

**THE IMPACT OF EMOTION ON THE FORMATION OF CUSTOMERS' REPEAT
VISIT INTENTIONS IN THE LODGING INDUSTRY**

By

HEESUP HAN

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Major Professor
Ki-Joon Back

ABSTRACT

The objectives of this research were to address the impacts of positive and negative emotions on customers' satisfaction and customers' repeat visit intentions, and to investigate the mediating effect of customer satisfaction on the relationship between emotion and customers' repeat visit intentions. A theoretical model of the formation of repeat visit intentions was proposed through a comprehensive review of the literature.

Richins' Consumption Emotion Set (1997) was modified to make it suitable for application in the lodging industry. The modifications were based on the participants' responses to each emotion descriptor in the pilot test. Surveys were completed by graduate students and faculty members, undergraduate students at a Midwestern university, and conference attendees. Of 259 surveys returned, 248 responses were used for data analysis. Data were analyzed using factor analysis and a series of regression analysis.

Positive and negative consumption emotions were found to have a significant effect on customer satisfaction and repeat visit intentions. Results also provided evidence of a significant association between customer satisfaction and repeat visit intentions. Customer satisfaction was found to be a full mediator in the relationship between customers' positive and negative consumption emotions and repeat visit intentions.

The loss aversion of the prospect theory was empirically supported in the formation of customers' repeat visit intentions since results indicate that negative emotion has a greater influence on customer satisfaction and customers' repeat visit intentions. Results support the importance of considering the impact of customers' emotions on post-purchasing behaviors when developing better marketing and service strategies to achieve higher occupancy rate and retain customers.

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CHAPTER I

INTRODUCTION

Acquiring a new customer is more expensive than retaining a current customer. In mature markets, competition is fierce, product differentiation is low, and promotional costs are limited (Mooradian & Olver, 1997). Since the lodging industry has reached the maturity stages of its life cycle, retaining customers is a top priority for each hotelier (Lewis & Chambers, 2000). Increasing customers' repeat visit intentions by improving customer satisfaction is essential in the lodging industry. Engendering positive emotions created through customers' experiences can be one of the ways to achieve higher occupancy and profitability (Barsky & Nash, 2002).

Many studies have addressed the affect, such as emotions, moods, and feeling, has a great influence on post-purchase behavior. It is widely understood that consumers' purchases are strongly influenced by their emotions. Consumption emotions are important components of customer response and influence customer satisfaction and repeat patronage (Allen, Machleit, & Kleine, 1992; Laverie, Kleine, & Kleine, 1993).

Emotions that customers experience in a hotel definitely vary by type and intensity. Emotions can be triggered by a positive or negative experience with an employee or another guest or be created by experience with hotel products and services (Barsky & Nash, 2002). Therefore, customers' emotions at a hotel can help us to understand customer satisfaction and customers' repeat patronages. This study addressed this issue by focusing on how emotion at a hotel relates to customer satisfaction and customers' repeat visit intentions.

Statement of Problem

Some researchers have tried to incorporate consumption emotions into their conceptual models of customer satisfaction and post-purchase processes. Allowing for the influence of positive and negative consumption emotions on satisfaction and post-purchase behavior, several researchers have included affective components in their models (Mano & Oliver, 1993; Oliver, 1993). Their empirical research supported that positive emotions were positively associated with customer satisfaction while negative emotions were negatively associated with customer satisfaction (Mano & Oliver, 1993; Oliver, 1993). Other researchers have centered their research on positive affect and have found that positive consumption emotion has a strong positive impact on customer satisfaction (Oliver, Rust, and Varki, 1997).

Although empirical research support that positive and negative consumption emotions impacted satisfaction (Mano & Oliver, 1993; Oliver, 1993) and post-purchase behavior (Mooradian & Oliver, 1997), the specific magnitude of their impact remains unclear (Phillips, 1999). This lack of understanding the specific magnitude of consumption emotions on the satisfaction judgment and post-purchase behavior has left questions about how to incorporate positive/negative consumption emotions into the satisfaction paradigm and post-purchase process.

Affective processes in consumer behavior may constitute a powerful source of human motivation and a major influence on information processing and choice (Hoffman, 1986; Isen, 1984). Understanding the nature of affect and its relation to customer decision-making is significant to marketers (Aaker, Stayman, & Hagerty, 1985). Understanding consumption emotions in a variety of consumption situations is especially critical because consumption emotions are important components of customer response (Richins, 1997), and consumption

emotions are strongly associated with customers' purchasing behaviors (Allen, Machleit, & Kleine, 1992; Laverie, Kleine, & Kleine, 1993).

Despite the importance of the role of consumption emotion in customers' purchasing behaviors, its specific roles in understanding customer behavior and how it relates to the lodging industry have not been thoroughly investigated. Understanding the impact of positive and negative emotion on consumers' purchasing behaviors is essential for retaining customers.

Purpose/Research Questions

The purpose of this study was to investigate the relationship among consumption emotion, customer satisfaction, and repeat visit intentions in the lodging industry. This study attempted to clarify the role of emotions in the formation of repeat visit intentions and to conclude how emotions impact customer satisfaction and repeat visit intentions among customers. This research provided evidence for the role of consumption emotions in the formation of repeat visit intentions.

In order to specify the role of consumption emotions in the formation of repeat visit intentions, the current state of emotion, satisfaction, and intention research was described in the literature review. In addition, previous attempts in other fields, such as marketing and management, to incorporate consumption emotions into the models of satisfaction and post-purchase processes were discussed. The literature review recognized the significant need of a more comprehensive understanding of the overall impact exerted by consumption emotion in the lodging industry through reviewing the current state of the satisfaction and post-purchase process literature.

A better understanding of the relationship among variables is significantly needed to understand the nature of the role of consumption emotions in the formation of repeat visit

intentions. To satisfy this, a conceptual model, which illustrates how emotion is related with customer satisfaction and repeat visit intentions in the lodging industry, was developed based on previous literature. Further, the relationships among the study constructs were hypothesized based on the literature and were empirically tested.

This study was designed to explore the following question:

1. How do consumption emotions affect customer satisfaction and customers' repeat visit intentions in the lodging industry?

Objectives

This study had two specific objectives:

1. To address the impact of positive and negative emotions on customers' satisfaction and repeat visit intentions and
2. To investigate the mediating effect of customer satisfaction on the relationship between emotion and customers' repeat visit intentions.

Hypotheses

To achieve the objectives, the following hypotheses were tested:

- Hypothesis 1: Positive emotion based on consumption has a positive influence on customer satisfaction.
- Hypothesis 2: Negative emotion based on consumption has a negative influence on customer satisfaction.
- Hypothesis 3: Positive emotion based on consumption has a positive influence on customers' repeat visit intentions.
- Hypothesis 4: Negative emotion based on consumption has a negative influence on customers' repeat visit intentions.

- Hypothesis 5: Customer satisfaction has a significant impact on customers' repeat visit intentions.
- Hypothesis 6: Negative emotion has a greater influence on customer satisfaction than positive emotion.
- Hypothesis 7: Negative emotion has a greater influence on customers' repeat visit intentions than positive emotion.

