

HEDONIC ASYMMETRY IN EMOTIONAL RESPONSES TO WINE PDO RIOJA: EFFECTS ON SATISFACTION AND EXPRESSED BUYING INTENTIONS

Agustín V. Ruiz Vega, University of La Rioja, Spain¹⁾
Consuelo Riaño Gil, University of La Rioja, Spain

ABSTRACT

The present research analyzes the influence of positive and negative emotions towards consumer satisfaction and buying intentions of PDO Rioja wine. Results suggest that only positive emotions have a significant effect, in consumer satisfaction but also in future buying intentions because consumers search (positive) pleasure when taste foods and drinks.

Keywords: PDO Rioja wine, Negative emotion, Consumer satisfaction, Buying intention, Consumers search

INTRODUCTION

The development of protected designation of origin for food products (PDO) has created a unique identity for food products bringing in this way an added value associated with and named for production in a particular geographic area (Thienes, 1998); in addition, Grunert (2005) propose how food quality and safety are perceived by consumers as a affective link with the producers. Besides, extensive literature (Olsen, 2002; Fandós and Flavián (2006) have found a clear relationship between perceived food quality, satisfaction and buying intention. Therefore, there is necessary analyze the influence of emotions in the formation of satisfaction and buying intention has received small attention, at least in the context of food products, and specifically for wine. Wine consumption is not only a physical experience that involves smell, taste and appearance but also is a cognitive and affective experience (Desmert and Schifferstein, 2008).

THEORETICAL FRAMEWORK

In short, this section explains the three constructs that are included in the present research: emotions, consumer satisfaction and buying intention. Nowadays, emotion in marketing literature is defined as a brief physiological and mental reaction focus on a referent or stimulus (Lazarus, 1991; Izard, 2009). 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

¹⁾ agustin.ruiz@unirioja.es

dimensions approach uses valence and arousal to differentiate emotions; these dimensions describe inherent elements of feeling states (Mano, 1990). The third approach, cognitive appraisals, analyze what emotions should be elicited in a given context as well as how evoked emotions affect behaviour (Lazarus, 1991; Folkman and Moskowitz, 2004), and many authors suggest that this perspective is a promising avenue for studying emotions in consumer behavior contexts (Watson and Spence, 2007); the present study is focused on the last aforementioned approach. Recently neuroscientists like Damasio (2003) define emotions as special perceptions which inform us about the actual body status and its modification, due to internal or external stimuli and feelings such as mental representation of bodily changes. 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 (Mora and Moscarola, 2010; King, Meiselman and Carr, 2010). The general emotion research literature has detected a law of hedonic asymmetry (Frijda, 1986): 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 (Lecocq and Visser, 2006; Schifferstein, 2010; Orht, Limon and Rose, 2010; Schfferstein and Desmet, 2010; King Meiselman and Carr, 2010). In addition, recent studies had detected five sources of food emotions: sensory attributes, experienced consequences, anticipated consequences, personal or cultural meanings and actions of associated agents (Desmet and Schifferstein, 2008). Nevertheless, the measurement of emotions in wine context has the difficulty for expressing and communicating them, that are elicited by our important life events. For that 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, Carbognin, Casarotti, Nicolis, Nencini and Meneghini, 2010) using the recommendations about emotion questionnaires developed by Jaeger, Cardello and Schutz (2013).

Consumer satisfaction is defined as a global evaluation or a state of feelings toward a product or service (Olsen, 2005). Authors like Giese and Cote (2000) identify three general components in this concept: (i) the consumer satisfaction is an emotional and/or cognitive response; (ii) the response is associated with a particular focus (expectations, product and consumptions experience); and (iii) the response happens in a particular time (after consumption, after choice) and based on an accumulated experience. In summary, the marketing literature indicates that consumer satisfaction is a summary affective response of varying intensity; with a time-specific point of determination and limited duration; and direct toward focal aspects of product acquisition and/or consumption (Giese and Cote, 2000). Therefore, to measure satisfaction in this research we have selected the scale proposed by Oliver (1981), Tsiros and Mittal (2000) and Tsiros, Mittal and Ross (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 (Fishbein and Ajzen, 1975, 1980). If we analyze the basic aspects of the attitudes model, we may state that the attitudes are developed as a result of the combination of three fundamental elements (Assael, 1998): (a) cognitive element (Fishbein and Ajzen, 1975), that reflects the knowledge and beliefs of the individual regarding a certain product or service; (b) affective element, that arises as a consequence of the individual emotions or feelings toward the product or service; (c) conative or behavioral element (Eagly and Chaiken, 1993) that would be the expression of the consumer buying intentions.

The buying intention is an attitudinal conduct patten of the consumer regarding a future purchases; there are several measurement approaches. We use the six items scale based on Zeithaml, Berry and Parasuraman (1996), Mittal, Kumar and Tsiros (1999) and Chandon, Morwitz and Reinartz (2005).

