

Marketing Power of Emotions

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Prof. Dr. Florian Stahl

Advisor:

University of Mannheim

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by

First and last name

Matriculation number:

Field of studies:

Address:

Telephone:

E-mail:

Mannheim, Date

Table of Content

List of Figures	II
Abstract	III
1. Introduction	1
2. Theoretical Foundation: Emotions	2
2.1 Differentiation of Various Affective Constructs	2
2.2 Classification of Different Emotions	3
2.3 Emotions and Their Influence on Decision Making.....	4
3. Emotions in a Marketing Context.....	6
3.1 The Role of Emotions in Advertising.....	6
3.2 Differing Effectiveness of Emotions for Hedonic vs. Utilitarian Products	12
3.3 The Effects of Using Negative Emotions in Advertising.....	19
4. Discussion	22
4.1 Critical Evaluation.....	22
4.2 Managerial Implications	23
4.3 Limitations and Future Research.....	24
Figures	26
Appendix	28
References	52
Affidavit.....	56

List of Figures

Figure 1: Main Constructs of the Appraisal Tendency Framework.....	26
Figure 2: Overall Effect Sizes of Discrete Emotions per Outcome Variable	27

Abstract

Many articles have revealed the importance of emotions for judgement and decision-making processes. As advertisements are meant to have a persuasive character, studying emotions in the context of advertisements is thus of great interest for advertisers. Whereas prior research mainly focused on positive and negative emotional appeals in general, recent studies started to examine the effects of distinct emotions on specific outcome variables. This study intends to provide an overview of the effectiveness of different emotions in advertising contexts. A particular focus of this study is the differential effect of emotions on hedonic versus utilitarian products. Additionally, as negative emotions are generally associated with negative outcomes, this study investigates the potentially positive effects of promoting negative emotions. This thesis then concludes with interesting implications for the use of emotions in advertisements and their resulting firm-related outcomes. Lastly, it outlines some research gaps in literature and present interesting topics for future investigation.

1. Introduction

“The interactive nature of the web has changed the way many marketers advertise. Rather than focusing on information, marketers have gravitated toward funny and more engaging appeals” (Akpınar and Berger 2017, p. 328). This statement shows that advertisements have changed over time and that marketers and brands are not only competing on informational, but also on emotional level. Research on the field of emotions is growing at an accelerated rate (Lerner et al. 2015, p. 817) and brings up as many questions as it answers. Emotions are a very complex construct, nevertheless marketers actively engage in integrating emotional appeals in their advertisements. A reason for this is that research suggests that emotions have shown to positively affect consumers’ judgment and decision making (Han, Lerner, and Keltner 2007, p. 158). However, there are lots of different emotions and feelings to choose from when creating an emotional advertisement. This raises the question whether emotions in general or specific emotions affect judgement and decision making. And if so, are there emotions that have a stronger effect than others.

This thesis intends to provide a comprehensive overview of how emotions can be used in advertising and how distinct emotions can lead to specific firm-related outcomes. The first part of this thesis will elaborate on the theoretical foundation of emotions, especially on how emotions differ from other affective constructs and how they affect decision making.

The main part of this thesis will then examine the effects of emotions in advertising and will specifically investigate if there are differential effects of emotions for different product categories (hedonic vs. utilitarian). Furthermore, this thesis studies the effects of using negative emotions in advertising and whether negative emotions can provide beneficial outcomes as well.

The last chapter will then provide a critical evaluation, managerial implications and lastly some limitations and potential future research areas.

2. Theoretical Foundation: Emotions

This chapter examines the theoretical background of emotions. The first part defines and differentiates emotions and various affective constructs. The second part illustrates which different emotions exist in general. In the last part it is elaborated how emotions can have an impact on decision making.

2.1 Differentiation of Various Affective Constructs

Research identified and examined various affective constructs like affect, emotions, moods and attitudes. To differentiate one from another is not that easy. We thus need to clarify the differences between emotions and other affective constructs, especially because those terms are often used inconsistently across literature (Bagozzi, Gopinath, and Nyer 1999, pp. 184–85).

Affect can be described as an overarching construct that includes several mental processes such as emotions, moods and attitudes (Bagozzi, Gopinath, and Nyer 1999, p. 184). Emotions can be defined as a mental state of readiness that emerges through a cognitive assessment of events or thoughts. It generally goes along with a physiological process and is frequently expressed in a physical manner (e.g. facial expressions or gestures) that might also lead to specific actions based on the person perceiving them (Bagozzi, Gopinath, and Nyer 1999, p. 184; Kranzbühler et al. 2020, p. 480). Defining mood and differentiating it from emotion is difficult. Compared to emotions, moods tend to be longer lasting and to have lower intensity. Additionally, moods are mainly non-intentional whereas emotions are intentional and usually do not lead to immediate actions as it does with emotions (Bagozzi, Gopinath, and Nyer 1999, p. 185). With regard to attitudes, there are several different views across research. Attitudes are usually seen as an occasion of affect and are measured on similar scales as emotions. However,

different researchers define attitudes rather as an evaluative judgment than an emotional state. Other researchers in turn do not differentiate between evaluative judgments and affect.

As this thesis focuses on the construct of emotions, it is crucial to clarify the main differences of emotions from other affective constructs. First, the intensity of the individual experience and physiological response of emotions is stronger in magnitude than those of other affective constructs (Bagozzi, Gopinath, and Nyer 1999, p. 185). The second and probably the most important factor refers to how emotions arise in a person. Bagozzi, Gopinath, and Nyer (1999, p. 185) state that emotions have a so-called referent, which can be interpreted as a specific situation, that makes a person feel a certain way (e.g., annoyed about poor restaurant service). They further claim that the appraisals (evaluative judgement) from a person are the prerequisite for the emergence of an emotion. Hereby it is important to note that not the referent situation itself is decisive for the emergence of emotions, but rather how the person evaluates and interprets these events. Therefore, the same situation can have different emotional impacts on different people experiencing it (Bagozzi, Gopinath, and Nyer 1999, p. 185).

2.2 Classification of Different Emotions

After clarifying the difference between emotions and other affective constructs, this chapter gives an overview of different emotions that are relevant in a marketing context. As research on emotions is widely spread, this list of emotions does not claim to be collectively exhaustive. However, it lists emotions that are relevant in a marketing context and important for further discussions in this paper. This paper mainly bases its classification of emotions on the work of Shaver et al. (Shaver et al. 1987, p. 1067). They demonstrate the existence of two superordinate categories, namely positive and negative emotions (Ruth, Brunel, and Otnes 2002, p. 46; Shaver et al. 1987). These categories then further map into five basic-level emotion categories of joy, love, fear, anger, and sadness. There are also sub-ordinate emotions like uneasiness, pride and

gratitude (Ruth, Brunel, and Otnes 2002, p. 46). Other researchers like Kranzbühler et al (2020, p. 485) follow a similar approach and base their analysis on these 10 core consumption emotions of gratitude, love, happiness, pride, guilt, fear, uneasiness, embarrassment, sadness and anger. Additionally there are emotions such as contentment and shame that this paper also investigates (Griskevicius, Shiota, and Nowlis 2010, p. 239; Han, Duhachek, and Agrawal 2014, p. 1059).

2.3 Emotions and Their Influence on Decision Making

After elaborating on emotion as an affective construct as well as classifying different emotions, this chapter focuses on how emotions affect decision making.

There are several different theories of emotion. To name some major theories of emotion found in literature, there are the James-Lange Theory of Emotion, the Cannon-Bard Theory of Emotion, the Schachter-Singer Theory, the Evolutionary Theory of Emotion and the Cognitive Appraisal Theory. The following is going to contrast two theoretical frameworks that try to predict how emotions shape decision making processes.

One framework that is trying to explain how specific emotions influence judgement and decision making is the Appraisal-Tendency Framework (ATF) proposed by Lerner and Keltner (2000, pp. 476–79). According to the ATF, specific emotions are supposed to trigger cognitive and emotional processes that affect judgement and decision making (Han, Lerner, and Keltner 2007, p. 158). The main constructs of the ATP can be described as follows (“Insert Figure 1 about here”). The two constructs Appraisal Dimensions and Appraisal Themes are part of the overarching construct of Specific Emotion. Appraisal dimensions help with differentiating and contrasting discrete emotions (Han, Lerner, and Keltner 2007, p. 159). Smith and Elsworth (1985, pp. 834–35) found that there are different appraisal dimension patterns by which emotions can be characterized. Those dimensions are pleasantness, anticipated effort, certainty, attentional activity and lastly responsibility and control. When comparing the central

dimensions of different emotions, it can be identified which emotions fit more to another than others (Han, Lerner, and Keltner 2007, p. 159). The Appraisal Themes construct is generally considered to have a causal relationship to emotions. However, cognitive appraisals are not necessarily required for the ATP, as emotions can emerge in various ways (Han, Lerner, and Keltner 2007, p. 160). To summarize the relationship between the other constructs, appraisal tendencies can be defined by the carry-over effect of the appraisal dimensions and appraisal themes of emotions. These appraisal tendencies in turn then influence specific judgment and decision making through content and depth of thought (Han, Lerner, and Keltner 2007, p. 160; Lerner and Tiedens 2006, pp. 125–26). Han, Lerner and Keltner (2007, p. 166) conclude that emotional influence on judgment and decision making is a complex phenomenon. They contribute to research through explaining that distinct emotions elicit appraisal tendencies (more than just positive or negative evaluations), which then influence decision making.