Significance of Study

Numerous previous studies have focused on the cognitive antecedents of the post-purchase process to identify ways to improve service, customer satisfaction, and behavioral intention. In the traditional approaches of customers' purchasing behaviors, customer decision-making is principally the result of cognitive process (Westbrook, 1987). The concept of customer satisfaction is the core of the post-purchase period (Westbrook & Oliver, 1991). Understanding the nature of affect and its contribution to customer decision-making increasingly interests practitioners and researchers (Aaker, Stayman, & Hagerty, 1985). A growing number of conceptual and empirical studies of affect indicated that affective processes may constitute a powerful source of human motivation and a major influence on information processing and choice (Hoffman, 1986; Isen, 1984). Further, numerous analyses of product consumption experiences indicated that the post-purchase period also involves a variety of emotional responses, such as joy, excitement, pride, anger, sadness, and guilt (Havlena & Holbrook, 1986; Holbrook et al., 1982). Although emotion constitutes a primary source of human motivation and exerts substantial influence on memory and thought processes (Kuhl, 1986), research about emotion in post-purchase processes has been relatively neglected. Thus, this study focused on emotions rather than cognition.

This study is important from both a practical and a research perspective. First, testing of the constructs should contribute to enhancing the knowledge of researchers and practitioners. It will help researchers and practitioners understand the relationship among variables, such as emotion, customer satisfaction, and repeat visit intentions in the lodging industry.

Second, Barsky and Nash (2002) ascertained that fostering certain emotions increases customers' brand loyalties. Since the hotel industry involves a high degree of interaction between employees and consumers (Lewis & McCann, 2004), customers' emotions can be frequently influenced by the actions and services of front-line employees. The findings of the study should help hotel managers when developing strategies to maximize performance of service employees in affecting customers' emotional experiences positively. This should increase customers' loyalty.

Finally, the results of the study should help managers identify the way to deal with customers' emotions within their establishments by improving their understanding of the complexity of consumption emotions.

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CHAPTER II

REVIEW OF LITERATURE

The objective of this chapter was to validate the reasoning behind conducting this study with an explanation about conceptual background. The literature presents a summary of research related to post-purchase processes. Specific topics discussed include review of constructs – namely, positive emotion, negative emotion, and customer satisfaction – and their relationship with repeat visit intentions. Thus, this chapter provides a rationale for the development of a robust model in the formation of customers' repeat visit intentions.

Emotion

The main reason for incorporating consumption emotions into satisfaction models and repeat visit intention models is that customers view goods in many different ways (Hirschman & Holbrook, 1982; Ratchford, 1987) and evaluate the goods differently (Swan & Combs, 1976). There is growing empirical evidence that emotion, based on consumption, impacts a consumer's satisfaction judgment (Mano & Oliver, 1993; Oliver, 1993) and repeat patronage (Allen, Machleit, & Kleine, 1992; Laverie, Kleine, & Kleine, 1993). Further, emotional response based on consumption is regarded as a powerful predictor of both intention and brand attitude (Morris, Woo, Geason, & Kim, 2002). Thus, consumer researchers need to be concerned about accounting for consumption emotion in models of satisfaction and models of repeat visit intention. They also need to be more confident that measuring emotions would help determine consumer satisfaction and customers' intentions.

Definition of Emotions

Numerous researchers have defined emotion in various ways. Damasio (1994), in distinguishing between emotion and feeling, stated that emotion is a body state and feeling is a mental state. Gardner (1985) defined emotion as feelings linked to a specific behavior. Plutchik (1980), after a critical review of the research related to emotion, stated that little consistency exists among the definitions of emotion and that many of them were not sufficiently explicit to provide a clear idea of what an emotion actually is. Because a clear definition is lacking, some researchers have attempted to enhance their understanding of emotions by specifying their characteristics.

One of the clearest explanations of emotion was proposed by Clore, Ortony, and Foss (1987). According to these researchers, “an emotion is a valenced affective reaction to perceptions of situations” (p. 752). The descriptors from the domain of emotion that refer to non-valenced cognition (such as interest and surprise), bodily states (such as sleepy and droopy), and subjective evaluations of people (such as self-confident or feeling abandoned) were excluded (Richins, 1997). The term “valence” is used in the sense of positive or negative, and therefore the definition implies that an emotion involves a positive or negative feeling (Plutchik, 2003).

Consumption Emotion

Consumption emotions should be distinguished from other emotions that individuals experience. First, consumption emotions are likely to be less intense than other emotions (Phillips, 1999).

For example, the positive affect that a parent has when a child takes his or her first steps (e.g., “joy”) is much more intense than the positive affect a consumer may have when trying out a new CD player (e.g., “happiness”) (p. 22).

However, Peter and Olson (1999) insisted that consumption emotions are more intense than other affective responses, such as specific feelings or moods. Secondly, characteristics of consumption emotions are different from other kinds of emotions. The range of possible consumption emotions is much more specific and narrower than the broad range of all possible emotional responses in that consumption emotions are generated as a result of consumption and are likely directed at the consumption experience or the product (Phillips, 1999). That is, the kinds of emotions that people experience in interpersonal relationships are less likely to occur in a consumption situation (Richins, 1997). However, consumption emotions are still similar to other kinds of emotions in that customers simultaneously experience several emotions (e.g., positive and negative emotions) at the same time (Phillips, 1999).

Consumption emotion is also different from the related affective phenomenon of mood (Gardner, 1985). Consumption emotion is described as relatively greater psychological urgency, motivational potency, and situational specificity than mood (Westbrook & Oliver, 1991).

Consumption emotion should be described as the affective response generated based on consuming (Phillips, 1999). Phillips (1999) defined consumption emotion as “the set of valenced, directed affective responses that the consumer experiences as a result of engaging in consumption of a product or service” (p. 21). Havlena and Holbrook (1986) defined consumption emotions as the set of emotional responses elicited specifically during product usage or consumption experiences. These can be described by the distinctive categories of

emotional experience and expression (e.g., joy, anger, and tear) or by the structural dimensions underlying emotional categories, such as pleasantness/unpleasantness, relaxation/action, or calmness/excitement.

How are consumption emotions formed?

There is a disagreement among researchers about how consumption emotions are formed. When consumers perceive that the performance of products is good, consumers are likely to experience positive emotions (Westbrook, 1987). In contrast, when consumers perceive that the performance of products is poor, consumers are likely to experience negative emotions. This is consistent with Oliver's (1993) finding that a preliminary satisfaction judgment regarding the product's attributes resulted in positive consumption emotions. Hence, when consumers are satisfied with the product's attributes, positive consumption emotions will likely occur, but when consumers are dissatisfied with the product's attributes, negative consumption emotions will likely occur (Oliver, 1993). Mano & Oliver (1993) also found that consumption emotions occur right after the consuming and before customers' satisfaction judgments. The findings of these researchers addressed how the formation of consumption emotions generally rely on product performance (Mano & Oliver, 1993; Oliver, 1993; Westbrook, 1987). This view is consistent with Richins' (1997) findings. Richins (1997) insisted that consumption emotions occur during the consumption, even before the consumer has had a chance to evaluate the experience.

However, Hunt (1977) argued that consumption related emotions are derived from the evaluation of product outcomes and experience rather than the actual experience. In addition, Oliver, Rust, & Varki (1997) found that positive affect was generated as a result of disconfirmation (Oliver, Rust, & Varki, 1997). When consumers judge the performance to be

better than expected, consumers were likely to experience positive affect (Oliver, Rust, & Varki, 1997). That is, disconfirmation plays a role in the formation of consumption emotions.

In conclusion, if the formation of consumption emotions is supported by the notion that consumption-related emotions are derived from the performance of products, consumers are simply reacting to the quality of the performance of products. In contrast, if the formation of consumption emotions is supported by the notion that consumption-related emotions are derived from disconfirmation, consumers are reacting to the surprise in the consumption experience. Although distinguishing two possibilities of how consumption emotions are formed is critical, definite determinations of how consumption emotions are formed have been rare (Phillips, 1999).

