Legends in Consumer Behavior

MORRIS B. HOLBROOK

Series Editor
Jagdish N. Sheth, Ph.D.

Volume 3

EMOTIONS

Volume Editor
Meryl P. Gardner

Contributors
Rajeev Batra
William J. Havlena
T.J. Olney

www.sagepublications.com
Los Angeles • London • New Delhi • Singapore • Washington DC
Contents

Appendix of Sources xi
Legends in Consumer Behavior xvii
Legends in Consumer Behavior: Morris B. Holbrook xxi
Volume Introduction: Emotions by Meryl P. Gardner xxiii

Emotions in the Consumption Experience—Concepts

1. The Role of Emotion in the Consumption Experience: Actions and Reactions in Consumer Behavior 3
2. The Role of Lyricism in Research on Consumer Emotions: Skylark, Have You Anything to Say to Me? 4

Emotions in the Consumption Experience—Empirical Studies

3. Using versus Choosing: The Relationship of the Consumption Experience to Reasons for Purchasing (with Donald R. Lehmann and John O'Shaughnessy) 39
4. Emotion in the Consumption Experience: Toward a New Model of the Human Consumer 54
5. The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior (with William J. Havlena) 93
6. Assessing the Validity of Emotional Typologies (with William J. Havlena and Donald R. Lehmann) 113
7. A Stochastic Three-Way Unfolding Model for Asymmetric Binary Data (with Wayne S. DeSarbo, Donald R. Lehmann, William J. Havlena, and Sunil Gupta) 128

Emotions and Consumption over Time—Empirical Studies

9. An Approach to Investigating the Emotional Determinants of Consumption Durations: Why Do People Consume What They Consume for as Long as They Consume It? (with Meryl P. Gardner) 181
10. How Motivation Moderates the Effects of Emotions on the Duration of Consumption (with Meryl P. Gardner) 200
11. Illustrating a Dynamic Model of the Mood-Updating Process in Consumer Behavior (with Meryl P. Gardner) 223

Emotions in Advertising—Concepts and Typologies

12. The Role of Emotion in Advertising (with John O'Shaughnessy) 255
13. Toward a Standardized Emotional Profile (SEP) Useful in Measuring Responses to the Nonverbal Components of Advertising (with Rajeev Batra) 274
14. The Role of Emotion in Advertising Revisited: Testing a Typology of Emotional Responses (with Richard A. Westwood) 293
15. Developing a Typology of Affective Responses to Advertising (with Rajeev Batra) 311

Emotions and Responses to Advertising—Empirical Studies

16. Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising (with Rajeev Batra) 327
17. A Three-Component Model of Attitude toward the Ad: Effects of the Zipping and Zapping of Television Commercials (with T. J. Olney and Rajeev Batra) 361
18. Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time (with Thomas J. Olney and Rajeev Batra) 372

Perspectives of Other Scholars

19. Commentary—Emotions by Rajeev Batra 399
20. Emotions and Consumption Experiences: An Emotional Retrospective by William J. Havlena 402
21. Commentary—Emotions by T.J. Olney 405

Meryl P. Gardner Interviews Morris B. Holbrook

22. Interview of Morris B. Holbrook by Meryl P. Gardner 411

About the Editor and Contributors 416