A contrasting approach that intends to predict the effect of emotions on judgement and decision making is the evolutionary approach. Griskevicius, Shiota, and Nowlis (2010, pp. 239–40) propose that while appraisal theories only compare emotions based on one specific dimension, an evolutionary approach, on the other hand, accounts for the complexity of different emotions, by not looking at one factor at a time, but rather how each emotion leads to distinct outcomes. Thus, an evolutionary approach takes a distinct emotion as the baseline and intends to predict the underlying mechanism for each emotion. Consequently, decision making is driven by the emotion's hypothesized evolutionary function (Griskevicius, Shiota, and Nowlis 2010, p. 247). Ultimately, the authors claim the definition of emotion for the approach to be the quintessence. They define emotional response in a manner that it emerges through a distinct threat or opportunity. This emotion is then usually able to solve that situation by a facilitating an adaptive behaviour (Griskevicius, Shiota, and Nowlis 2010, p. 247).

Looking at different research streams and theories of emotional impact on decision making, all of them “elucidate one overarching conclusion: Emotions powerfully, predictably and pervasively influence decision making” (Lerner et al. 2015, p. 802).

3. Emotions in a Marketing Context

After reviewing the theoretical background of emotions and their influence on decision making, this chapter now examines the role of emotions in a marketing context. The first part explores the role of emotions in advertising in general. The second part will investigate whether there are differential effects of promoting specific emotions for hedonic versus utilitarian products. The last part will then explain how negative emotions can be used in advertising and explore their effect.

3.1 The Role of Emotions in Advertising

This thesis previously showed that emotions have the power to influence judgement and decision making. Therefore, it is interesting to investigate the role of emotions and their impact in a marketing context, more specifically in advertising.

Generally, advertisements can be grouped into two categories: thinking advertisements and feeling advertisements. Thinking advertisements focus on providing informational content and factual data on products or monetary values (Bagozzi, Gopinath, and Nyer 1999, p. 193). On the other hand, there are feeling advertisements, which try to promote the emotional experience a customer will perceive through the use of a certain product or service (Bagozzi, Gopinath, and Nyer 1999, pp. 193–94). Other researchers like Akpınar and Berger (2017, p. 319) further distinguish emotional advertisements into emotional brand-integral and emotional

brand-nonintegral advertisements. For the brand-integral advertisements, the specific brand is integrated into the narrative, whereas this is not the case for brand non-integral advertisements.

Advertising platforms have changed over the years and online advertisements have become much more prominent (Teixeira, Wedel, and Pieters 2012, p. 144). The difference to traditional TV advertising is that online advertisements are normally consumed and shared on a voluntary base (Tellis et al. 2019, p. 16). Therefore, the goal is to get advertisement content to go as viral as possible as it is a cheap way to get a lot of exposure (Tellis et al. 2019, p. 16). Tellis et al (2019, p. 17) investigated the differential effects of informational vs. emotional advertisements in an online context for sharing behaviour. They found that informational advertisements that try to communicate factual content generally experienced negative outcomes looking at sharing behaviours. However, positive sharing effects for informational advertisements were observed when the product choice was either in a risky context, the products' price was perceived as high or the product was relatively new to the market (Tellis et al. 2019, p. 17). Additionally, Akpinar and Berger (2017, p. 328) found that another positive aspect of informational advertisements is that they positively affect brand evaluation and purchase likelihood compared to emotional advertisements that were brand non-integral. In contrast to that, feeling advertisements and content that elicits positive emotions significantly resulted in positive sharing behaviour (Akpinar and Berger 2017, p. 328; Tellis et al. 2019, p. 17). Tellis et al. (2019, p. 17) found that the evoked emotions of inspiration, warmth, amusement, and excitement were large drivers of social sharing. Furthermore, they also suggest that adding specific elements to advertisements (e.g. surprise, plot, babies or animals), can have a significant impact the arousal of emotions. Designing an advertisement that performs very well in terms of social sharing should hence combine emotional aspects with elements like plot or characters (Akpinar and Berger 2017, pp. 318–19; Tellis et al. 2019, pp. 3, 17). Based on these findings, it is suggested that emotional brand-integral advertisements provide the best

outcomes. They include the benefits of positive sharing effects from emotional advertisements with the benefits of brand evaluation and purchase likelihood from informational advertisements (Akpınar and Berger 2017, p. 328). Akpınar and Berger (2017, p. 318) found consistent results across different studies for this phenomenon. They underline the fact that the brand needs to be an integral part of the emotional ad for creating valuable sharing results. They propose great potential for marketers as only less than 20% of the advertisements they examined used the brand as an integral part yet (Akpınar and Berger 2017, p. 328).

Another research question Tellis et al. (2019, p. 13) explored was whether sharing behaviours differ across different online media platforms for emotional vs. informational advertisements. The main media platforms explored were Facebook, Twitter, Google+, and LinkedIn. They found that emotional advertisements were generally shared more frequently on the platforms Facebook, Twitter, and Google+ than on LinkedIn (Tellis et al. 2019, pp. 13, 17). Informational advertisements, on the other hand, experienced more frequent sharing behaviours on the more professionally-focused platform LinkedIn (Tellis et al. 2019, pp. 14, 17). Building on these findings, other research streams also investigated other important factors of video advertising such as the retention rate for online advertisements. Teixeira, Wedel, and Pieters (2012, p. 156) found that advertisers are already using emotional advertisements to retain the audience's attention and to prevent them from skipping advertisements. They especially found interesting results for the emotions joy and surprise, as these two emotions are addressed in about two-thirds of online advertisements (Teixeira, Wedel, and Pieters 2012, p. 156). They claim that emotions of joy and surprise have a positive effect on the attention and retention of viewers for online advertisements. The effects of surprise exceeded those of joy in terms of attention concentration (Teixeira, Wedel, and Pieters 2012, p. 156). Interestingly, the retention rate for joy in contrast to surprise was higher. The authors conclude that this has interesting implications for marketers as both joy and surprise are important emotions that lead to

advertising effectiveness through attention generation as well as retention of customers (Teixeira, Wedel, and Pieters 2012, p. 156)

Another interesting effect researchers investigated is Online Word Of Mouth (OWOM). Online Word of Mouth can be defined similarly to the usual definition of word of mouth with the difference that online word of mouth can reach an unlimited amount of recipients through the internet (Gopinath, Thomas, and Krishnamurthi 2014, p. 241; Strauss 1997, p. 28). OWOM is a positive firm-related outcome with three different dimensions of valence: attribute-, emotion- and recommendation-oriented (Gopinath, Thomas, and Krishnamurthi 2014, p. 241). Some dimensions like valence of recommendation have a direct impact on firm-related outcomes like sales, whereas attribute- and emotion-oriented dimensions have indirect outcomes (Gopinath, Thomas, and Krishnamurthi 2014, p. 254). The researchers also identified that the volume of OWOM has no significant effect on sales. They demonstrate that the important factor is the content that is shared rather than the pure volume that is shared (Gopinath, Thomas, and Krishnamurthi 2014, p. 241). The findings of Gopinath, Thomas, and Krishnamurthi (2014, p. 256) that consumer-generated media is a driver of sales for a company suggests important implications for marketers. Marketers should use emotion-oriented advertisements as they have the strongest impact on positive recommendations. The authors further state that pursuing this type of advertisement will eventually end up in emotion-oriented OWOM, which in turn will synergize well again with emotional advertisements (Gopinath, Thomas, and Krishnamurthi 2014, pp. 254, 256). They also investigated the effects of wearout, that is the differing effectiveness of advertisements when they are repeated over time (Gopinath, Thomas, and Krishnamurthi 2014, p. 242). It was demonstrated that the effects of informational and emotional advertisements decrease over time. However, they also show that this effect is stronger for informational advertisements than it is for emotional ones. Rational advertisements thus tend to wearout faster (Gopinath, Thomas, and Krishnamurthi 2014, pp. 241, 255). These

findings are consistent with prior research that also explored and confirmed a slower wearout effect for emotional advertisements (Bass et al. 2007, p. 181,188; Macinnis, Rao, and Weiss 2002, pp. 395–96). Bass et al. (2007, p. 181) proposed that this slower wearout effect could be the result of imagery processing versus cognitive processing. However, there are also some pitfalls. Results show that emotional OWOM needs some time to unfold its full potential. That implies that marketers should use emotional advertisements early in the product life cycle, so that they can unfold their effect by the time the informational effects start to wear out (Gopinath, Thomas, and Krishnamurthi 2014, p. 256).