Impact of Emotion

Traditional approaches to the study of consumer behavior in the marketing literature implicitly assumes that consumer decision-making is principally the result of cognitive processes involving the semantic meaning of product attributes (Bettman, 1979). Affective processes, broadly described as those involving subjective feelings, generally are relegated to a secondary role (Hirschman & Holbrook, 1982; Peterson, Hoyer, & Wilson, 1986). However, this view has been changed. Many researchers have agreed that affective processes represent a powerful source of human motivation and have a major influence on information processing and choice (Hoffman, 1986; Isen, 1984; Zajonc, 1980).

Moreover, many empirical studies have supported the importance of consumption emotion to the satisfaction judgment (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993; Oliver, 1997). Numerous studies have addressed that there are significant influences of affect on post-purchase behavior. As a result, marketers are increasingly interested in understanding the

nature of affect and its contribution to consumer decision-making and response to marketing variables (Asker, Stayman, & Hagerty, 1985; Batra & Ray, 1986; Donovan & Rossiter, 1982; Gardner, 1985; Weinberg & Gottwald, 1982).

Early attempts to examine affective influence in satisfaction were conducted by Westbrook and Oliver (Westbrook, 1987; Westbrook & Oliver, 1991). Westbrook (1987) investigated the extent to which positive and negative affect impacted satisfaction and other consequences of satisfaction, such as word of mouth and complaints. His study found that positive affect has a positive influence on customer satisfaction and word of mouth. Negative affect has a negative influence on customer satisfaction and word of mouth (Westbrook, 1987). Westbrook and Oliver (1991) recognized that affect was an important part of the satisfaction judgment by attempting to measure the impact of affect on customer satisfaction.

Some researchers attempted to focus attention on the importance of positive and negative affect in the formation of the satisfaction response. A more recent attempt focused attention on building a new model of customer satisfaction that contained both a cognitive and an affective route to satisfaction (Phillips, 1999).

Mano and Oliver (1993) examined the role of consumption emotions in satisfaction. In their study, a model was proposed in which positive affect was derived from arousal and a preliminary appraisal about the hedonic value of product. According to their finding, positive affect positively impacted satisfaction, and negative affect was derived from only arousal and negatively impacted satisfaction.

Another study by Oliver (1997) focused on positive affect and the extent to which customer delight may be related to satisfaction and a pleasantly surprising consumption

experience. His findings addressed satisfaction as a hybrid between cognition and emotion because satisfaction was predicted by cognition and positive affect.

The influences of affect and emotions experienced on post-purchase behaviors have been addressed by many studies. The significant relationship between emotions and consumption behaviors have been demonstrated by numerous empirical research (Havlena and Holbrook, 1986). The important role that emotions play in consumers' lives suggests that emotions can explain behavior in situations where other constructs, such as attitude, do not account for all or even a significant portion of the variability in behavior. For instance, Allen, Machleit, and Kleine (1992) showed that emotions supplement attitude in predicting consumption behavior. Emotions help illuminate satisfaction (attitudinal) responses to consumption (Westbrook & Oliver, 1992), and consumption emotion influences both satisfaction and repeat patronage (Allen, Machleit, & Kleine, 1992; Laverie, Kleine, & Kleine, 1993).

Are emotion and satisfaction different?

Since judgments of satisfaction vary along a hedonic continuum, one issue that often occurs is whether satisfaction and consumption emotion are distinguishable theoretical constructs. Hunt (1977) stated, "satisfaction is not the pleasurable of the (consumption) experience, it is the evaluation rendered that the experience was at least as good as it was supposed to be" (p.459). Westbrook (1987) further argued that satisfaction essentially incorporates an evaluation of the emotional aspects of the antecedent consumption emotions elicited by product usage.

This position was supported by an empirical study of two different product categories demonstrating that separate and independent dimensions of positive and negative affect underlie discrete emotional responses elicited during consumption (i.e., joy, interest, surprise, anger,

disgust, and contempt), and both of these dimensions contributed significantly to satisfaction above and beyond expectancy disconfirmation beliefs (Westbrook & Oliver, 1991). Therefore, emotion should be viewed differently from satisfaction and should be viewed as one of the satisfaction determinants.

Traditional models of consumer behavior in the marketing literature implicitly assume that consumer decision-making is principally the result of cognitive processes involving the semantic meaning of product attributes (Bettman, 1979; Howard & Sheth, 1969). However, cognitive-centered assessments of disconfirmation have been changed to a more affect-centered view that sees both cognitions and emotions as satisfaction determinants (Oliver, 1997).

Dimensionality of Emotion

The major structural dimension of affective experience is often found to be the ubiquitous bipolar continuum of pleasantness-unpleasantness (Russel, 1983). However, research on personal reports of individual affective experiences has indicated two largely independent unipolar dimensions corresponding to positive and negative affect (Abelson et al., 1982; Bradburn, 1969). Westbrook (1987) noted that

because the bidimensional conceptualization allows for ambivalence or the joint occurrence of pleasant and unpleasant states, as well as indifference or the occurrence of neither pleasant nor unpleasant states, it appears more suitable than the unidimensional view for investigating product ownership and consumption experiences (p. 260).

Westbrook and Oliver's (1991) study extended Westbrook's (1987) findings on the dimensionality of the psychological space that contains consumption emotion. They confirmed

the negative affect dimension reported by Westbrook (1987) as comprising a variety of negative emotions. Westbrook and Oliver (1991) found evidence that emotion has two (positive, negative) dimensions rather than a single dimension. Both positive and negative dimensions involve high levels of joy: one is linked to surprise and the other comprises interest. Pleasant surprise appears to be largely unipolar and would appear to be a likely explanation for the positive affective nature of most successful consumption experiences. The interest dimension appears bipolar, and its emotional composition is suggestive of the notion of enduring involvement. Phillips (1999) also found two dimensions of emotion. Earlier studies found that consumers can experience both positive and negative affect during the consumption (Mano & Oliver, 1993; Oliver, 1993; Philips, 1999; Westbrook, 1987).

Many studies using factor analysis found that there are two major factors of consumption related emotions: positive and negative affects (Oliver, 1994; Richins et al. 1992; Westbrook, 1987). However, using only the summed positive and negative affect measures cannot capture the nuances, diversity, and nature of the consumption experience (Westbrook & Oliver, 1991). Westbrook and Oliver (1991) also pointed out the dimensionality of consumption emotion should be studied across multiple consumption contexts.

Richins (1997) used Multi-Dimensional Scaling (MDS) for the data reduction objective in her study. Redundancy among emotion descriptors could be examined by identifying descriptors with similar coordinates on the dimensions of the MDS solution. Richins' (1997) findings show that two dimensions of emotion were most appropriate. Table 1 presents the dimensions of emotions measured by researchers.

