, in turn, more satisfying options (Richins & Bloch, 1988). However, but when involvement is low, these factors do not operate leading to less favorable product evaluations (Richins & Bloch, 1988). That is, for highly involved consumers expectations are more accurate and accurate expectations are less likely to be disconfirmed; hence, consumers with high involvement will report greater satisfaction.

Further, according to Baumgartner, Sujan and Bettman (1992) consumers should be more involved with products linked with positive affect that generates pleasant emotions, rather than unpleasant emotions. In this vein, some authors posit that the pleasure value of the product influences the development of involvement. So, the rewards inherent to the product pleasure value provide consumers with strong reasons to be involved with a product (Jain & Sharma, 2000).

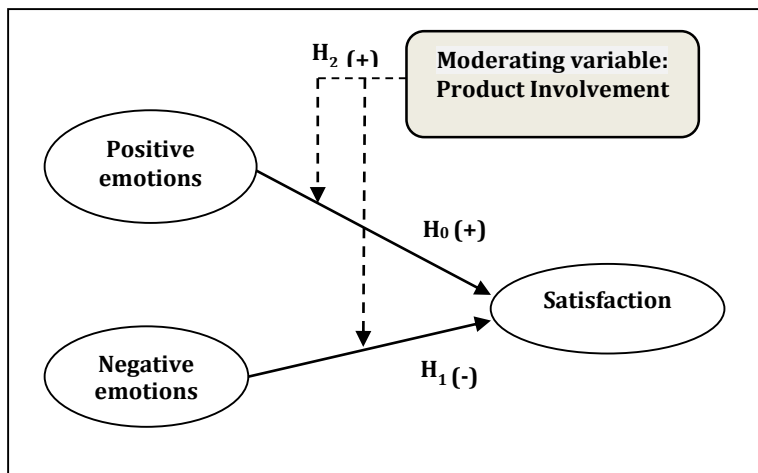
Finally, Mano and Oliver (1993) report that products with high involvement can elicit both positive and negative emotions, being the arousal dimension closely linked with the level of involvement with a product. They show the effect of involvement enhances all of affective experiences and that high involvement products elicit stronger emotional reactions, both including positive and negative affect. Therefore, we propose that the level of product involvement would influence consumer satisfaction. So, we assume that highly involved

consumers would experience higher pleasant/positive emotions when consuming the product, than low involved consumers with the product (Figure 1). So we present the following hypotheses:

H₂₁: Product involvement moderates the relationship between positive emotions and satisfaction

H₂₂: Product involvement moderates the relationship between negative emotions and satisfaction

FIGURE 1: Proposed relationships for consumer involvement with products.



Source: Own elaboration.

4. Research questions

In this context, the present study addresses the following major research question (RQ1) “Does the product involvement influence how emotions drive satisfaction with consumer products?”. Further, this study aims to give response to other questions: (RQ2): “Does product involvement play a moderating role?”, (RQ3): “Is the consumption of low involvement products explained through the Theory of Hedonic Asymmetry?”, and finally, (RQ4): “Are positive emotions dominant when consuming high involvement products?”.

5. Methodology

5.1. Selection of product categories

The selected two different products in order to conduct the research: wine was selected as a high involvement product and a “cup of coffee” as a low involvement product. The reason for the product category selection was based in several criteria. In first place, we considered the *consumption occasion* for selecting these two products, since the consumers were asked about their emotions when drinking wine in a restaurant in a “*dinning-out-of-home*” context; and regarding coffee, participants were asked when drinking a “cup of coffee” in a collective