Before looking into an analysis of specific emotions, research has identified interesting findings regarding the use of positive versus negative emotions. Brown et al. (1998, pp. 114, 123) examined whether positive and negative feelings are two separate constructs (bidimensional) or if they constitute the same construct but with different directions (bipolar). They concluded that that positive and negative feelings are bidimensional and that their effects on advertising responses are not symmetrical (Brown, Homer, and Inman 1998, p. 123). They also show that there could not be drawn a conclusion that negative feelings are generally stronger than positive feelings or the other way around. The relative strength of those feelings was rather context dependent (Brown, Homer, and Inman 1998, p. 123). They concluded that positive and negative feelings are contingently asymmetrical and their relative strength depended systematically on the valence of emotion and on the cognitive evaluation set (Brown, Homer, and Inman 1998, p. 124).

This paper showed so far that emotions are highly relevant and have positive effects such as increased sharing. The following goes one step further by examining and analysing the effects of specific emotions. Researchers like Kranzbühler et al (2020, pp. 491, 489) believed that investigating the effects of distinct emotions on judgment rather than looking at valence or arousal only would provide valuable insights. Through a meta-analysis, the authors investigated

ten discrete emotions (Gratitude, Love, Happiness, Pride, Guilt, Fear, Embarrassment, Uneasiness, Sadness and Anger) and their effectiveness on three outcome variables, namely evaluation, purchase behaviour and sharing behaviour. Firstly, they found that studying discrete emotions significantly contributes to explanatory power over studying valence or arousal alone (Kranzbühler et al. 2020, p. 489). Secondly, they found that on appraisal level, positive emotions compared to negative emotions had a stronger effect on human judgement and the outcome variables (Kranzbühler et al. 2020, pp. 490–91). Thirdly, they identified the emotion gratitude as the one with the strongest overall effect (Kranzbühler et al. 2020, p. 491). Interesting to note is that the authors demonstrate that emotions only had a notable impact on firm-related outcomes if the emotion-eliciting event was perceived to be under the control of the firm. In other words, if the emotion-eliciting event could not be attributed to the related company, no significant effect for firm-related outcomes were observed (Kranzbühler et al. 2020, p. 491). Their results showed that there are positive effects for the positive emotions of gratitude, love, happiness, and pride. They also demonstrate that the largest impact on firm-related outcome variables were observed by the emotions of gratitude, love and happiness (Kranzbühler et al. 2020, p. 491). For negative emotions, on the other hand, only anger showed a weak but significant effect (Kranzbühler et al. 2020, p. 491). Figure 2 (“Insert Figure 2 about here”) summarizes their specific findings for the three outcome variables. Uneasiness, fear, sadness, and embarrassment are excluded in this figure, as there was no significant evidence that these four emotions have an effect on the outcome variables (Kranzbühler et al. 2020, pp. 490–91). This figure illustrates that gratitude shows great effect sizes for evaluation and sharing behaviour, but not so much for the purchase behaviour. In contrast, negative emotions and emotions that present appraisal of uncertainty (uneasiness, fear, sadness) have a stronger effect on sharing than on purchasing behaviour (Kranzbühler et al. 2020, p. 492). The authors suggest that this is consistent with the appraisal tendency framework, discussed earlier. The appraisals

of uncertainty carry over to the content of thought. This, in turn, leads to a reduction of risky behaviours. In our specific example that would represent the monetary risk consumers experience in a buying decision (Kranzbühler et al. 2020, p. 491). The authors conclude that when the goal is to maximize the three firm-related outcome variables mentioned before, promoting gratitude, love, and happiness yield the best results. They add that negative emotions like anger should be regulated as they negatively impact the three outcome variables (Kranzbühler et al. 2020, pp. 494–95). However, when resources are limited they argue that the marketers should focus on promoting positive emotions rather than avoiding negative emotions, as the effect strength of positive emotions outweighs the contrary effect of negative emotions in magnitude (Kranzbühler et al. 2020, p. 493).

3.2 Differing Effectiveness of Emotions for Hedonic vs. Utilitarian Products

After investigating the role of emotions in advertising and how they affect consumers, this chapter now examines if there are differential effects among using specific emotions for hedonic versus utilitarian products.

Before discussing the differing effectiveness of specific emotions for hedonic vs utilitarian products, it is necessary to quickly define the difference between hedonic and utilitarian products. Batra and Ahtola (1991, p. 159) stated that “consumers purchase goods and services and perform consumption behaviors for two basic reasons: (1) consummatory affective (hedonic) gratification (from sensory attributes), and (2) instrumental, utilitarian reasons” (Batra and Ahtola 1991, p. 159). It becomes evident from this definition what role hedonic versus utilitarian product categories play. Hedonic products are products that provide more experiential consumption, fun, pleasure and excitement. Exemplary hedonic products are designer clothes, sports cars or luxury watches. Utilitarian products, on the other hand, are primarily functional. Examples are detergents, microwaves or home security systems or (Batra

and Ahtola 1991, p. 159; Bettiga et al. 2020, p. 2; Dhar and Wertenbroch 2000, p. 60). It is important to note that not all product categories can be easily identified as a purely hedonic or purely utilitarian product. Voss, Spangenberg, and Grohmann (2003, pp. 315–16, 319) demonstrate that products as well as brands can be allocated both on a utilitarian and hedonic dimension. However, there are product categories that place significantly stronger on one dimension than the other. For instance, they show that the product category beer places much higher on the hedonic dimension, whereas batteries place higher on the utilitarian dimension (Voss, Spangenberg, and Grohmann 2003, p. 316). As products can place on both dimensions, it is interesting to investigate which products consumers choose when they have to decide between two products that both meet or even exceed functional as well as hedonic expectations. Chitturi, Raghunathan, and Mahajan (2007, p. 711) studied this phenomenon and found that in a choice context, consumers will prefer the hedonically superior option. They call this phenomenon “hedonic dominance” (Chitturi, Raghunathan, and Mahajan 2007, p. 711). The authors suggest that a customer who tries to resolve this trade off in a certain direction evokes emotional responses that affect preferences (Chitturi, Raghunathan, and Mahajan 2007, p. 703). They conducted three experiments with interesting findings for marketers. Experiment 1 showed that in a trade-off where a consumer trades functional attributes for hedonic attributes, it not only evokes emotions of guilt but also anxiety. A trade-off in the opposite direction, on the other hand, evoked sadness, and disappointment. However, trading functional for hedonic attributes also evoked positive emotions of excitement and cheerfulness, whereas the opposite direction elicited positive emotions of security and confidence (Chitturi, Raghunathan, and Mahajan 2007, p. 707). Experiment 2 provides evidence for the prior mentioned concept of hedonic dominance. Their results show that in a gain-gain context, consumers tend to choose the hedonically superior option to maximize positive emotions. However, in a loss-loss context, they tend to choose the functionally superior product in order to minimize negative emotions.

(Chitturi, Raghunathan, and Mahajan 2007, p. 710). They also demonstrate that the specific emotions elicited in such a trade off affect the overall positive and negative emotions perceived by the customer (Chitturi, Raghunathan, and Mahajan 2007, p. 710) Lastly, in Experiment 3 they found that generally the hedonic option accounted for more positive feelings than the functional one (Chitturi, Raghunathan, and Mahajan 2007, p. 711). Drawing on these results, the authors arrive at the conclusion that the stage of the consumers' decision process may influence selection. In a purchase situation, which represents a choice context, a functionally superior product might be chosen. In an evaluation context e.g., the formation of a consideration set, the hedonically superior product might be chosen (Chitturi, Raghunathan, and Mahajan 2007, p. 712). This suggests that marketers should promote hedonic products in the earlier decision-making process, whereas functional products should be promoted in the later stages (Chitturi, Raghunathan, and Mahajan 2007, p. 712). Finally, they indicate that consumers perceive distinct positive and negative emotions in such a trade-off situation and not just overall negative and positive emotions (Chitturi, Raghunathan, and Mahajan 2007, p. 711). This shows that research on emotions is much more fine-grained than lot of prior research have suggested.

Researchers like Moore and Lee (2012, p. 110) specifically investigated the effects of hedonic advertising appeals on emotion elicitation and consumption impulses. Their findings are based on hedonic appeals of food. However, these findings also provide valuable insights for other hedonic product categories in general. They claim that hedonic advertising appeals can significantly influence potential consumers to vividly visualize the emotions (e.g. anticipated joy, fun, or excitement) they will experience through future consumption of that product (Moore and Lee 2012, p. 110). They suggest that hedonic product descriptions arouse a visualization process that is instrumental for stimulating anticipatory responses such as anticipated emotions. These anticipated emotions, in turn, had a significant effect on subsequent consumption behaviour (Moore and Lee 2012, p. 117). An insightful conclusion from this is

that marketers can use hedonic advertising appeals to vividly describe the anticipated pleasure of consumption. For consumers, this will lead to an elicitation of anticipated emotions to be experienced by consumption. Those anticipated emotions will then stimulate consumption behaviour (Moore and Lee 2012, p. 117).