Table 1. Dimensions of Emotion Measured by Researchers

Researchers	Number of Adjectives/ subscales	Dimensions
Borgatta (1961)	40 adjectives	Lonely (depressed), warmhearted, tired, thoughtful, defiant (aggressive), startled (anxious)
Clyde (1963)	132 adjectives	Friendly, aggressive, clear thinking, sleepy, unhappy, dizzy
Zuckerman & Lubin (1965)	89 adjectives	Depression, hostility, anxiety
Plutchik (1966)	8 adjectives	Happy, agreeable, fearful, angry, interested, disgusted, sad, surprised
McNair, Lorr, & Dropleman (1971)	57 adjectives	Anger-hostility, depression-dejection, vigor-activity, fatigue, inertia, friendliness, confusion
Izard (1972)	30 adjectives	Interest, joy, surprise, distress, disgust, anger, shame, fear, contempt, guilt
Plutchik & Kellerman (1974)	66 adjectives	Sociable, trusting, dyscontrolled, timid, depressed, distrustful, controlled, aggressive
Curran & Cattell (1975)	96 adjectives	Anxiety, stress, depression, regression, fatigue, guilt, extraversion, arousal
Lorr & McNair (1984)	72 adjectives	Composed, anxious, agreeable, hostile, elated, depressed, confident, unsure, energetic, tired, clear-headed, confused
Howarth & Young (1986)	60 adjectives	Concentration, anxiety, anger, depression, potency, sleep, control, cooperation, optimism, skepticism
Watson, Clark, & Tellegen (1988)	20 adjectives	Positive (e.g., proud) and negative (e.g., upset)
Mehrabian & Russell (1974)	18 adjectives	Pleasure, arousal, dominance (PAD)
Edell & Burke (1987)	52 adjectives/ 23 subscales	Upbeat feelings, negative feelings, warm feelings
Westbrook (1987)	30 adjectives/ 10 subscales (Izard, 1977)	Positive, negative
Westbrook & Oliver (1991)	10 subscales (Izard, 1977)	Positive (e.g., joy), negative (e.g., surprise)
Richins (1997)	47 adjectives/ 17 subscales	Positive, negative
Phillips (1999)	23 subscales (Edell & Burke, 1987)	Positive, negative

Note. The dimensions of the first eleven articles were adopted from Plutchik (2003).

Measurement of Emotion

Although the study of consumption emotions has increased in scope, the appropriate way to measure emotions remain unresolved (Richins, 1997). Richins (1997) concluded that the existing measures are unsuited for the purpose of measuring consumption related emotions. Plutchik (1980) and Izard (1977) attempted to order the universe of emotions by identifying a set of basic or fundamental emotions. Plutchik used an evolutionary perspective to identify eight primary emotions. Izard examined emotions by focusing on the role facial muscle responses associated with emotion play in enhancing survival. Izard's (1977) Differential Emotions Scale (DES) measures 10 emotion components: interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame, and guilt. The further developed scale by Izard (1977), DES-II, contains 30 adjective items, three to measure each of the ten fundamental emotions. This emotion measurement has been used most frequently in consumption emotion research. It contains 30 adjective items, three to measure each of the ten fundamental emotions (Richins, 1997). However, some researchers have noted the predominance of negative emotions in Izard's scale and the need for a broader sampling of emotions (Laverie, Kleine, & Kleine, 1993; Mano & Oliver, 1993; Oliver, 1992). In addition, the mechanisms by which love, hate, envy, relief, pride, and other daily emotions can be identified through the use of the DES or Plutchik's measure have not been well explained (Richins, 1997).

The Pleasure-Arousal-Dominance (PAD) scale developed by Mehrabian and Russell (1974) has been used to assess emotional responses by marketing scholars. Yet, it is quite different from measures based on emotion theory (Richins, 1997). The scale was more appropriate for assessing consumers' responses to store environments than consumption experience (Richins, 1997).

The Edell and Burke (1987) measure is also less suited to study consumption- evoked emotions. Although this measure represents the multidimensional space of emotions well, the scale makes no provision for differentiating among specific emotions (Richins, 1997).

Richins' Consumption Emotion Set (CES) was developed to assess the range of emotions most frequently experienced in consumption emotions (Bearden & Netemeyer, 1999). However, Richins (1997) stated that some emotional states in the CES are probably irrelevant to some of the phenomena studied in consumer behavior research as the limitation of his study. In addition, for some contexts, certain emotions are unlikely to be experienced. That is, using the entirety of CES will not be necessary (Richins, 1997).

Which measurement is the most appropriate for consumption emotion?

Although consumption emotions are still similar to other kinds of emotions that individuals experience in that a consumer can experience one or more consumption emotions at once or in sequence, consumption emotions should be distinguished from other types of emotions in that consumption emotions represent a lower intensity of emotion and a unique kind of emotion (Phillips, 1999). In a comprehensive set of studies that examined the emotions experienced during consumption, Richins (1997) determined the difference of consumption emotion from other kinds of emotions experienced during other types of activities and developed a scale, the Consumption Emotion Set (CES), to measure consumption emotions. Although CES has some limitations, Richins (1997) empirical test supported that CES is the most comprehensive measure in assessing consumption-related emotions. The Multidimensional Scaling (MDS) solutions, canonical correlations, and regression were used to compare the CES to existing measures of emotions in consumption in Richins' (1997) study. The findings generally showed that the CES captured more variance in the range of emotions than other

measures of consumption-based emotions. Therefore, Richins (1997) provided a better measure of the different experiential variables in terms of estimating consumption emotion than other measures of consumption emotion (Phillips, 1999).

Richins (1997) proposed three versions of the CES. The first version covers 16 identifiable clusters comprising 43 descriptors. Another version includes the 16 identifiable clusters as well as an “other items” category. In the third version, Richins added nine more descriptors to the first two versions. Results of six studies using several scaling procedures were used to derive the final versions of the CES. A second CES is presented in Table 2. As Richins (1997) noted that

for some contexts, theory or common sense may suggest that certain emotions are unlikely to be experienced; in these cases, the researcher may choose to omit the descriptors for those emotions from their measuring instrument (p. 142).

Thus, using the entirety of CES will not be necessary. Choosing emotion descriptors through the appropriate procedure, which are likely to be experienced by customers during their hotel stay, is needed for the study of emotions in the lodging industry.

Table 2
Emotions: Consumption Emotion Set (CES)
(Richins, 1997)

Cluster (Subscale)	Descriptor (item)
Anger	Frustrated Angry Irritated
Discontent	Unfulfilled Discontented
Worry	Nervous Worried Tense
Sadness	Depressed Sad Miserable
Fear	Scared Afraid Panicky
Shame	Embarrassed Ashamed Humiliated
Envy	Envious Jealous
Loneliness	Lonely Homesick
Romantic Love	Sexy Romantic Passionate
Love	Loving Sentimental Warm Hearted
Peacefulness	Calm Peaceful
Contentment	Contented Fulfilled
Optimism	Optimistic Encouraged Hopeful
Joy	Happy Pleased Joyful
Excitement	Excited Thrilled Enthusiastic
Surprise	Surprised Amazed Astonished
Other Items	Guilty Proud Eager Relieved

Notes: The “Other items” correspond to a second version where these items are not specified to an identifiable cluster. An expanded CES (Third Version) included the following items: awed, carefree, comforted, helpless, impatient, longing, nostalgic, protective, and wishful.

Satisfaction

Definition of Customer Satisfaction

Satisfying customers is the ultimate goal of every business due to its potential impact on repeat purchasing behavior and profits (Albrecht & Zemke, 1985; Bearden & Teel, 1983; Lapidus & Schibrowsky, 1994; Szymanski & Henard, 2001; Zemke & Shaaf, 1989). During the last decade, numerous researchers have developed measures of satisfaction and examined antecedents and consequences of the construct (Churchill & Surprenant, 1982) because of the benefits of satisfaction to consumers and firms.

The conceptualization that appears to have received the greatest support is presented by Day (1984). Day (1984) described satisfaction as a postchoice evaluative judgment concerning a specific purchase selection. Another definition was presented by Hunt (1977). He defined satisfaction not as the pleasurebleness of the consumption experience but rather the evaluation rendered that the experience was at least as good as it was supposed to be. Thus, it can be distinguished from cognitive beliefs about product/consumption outcomes and from affective responses to the outcomes.