canteen at the work place during a lunch break. In second place, *the price* of the product was considered, being the price of a bottle of wine in a restaurant much more expensive than a “cup of coffee” in a canteen. In fact, according to Mittal (1989) the consumption of wine at a restaurant may be considered a high involvement product since it is costly, and sometimes it is more expensive than the food. The third criteria was the *decision making effort*, given that the selection of a bottle of wine at a restaurant may entail some consumer effort, while the selection of simple “cup of coffee” at a canteen does not seem to entail consumption effort. In fourth place, we considered the importance given to the product brand, since consumers perceive *differences among brands* in high involvement products (Engel, Blackwell & Miniard, 1986; Mittal, 1989). Likewise, we considered the *purchase risk* as a variable influencing the product involvement (Mittal, 1989), since consumers are likely to feel involved about the product if they perceive the purchase to be risky. And finally, the *social risk* was considered, given that the type of product selected by the consumer may have a social value and a social image (Bell & Marshall, 2003).

Considering the explained above, wine could be considered a high involvement product, since consumers appear to relate to wine as a high involvement product (Mittal, 1989), with the degree and structure of their knowledge reflecting this fact (Hamlin, 2010). In fact, the consumption of wine at a restaurant represents a choice for a single event, it is costly and consumers may perceive inter-brand differences (Mittal, 1989). Likewise, the consumption of wine at the restaurant entails a social risk, since the bottle of wine is usually shared with others when dining out. Finally, some authors note that product characteristics such as the hedonic value of the product may increase the consumer involvement (Laurent & Kapferer, 1985; Mittal, 1989). On the other hand, we selected a “cup of coffee”, consumed in a collective canteen at the work place as a low involvement product. The consumption of a “cup of coffee” after lunch or during a break in the work place is one of the most highly occurring situations of consumption, thus entailing a routine decision making and consumption process. The price of this product is cheap –commonly one euro–, and it does not entail a purchase or searching effort. In addition, the consumption of a cup of coffee at the work place canteen does not entail social risks, since consumers do not share their “cup of coffee” with their peers. Finally, the consumption of the product during a break at the work place is characterized as a time constrained situation; being descriptive of low involvement consumption (Hoyer, 1984).

5.2. Sampling and fieldwork

In the present study we focus on the emotions triggered by the consumption of products; that is, the emotions caused by its actual consumption. Therefore, the focus of this research is based on the emotions arising from product consumption: “*how do you feel when drinking wine /when drinking a cup of coffee?*”. Additionally, the study took place in a natural environment setting, since participants were allowed to consume their drink –wine or cup of coffee– as part of their daily routine. Regarding wine consumption, consumers were contacted in leisure moments at restaurants when dining out of home, through an intercept survey in Spain; while regarding coffee consumption, participants were contacted in the lunch break at the canteen of a company in the same country. This enabled a high response rate because of the relative ease with which participants could be encouraged to complete the questionnaire. Finally, a total amount of 570 questionnaires were gathered for the wine consumption, and

431 valid questionnaires were acquired regarding the emotions experienced when drinking a “cup of coffee”. We developed a convenience sample of consumers drinking wine at restaurants out of home and consumers having a “cup of coffee” at a self-service canteen at work, with a confidence level of 95.5%. The fieldwork was carried out in April 2016.

5.3. Variables and scale development

In the present research, we adopted the measurement scale developed and validated by Ferrarini et al. (2010) that describe the consumer immediate emotional experience and feelings elicited in wine consumption. These emotion terms could be divided in two categories according to their valence or appraisal dimension, between positive/ pleasant and negative/unpleasant- emotions. More precisely, the participants were asked to evaluate a total amount of 16 proposed emotions using a five-point Likert-type scale agreement questions, meaning 1=“*totally disagree*” and 5=“*totally agree*”, concerning the emotions they feel when drinking wine or when drinking a cup of coffee. Then, consumers were asked regarding their satisfaction with the product. In order to measure consumer *satisfaction*, we used the items proposed by Tsiros, Mittal and Ross (2004). In the last part of the questionnaire socio-demographic characteristics were captured (Table 1).

TABLE 1: Variables and indicators.