Other researchers like Griskevicius, Shiota and Nowlis (2010, p. 240) followed the perspective of investigating distinct emotions. They therefore base their research on an evolutionary perspective of emotions and especially found significant results for the emotions of pride and contentment in the context of hedonic versus utilitarian products. As discussed earlier, the evolutionary approach by Griskevicius, Shiota and Nowlis (2010, pp. 239–40) tries to evaluate emotions by their underlying function. Consistent with their framework, they found that effects of pride and contentment depended significantly on the function of a product (Griskevicius, Shiota, and Nowlis 2010, p. 246). The predicted function of pride in their framework is the desire to achieve a positive public differentiation. Here it is important to note, that this does not only refer to luxury products, because positive differentiation can be achieved through several means, which include expensive as well as cheap products (Griskevicius, Shiota, and Nowlis 2010, p. 240). This suggests that promoting an emotion like pride should not be beneficial for products that do not serve the functional goal of public differentiation. Examples for products that do not benefit from the emotion of pride are commodities for private use or leisure clothes that are only worn at home (Griskevicius, Shiota, and Nowlis 2010, pp. 240, 246). However, significant positive results were found for products that fit the underlying function of pride. Products like watches, shoes or clothing for going out were positively affected by the emotion of pride as they serve the function to publicly differentiate from others (Griskevicius, Shiota, and Nowlis 2010, p. 246). Some of these products like shoes or clothing could, by intuition, also place highly on the utilitarian dimension as proposed before (Voss, Spangenberg, and Grohmann 2003, p. 316). However, as the goal is to be noticed by others and

draw positive attention to one-self, these products can be referred as hedonic products. The focus is not on the functional character, but on the joy and experience of showing them off (Griskevicius, Shiota, and Nowlis 2010, p. 246; Voss, Spangenberg, and Grohmann 2003, p. 316). Contentment, on the other hand, showed an opposite effect. As the framework suggested, contentment showed strong effects for clothing that is worn around the house. The influence of contentment was therefore affected by the goal to be in a familiar and comfortable place (Griskevicius, Shiota, and Nowlis 2010, p. 246). Contentment resulted in an increased desire for utilitarian products such as dishwashers and beds but had no effect on products like watches (Griskevicius, Shiota, and Nowlis 2010, p. 246). Based on these findings Griskevicius, Shiota, and Nowlis (2010, p. 247) conclude that marketers should consider eliciting distinct positive emotions in advertisements, so that it is congruent with the hedonic or utilitarian nature of the product. They suggest that, for example, a retailer that sells products that allow customers to publicly display and differentiate themselves, should consider promoting a distinct emotion rather than general positive affect. That is because not every positive emotion leads to similar outcomes for different product categories. The retailer would hence be better off by promoting pride in his advertising (Griskevicius, Shiota, and Nowlis 2010, p. 247). Contrary to the example before, a retailer, who mainly sells utilitarian products (e.g., home furnishing) should promote the feeling of contentment in his advertisements (Griskevicius, Shiota, and Nowlis 2010, p. 247).

The above presented effects were driven by positive emotions. However, negative emotions can also have an influence on hedonic and utilitarian products and services. Goldsmith, Cho, and Dhar (2012, p. 872) specifically show that there are interesting relationships between negative emotions and hedonic consumption. They show that the negative emotion of guilt can enhance the experienced pleasure of hedonic consumption (Goldsmith, Cho, and Dhar 2012, p. 872). The authors demonstrate that this effect occurs due to a cognitive association between

guilt and pleasure. Addressing the emotion of guilt automatically starts a cognitive process related to pleasure (Goldsmith, Cho, and Dhar 2012, pp. 872, 875). The authors examined whether other negative emotions can replicate this effect, however, they found guilt to be unique in this aspect (Goldsmith, Cho, and Dhar 2012, p. 878). They claim that this effect usually is overlooked as most people don't know that unrelated emotions can affect pleasure of consumption. But looking at the commonly used phrase "guilty pleasure" (Goldsmith, Cho, and Dhar 2012, p. 872) makes it evident that guilt indeed can be associated with enjoyment. Consumers that are primed with the emotion of guilt prior to a hedonic consumption experience greater pleasure than consumers who are not previously primed (Goldsmith, Cho, and Dhar 2012, p. 872). Yet, the authors claim that prior research has suggested that in a choice and acquisition context for hedonic products, guilt might lead to a decrease of hedonic choices (Goldsmith, Cho, and Dhar 2012, p. 879). Nevertheless, the authors suggest that further research needs to be conducted in choice contexts because people tend to choose hedonic options even though they are primed with guilt (Goldsmith, Cho, and Dhar 2012, p. 879). The authors derive that marketers of hedonic products or services can greatly benefit from advertising cues of guilt instead of pleasure only. Their findings propose that retailers providing a hedonic experience, like massages, spas or desserts in a restaurant, should think about using guilt cues in their advertisements to make use of these benefits (Goldsmith, Cho, and Dhar 2012, p. 879).

As marketing and advertising in an online context becomes much more prominent, the previous chapter explored the effects of emotions for OWOM as an important outcome factor. Rocklage and Fazio (2020, p. 332) claim that there is a current trend for marketers to believe that enhancing emotional content is a crucial factor for influencing spread of information and purchasing behaviour. Building on this statement, the researchers investigated when emotional content of customer reviews had a positive versus negative effect for different product

categories (hedonic vs. utilitarian). They demonstrated that consumers themselves believed that writing a review incorporating positive emotions would yield the highest persuasive effect for others' decision making (Rocklage and Fazio 2020, p. 333). However, the researchers found conflicting results. Whereas expressing positive emotions in the context of hedonic products led to a positive impact, using emotional content for utilitarian products resulted in a negative impact (Rocklage and Fazio 2020, p. 332). This phenomenon is explained by the fact that positive emotional responses are expected for hedonic products whereas for utilitarian it is not so much (Batra and Ahtola 1991, p. 159). Consequently, a review expressing positive emotions for a hedonic product has a positive effect on the reader's purchasing behaviour (Rocklage and Fazio 2020, p. 333). On the other hand, emotional reviews for utilitarian products backfired and showed an opposite effect. Readers perceive an emotional review for utilitarian products as odd and surprising, which results in a lower choice for that product (Rocklage and Fazio 2020, p. 333). From a managerial perspective, emotionality needs to be tempered for certain product categories as they result in negative outcomes (Rocklage and Fazio 2020, p. 346). As a result, the authors suggest that promoting the usefulness of an utilitarian product achieves better results than promoting how much consumers love this product (Rocklage and Fazio 2020, p. 349).

Lastly, research also demonstrated that there are other factors to incorporate when designing advertisements for hedonic versus utilitarian products. Drolet, Williams and Lau-Gesk (2007, p. 211) investigated whether the advertisement recipient's age moderated the effect of emotional/affective vs informational/rational advertisements. Their results demonstrated that there are differences between elderly people (age 65+) and young adult consumers (age 18-25) regarding the positive attitudes towards emotional and informational ads. Whereas for elderly people emotional/affective advertisements were perceived more positively for both hedonic and utilitarian products, for young adults it was only perceived more positively for hedonic products. Rational advertisements showed a greater effect on young adult consumers for utilitarian

products and also achieved better recall (Drolet, Williams, and Lau-Gesk 2007, p. 219). This has interesting implications for advertising design. Not only do they need to evaluate the specific use of emotions in their advertisements based on hedonic and utilitarian dimension, but also on the target group's age distribution. Depending on the age of the main target group, this might lead to different choices regarding emotional content in advertisements (Drolet, Williams, and Lau-Gesk 2007, p. 218).

3.3 The Effects of Using Negative Emotions in Advertising

In the previous chapter, this thesis already showed the effects of specific negative emotions in the context of hedonic categories. This chapter now further explores the scope of negative emotions in advertising.

