

## **Role of Consumption Emotions on "Customer Satisfaction": An Empirical Study**

Pankaj Agarwal,  
Associate Professor, School of Management, Graphic Era Hill University,  
Dehradun, Uttarakhand India 248002  
**DOI:10.48047/pne.2018.55.1.84**

---

### **Abstract**

In today's competitive market, understanding the emotional aspects of consumption experiences has become crucial for businesses striving to enhance "customer satisfaction" and build long-term relationships with their clientele. One fundamental aspect of consumer behavior is the role of emotions in shaping customer satisfaction. Emotions play a prominent part in consumer decision-making processes and can profoundly impact their overall satisfaction with products or services. This study looks to explore the significant role of consumption emotions in shaping customer satisfaction, thereby enhancing the understanding of consumer behavior within the realm of marketing. These empirical insights have significant implications for marketers and businesses seeking to enhance "customer satisfaction" and "loyalty". Understanding the role of consumption emotions can help companies design effective marketing strategies, product offerings, and customer experiences that evoke positive emotions, leading to greater heights of "customer satisfaction" and long-term success.

### **Introduction**

The degree of contentment experienced within a retail atmosphere is impacted by both cognitive assessment and emotional response. Nevertheless, when comparing it to a service-oriented scenario, the cognitive assessment aspect carries more weight than the emotional reaction when it comes to elucidating customer satisfaction. To be more specific, when analyzing the varying levels of treatment, it was observed that anger/joy and shame only exhibited significance in the third tier, characterized by lofty expectations and underwhelming performance. The emotion of shame also plays a role when retailers fail to meet customers' high expectations, contributing to the level of satisfaction experienced. Shame arises when individuals recognize inadequacies within themselves. Experiencing shame in this context implies a failure to accurately evaluate the retailer or possessing unrealistically high expectations. This could result in downwardly adjusting expectations or avoiding the retailer

altogether to avoid future disappointments. Therefore, retailers catering to customers with high expectations must pay attention to customers' emotions, as emotional reactions significantly influence satisfaction assessments. Positive emotional reactions enhance positive assessments, while negative performances not only impact satisfaction but also trigger negative emotions, potentially deterring repeat shopping and eroding trust and loyalty (Burns & Neisner, 2006) .

Despite the emphasis on affective reactions in the service industry, there is a lack of empirical studies explaining how consumption emotions are generated and their impact on customer satisfaction in the context of ethnic restaurants. Song & Qu (2017) tried to explore the mediating role of "positive" and "negative emotions" in the influence of two fundamental values (utilitarian and hedonic) on customer satisfaction. The findings indicated that utilitarian value had both a direct and an indirect impact on consumption emotions and customer satisfaction. In contrast, hedonic value only exerted an indirect influence on satisfaction through the elicitation of positive emotions. These results imply that not all perceived hedonic value automatically translates into satisfaction unless accompanied by positive emotional experiences. This underscores the importance of emotional responses in shaping satisfaction evaluations, particularly within service industries that provide experiential products and services. The study contributes to an enhanced comprehension of the interplay between cognitive and emotional reactions in the specific context of ethnic restaurants, offering valuable insights for marketers operating in this industry.

Martin et al. (2008) emphasizes the importance of measuring both the cognitive and emotional aspects of customer satisfaction to gain a deeper understanding of its formation and its impact on future behavior. The study adopts an innovative research design by combining a cognitive satisfaction measure with an emotionally-based satisfaction measure, aiming to enhance our understanding of "customer satisfaction", service quality perceptions, and behavioral intentions. The findings support the notion that including emotional aspects in satisfaction measurement provides a more comprehensive explanation than solely relying on cognitive measures. At the same time, "emotionally-based satisfaction" proves to be a stronger indicator of future behavior compared to traditional cognitive measures.

Deng et al. (2013) revealed that quality of service offered is the primary influence on "customer satisfaction", emphasizing the need for improvement in Taiwanese international tourist hotels.

Additionally, the study highlighted the significance of consumption emotions as an important antecedent of "customer satisfaction". Managing consumption emotions and delivering exceptional service quality are crucial for Taiwanese hotels. Consequently, improving the complain-handling system is vital for Taiwanese international tourist hotels.

## Literature Review

Ali et al. (2015) conducted a study delving into the interconnections among the "physical environment", "price perceptions", "consumption emotions", and "customer satisfaction". The analysis underscores the significance of considering the "physical environment", "price perception", and "consumption emotions" in shaping "customer satisfaction" and proposes their inclusion in satisfaction studies conducted within the realm of resort hotels. Furthermore, the study employed bootstrapping methods to examine the mediating effects of "price perceptions" and "consumption emotions", revealing noteworthy relationships between the "physical environment", these mediators, and "customer satisfaction".

Jani & Han (2013) shows that behavioural traits have a significant part in influencing the "emotions experienced by hotel guests during their consumption". Also, it was observed that these "consumption emotions" had a substantial impact on guests' "satisfaction". In particular, positive consumption emotions were found to have a partial mediating effect on guests' "intentions to revisit" and engage in "word-of-mouth" recommendations. On the other hand, "negative consumption" emotions only partially mediated guests' word-of-mouth intentions.