<i>VARIABLES</i>	<i>INDICATORS</i>
Positive emotions Ferrarini et al. (2010)	EMO1: I feel witty/funny EMO2: I feel delighted EMO3: I feel euphoric EMO4: I feel joyful and happy EMO5: I feel enthusiastic (I am a fan of wine/coffee) EMO6: I feel passionate and captivated by wine/coffee EMO7: I feel interesting and attractive EMO8: I feel distinguished, elegant and important EMO9: The wine/cup of coffee opens my curiosity EMO10: I feel wine/cup of coffee appetizing EMO11: I feel relaxed/ I feel like I'm in heaven EMO12: I feel comfortable/ pleasant
Negative emotions Ferrarini et al. (2010)	EMONEG1: I feel aggressive EMONEG2: I feel arrogant EMONEG3: I feel uncomfortable EMONEG4: I feel bored
Satisfaction Tsiros et al. (2004)	SAT1: When I drink wine/cup of coffee, I'm pleased with the results SAT2: When I drink wine/cup of coffee, I'm satisfied with the experience

6. Results

6.1. Measurement model analysis

Confirmatory factor analysis was developed through maximum likelihood to estimate the measurement model with Amos 18.0, by verifying the underlying structure of constructs. The first analysis clearly revealed the need to remove several items from the initial scale in order to assess emotions –EMO5, EMO7, EMO8, EMO9, EMO10, EMO12 and EMONEG1-. Having removed these indicators, the results obtained showed an appropriate specification of the factorial structure.

Then, the unidimensionality, reliability and statistical validity of the measurement model were analyzed (Table 2). First, the level of internal consistency in each construct was acceptable, with Cronbach's alpha estimates ranging from 0.692 to 0.865 (Nunnally, 1978). Second, all the composite reliabilities of the constructs (CR) were over the threshold of 0.70 ensuring adequate internal consistency of multiple items for each construct (Hair et al., 1998). In addition, the convergent validity was satisfied, since all factor loadings exceeded 0.70 or reached close values (Anderson & Gerbing, 1988). Finally, the average variance extracted (AVE) of the constructs exceeded the minimum threshold of 0.50, indicating that a large portion of the variance was explained by the constructs (Fornell & Larcker, 1981).

TABLE 2: Factor loadings and indicators of consistency and reliability.

CONSTRUCTS	ITEMS	HIGH INVOLVEMENT PRODUCT				LOW INVOLVEMENT PRODUCT			
		Lambda	Alpha Cronbachh	CR	AVE	Lambda	Alpha Cronbach	CR	AVE
Positive emotions	EMO1	0.701	0.865	0.798	0.620	0.670	0.861	0.853	0.596
	EMO2	0.837				0.853			
	EMO3	0.820				0.745			
	EMO4	0.894				0.886			
	EMO5	0.802				0.852			
	EMO6	0.812				0.860			
	EMO11	0.699				0.750			
Negative emotions	EMONEG2	0.484	0.761	0.820	0.619	0.861	0.652	0.768	0.530
	EMONEG3	0.943				0.672			
	EMONEG4	0.856				0.770			
Satisfaction	SAT1	0.899	0.850	0.852	0.743	0.680	0.793	0.819	0.700
	SAT2	0.823				0.968			

Finally, the discriminant validity of the scale was evaluated for all possible paired combinations of the constructs. Correlation coefficients are shown in Table 3, ranging in strength from low (-0.072) to high (0.660), being significant at the 0.05 level. Additionally, each latent variable's AVE was larger than the squared correlation between each pair of latent variables; thus, demonstrating good discriminant validity of the scale (Fornell & Larcker, 1981).