The first two interesting emotions to further examine are guilt and shame. These emotions are important to be studied as they are frequently experienced by everyone in daily life and affect our behaviour (Han, Duhachek, and Agrawal 2014, p. 1059). We are, for instance, frequently exposed to anti-overeating advertisements that try to evoke a feeling of guilt and shame to persuade customers into a specific behaviour (Han, Duhachek, and Agrawal 2014, p. 1047). The emotions of shame and guilt are referred as self-conscious emotions and can therefore constitute a strong tool for addressing harmful behaviours like binge-drinking (Agrawal and Duhachek 2010, p. 263). Marketers often wrongly assume that the emotions guilt and shame have the same effect in advertisements. However, this is not the case as Han, Duhachek, and Agrawal (2014, pp. 1047–48) propose in their research. They claim that both emotions trigger different psychological mindsets and consequently generate different distinct effects (Han, Duhachek, and Agrawal 2014, p. 1047). This underlines the importance of examining differential effects of negative emotions. The research by Duhachek, Agrawal, and Han (2012, p. 928), for example, shows that guilt and shame have differential effects on health

messages and that framing constitutes a crucial factor for their influence on decision making. They found that depending on whether the health message was framed as a gain or a loss, guilt and shame showed differential effects (Duhachek, Agrawal, and Han 2012, p. 928). Firstly, they demonstrated that the persuasiveness of guilt was stronger in a gain frame, whereas the persuasiveness of shame was stronger in a loss frame (Duhachek, Agrawal, and Han 2012, pp. 928, 938). Secondly, they found that the reason for these framing effects is the activation of emotion-consistent coping strategies. A gain frame addresses problem-solving coping strategies, whereas a loss frame addresses emotion-focused coping strategies. (Duhachek, Agrawal, and Han 2012, pp. 928, 938). A frame that is consistent with the emotion consequently leads to higher advertisement effectiveness (Duhachek, Agrawal, and Han 2012, p. 928). The authors exemplify these findings by claiming that when marketers want to create an effective emotional advertisement that shall have a significant effect on anti-drinking behaviour, it would be beneficial to promote a guilt appeal rather in a gain than loss frame (Duhachek, Agrawal, and Han 2012, p. 939). Generally, marketers can induce additional effectiveness by advertisement statements like “Let your feelings out!”, which directly suggest an emotional coping to the audience (Duhachek, Agrawal, and Han 2012, p. 939). As a remark, guilt and shame appeals should be utilized with caution (Agrawal and Duhachek 2010, p. 273). In the previous chapter, this paper illustrated that the emotion of guilt can have significant effects on the emotion of pleasure. So, when the main goal of the marketer is to create an advertisement that tries to influence people not to consume harmful hedonic products (e.g., alcohol, drugs, and tobacco), using an emotion of guilt can be dangerous as it simultaneously stimulates the emotion of pleasure experienced while consuming exactly those (Goldsmith, Cho, and Dhar 2012, p. 879).

Two other interesting emotions to investigate are the emotions of fear and anger. Fear and anger constitute two separate and robust phenomena (Lerner and Keltner 2001, p. 154). Fear can be defined as an emotional response to the presence or anticipation of a danger or

threat (Dunn and Hoegg 2014, p. 152; Latour and Rotfeld 1997, p. 45). In prior research it was generally claimed that negative emotions would also lead to negative evaluations. However, the research of Dunn and Hoegg (2014, p. 152) suggest that for the emotion of fear, the relationship may be more positive. Their study consisted of four empirical studies that all demonstrated that consumers, who experienced fear in the presence of a brand consequently also felt stronger emotional brand attachment. The resulting effects by fear are stronger than those resulting from other emotions like happiness or excitement (Dunn and Hoegg 2014, pp. 152, 164). In this context, brand attachment refers to a strong positive emotional connection between a consumer and a brand (Thomson, MacInnis, and Whan Park 2005, pp. 77–78). Dunn and Hoegg (2014, p. 164) show that this effect occurs because the consumer believes that he experiences the situation of fear jointly with the brand and therefore feels an emotional connection. In contrast to fear, anger also bears interesting marketing insights. Lerner and Keltner (2001, p. 146) found that general estimations of angry people resonated more with people experiencing happiness than those experiencing fear, which might be counterintuitive at a first glance. They, however, found that this is in line with the prior proposed appraisal tendency framework, as appraisals of certainty and control moderated and mediated the emotional effects (Lerner and Keltner 2001, pp. 146, 155). Their study results showed that consumers that experienced fear tend to form relatively pessimistic judgments, whereas individuals that experienced happiness or anger tend to form optimistic judgments (Lerner and Keltner 2001, pp. 154–55).

Lastly, the emotion of sadness also provides interesting insights for advertisers. Small and Verrochi (2009, p. 777) examined the effects of facial emotion expression on charity advertisements. In their studies they hypothesized and found that emotional expression is an influential driver for charitable appeals and suggest that people are more likely to donate if they see sad expressions rather than happy or neutral expressions (Small and Verrochi 2009, p. 785).

They argue that seeing and experiencing a victim's negative emotional state, results in greater sympathy and prosocial behaviour as they themselves feel sadder. The authors suggest that this transfer of emotions is an automatic process (Small and Verrochi 2009, pp. 778, 785). They propose that the shared experience of sadness elicits a feeling of empathy and amplifies the effect of donation appeals (Small and Verrochi 2009, p. 785). They find substantial evidence that the underlying construct for this phenomenon is emotional contagion (Small and Verrochi 2009, p. 786). Lastly, they show that providing too much information on charities can lead to a decreased effectiveness of emotions as the information processing disrupts emotional processes. Only when information appeals specifically described the victim's plight, positive effects were observed (Small and Verrochi 2009, pp. 785–86).

It can be concluded that these findings provide valuable insights for marketers and advertisements. Promoting negative emotions, unlike prior research suggested, can provide positive outcomes. However, negative emotions need to be used with caution.

4. Discussion

This last chapter provides a summary of findings and a critical evaluation. It also outlines some managerial implications arising from this study. Finally, limitations and potential future research directions are presented.

4.1 Critical Evaluation

This literature review tries to give an overview of how emotions can positively affect advertising outcomes. Throughout this paper, it becomes apparent that the effects of emotions are extremely context-dependent and that it is hard to capture an exhaustive review of emotional effects. Additionally, the field of emotions is growing at an accelerated rate and is far from

mature (Lerner et al. 2015, p. 817). That suggests that lots of research areas in the field of emotions and their effects on advertisements remain unexplored.

As stated before, another limiting factor is the major inconsistency across literature for the definition of affective constructs. This makes it difficult to compare papers and findings if their underlying assumptions are based on different definitions. Additionally, there are various theories of emotions, of which this paper only explained few. Depending on which theoretical construct of emotions the researchers decide to base their studies on, different research results and explanations can be drawn. This is especially true for emotional choice and judgement constructs. As long as there is no consent for one specific theory of emotion to provide the strongest explanatory power, the research field of emotion remains very broad.

4.2 Managerial Implications

Numerous implications for marketers can be derived based on this review. Designing an advertisement that creates the most favourable outcome for a company or brand remains a challenging task. The theoretical concepts discussed in this paper show that emotions play a crucial role in consumers' judgement and decision making. This paper thus suggests that using emotional advertisements can significantly impact brand-related outcomes. However, it also illustrates how differential the effects of distinct emotions can be, depending on context and advertising goal. The desirability of a product may or may not be enhanced depending on the type of the product. Whereas, for hedonic products the promotion of pride results in beneficial outcomes, the promotion of exact same emotion for utilitarian products does not. For utilitarian products, on the other hand, the emotion of contentment shows significant positive effects (Griskevicius, Shiota, and Nowlis 2010, p. 246).

Further this thesis demonstrates the effects of using emotional advertisements in an online environment. One goal for advertisers in an online context was to create virality. This

thesis showed that emotional advertisements compared to informational advertisements can greatly affect social sharing (Akpınar and Berger 2017, p. 328; Tellis et al. 2019, p. 17). Additionally, it was found that distinct emotions like surprise and joy can effectively concentrate and retain viewers in video advertisements (Teixeira, Wedel, and Pieters 2012, p. 156).

Lastly, we also showed that negative emotions not necessarily need to lead to negative outcomes. The emotion of guilt is closely related to emotional cues of pleasure. This relationship led to an increase in experienced pleasure of hedonic consumption when consumers were previously primed with guilt (Goldsmith, Cho, and Dhar 2012, p. 875).

In conclusion, this paper provides interesting implications for marketers and advertisers, but also illustrates the difficulties of examining when and which emotions to use. Marketers therefore need to critically evaluate which emotion to promote and to avoid in advertisements based on the specific context.

4.3 Limitations and Future Research

As explained before, the research area of emotions is continuously growing. While this thesis provides interesting research insights for advertisers, it does not capture the effects of every emotion. Especially because research findings on emotional effect were often highly context dependent show that this review does not provide a collectively exhaustive overview of emotional effects on advertising as this is out of scope. Nonetheless, this research still provides several interesting implications for marketers.

However, there are also other limitations to this review. One limitation is that for valid and accurate research findings in advertising contexts, it is crucial to create an exposure under realistic conditions. Brown, Homer, and Inmann (1998, p. 123), however, claim that this was

not always the case in their research. As research on advertising is often conducted in laboratory experiments, findings can be sometimes impaired.