Consumer research has been exploring the role of emotions in relation to marketing, products, and brands. However, there is a lack of consistency in the way emotions are studied, leading to diverging research streams. Moving to the next level, specific emotions based on the Consumption Emotion Set (CES) are identified. Along with this, the model suggests four positive and four negative basic emotions as an intermediate level. Through a preliminary test, it was found that basic emotions provide additional insights beyond positive and negative affect, particularly when studying different types of food (Laros & Steenkamp, 2005).

Kernbach & Schutte (2005) explored the impact of "emotional intelligence (EI)" of service providers on "customer satisfaction" and it was revealed that higher EI displayed by service

people resulted in greater satisfaction with service transactions. The study found an interaction between service provider EI and difficulties with transaction. In situations with low transaction difficulty, higher levels of service provider EI led to increasing satisfaction. However, in high transaction difficulty conditions, low satisfaction was observed when service providers had low EI, but there was no prominent variance in level of content between high and medium levels of EI. The study also discovered that transaction difficulty alone positively influenced customer satisfaction. This suggests that in brief retail encounters, the match between customer and service provider characteristics might not be crucial.

Ladhari (2007) explored how emotions experienced during consumption impact customer satisfaction and their tendency to share their experiences with others. Even when satisfaction is considered, "pleasure" and "arousal" still have a notable impact on WOM. Emotions play a crucial role in customers' after- buying behavior. Both "pleasure" and "arousal" have positive effects on satisfaction, with pleasure having a stronger influence than arousal. Pleasant experiences lead to positive WOM, while negative experiences result in negative information spreading. Arousal intensifies the chances of creating WOM, acting as an amplifier for its dissemination. Satisfaction plays a significant role in the probability of WOM and positive WOM communication. Intrigued watchers engage more in WOM activities. It is important for movie producers and distributors to focus on customer satisfaction as it influences the financial success of movies.

Han & Back (2008) examined the connection between how customers perceive a brand and their emotional responses when consuming its products or services and explored the impact of this relationship on "customer loyalty" in the hospitality sector. The findings indicated that the alignment between brand perception and emotional experiences influences customer loyalty. But the association between social image similarity and consumption emotions was not prominent. It revealed that customer emotions have a moderating influence in the link between brand perception and loyalty. Negative emotions were found to have a stronger influence on loyalty than positive emotions. It also emphasized the importance of understanding customer emotions for brand positioning, marketing strategies, and service delivery in the competitive lodging industry. Additionally, the study highlighted the significance of frontline staff in influencing customer emotions and recommended strategies for enhancing service encounters and addressing customer emotional needs.

In Wong's (2004) investigation into the impact of emotions on "customer satisfaction" within service interactions, valuable insights were uncovered regarding the significance of "emotional satisfaction" in making situations for "customer loyalty" and the quality of relationships. Notably, the study revealed that feelings of enjoyment played the most significant role in predicting customer loyalty, while feelings of happiness were the strongest predictor of relationship quality. These findings underscore the importance for service-oriented companies to strategically prioritize the enhancement of emotional satisfaction to foster "customer retention" and "long-term profitability". It suggests that retailers should extend their focus beyond product-related aspects and place greater emphasis on creating pleasant and enjoyable experiences that attract and retain customers. Additionally, the study highlights the effectiveness of tailored customer-contact employee relationship programs that acknowledge and respond to customers' emotional cues as successful strategies for elevating service quality and cultivating customer loyalty.

Hume & Sullivan Mort (2010) revealed that customer satisfaction plays a crucial role in determining repurchase intention, primarily influenced by the perceived value of a product or service. Various factors, such as the quality of the core service, the evaluation of emotions, and the quality of peripheral services, contribute to the perceived value in terms of time and money. Also, the quality of both core and peripheral services indirectly affects the evaluation of emotions. Even though the evaluation of emotions directly impacts customer satisfaction, it does not have a direct relationship with repurchase intention. However, the quality of peripheral services directly influences repurchase intention. To meet the complex demands of performing arts consumers, organizations should strive to satisfy their emotional and experiential needs while delivering value and quality.

### **Objectives of the study:**

To measure the role of consumption emotions on "customer satisfaction"

### **Research Methodology:**

This research is based on collecting data from 219 people to review of role of consumption emotions on "customer satisfaction. The study used an empirical approach to analyze the data,

which involved using frequency distribution to examine the patterns and trends in the responses.

### **Data Analysis and Interpretation:**

**Table 1 When customers experience positive emotions during the consumption process, their overall satisfaction with the product or service increases**

<b>Particulars</b>	<b>Agree</b>	<b>Disagree</b>	<b>Can't Say</b>	<b>Total</b>
<b>Respondents</b>	183	19	17	219
<b>% Age</b>	83.56	8.68	7.76	100

Table 1 presents that with the statement when customers experience positive emotions during the consumption process, their overall satisfaction with the product or service increases, it is discovered that 83.56% of the respondents expressed their agreement with this statement.