However, Churchill and Surprenant (1982) stated that customer satisfaction was more complex than could be explained by the cognitive evaluative process. Oliver (1981) asserted that satisfaction could be best understood as “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feelings about the consumption experience” (p. 27). Pfaff (1977) suggested that both cognitive and affective models be used to describe satisfaction. Today, most researchers support the value of understanding customer satisfaction concepts from a broader perspective to capture the interplay between cognition and emotion (Westbrook, 1987; Westbrook & Oliver, 1991).

Based on the theoretical and empirical evidences, Oliver (1997) presented the following definition of customer satisfaction, which included the psychological process used by consumers in satisfaction judgment and the consumer's summary judgment:

Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under-or overfulfillment (p. 13).

Considering the recent progress about the conceptualization of customer satisfaction, researchers should measure satisfaction in a broader way that reflects both cognitive and emotional aspects of satisfaction (Oh & Parks, 1997).

Dimensionality of Satisfaction

When we consider Herzberg's Two-Factor (motivator-hygiene) Theory (Herzberg, Mausner, & Snyderman, 1959) caused by different facets of interaction between a stimulus (job, product) and the individual, satisfaction and dissatisfaction are different constructs. One's level of satisfaction is independent of the level of dissatisfaction; an individual may simultaneously be very satisfied and very dissatisfied, as the constructs are unrelated (Maddox, 1981). However, early proposals from the job-satisfaction literature that the satisfaction judgment is comprised of dual dimensions similar to the two-factor motivator-hygiene theory have not well supported (Maddox, 1981). The evaluative aspect of the satisfaction judgment is typically assumed to vary along a hedonic continuum, from unfavorable (i.e., dissatisfied) to favorable (i.e., satisfied) (Westbrook & Oliver, 1991).

Theories of Customer Satisfaction

Theories frequently applied in customer satisfaction research are expectancy-disconfirmation, assimilation or cognitive dissonance, contrast, assimilation-contrast, attribution, and equity theories (Kivela, Inbakaran, & Reece, 1999; Oh & Parks, 1997). Most of these theories originated based on cognitive psychology for the reason of the narrow definition of customer satisfaction in earlier studies.

One of the most widely accepted theories in customer satisfaction research is the expectancy-disconfirmation theory (Kivela, Inbakaran, & Reece, 1999; Oh & Parks, 1997). The theory includes four components: expectations, perceived performance, disconfirmation, and satisfaction (Churchill & Surprenant, 1982). The theory posits that customer satisfaction with a product or service is a result of subjective comparisons between their expectations and perceptions. Customer satisfaction depends on the size and direction of disconfirmation. Positive disconfirmation occurs when a product or service performs better than customers expected. In contrast, negative disconfirmation occurs when a performance is worse than customer's expectations. Thus, when performance matches expectation, confirmation occurs and leads to neither satisfaction nor dissatisfaction (Oliver, 1997).

Other theories have often been applied within the expectancy-disconfirmation framework. Some satisfaction researchers supported the assimilation (dissonance) theory, investigating how performance perceptions were assimilated towards prior expectations in production purchase situations (Cardozo, 1965; Oliver, 1997; Olshavsky & Miller, 1972; Olson & Dover, 1979). The dissonance theory and the assimilation theory influence expectations in the same manner (Yi, 1990). Performance that does not match one's expectations creates psychological discomfort (dissonance), which reflects consumers' poor decisions. When

customers experience dissonance, they reinterpret performance to make it consistent with their expectations and reduce dissonance. The phenomenon can be observed in both situations when the performance exceeded the consumer's expectations and when the performance did not meet the expectation. That is, the assimilation (dissonance) theory emphasized an individual's reluctance to acknowledge discrepancies from a previously held position (Oliver, 1997).

Some satisfaction researchers have supported the contrast theory, whereby consumers exaggerate disparity between expectations and perceptions (Oliver, 1997). The contrast effect, which is described as a tendency to "exaggerate the discrepancy between one's own attitudes and the attitudes represented by opinion statements endorsed by other people with opposing views" (Dawes, Singer, & Lemons, 1972, p. 281) is opposite of assimilation. According to this theory, consumers enhance their perception of performance with positive disconfirmation and lower it with negative disconfirmation (Yi, 1990).

The assimilation versus contrast debate was initiated by a number of early studies that supported either assimilation or contrast theories. However, some researchers believed that the contrast and assimilation theories complemented each other (Oliver, 1997). Anderson (1973) tested assimilation against contrast and asserted that assimilation operated when performance was close to expectations while contrast worked when performance deviated significantly from expectations (Oliver, 1997). The assimilation-contrast theory assumes that individuals have the potential for two opposing responses (acceptance and rejection) in their perception (Oliver, 1997; Yi, 1990).

Attribution is concerned with all aspects of perceived causal inference. Attribution refers to "the natural tendency of individuals to search for causality or meaningful relationships within the events that affect their lives" (Oliver, 1997, p. 237-238). The perceived reasons for product

failure might differ from the true reasons although consumers may feel confident about their inferences. This theory assumes that consumers' inferences are logical and analytical even though the accuracy of causal inferences might be questioned (Oliver, 1997).

Equity refers to “a fairness or deservingness comparison to other entities, whether real or imaginary, individual or collective, person or non-person” (Oliver, 1997, p. 194). According to the equity theory, a consumer compares his or her inputs and outcomes to those of others who they are in a relationship with (Yi, 1990). A customer is believed to be satisfied with the perception that the outcome-to-input ratios are fair. Hospitality customers are known to be very sensitive to the fairness of the transaction (Oh & Parks, 1997). The equity theory is useful in explaining customer satisfaction, but a need for modification was identified (Yi, 1990). In contrast to equity theory, dissatisfaction occurred only with negative inequity, not with positive inequity. Consumers seemed to perceive positive inequity as fair or satisfactory (Swan & Oliver, 1985).

As stated earlier, most of those theories originated based on cognitive psychology, and many early studies have conceptualized the satisfaction process as a cognitive process for the reason of the narrow definition of customer satisfaction in earlier studies. However, numerous recent studies have addressed that there are significant influences of affect and consumption emotions on the customer satisfaction process (Mano & Oliver, 1993; Oliver, 1993; Oliver, Rust, & Varki, 1997). Including emotional aspect to the satisfaction judgment leads to much better predictions of satisfaction. That is, affective variables add significantly to the strong predictive power of the cognitive expectation and disconfirmation of belief variables alone (Westbook, 1987).

Customer Satisfaction in the Lodging Industry

Early studies on customer satisfaction were concerned with understanding satisfaction attributes. For instance, Barsky and Labagh (1992) distinguished nine customer satisfaction attributes of hotel services for the better understanding of satisfaction: employee attitudes, location, room, price, facilities, reception, services, parking, and food and beverage.

Some researchers insisted that high performance in certain attributes may enhance customer satisfaction, but failure to meet standards does not always result in dissatisfaction. In contrast, customers do not express appreciation for high performance in some attributes but show dissatisfaction when the attributes fail to meet the standards (Almanza, Jaffe, & Lin, 1994; Cadotte & Turgeon, 1988). According to this notion, resources could be allocated to improve customer satisfaction effectively by ranking the importance of different attributes. Thus, many researchers tried to find the best attributes for enhancing customer satisfaction effectively by focusing on the attribute.

The recent study by Barsky and Nash (2003) stated a different notion from the previous studies based on their research of the Market Metrix Hospitality Index (MMHI).

Emotions play an important role in hotel customers' satisfaction and loyalty, and that those emotions are a better predictor of customer loyalty than are traditional measures of product and service satisfaction. Guests are willing to pay substantially more per night for the promise of experiencing certain emotions during their stay (p. 175).