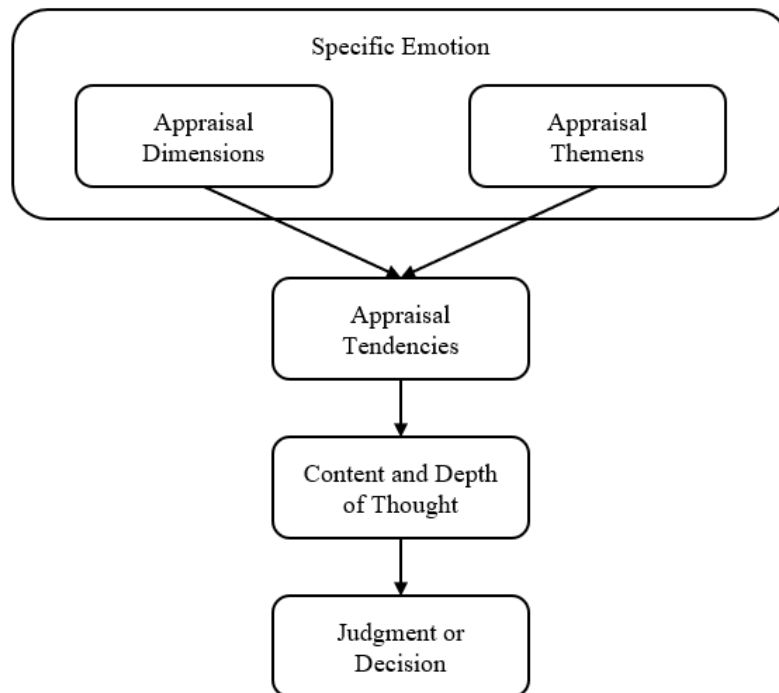
Another limitation arises from research on the effects of negative emotions. Tellis et al. (2019, p. 18) argue that there is not as much advertising that focuses on negative emotions as there is for positive emotions. Therefore, the lack of negative emotions in advertisements can sometimes affect the ability to draw conclusions on the effectiveness of negative emotions.

As the field of emotions is growing at an accelerated rate (Lerner et al. 2015, p. 817), there are plenty of possibilities for further research. It was shown that distinct emotions have different impacts depending on context. Based on the implications of this thesis, it would be interesting to analyse multinational brands that market different product categories (hedonic vs. utilitarian) under one brand. Under this assumption, it would be interesting to investigate if, i.e., promoting hedonic-favouring emotions result in negative outcomes for the utilitarian product categories and vice versa.

Secondly, building on the research gap discovered by Goldsmith, Cho, and Dhar (2012, p. 879), it would be interesting to further investigate how negative emotions affect the acquisition choice of hedonic products.

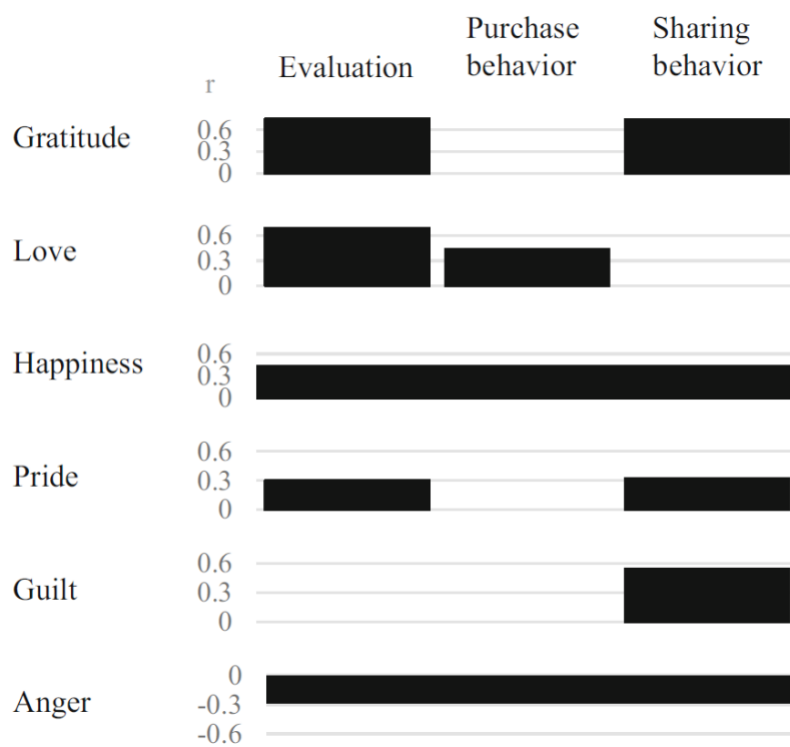
Figures

Figure 1: Main Constructs of the Appraisal Tendency Framework



Source: Following Han, Lerner, and Keltner (2007, p. 158)

Figure 2: Overall Effect Sizes of Discrete Emotions per Outcome Variable



Source: Kranzbühler et al. (2020, p. 490)

Appendix

Comparative Literature Table

Citation	Theoretical Background		Research focus on Emotions		Product Dimension		Implications
	Affective Constructs	Emotions	Positive	Negative	Hedonic	Utilitarian	Advertisement Performance
This thesis	x	x	x	x	x	x	x
Akpinar and Berger (2017)		x	x				x
Brown, Homer and Inman (1998)	x	x	x	x			x
Chitturi, Raghunathan and Mahajan (2007)		x	x	x	x	x	x
Duhachek, Agrawal, Han (2012)	x	x		x	x		x
Dunn and Hoegg (2014)		x		x			x
Goldsmith, Cho and Dhar (2012)	x	x	x	x	x		x
Gopinath, Thomas and Krishnamurthi (2014)		x	x	x			x
Griskevicius, Shiota and Nowlis (2010)	x	x	x		x	x	x
Han, Duhachek and Agrawal (2014)	x	x		x			x
Han, Lerner and Keltner (2007)	x	x	x	x			x
Kranzbühler et al. (2020)	x	x	x	x			x
Lerner and Keltner (2000)	x	x		x			
Lerner and Keltner (2001)	x	x		x			
Rocklage and Fazio (2020)		x	x		x	x	x
Small and Verrochi (2009)	x			x			x
Teixeira, Wedel and Pieters (2012)		x	x				x
Tellis et al. (2019)		x	x	x			x
Voss, Spangenberg and Grohmann (2003)		x	x	x	x	x	

Literature Review Tables¹

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Akpinar and Berger (2017) [<i>Journal of Marketing Research</i>]	Drivers of online variety for advertising	Informative vs emotional appeals Brand evaluations and brand-related outcomes	Random selection of advertisement data set released at same time n = 240 ads Selection of 4 independent raters	Two independent raters code data set based on emotional or informational nature (1 = “informative”, 7 = “emotional; $\alpha = .90$) Two independent raters code data set based on how integral the brand was to the narrative (1 = “not integral at all”, 7 = “very integral; $\alpha = .84$)	Different advertising types (emotional vs. emotional non integral vs. informative) affect sharing and other brand-related outcomes differently <ul style="list-style-type: none"> • Emotional ads increase sharing • Informative ads bolster brand evaluations and purchase likelihood • Emotional integral ads combine benefits of both

¹ The literature review tables (p. 29 – 51) may contain direct citations from the respective sources shown in the first column

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Brown, Homer and Inman (1998) [<i>Journal of Marketing Research</i>]	Effects of positive and negative feelings on advertising response	Bipolarity, generalized asymmetry and contingent asymmetry	<p>Studies included in the meta-analysis were located searching top ranked marketing and psychology journals (e.g. <i>Journal of Marketing</i>, <i>Journal of Consumer Psychology</i> etc.)</p> <p>More than 300 codings</p> <p>Encompasses all available studies on ad-evoked feelings</p>	<p>Meta analysis: Coding discrete ad-evoked feelings as positive or negative</p> <p>Effect-size metric used in analysis was r (Pearson product-moment correlation coefficient)</p> <p>When ratio of sampling error to total variance around weighted mean correlation was less than 75% and χ^2 statistic was significant, they conducted moderator analyses</p>	<p>Positive and negative feelings have contingently asymmetrical effects on advertising responses</p> <p>Positive and negative ad-evoked feelings are bidimensional rather than bipolar</p> <p>No evidence for a general stronger effect of negative feelings compared to positive feelings and vice versa</p>

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Chitturi, Raghunathan and Mahajan (2007) [<i>Journal of Marketing Research</i>]	Emotional and behavioural consequences of functional versus hedonic trade-offs	Hedonic versus Utilitarian products Emotion Intensities	Experiment 1: n = 101 undergraduate students (44 men, 57 women) Experiment 2: n = 90 undergraduate students (49 men, n = 41 women) Experiment 3: n = 132 undergraduate students (68 men, 64 women)	Experiment 1: <ul style="list-style-type: none"> • Choice between two Cell Phones (A: hedonic superior, B: functional superior) • Based on choice indicate intensity of 13 emotions experienced in a questionnaire (1 = “not at all, 7 = “extremely) Experiment 2: <ul style="list-style-type: none"> • 2 groups primed on hedonic vs functional dimension; then choose between Laptop A (high hedonic, low functional) or Laptop B (low hedonic, high functional) • 2 groups: 1 primed with high goals (high functional and design), 1 primed with low goals (high functional, low hedonic needs) • Indicate their feelings in trade off situation 	In a choice set in which the option exceed both utilitarian and hedonic attributes, consumers attach greater importance to hedonic attributes Functionally superior option preferred in choice tasks, hedonically superior option preferred in willingness-to-pay task In course of resolving trade-offs involving functional and hedonic attributes, consumers experience different types of positive and negative emotions – not just overall negative and positive emotions

