

## The Influence of Emotion Typologies on Consumer Behaviour and Their Importance in Marketing

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### Extensive Summary

Emotions have become increasingly important for marketing literature during the past thirty years. They have been established as a substantial area for researchers. Researchers, who have practiced emotion based studies, have discussed consumer emotions by referring different emotion approaches. Certain parts of these approaches have been borrowed from psychology literature and the other parts of them have been developed by marketing researchers.

This study performed an overview of the current theoretical situation of emotions in marketing. We first examined the frequently used approaches related with emotions until today. We classified them into two groups such as emotion typologies which were adapted from psychology discipline (shown in table 1), and which were developed by marketing scholars (shown in table 2). Next, we discussed the strength of these approaches (shown in table 3).

This paper offered useful insights into to understanding of emotion typologies in different discipline by highlighting the strengths of this phenomenon.

**Table 1- Overview of Emotion Typologies I (Psychological Research)**

Study	Author (s)	Year	Structure
Differential Emotions Theory	Izard	1977	Negative affect, neutral affect, positive affect (interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame, and guilt.)
PAD Scale	Russell & Mehrabian	1977	Pleasure, dominance, pleasure
Basic Emotions	Plutchik	1980	Acceptance, anger, fear, joy, sadness
Pleasant	Diener &	1984	Pleasant, unpleasant

Unpleasant Scale	Emmons		
Emotion Categories	Shaver	1987	Anger, fear, joy, love, sadness, surprise
PANAS	Watson et al.	1988	Negative affect, positive affect (fear, sadness, guilt, hostility, shyness, fatigue, surprise, joviality, self-assurance, attentiveness, and serenity)
Basic Emotions	Ekman	1999	Surprise, fear, happiness, sadness, anger and disgust

**Table 2- Overview of Emotion Typologies II (Marketing Research)**

Study	Author (s)	Year	Structure
Ad Feeling Clusters	Aaker	1988	Negative feelings, positive feelings
Ad Feeling Dimensions	Burke & Edell	1990	Upbeat, negative, and warm feelings
Affective Responses to Ad Categories	Batra& Holbrook	1990	Activation, skepticism, anger, restless, bored, fear, desire, social affection, gratitude, sadness, irritation
Consumption Experience Measurement	Mano & Oliver	1993	Arousal, bad mood, bored, calm, fear, good mood, guilty, pleasure, quiet, surprise
Verbal Affective Scale	Derbaix	1995	Moderate negative, moderate positive, strong negative, and strong positive verbal reaction
Consumption Emotions Set (CES)	Richins	1997	Anger, discontent, worry, sadness, fear, shame, envy, loneliness, romantic love, love, peacefulness, contentment, optimism, joy, excitement, surprise, others
Emotions Coding Categories	Smith & Bolton	2002	Anger discontent disappointment self-pity anxiety
Joy Scale	Söderlund & Rosengren	2004	In a good mood, joyful, pleased
Satisfaction Emotion Scale	White & Yu	2005	Angry, depressed, disappointed, guilty, happy, hopeful, humiliated, positively surprised, regretful
Emotion Attachment towards Brand Scale	Thomson et al.	2005	Affection, passion, connection
NERS	Hansen et al.	2006	Negative emotions, positive emotions
Consumer Affinity Construct	Oberecker et al.	2008	Feeling of attachment, liking, sympathy
Anticipatory and Anticipated	Baumgartner et al.	2008	Anticipatory and anticipated emotions

Emotions			
ESRE	Schöfer & Diamantopolous	2008	Concern, discontent, involvement, pleasure

**Table 3- Strengths of Emotion Typologies**

Study	Author (s)	Year	Strengths
PAD	Russell & Mehrabian	1977	<ul style="list-style-type: none"> <li>To examine consumption emotions during shopping experience.</li> </ul>
DES	Izard	1977	<ul style="list-style-type: none"> <li>To examine consumer emotions towards retailer' pricing policy.</li> <li>To measure emotions affect on satisfaction.</li> <li>To measure emotions affect on service quality.</li> <li>To measure emotions affect on positive WOM.</li> </ul>
Basic Emotions	Plutchik	1980	<ul style="list-style-type: none"> <li>To examine emotions related to ad researches.</li> </ul>
PANAS	Watson et al.	1988	<ul style="list-style-type: none"> <li>To evaluate positive and negative affect, corresponding to the satisfaction/dissatisfaction.</li> <li>To examine emotions related to consumption.</li> <li>To measure emotions affect on post purchase behaviors.</li> </ul>
Ad Feeling Clusters	Aaker	1988	<ul style="list-style-type: none"> <li>To identify feelings that is precipitated by advertising.</li> </ul>
Ad Feeling Dimensions	Burke & Edell	1990	<ul style="list-style-type: none"> <li>To examine the relationships among feelings generated by new television ads.</li> </ul>
Affective Responses to Ad Categories	Batra ve Holbrook	1990	<ul style="list-style-type: none"> <li>To identify the relationships among feelings generated by new television ads.</li> </ul>
Consumption Experience Measurement	Mano & Oliver	1993	<ul style="list-style-type: none"> <li>To evaluate consumption experience.</li> </ul>
Verbal Affective Scale	Derbaix	1995	<ul style="list-style-type: none"> <li>To investigate the impact of affective reactions elicited by television advertisements.</li> </ul>
CES	Richins	1997	<ul style="list-style-type: none"> <li>To examine emotions during consumption experiences.</li> </ul>
Basic Emotions	Ekman	1999	<ul style="list-style-type: none"> <li>To investigate effects of advertisements on emotions.</li> </ul>
NERS	Hansen et al.	2006	<ul style="list-style-type: none"> <li>To evaluate emotional memories associated with brands.</li> </ul>
Anticipatory and	Baumgartner et al.	2008	<ul style="list-style-type: none"> <li>To distinguish between two kinds of future-oriented emotions (anticipatory and</li> </ul>

Anticipated Emotions			anticipated) and investigate their behavioral effects.
ESRE	Schöfer & Diamantopolous	2008	• To measure experience emotions during service recovery encounters.