Intention

Mooradian and Oliver (1997), in their study of the impact of personality and emotion on post-purchase processes, investigated the impact of extroversion and neuroticism on positive and negative consumption based emotions, respectively, and how these emotions affect satisfaction. They also examined the effects of satisfaction on consumer complaints, product recommendations, and repeat purchase intentions. The findings of their survey show that satisfaction mediates the effects of positive and negative consumption-based emotions on complaints, recommendations, and intentions, even after controlling for confirmation of product expectations. Furthermore, consumer researchers have been exploring the influence of and the interdependence between emotions and many central aspects of consumption, such as persuasion, preference, evaluation, environment, and purchase intentions (Simonson, Carmon, Dhar, Drolet, & Nowlis, 2001).

Emotional response is a powerful predictor of intention and brand attitude (Morris, Woo, Geason, & Kim, 2002). Thus, Morris and his colleagues (2002) insisted that researchers need to be more confident that measuring emotions would help to determine consumer intentions. In the study of advertising responses, they also found that affect dominates over cognition for predicting conative attitude and action. Moreover, brand attitude (interest) is not necessarily a precursor to intention.

Westbrook and Oliver (1991) demonstrated that the emotion has two dimensions (positive and negative) rather than a single positive dimension. Positive emotions typically lead to higher purchase intentions (Bitner, 1992), yet negative emotions may also enhance purchase intentions depending on activation (Menon & Kahn, 2001) or shopping-environment quality (Mano, 1999).

As competition and the costs of attracting new customers increases, companies are increasingly focusing their strategic efforts on customer retention (Fornell, 1992; Fornell and Wernerfelt, 1987; Jones, Mothersbaugh, & Beatty, 2000). Although satisfaction is not the only strategy, a key component in any customer retention program is satisfaction. Satisfaction has a direct impact on post-purchase processes, such as repeat purchase intentions (Oliver and Swan, 1989), and customer satisfaction was identified as a direct determinant of customers' purchase intentions (Boulding et al., 1993; Cronin & Taylor, 1992). The linkage between satisfaction and retention was empirically supported by considerable research (Oliver and Swan, 1989).

Jones, Mothersbaugh, and Beatty's (2000) study supported the importance of satisfaction in the retention process. Consistent with prior research, satisfaction should remain a primary strategic focus of service providers due to its strong impact on customer retention. Further, they empirically proved that core-service satisfaction is a critical determinant of higher repurchase intentions. Switching barriers, such as interpersonal relationships, perceived switching costs, and attractiveness of competing alternatives, had no influence on repurchase intentions when satisfaction was high in their study of switching barriers and repurchase intentions, while switching barriers positively influenced repurchase intention when satisfaction was low (Mothersbaugh & Beatty, 2000).

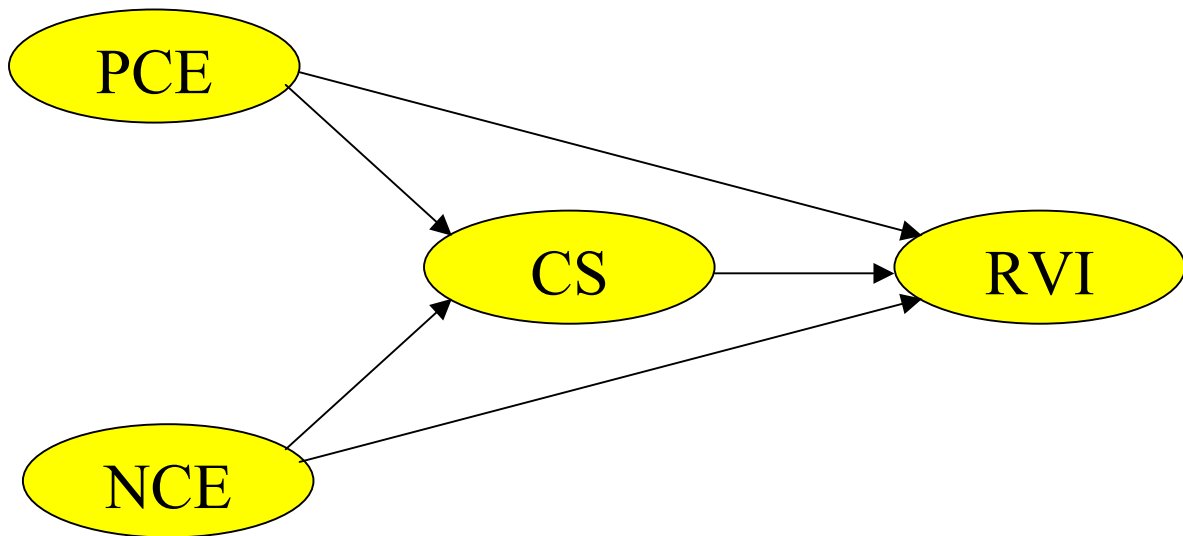
Consumption Emotion as an Essential Component in the Formation of Consumers' Repeat Visit Intentions

Consumption emotions significantly impact the satisfaction judgment (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993). Numerous researchers agreed that consumption emotions have two dimensions (positive/negative), and both dimensions separately impact satisfaction (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993) and post-purchase behaviors (Westbrook, 1987).

Although it is evident that consumption-based positive and negative emotions with customer satisfaction and satisfaction with repeat visit intentions are linked, little research has been conducted in the lodging industry. Therefore, this study will test the relationships among positive and negative emotions, customer satisfaction, and repeat visit intentions in the lodging industry.

Figure 1 displays the conceptual model, which will be used in this study. The model presents the relationship among consumption-based positive and negative emotions, satisfaction, and repeat visit intentions in the lodging industry, as based on the previous literatures.

Figure 1. Conceptual Model Showing Relationship among Positive and Negative Emotions, Customer Satisfaction, and Intentions.



PCE: Positive Consumption Emotion
NCE: Negative Consumption Emotion
CS: Customer Satisfaction
RVI: Repeat Visit Intentions

Relationship among Consumption Emotions, Customer Satisfaction, and Repeat Visit Intentions

Influence of Consumption Emotion on Customer Satisfaction

There is growing evidence that consumption emotion has a significant impact on satisfaction. Recently, numerous researchers have found that a direct causal sequence of events occurs in which customers experience a consumption emotion and then make the satisfaction judgment (Westbrook & Oliver, 1991; Mano & Oliver, 1993; Oliver, 1993). While it is acknowledged that the functional conceptualization of the process has been successful in predicting satisfaction (Olson & Dover, 1979; Oliver, 1980; Oliver, 1981; Churchill & Surprenant, 1982), the growing evidence of the impact of consumption emotions on satisfaction is hard to refute (Westbrook & Oliver, 1991; Mano & Oliver, 1993; Oliver, 1993). Emotions help illuminate satisfaction (attitudinal) responses to consumption (Westbrook & Oliver, 1997).

Positive and Negative Consumption Emotions

Positive and negative emotions can independently impact a consumer's impression of a consumption experience (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1997). Westbrook and Oliver (1991) found evidence that the emotion has two (positive, negative) rather than a single positive dimension. Further, empirical evidence posits that when consumption emotions are separated into their positive and negative dimensions, both dimensions separately impact satisfaction. Positive consumption emotions positively influence satisfaction while negative consumption emotions negatively impact satisfaction (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993). In addition, research on personal reports of individual affective experiences has indicated two largely independent unipolar dimensions corresponding to positive and negative affect (Abelson et al., 1982).