				<ul style="list-style-type: none"> • Then, indicate feeling of eight emotions in the process of making choice <p>DV:</p> <ul style="list-style-type: none"> • Intensity feeling “positive” or negative”: (1 = “not at all”, and 7 = “extremely” • Intensity of Eight different emotions each on scale (1 = “not at all”, and 7 = “extremely) <p>Experiment 3:</p> <ul style="list-style-type: none"> • Half of respondents should consider buying laptop, other half cell phone • Both should look for product exceeding specific cutoffs • 2 possible choice alternatives given (First option: exceed functional, fail meeting hedonic ones; Second option: exceed hedonic, fail meeting functional • Half of respondents asked which option they choose • Other half asked to indicate WTP 	
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Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Duhachek, Agrawal, Han (2012) [<i>Journal of Marketing Research</i>]	Emotions of shame and guilt Effects of framing on advertisements messages for shame and guilt	Negative emotions Coping with shame and guilt Framing effects	Study 1: n = 95 undergraduate students Study 2: n = 92 undergraduate students Study 3: n = 165 undergraduate students	Study 1: 1) Students randomly assigned to 4 experimental conditions evaluating advertisements incl. one anti-drinking ad (differences for guilt vs. shame / gain vs. loss frame) 2) students answer behavioural questions and one question about how likely they are to binge drink (1 = “not at all likely” 7 = “very likely”) 3) Study unrelated task 4) Students watch beverage advertisements for as long as they want (5 alcoholic, 3 non-alcoholic) DV: advertisements IV: view time 5) Students rate interest for each beverage range from (1 = “not interested; 7 = “very interested”)	<ul style="list-style-type: none"> • Shame and guilt as effective means for health messages • Gain frame increases persuasiveness of a guilt appeal and a loss frame increases persuasiveness of a shame appeal • Mediation support for persuasiveness of guilt (shame) appeals featuring gain (loss) frames was driven by fluency and activation of emotion-consistent coping strategies • Priming of coping can override effects of emotions

				<p>Study 2:</p> <ul style="list-style-type: none">• 2 x 2 between subject design (Similar design like Study 1 for additional measures of fluency, appraisal, and coping)• Survey with items measuring coping strategies (1 = “not at all like me”; 9 = “very much like me”) <p>Study 3:</p> <ul style="list-style-type: none">• Is a 3 (problem-focused coping vs. emotion coping prime vs. no coping prime control) x 2 (guilt vs. shame) x 2 (gain frame vs. loss frame) between-subject design• Identical to previous study, in addition with 4 new conditions (problem-focused coping prime), and 4 new conditions (emotion-focused coping prime)	
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Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Dunn and Hoegg (2014) [<i>Journal of Consumer Research</i>]	Emotion of Fear Impact of Fear on Firm related Outcomes, specifically brand attachment	Negative emotions Influence of fear on consumer behaviour	All samples are from University of British Columbia Study 1: n = 86 undergraduate students Study 2: n = 69 undergraduate students Study 3: n = 222 undergraduate students Study 4: n = 191 undergraduate students	Study 1: <ul style="list-style-type: none"> • One-factor between subject design • Comparing the effects of four emotions: fear, sadness, excitement, happiness Study 2: <ul style="list-style-type: none"> • Study effect on brand attitude, comparing fear with high arousal emotion • 2 (emotion: fear vs. excitement) x 2 (prime: affiliation vs. neutral) between-subjects-design • Manipulation checks with ANOVA Study 3: <ul style="list-style-type: none"> • Examine role of consumption in facilitating fear-attachment effect • 3 (fear vs. excitement vs. neutral) x 3 (no touch vs. touch vs. forced consumption) between subject design 	<ul style="list-style-type: none"> • Fear facilitates the development of emotional attachment more than other emotions (e.g., happiness, sadness, and excitement) • Perception of sharing fearful moment with the brand mediates this effect • Not all negative emotions have negative implications for brand evaluations • Fear can have positive influence

				<ul style="list-style-type: none">• ANOVA<ul style="list-style-type: none">○ IV: emotion○ IV: consumption○ DV: emotional attachment <p>Study 4:</p> <ul style="list-style-type: none">• 2 (presence of product: during experience vs. after experience) x5 (emotion: neutral vs. fear vs. sadness vs. excitement vs. happiness) between-subjects design	
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Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Goldsmith, Cho and Dhar (2012) [<i>Journal of Marketing Research</i>]	How emotions can affect pleasure Effect of negative emotion of guilt on pleasure	Emotions and cognitive associations Negative emotions Hedonic consumptions	Study 1: n = 103 Study 4: n = 58	Study 1: <ul style="list-style-type: none"> • Random assignment to one between subject conditions (guilt vs. neutral prime) and priming them on these conditions • Then, consumption of chocolate candy and indicate liking (1 = “not at all”, 7 = “very much”) • 3 days after experiment asked to indicate how much they remembered liking candies (1 = “not at all”, 7 = “very much”) • Analysis of variance Study 4: <ul style="list-style-type: none"> • Same random assignment as Study 1 • Participants engaged in Word Completion study • IV: words to be completed (including pleasure-related words, and neutral words) • DV: total number of pleasure-related words formed 	<ul style="list-style-type: none"> • The activation of guilt, a negative emotion, enhances pleasure from hedonic consumption • There is a cognitive association between guilt and pleasure • Promoting Guilt in advertisements can lead to increased pleasure of hedonic consumption • This increase of pleasure is unique to the activation of guilt

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Gopinath, Thomas and Krishnamurthi (2014) [Marketing Science]	Relationship Between OWOM, Advertising and Brand Performance	<p>Consumer-generated online word of mouth (OWOM)</p> <p>Valence (attribute, emotion, recommendation)</p> <p>Wearout effects of advertisements</p> <p>Dynamic hierarchical liner model (DHLM)</p>	<p>Product category: cell-phones</p> <p>n = 5 models from the five leading cell phone companies in the US</p> <p>OWOM data from Howard forums</p> <p>Sales, price and advertising data of each model</p>	<p>Review of relevant and fundamental literature followed by DHLM modelling</p> <ul style="list-style-type: none"> • OWOM data coded into WOM categories by independent human coders • Include Control variables for competitive effects <ul style="list-style-type: none"> ○ Volume ○ Valence ○ Advertising ○ Price • Model how brand sales are influenced by content of OWOM and firm advertising using a DHLM 	<ul style="list-style-type: none"> • Rational messages wear out faster than emotion-oriented advertising • Firms can influence recommendations by emotion-oriented advertising • OWOM needs time to wear in but can work synergistically with emotion-oriented advertising • Companies should engage in emotion-oriented advertising early in product lifecycle so that it can become effective by the time rational ad effects wear out

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Griskevicius, Shiota and Nowlis (2010) <i>[Journal of Consumer Research]</i>	Influence of different positive emotions Positive emotions of pride and contentment	Existing perspectives for emotion and judgement Evolutionary Perspective	All samples are from a large public university in the US Study 1: n = 77 students Study 2: n = 305 students Study 3: n = 94 students	Study 1: <ul style="list-style-type: none"> • 3 (emotion: pride, contentment, and neutral control) x 2 (product type: display vs. home) x 2 (product tier: higher vs. lower) mixed factorial design • Emotion: between-participant factor • Product type: within participant factor • Omnibus mixed-model ANOVA Study 2: <ul style="list-style-type: none"> • 3 (pride, contentment, control) x 2 (clothing function: display vs home) between subject design • Omnibus ANOVA Study 3: <ul style="list-style-type: none"> • 3 (pride, contentment, control) x2 (product type: display vs. home) mixed factorial design 	<ul style="list-style-type: none"> • Show that positive affect may or may not enhance desirability of product; depends on positive emotion and type of product • Effects of pride and contentment on the desirability of a product category depend critically on perceived function of the product • Pride motivates public display and positive differentiation • Contentment enhanced desire for clothes and products worn and used around the house • Consistent with the predicted functions of emotions in their framework

				<ul style="list-style-type: none">• Emotion: between participant factor• Product type: within participant factor• Omnibus two-way ANOVA	
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Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Han, Duhachek and Agrawal (2014) [<i>Journal of Consumer Research</i>]	How emotions influence decision making Effects of the emotions guilt and shame	Judgement and Behaviour Behaviour specific appraisals Negative emotions of guilt and shame	n = 74 undergraduate students at Indiana University	Review of relevant and fundamental literature Main study (1): <ul style="list-style-type: none"> • Participants randomly assigned to one of three conditions: guilt, shame, control • Priming participants on condition • Participants asked to finish 25-item BIF questionnaire • Then participants rated currently felt emotion of guilt and shame (1 measure for guilt, 2 for shame) Guilt: (1 = "not guilt-ridden"; 7 = "guilt-ridden") Shame: (1 = "not shamed; 7 = "ashamed") • One-way ANOVA 	Shame and guilt have distinct effects and are not interchangeable Each activates a distinct psychological mind-set Understanding of how shame and guilt appeals increase effectiveness of advertisements