TABLE 3: **Discriminant validity and matrix of correlations.**

	<i>HIGH INVOLVEMENT PRODUCT</i>			<i>LOW INVOLVEMENT PRODUCT</i>		
	<i>PE</i>	<i>NE</i>	<i>SAT</i>	<i>PE</i>	<i>NE</i>	<i>SAT</i>
Positive emotions	0.787			0.772		
Negative emotions	-0.075	0.786		-0.209	0.728	
Satisfaction	0.314	-0.177	0.862	0.660	-0.072	0.837

6.2. *Measurement of metric invariance*

Finally, and in order to examine the moderating role of consumer involvement with products, invariance tests of measurement model and structural model were conducted (Hair et al., 1998). The measurement invariance between the factor loadings of the two samples –high involvement product and low involvement product- was performed. First, a confirmatory factor analysis was performed for the two samples without factor loadings -unconstrained model- and another analysis was developed with full factor loadings -full-metric invariance model-. Then, the two models were compared. The fit indices of the unconstrained model (RMSEA=0.074; CFI= 0.952; TLI=0.928) and full metric invariance models (RMSEA=0.079; CFI= 0.948; TLI=0.905) show that both models achieve a good model fit. Additionally, the χ^2 difference between both models ($\Delta\chi^2=54.681$) is significant ($p=0.005$), indicating that the changes caused by the different groups only have a slight impact on the measurement structure; thus supporting full-metric invariance.

6.3. *Structural model analysis*

The proposed structural model was then estimated. The model's fit as indicated by the adjustment indexes was deemed satisfactory; thus providing a good basis for testing the hypothesized relationships. Our findings indicate that Chi-Square shows a significant value ($\chi^2=296.376$; $p<0.000$, $df= 46$) so it could be considered a reliable indicator of model fit (Hair et al., 1998). Other absolute measures of the modeling adjustment such as the Goodness of Fit Index (GFI=0.951) and Root Mean Square Error of Approximation (RMSEA=0.044) show adequate values. The measure of incremental fit and parsimony also indicate an adequate model fit, considering that the Incremental Fit Index (IFI=0.948), the Normed Fit Index (NFI=0.938), the Tucker-Lewis Index (TLI=0.928) and the Comparative Fit Index (CFI=0.952) show values higher than 0.9 (Hair et al., 1998).

6.4. *Analysis of relationships among variables*

The research hypotheses test was developed through Structural Equation Modeling using maximum likelihood estimation. The data analysis indicate the direct influence of pleasant or positive emotions on consumer satisfaction, as well as an inverse influence of unpleasant or negative emotions on satisfaction (Table 4), as initially expected; thus supporting the hypothesized relationships - H_0 and H_1 -. In addition, our findings show that pleasant emotions drive to consumer satisfaction and have a greater effect than negative emotions in terms of

their influence on consumer satisfaction. These findings are in line with the Theory of Hedonic Asymmetry, emphasizing the role of positive emotions in product consumption.

TABLE 4: Final relationships and hypotheses test.

Final relationships	HIGH INVOLVEMENT PRODUCT			LOW INVOLVEMENT PRODUCT		
	Standardized coefficients	t values	Hypotheses test	Standardized coefficients	t values	Hypotheses test
Positive emotions → Satisfaction	$\beta_{13H}=0.258^{**}$	-3.277	H ₀ : Supported	$\beta_{13L}=0.769^{**}$	9.173	H ₀ : Supported
Negative emotions → Satisfaction	$\beta_{23H}= -0.154^{**}$	6.248	H ₁ : Supported	$\beta_{23L}= -0.167^{**}$	-3.508	H ₁ : Supported
** significative (p<0.05)	R ² _{Satisfaction} =0.424			R ² _{Satisfaction} = 0.539		

However, the influence of positive emotions on satisfaction is stronger for the low involvement product ($\beta_{13L}=0.769^{**}$) rather than for the high involvement product ($\beta_{13H}=0.258^{**}$), partially supporting the previous research. In addition, we found empirical evidence to propose an inverse relationship between negative emotions and consumer satisfaction for both high ($\beta_{23H}=-0.154^{**}$) and low involvement products ($\beta_{23L}=-0.167^{**}$). So, on one hand, the positive influence of the pleasant emotions and the negative influence of unpleasant emotions on consumer satisfaction were identified. But on the other hand, in terms of the effect size of the influence of emotions on satisfaction, we came up with unexpected results, since positive emotions show a higher influence in satisfaction for the low involvement product. Therefore, our findings show that pleasant or positive emotions seem to exert a stronger influence on consumer satisfaction in low involvement products.