This was also supported by Richins (1997). He found that two dimensions of emotion were most appropriate when using Multi-Dimensional Scaling (MDS). Finally, Phillips (1999) confirmed that emotion has two dimensions (positive/negative) which exhibited low correlation with one another in his analysis. Thus, accounting for the valence of consumption emotions will likely provide information that cannot be provided by a combined affect measure.

With the notion that consumption emotions are separated, positive emotions positively impact satisfaction and negative emotions negatively impact satisfaction (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993). Phillips' (1999) findings showed that positive consumption emotions have a positive influence on customer satisfaction, and negative consumption emotions have a negative influence on customer satisfaction. Satisfaction was also influenced by expectation, product performance, and disconfirmation. Therefore, it was expected that positive consumption emotions positively impact satisfaction, and negative consumption emotions negatively impact satisfaction in the lodging industry.

- Hypothesis 1: Positive emotion based on consumption has a positive influence on customer satisfaction.
- Hypothesis 2: Negative emotion based on consumption has a negative influence on customer satisfaction.

Consumption Emotions and Repeat Visit Intentions

Many studies have addressed that there is a significant influence of affect and emotions experienced on post-purchase behavior (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993). The important role that emotions play in consumers' lives suggests that emotions can explain

behavior in situations where other constructs, such as attitude, do not account for all or even a significant portion of the variability in behavior. For instance, Allen, Machleit, and Kleine (1992) found that emotions supplement attitude in predicting consumption behavior.

Consumer researchers have been exploring the influence of and the interdependence between emotions and many central aspects of consumption, such as persuasion, preference, evaluation, environment, and purchase intentions (Simonson et al., 2001). Morris, Woo, Geason, and Kim (2002) found that emotional response is a powerful predictor of intention and brand attitude. Allen, Machleit, and Klein (1992) indicated that consumers' purchases are strongly influenced by their emotions, and consumption emotions influence both satisfaction and repeat patronage. Finally, Phillips (1999) reported that intention was influenced by positive consumption emotion and negative consumption emotions as well as expectations, product performance, disconfirmation, and satisfaction.

In sum, based on numerous previous research findings, consumption emotions exert an impact on the satisfaction judgment (Westbrook & Oliver, 1991; Mano & Oliver, 1993; Oliver, 1993), and then positive consumption emotions exert a positive influence and negative consumption emotions exert a negative influence on the satisfaction judgment (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1993). Further, emotions are significantly associated with post purchase behavior (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993), and intention is influenced by positive consumption emotion and negative consumption emotions (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993; Phillips, 1999). Based on the finding of previous studies, the following hypotheses were formulated:

- Hypothesis 3: Positive emotion based on consumption has a positive influence on customers' repeat visit intentions.
- Hypothesis 4: Negative emotion based on consumption has a negative influence on customers' repeat visit intentions.

Satisfaction and Repeat Visit Intentions

The benefits from the consumption by satisfied customers were greater than the costs involved with the consumption, and the costs from the consumption by dissatisfied customers were greater than the benefits (Phillips, 1999). Numerous studies have been conducted with the kinds of actions taken by dissatisfied consumers (Oliver, 1997). The likely outcomes by dissatisfied consumers, when they have the ability and motivation to act, are changing to another product, complaining to the retailer or manufacturer, or engaging in negative word of mouth (Westbrook, 1987, Oliver, 1997). However, satisfied customers are likely to remain loyal to the product, and they are likely to engage in positive word of mouth (Oliver, 1997). Remaining loyal to the product involves making repeat purchases of the product as well as intending to make repeat purchases of the product (Oliver, 1997). That is, although satisfaction is not the only strategy, a key component in any customer retention program is satisfaction. Customer satisfaction can be considered as one of the most important outcomes of all marketing activities. The obvious need for satisfying the firm's customer is to expand the business, to gain a higher market share, and to acquire repeat and referral business, all of which lead to improved profitability (Barsky, 1992).

Studies conducted by Cronin and Taylor (1992) in service sectors, such as banking, pest control, dry cleaning, and fast food, found that customer satisfaction exerts a significant impact

on purchase intention in those sectors. Getty and Thompson (1994), in the study of the relationship between quality of lodging, satisfaction, and the resulting effect on customers' intentions, suggested that customers' intentions to recommend are a function of their perception of both their satisfaction and service quality with the lodging experience. Kandampully and Suhartanto's (2000) findings also indicated that customer satisfaction and hotel image with the service performance are positively correlated to customers' intentions to revisit and customers' intentions to recommend.

Numerous researchers agreed that satisfaction has a direct impact on such post-purchase processes as repeat purchase intentions (Barsky, 1992; Oliver, 1997; Oliver and Swan, 1989). Customer satisfaction was identified as a direct determinant of customer intentions (Boulding et al., 1993; Cronin & Taylor, 1992). The linkage between satisfaction and retention was empirically supported by considerable research (Oliver and Swan, 1989). Jones, Mothersbaugh, and Beatty (2000) also empirically supported that core-service satisfaction is a critical determinant of higher repurchase intention, and switching barriers had no influence on repurchase intentions when satisfaction was high in their study of switching barriers and repurchase intentions. Hence, it can be concluded that there is a significant relationship between customer satisfaction and customers' repurchase intentions.

- Hypothesis 5: Customer satisfaction has a significant impact on customers' repeat visit intentions.

The hypothesized relationships from Hypothesis 1 to Hypothesis 5 are illustrated in Figure 1 (See p. 36).

Asymmetric Effect of Positive/Negative Emotion

Some researchers suggested that when examining the theoretical and analytical importance of the relationship between attribute-level performance and overall satisfaction, it is significant to recognize that the relationship could be asymmetric (Anderson & Sullivan, 1993; Oliva, Oliver, & Bearden, 1995). That is, one unit of negative performance on an attribute could have a greater effect on overall satisfaction or repurchase intentions than a corresponding unit of positive performance.

The loss aversion of the prospect theory suggests that the impact of losses is larger than the impact of gains (Einhorn & Hogarth, 1981). It means that negative outcomes on attribute performance influence more significantly the overall satisfaction judgment than the same amounts of positive outcomes on attribute performance in a satisfaction context (Mittal, Ross, & Baldasare, 1998).

For example if a car's gas mileage were to decrease by 10 miles per gallon, it would have a greater impact on the overall satisfaction judgment than if the car's gas mileage were to increase by 10 miles per gallon. Thus, negative performance on an attribute will loom larger than positive performance on the same attribute (p. 33).

Based on the loss aversion built into prospect theory, Mittal, Ross, and Baldasare (1998) found that negative performance on an attribute had a greater impact on overall satisfaction than positive performance on the same attribute, and negative disconfirmation on an attribute had a greater impact on overall satisfaction than positive disconfirmation on the same attribute. They also found that repurchase intentions were affected asymmetrically by attribute-level

performance. Negative performance on attributes had a greater impact on repurchase intentions than positive performance.

In sum, their findings suggested that both overall satisfaction and repurchase intentions are affected asymmetrically by attribute-level performance and disconfirmation. Negative performance/disconfirmation on an attribute has a greater impact than positive performance/disconfirmation (Mittal, Ross, & Baldasare, 1998).

Consumption-related emotions are derived from the performance of products and consumers are simply reacting to the quality of the performance of products (Westbrook, 1997; Oliver, 1993; Mano & Oliver, 1993; Richins, 1997). Consumption related emotions are also derived from disconfirmation (Oliver, Rust, & Varki, 1997; Hunt, 1997). Based on such notions, it is expected that attribute-level performance or disconfirmation form positive/negative consumption emotions and both overall satisfaction and repurchase intentions are affected asymmetrically by the positive/negative emotions. Further, it is expected that negative emotions derived from the attribute-level performance or disconfirmation has a greater impact than positive emotions.