Author/s (Year) <i>[Journal]</i>	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Han, Lerner and Keltner (2007) <i>[Journal of Consumer Psychology]</i>	Feelings and Consumer Decision Making Principles of the Appraisal-Tendency Framework	Appraisal Tendency Framework		Review of relevant and fundamental literature	Confirming the explanatory power of the ATF for predicting the influence of specific emotions on consumer decision making

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Kranzbühler et al. (2020) [<i>Journal of the Academy of Marketing Science</i>]	Studying the influence of discrete emotions on judgement and behaviour	Affective construct of emotions Appraisal Theories Valence of emotions	Studies from multiple databases (e.g., EBSCO, Web of Science), relevant cross-references, reference lists and inquired published/unpublished studies from researchers in this field Resulting sample: n = 84 manuscripts, featuring n = 112 independent studies, yielding n = 1035 effect sizes (N=40.777)	Review of fundamental and relevant literature Meta-analysis and quantitatively summarize existing empirical evidence 1) Coding of emotions from different studies IVs: <ul style="list-style-type: none"> • Evaluation • Purchase Behavior • Sharing Behavior They chose correlation coefficients as the measure of effect sizes	Emotions are distinct and differ from each other on various important levels; they cannot be effectively categorized into valence or valence and arousal alone Effect sizes of discrete emotions of the same valence substantially vary in magnitude Considering discrete emotions adds significant explanatory power and precision for choice models

Author/s (Year) [<i>Journal</i>]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Lerner and Keltner (2000) [<i>Cognition and Emotion</i>]	The influence of emotions on judgement and decision making	Theories of affective influences on judgment and choices (Valence-based approach, appraisal tendency approach)	n = 97 undergraduates (28 males, 69 females) at the University of California	Review of fundamental and relevant literature Study: 1) Self-Evaluation Questionnaire (measure of baseline state emotions) 2) Separate questionnaire containing dependent measure (risk perception)	Valence vs. appraisal-tendency approach <ul style="list-style-type: none"> • Anger and fear related in different ways to risk perception This is consistent with the appraisal tendency hypothesis that fearful people made pessimistic judgments, whereas angry people made optimistic judgements

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Lerner and Keltner (2001) [<i>Journal of Personality and Social Psychology</i>]	Differences in Consumer Cultures (Global versus Local consumer cultures)	Appraisal-tendency framework Negative Emotions of fear and anger	4 Studies, focus here on Study 1 and 2 Study 1: n = 75 undergraduates (20 men, 55 women) Study 2: n = 601 undergraduates (320 women, 281 men)	Review of fundamental and relevant literature Study 1: 1) First questionnaire contained baseline measures of state emotions and dispositional emotions 2) Separate questionnaire containing the DV: risk preference Outcome measures: • Fear measures • Anger measures • Framing manipulation Study 2: Same procedure as in study 1, but filled in questionnaire at home rather than in class Outcome measures: • Fear measures • Anger measures • Happiness measure • Optimistic perception measure	Fear and anger have opposite effects on risk perception Fearful people expressed pessimist risk estimates and risk-averse choices, angry people expressed optimist risk estimates and risk-seeking choices Estimates of angry people more closely resembles those of happy people than those of fearful people Highlights benefit of studying discrete emotions instead of valence alone

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Rocklage and Fazio (2020) [<i>Journal of Marketing Research</i>]	The impact of emotional content on the spread of information and purchasing decisions	Emotionality's Effect in Consumer Reviews Hedonic versus utilitarian products Online Reviews	Across five laboratory and two field samples, total N = 100.000 real-world reviews, and n=500 products	Review and illustration of fundamental and relevant literature Study 1: Taking a large database of 5.9 million Amazon product reviews as the base and reduced the total samples based on research variables of interest resulting in <ul style="list-style-type: none"> • n = 23.453 reviews across n = 258 hedonic products • n = 23.380 reviews across n = 258 utilitarian products which have then been judged by as helpful or not by consumers Study 2: <ul style="list-style-type: none"> • Set of participants were randomly assigned to review either hedonic or utilitarian products using EL adjectives A second set of participants assessed how helpful each review was as well as their favorability toward product	Reviewers who express positive emotions are indeed more positive towards the product Expressed positive emotions has positive effect on hedonic products, but that emotion backfires for utilitarian products Emotional reviews of utilitarian products are less likely to become popular

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Small and Verrochi (2009) [<i>Journal of Marketing Research</i>]	Effect of Facial Emotion Expression on Charity Advertisements and donation appeals	Emotion expression and Contagion Automatic and Deliberative Thinking Negative emotions	Study 1: n = 151 students and university staff (50% women) Study 2: n = 130 students and university staff (50% women)	Total of 5 studies (main study 1 and 2 are depicted) Study 1: <ul style="list-style-type: none"> • Participants exposed to advertisements of organization supporting children's cancer • 3 (emotion expression: happy/neutral/sad) x 2 (child) between subject design • After they have finished the ads, they were given a 10dollar show-up fee for the experiment and an envelope in which they could put any proportion of the 10 dollars to donate to charity Study 2: <ul style="list-style-type: none"> • Same experimental design and stimuli as in Study 1 • Additionally a questionnaire with five set of questions: <ul style="list-style-type: none"> ○ Self-reported sympathy 	Study 1 evaluated actual donation behaviour and found that sad facial expressions increase donations compared with neutral or happy expressions Study 2 revealed that participants being exposed to sad faces felt themselves sadder which mediated the effect of emotion expression on sympathy

				<ul style="list-style-type: none">○ Open-ended responses○ Self-reported current emotion○ Awareness measures○ Manipulation Checks <p>Then a two-way ANOVA was conducted</p>	
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Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Teixeira, Wedel and Pieters (2012) [<i>Journal of Marketing Research</i>]	How advertisers can leverage emotion to engage customers in watching Internet advertisements	Emotional Engagement with video advertisements Dynamics of emotions	n = 58 paid students and staff members of a major north-eastern American University	<ul style="list-style-type: none"> • DV: Exposed to 28 video advertisements (14 emotional, 14 neutral) in an online setting • Then assessed participants visual attention, facial emotion expression and zapping behavior were assessed • IV (Measures): <ul style="list-style-type: none"> ○ Ad avoidance (zapping) ○ Emotions (emotion detection algorithm) ○ Attention dispersion (eye fixation tracking) <p>Create a bivariate mixed-outcome dynamic frailty model</p>	<p>Surprise and joy effectively concentrate attention and retain viewers.</p> <p>The level rather than the velocity of surprise affects attention concentration the most</p> <p>The velocity rather than the level of joy affects viewer retention the most</p>

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Tellis et al. (2019) [<i>Journal of Marketing</i>]	Explore the drivers of video ad sharing across multiple social media platforms Exploring 11 emotions over 60 ad characteristics	Conceptual framework of Behavior in Response to Ads Emotional advertising and information-focused advertisements	Study 1: Investigate a sample of n = 345 English video ads of n = 79 different brands Study 2: n = 512 video ads for n = 228 brands	Study 1: <ul style="list-style-type: none"> • Create a meaningful sample • Coding of 60 relevant ad characteristics • Use of descriptive statistics and Principal Component Analysis of Emotions • Investigation of effect of ad characteristics by estimating a mixed-effects model Study 2: Replication of Study 1 just with a sample from a different time period to test robustness	The use of informational appeals generally has a significant negative effect on social sharing Informational ads positively affect social sharing only when product or purchase risk are high, the product is new or highly priced Ads that evoke positive emotions like warmth, amusement and excitement stimulate positive social sharing Ads that use elements of plot like characters affect positive uplifting of emotions and social sharing

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Voss, Spangenberg and Grohmann (2003) [<i>Journal of Marketing Research</i>]	Developing a scale to measure hedonic and utilitarian dimension of product categories Influence of utilitarian and hedonic attributes on consumer attitudes	Hedonic versus utilitarian product categories Consumer attitudes towards brands	Study 1: n = 608 students from large NA university	Five different studies to create the scale. Study 1: <ul style="list-style-type: none"> • Initial Item Generation and Selection • Asked 608 students to give resonating adjectives to the definitions of hedonic and utilitarian Study 2: <ul style="list-style-type: none"> • Scale reduction • High item correlation suggested that items could be dropped while maintaining reliability Studies 3, 4, and 5: <ul style="list-style-type: none"> • Examining the predictive validity of the scale 	Hedonic and utilitarian constructs are two distinct dimensions of brand attitude and are reliably and validly measured by the (HED/UT) scale Product categories and brands can load on hedonic as well as utilitarian dimensions to some degree Hedonic and utilitarian benefits are important dimensions of overall attitude toward the brand

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