6.5. The moderating role of product involvement

To test the proposed moderating role of consumer involvement with products, a multi-group analysis was developed comparing two sub-samples. On one hand consumers experiencing emotions in wine consumption –a high involvement product- (n=570) and consumers feeling emotions when consuming a “cup of coffee” at work –a low involvement product- (n=431). A validation of the specified proposed model was developed across the two groups of consumers by examining the model fit, showing that the multi-group analysis could be performed (Hair et al., 1998). Then, an overall χ^2 difference test was performed for the moderating variable –the level of product involvement-, and model comparisons were conducted between the general model whereby the structural paths were freed across both groups of consumers, and a model whereby the specified relationships were systematically constrained to be equal across the two sub-samples. A significant χ^2 difference between the unconstrained and the constrained model implies that the models for the two-groups are dissimilar, indicating a moderating effect (Hair et al., 1998).

So, the proposed model was estimated with all hypothesized parameters allowed to be estimated freely within each group ($\chi^2=296.376$; $p<0.001$; CFI=0.952). Then, each link was constrained separately to be equal across the two groups of consumers, and χ^2 differences

were calculated. Then, in subsequent constrained models, the path coefficients of the relationships between positive emotions and satisfaction (H_{21}) and negative emotions and satisfaction (H_{22}) were constrained to remain invariant across the two groups and the model was re-estimated. The significantly χ^2 higher values for the analyzed constrained models did not improve model fit (Table 5). Therefore, our results support the hypothesized moderating role of product involvement on the relationships between positive emotions and consumer satisfaction ($\Delta\chi^2=49.765$; $df=1$, $p<0.000$). Likewise, the no significant values for the increase of χ^2 , suggests the lack of a moderating influence of product involvement on the inverse relationship between negative emotions and consumer satisfaction ($\Delta\chi^2=0.006$; $df=1$, $p<0.000$).

TABLE 5: The moderating role of product involvement.

Moderating effect	Chi-square	df	CFI		
Unconstrained baseline mod	296.376	46	0.952		
Constrained paths	Chi-Square	$\Delta\chi^2$	df	p	Hypotheses
Positive emotions → Satisfaction	346.141	49.765	47	0.000	H ₂₁ : Supported
Negative emotions → Satisfaction	296.382	0.006	47	0.000	H ₂₂ : No Supported
All path constraint ** <i>significant</i> ($p<0.05$)	351.057	54.681	48	0.000	H ₂₃ : Supported

7. Conclusions

Previous literature has shown the importance of emotions in consumer satisfaction and consumer behavior, as well as the importance of the concept of involvement. However, the influence of product involvement on how consumption emotions elicited emotions influence consumer satisfaction has not been explored. In this context, four research questions were proposed. First research question (RQ1) is: “Does product involvement influence how emotions drive satisfaction with products?”, and the answer would be “The influence of emotions on consumer satisfaction are different according to product involvement. The positive emotions exert a higher influence on satisfaction for low involvement products”. Contrary to our initial expectations, positive emotions exert a higher influence on satisfaction for low involvement products. One potential explanation is that positive/pleasant emotions are also dependent of the *consumption situation*, which is a situational factor, and not only motivated by the degree to which the product relates to the pleasure received. In other words, the consumption occasion may strongly determine the influence of emotions on consumer satisfaction. Maybe, the satisfaction obtained by a hot “cup of coffee” during a break in a workday is more strongly determined by emotions than the pleasure obtained by a cup of wine when dining out of home.