**Table 2 Consumption emotions can influence how customers remember and recall their experiences with a product or service**

<b>Particulars</b>	<b>Agree</b>	<b>Disagree</b>	<b>Can't Say</b>	<b>Total</b>
<b>Respondents</b>	179	21	19	219
<b>% Age</b>	81.74	9.59	8.68	100

Table 2 presents that the statement consumption emotions can influence how customers remember and recall their experiences with a product or service, it is discovered that 81.74% of the respondents expressed their agreement with this statement.

**Table 3 When customers experience positive emotions, they tend to perceive higher value in the product or service, leading to increased satisfaction**

<b>Particulars</b>	<b>Agree</b>	<b>Disagree</b>	<b>Can't Say</b>	<b>Total</b>
<b>Respondents</b>	176	23	20	219
<b>% Age</b>	80.37	10.50	9.13	100

Table 3 presents that with the statement when customers experience positive emotions, they tend to perceive higher value in the product or service, leading to increased satisfaction, it is discovered that 80.37% of the respondents expressed their agreement with this statement.

**Table 4 When customers associate positive emotions with a particular brand or product, they are more likely to become loyal customers and make repeat purchases**

Particulars	Agree	Disagree	Can't Say	Total
Respondents	171	25	23	219
% Age	78.08	11.42	10.50	100

Table 4 presents that with the statement when customers associate positive emotions with a particular brand or product, they are more likely to become loyal customers and make repeat purchases, it is discovered that 78.08% of the respondents expressed their agreement with this statement.

## Conclusion

By paying attention to the association between emotions and "customer satisfaction", we have deepened our understanding of consumer behavior within the marketing context. The inference of this study confirms the significance of consumption emotions in influencing customer satisfaction. Positive emotions, such as joy, excitement, and satisfaction, have emerged as key drivers of customer satisfaction. These emotions are closely linked to favorable evaluations of products or services and contribute to the development of long-term customer loyalty. This research has emphasized the impact of individual and situational factors on the formation of consumption emotions. It underscores the need for marketers to consider factors such as individual preferences, cultural backgrounds, and situational context when designing marketing strategies and customer experiences. By recognizing and leveraging the role of consumption emotions, businesses can cultivate strong customer relationships and gain a competitive edge in today's dynamic market environment.

## References

- Ali, F., Amin, M., & Ryu, K. (2015). The Role of Physical Environment, Price Perceptions, and Consumption Emotions in Developing Customer Satisfaction in Chinese Resort Hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 17(1), 45–70. <https://doi.org/10.1080/1528008x.2015.1016595>

- Burns, D. J., & Neisner, L. (2006). Customer satisfaction in a retail setting. *International Journal of Retail & Distribution Management*, 34(1), 49–66. <https://doi.org/10.1108/09590550610642819>
- Deng, W. J., Yeh, M. L., & Sung, M. L. (2013). A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American Customer Satisfaction Index. *International Journal of Hospitality Management*, 35, 133–140. <https://doi.org/10.1016/j.ijhm.2013.05.010>
- Han, H., & Back, K.-J. (2008). Relationships Among Image Congruence, Consumption Emotions, and Customer Loyalty in the Lodging Industry. *Journal of Hospitality & Tourism Research*, 32(4), 467–490. <https://doi.org/10.1177/1096348008321666>
- Hume, M., & Sullivan Mort, G. (2010). The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts. *Journal of Services Marketing*, 24(2), 170–182. <https://doi.org/10.1108/08876041011031136>
- Jani, D., & Han, H. (2013). Personality, social comparison, consumption emotions, satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 25(7), 970–993. <https://doi.org/10.1108/ijchm-10-2012-0183>
- Kernbach, S., & Schutte, N. S. (2005). The impact of service provider emotional intelligence on customer satisfaction. *Journal of Services Marketing*, 19(7), 438–444. <https://doi.org/10.1108/08876040510625945>
- Ladhari, R. (2007). The effect of consumption emotions on satisfaction and word-of-mouth communications. *Psychology and Marketing*, 24(12), 1085–1108. <https://doi.org/10.1002/mar.20195>
- Laros, F. J. M., & Steenkamp, J.-B. E. M. (2005). Emotions in consumer behavior: a hierarchical approach. *Journal of Business Research*, 58(10), 1437–1445. <https://doi.org/10.1016/j.jbusres.2003.09.013>
- Martin, D., O'Neill, M., Hubbard, S., & Palmer, A. (2008). The role of emotion in explaining consumer satisfaction and future behavioural intention. *Journal of Services Marketing*, 22(3), 224–236. <https://doi.org/10.1108/08876040810871183>
- Song, J., & Qu, H. (2017). The mediating role of consumption emotions. *International Journal of Hospitality Management*, 66, 66–76. <https://doi.org/10.1016/j.ijhm.2017.06.015>
- Wong, A. (2004). The role of emotional satisfaction in service encounters. *Managing Service Quality: An International Journal*, 14(5), 365–376. <https://doi.org/10.1108/09604520410557976>