The causal model developed in the present research has the following hypotheses:

H1: *Emotions about a PDO wine product has a significant impact on consumer satisfaction.* This assertion is supported with the results of several studies as Mattila and Wirtz (2000) or Winters and Ha (2012).

H2: *Consumer satisfaction with a PDO wine product has a positive and significant impact on buying intention,* which could be supported, only in the context of food products with several studies (as Nowak and Newton, 2006 or Espejel, Fandós and Flavián, 2008).

H3: *Emotions about a PDO wine product has a significant impact on buying intention,* according the results of Mano (2004), Nowak and Newton (2006) and Espejel, Fandós and Flavián (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”, the leader in the national wine market. Respondents were asked to indicate their level of (dis)agreement with a series of statements based on a seven-point Likert scale. The sampling procedure was convenience. The sample size is 283 valid interviews in several towns at Spain representing a sample error of $\pm 5,82\%$ for an infinite population with a confidence level of 95%. The fieldwork was made during March 2013.

The analytic process carried out to refine the scales was structured in several stages: (a) an exploratory analysis was performed to test the reliability and unidimensionality of the scales using Cronbach’s α and proportion of explained variance; (b) secondly, a confirmatory analysis of dimensionality was carried out; (c) thirdly, an analysis of internal validity, requiring conformance with the properties of reliability, content validity and construct validity; finally, verification of construct validity required testing for convergent validity and discriminant validity (Bagozzi and Yi, 1988; Steemkamp and

Van Trijp, 1991; Steemkamp and Geyskens, 2006). In this process, it was not necessary to eliminate any indicator from the mentioned scales.

RESULTS AND CONCLUSIONS

To test the hypotheses we develop a structural equation model. First of all, we may note that the goodness of model fit is within the recommended limits (CFI = 0,93; GFI= 0,92; AGFI = 0,91; IFI = 0,94;NFI= 0,95; RMSEA = 0,05). In addition, the results obtained from the analysis of the proposed model are shown in Figure 1. On the one hand, 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. On the other hand, we detected that negative emotions have a (negative) no significant effect on the consumer satisfaction and, because of this, it is not possible to maintain that all the emotions have influence on the formation of consumer satisfaction in the context of wine consumption. Also, 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. As occur with H1, 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 a 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). Also, positive emotions are significant predictor of satisfaction, similar conclusion to previous studies (Martin, O'Neill, Hubbard and Palmer, 2008; Orth, Limon and Rose, 2010).

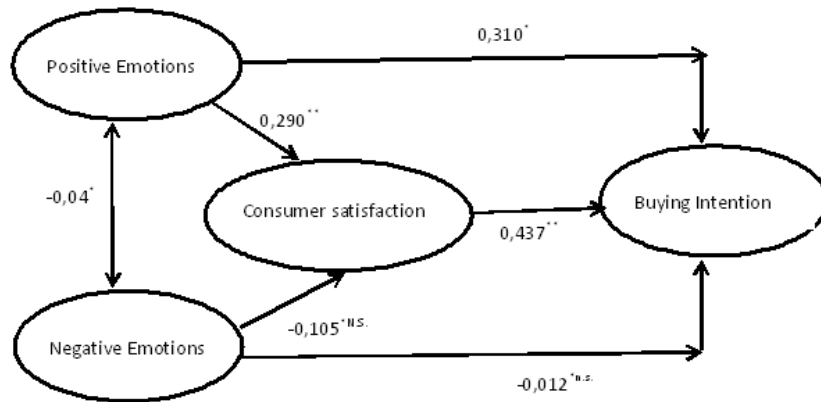
REFERENCES

- Alba, J.W. & Williams, E.F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23, 2-18.
- Assael, H. (1998). *Consumer Behavior and Marketing Action*. Cincinnati, OH: South Western.
- Bagozzi, R.P. & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74-94.
- Batra, R. & Holbrook, M.B. (1990). Developing a typology of affective responses to advertising: a test of validity and reliability. *Psychology & Marketing*, 7, 11-25.
- Chandon, P., Morwitz, V.G. & Reinartz, W.J. (2005) Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 36, 811-828.
- Desmet, P.M.A. & Schifferstein, H.N.J. (2008). Sources of positive and negative emotions in food experience. *Appetite*, 50, 290-301.

