HOW POSITIVE AND NEGATIVE EMOTIONS AFFECT TO CONSUMER BEHAVIOR OF WINE IN RESTAURANTS?

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

THEORETICAL FRAMEWORK

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); our study is focused on this last aforementioned approach. 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 that 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. Therefore, to measure satisfaction in this research we have selected the scale proposed by 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. For measuring this construct, we use the six items scale based on Chandon et al., (2005).

The proposed causal model has the following hypotheses:

H1: Emotions about a PDO wine product has a significant impact on consumer satisfaction (Mattila and Wirtz, 2000; Winters and Ha, 2012).

H2: Consumer satisfaction with a PDO wine product has a positive and significant impact on buying intention (Nowak and Newton, 2006; Espejel et al., 2008).

H3: Emotions about a PDO wine product has a significant impact on buying intention (Nowak and Newton, 2006; 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”, leader in the national wine market. The sample size is 1335 valid interviews in several towns at Spain representing a sample error of ±2.73% with a confidence level of 95%.

RESULTS AND CONCLUSIONS

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. 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

![Causal Model Diagram](image)

Note: Coefficients are non significant (n.s.), significant at a level of 0.05 (*) or significant at 0.01 (**). CFI = 0.93; GFI= 0.92; AGFI = 0.91; IFI = 0.94; NFI= 0.95; RMSEA = 0.05
REFERENCES