This finding is consistent with prior research, which indicates that the consumer involvement with a product category is influenced by situational factors in the consumption situation (Bloch & Richins, 1983). These authors noted that low involvement products might be considered and perceived as high involvement products under the influence of situational

factors, which may be the case for the consumption of a “cup of coffee” during a break at the work place. Consequently, we propose that some situational factors –such as the occasion of consumption- should be regarded as *qualifiers* to the emotions elicited in product consumption. These varying consumption situations would lead to higher positive emotions in a consumption occasion that in our case is a small break during a workday to enjoy a hot cup of coffee. So, we can state that a cup of coffee –a low involvement product- creates higher consumer satisfaction than drinking wine –a high involvement product-, due to the consumption occasion.

Further, this study aims to give response to the second research question (RQ2): “*Does product involvement play a moderating role in the relationship emotions-satisfaction?*”. The answer is “*Yes, product involvement plays a moderating role for positive emotions; but it does not have a moderating role for negative emotions*”. In fact, the comparative analysis among products with different levels of involvement demonstrates the role of involvement in the creation of consumer satisfaction through positive emotions. Nevertheless, our results do not support the moderating role of the level of product involvement in the creation of consumer dissatisfaction.

Likewise, regarding the third research question (RQ3): “*Is the consumption of low involvement products explained through the Theory of Hedonic Asymmetry?*”, the answer would be “*Yes, our study provides empirical support for the Theory of Hedonic Asymmetry*”. Our research contributes to the *Theory of Hedonic Asymmetry*, since our findings show the prevalence of positive emotions elicited by consumption products, compared to negative emotions. More specifically, our results show lower standardized coefficients for the negative emotions and higher coefficients for positive emotions, regardless the different level of product involvement. Additionally, our findings show the impact of the valence dimension of emotions on consumer satisfaction, reporting a logical influence on satisfaction, with positive/pleasant emotions leading to consumer satisfaction, while the negative/unpleasant emotions do not drive consumer satisfaction.

Regarding the fourth research question (RQ4): “*Are positive emotions dominant when consuming high involvement products?*”. The answer would be: “*No, contrary to our initial expectations, positive emotions have a higher impact on satisfaction for low involvement products*”. So, we propose that three different dimensions should be considered when analyzing the link consumption emotions-satisfaction, namely, the valence dimension of emotions –pleasant/unpleasant- which may have a logical impact on consumer satisfaction; the level of product involvement that plays a moderating role for pleasant emotions; and finally, the consumption occasion, which may be acting as a qualifier for positive emotions in some consumption situations.

Finally, the major contribution of the present study is the examination of the consumption elicited emotions and how product involvement influences their impact on satisfaction, stressing the key importance of the consumption occasion. Our findings indicate that the influence of emotions on consumer satisfaction varies depending on the level of product involvement. More precisely, the results show that pleasant emotions exert a higher influence on consumer satisfaction for low involvement products, compared to high involvement products. Or in other words, the pleasant emotions derived from consumption have a stronger influence on satisfaction when the consumer is less involved with the consumed product. One

possible explanation to our findings is that the *occasion* of consumption could be a key factor in the influence of emotions on consumer satisfaction. In the present study some consumers were asked about wine consumed in a restaurant in a “*dinning-out-of-home*” consumption situation; while other consumers were asked about the emotions elicited by a “cup of coffee” consumed in a collective canteen in the work place during a break, so it seems that the occasion of consumption may be strengthening –or qualifying- the experienced pleasant emotions to drive higher satisfaction.

The present study presents some limitations that need to be addressed in further research. In first place, we should highlight that the influence of the consumption occasion or situational factors has been poorly researched and there is a need to fully address these factors. Second, future studies could be developed with other types of high and low involvement products. That is, high involvement products different from the wine consumed in a “dining-out-of-home” context, and low involvement products different from a “cup of coffee” in the canteen at work may increase the results’ generalizability. Nevertheless, considering the scarce academic literature relating to the influence of product involvement on emotions driving satisfaction, the present research might serve as a starting point in this field of knowledge.

8. References

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