- Eagly, A.H. & Chaiken, S. (1993). *The Psychology of Attitudes*. Orlando, FL:: Harcourt Brace College Publishers.
- Espejel, J., Fandós, C. & Flavián, C. (2008). Consumer satisfaction. A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 100, 865-881.
- Espejel, J., Fandós, C. & Flavián, C. (2011). Antecedents of consumer commitment to a PDO wine: An empirical analysis of Spanish consumers. *Journal of Wine Research*, 22, 205-225.
- Fandós, C. & Flavián, C. (2006). The role of intrinsic and extrinsic quality attributes on consumer behavior for traditional food products. *British Food Journal*, 108, 646-662.
- Ferrarini, R., Carbognin, C., Casarotti, E.M., Nicolis, E., Nencini, A. & Meneghini, A.M. (2010). The emotional response to wine consumption. *Food Quality and Preference*, 21, 720-725.
- Fishbein, M. & Ajzen, I. (1975). *Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Fishbein, M. & Ajzen, I. (1980). *Understanding Attitude and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice-Hill.
- Folkman, S. & Moskowitz, J.T. (2004). Coping: pitfalls and promises. *Annual Review of Psychology*, 55, 745-774.
- Frijda, N.H. (1986). *The emotions*. Cambridge: Cambridge University Press.
- Giese, J.L. & Cote, J.A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1, 1-24.
- Grunert, K.G. (2005). Food quality and safety: Consumer perceptions and demand. *European Review of Agricultural Economics*, 32, 369-391.
- Izard, C.E. (2009). Emotion theory and research: Highlights, unanswered questions and emerging issues. *Annual Review of Psychology*, 60, 1-25.
- Jaeger, S. R., Cardello, A.V. & Schutz, H.G. (2013). Emotion questionnaires: A consumer-centric perspective. *Food Quality and Preference*, 30, 229-241.
- King, S.C., Meiselman, H.L. & Carr, B. T. (2010). Measuring emotions associated with foods in consumer testing. *Food Quality and Preference*, 21, 1114-1116.
- Lazarus, R.S. (1991). *Emotions and adaptation*. New York: Oxford University Press.
- Lecocq, S. & Visser, M. (2006). What determine wine prices: Objective vs. Sensory characteristics. *Journal of Wine Economics*, 1, 42-56.
- Mano, H. (1990). Emotional states and decision making. *Advances in Consumer Research*, 17, 577-584.
- Mano, H. (2004). Emotion and consumption: Perspectives and issues. *Motivation and Emotion*, 28, 107-120.
- 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, 224-236.
- Mattila, A. & Wirtz, J. (2000). The role of preconsumption affect in postpurchase evaluation of services. *Psychology & Marketing*, 17, 587-605.
- Mittal, V. Kumar, P. & Tsiros, M. (1999). Attribute-level performance, satisfaction and behavioral intentions over time: a consumption-system approach. *Journal of Marketing*, 63, 88-101.

- Mora, P. & Moscarola, J. (2010). Representations of the emotions associated with a wine purchasing or consumption experience. *International Journal of Consumer Studies*, 34, 674-683.
- Nowak, L.I. & Newton, S.K. (2006). Using the tasting room experience in create loyal customers. *International Journal of Wine Marketing*, 17, 460-469.
- Oliver, R.L. (1981). Measurement and evaluation of satisfaction process in retail setting. *Journal of Retailing*, 57, 25-48.
- Olsen, S.O. (2002). The comparative evaluation and the relationship between quality, satisfaction and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30, 240-249.
- Olsen, S.O., Wilcox, J. & Olsson, U. (2005). Consequences of ambivalence on satisfaction and loyalty. *Psychology & Marketing*, 22, 247-269.
- Orth, U.R., Limon, Y. & Rose, G. (2010): Store-evoked affect, personalities, and consumer emotional attachments to brands. *Journal of Business Research*, 63, 1202-08.
- Orth, U.R., Wolf, M. & Dodd, T.H. (2010): Dimensions of wine region equity and their impact on consumer preferences. *Journal of Product & Brand Management*, 14, 88-97.
- Schifferstein, H.N.J. (2010). From salad to bowl: The role of sensory analysis in product experience research. *Food Quality and Preference*, 21, 1059-1067.
- Schifferstein, H.N.J. & Desmet, P.M.A. (2010). Hedonic asymmetry in emotional responses to consumer products. *Food Quality and Preference*, 21, 1110-1104.
- Stemkamp, J.B.E.M. & Geykens, I. (2006). How country characteristics affect the perceived value of web sites. *Journal of Marketing*, 70, 136-150.
- Stemkamp, J.B.E.M. & Van Trijp, H.C.M. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research of Marketing*, 8, 283-299.
- Thienes, M. (1998). Tradition and progress: registration of geographic denominations of origin. *British Food Journal*, 96, 7-10.
- Tsiros, M. & Mittal, V. (2000). Regret: a model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26, 401-17.
- Tsiros, M., Mittal, V. & Ross, W.T. (2004). Regret: a model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26, 401-17.
- Watson, L. & Spence, M.T. (2007). Causes and consequences of emotions on consumer behavior. A review and integrative cognitive appraisal theory. *European Journal of Marketing*, 41, 487-511.
- Winters, E. & Ha, S. (2012). Consumer evaluation of customer loyalty programs: the role of customization in consumer loyalty program involvement. *Journal of Global Scholars of Marketing Science*, 22, 370-385.
- Zeithaml, V., Berry, L.L. & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, 31-46.

Figure 1: Tested model of satisfaction and buying intention



Note: Coefficients are non significant (^{n.s.}), significant at a level of 0,05 (*) or significant at 0,01 (**).