Phillips' (1999) findings showed that the positive impact of positive consumption emotions and negative impact of negative consumption emotions on satisfaction is symmetric. However, numerous researchers' findings show the asymmetric impact of positive/negative affect on customer satisfaction and intentions. Consistent with other studies (e.g., Costa & McCrae, 1980; Larsen & Ketelaar, 1991), Mooradian and Oliver's (1997) findings support that negative emotions are stronger predictors of satisfaction and intention than were positive emotions (Mooradian & Oliver, 1997). Thus, based on the findings of the previous researches, the following hypotheses were developed:

- Hypothesis 6: Negative emotion has a greater influence on customer satisfaction than positive emotion.
- Hypothesis 7: Negative emotion has a greater influence on customers' repeat visit intentions than positive emotion.

Mediating Role of Customer Satisfaction

There is support for satisfaction mediating the effect of positive consumption emotions on intentions. Mooradian and Oliver (1997) investigated that the impact of extroversion and neuroticism on positive and negative consumption-based emotions, respectively, and how these emotions affect satisfaction. They also examined the effects of satisfaction on consumer complaints, product recommendations, and repeat purchase intentions. The findings in their survey showed that satisfaction mediates the effects of positive and negative consumption-based emotions on complaints, recommendations, and intentions, even after controlling for confirmation of product expectations. That is, satisfaction has a significant mediating role in the relationship between consumption emotion and post-purchase behavior, such as complaints, recommendation, and intentions.

Phillips' (1999) study supported the mediating role of customer satisfaction in the relationship between consumption emotions and intentions, but the mediating role of satisfaction between negative consumption emotions and intentions was not significantly supported. Phillips (1999) also found that satisfaction mediates the impact of performance and disconfirmation on intention. Phillips' finding was different from the result of Mooradian and Oliver (1997).

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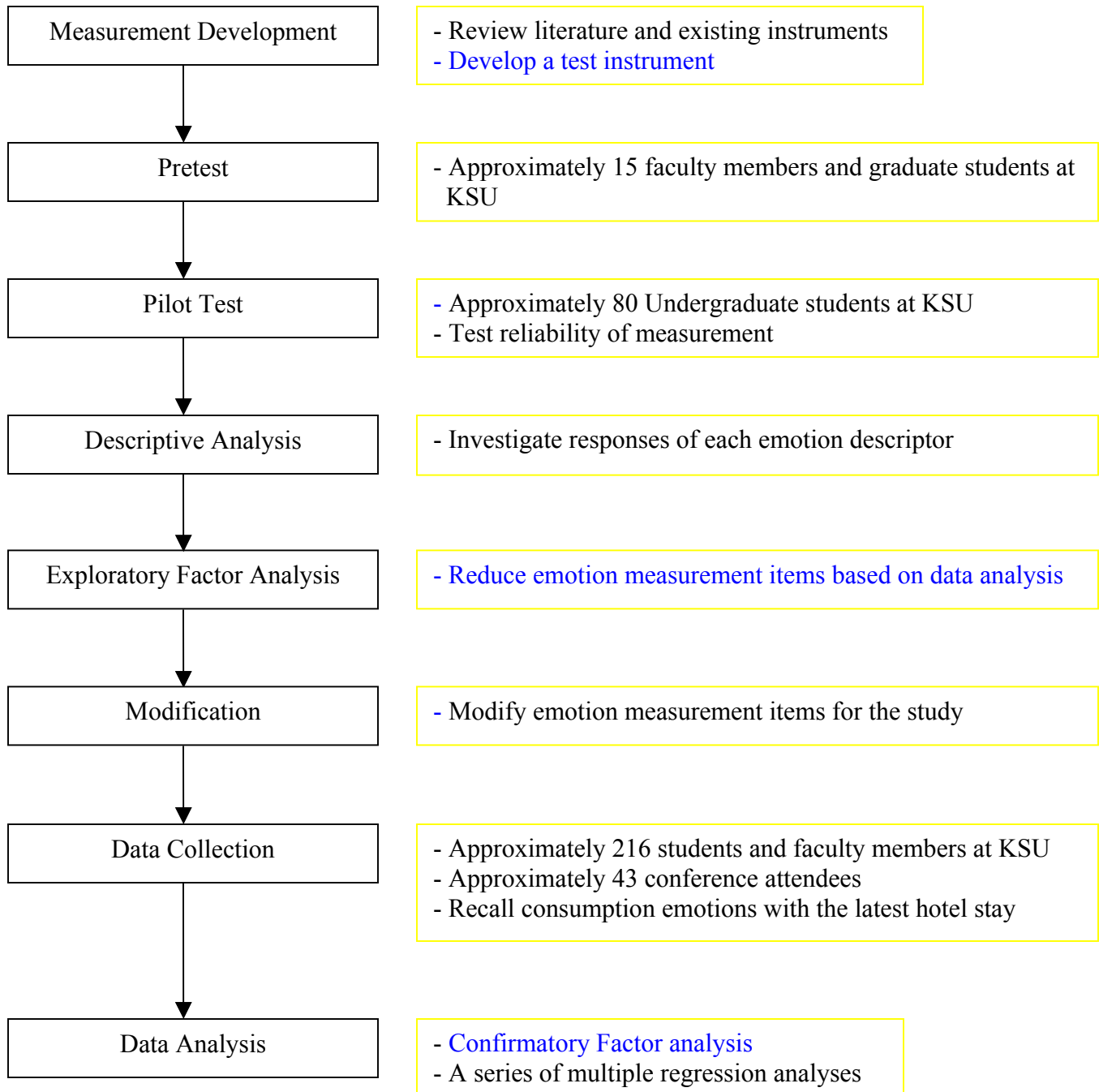
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CHAPTER III

METHODOLOGY

The objectives of this research were to address the impacts of positive and negative emotions on customers' satisfaction and customers' repeat visit intentions, and to investigate the mediating effect of customer satisfaction on the relationship between emotion and customers' repeat visit intentions. The methodology for achieving these objectives are described in the following sections: developing measurements based on review of literature; conducting a pretest with approximately 15 graduate students and faculty members; establishing validity and reliability of the instrument through a pilot test; modifying emotion measurement items based on the descriptive analysis and exploratory factor analysis of the pilot test; collecting data from students and faculty members at a Midwestern university and conference attendees; and analyzing data using a confirmatory factor analysis and a series of multiple regression analyses. The research procedure that used in this study is presented in Figure 2.

Figure 2. Flow of Research Procedure



Research Procedure for the Study

Emotion Measurement Modification

Richins' (1997) Consumption Emotion Set (CES) was adopted to represent respondents' consumption based emotional reaction to a recent hotel stay (Appendix A). The consumption emotion measure is composed of 16 subscales and 47 descriptors. The CES is presented in Table 2 (see p. 24).

Richins' (1997) CES can be defined as a set of descriptors that represent the range of emotions consumers most frequently experience in consumption situations. However, some emotion descriptors listed in the CES are probably not appropriate to some of the phenomena studied in consumer behavior research (Richins, 1997). In addition, Richins (1997) stated that certain emotions are unlikely to be experienced. In this case, the researcher needs to choose the descriptors, which are related to the situation, from their measuring instrument.

One of the objectives of the pilot test was to reduce the length of the emotion descriptor set while maintaining the diversity of emotion experiences associated with the hotel. Thus, in the pilot test, participants were asked to indicate how relevant each emotion descriptor was to their experience during their hotel stay. In doing so, several emotion descriptors, which were likely to be experienced by customers during their hotel stay among Richins' (1997) 47 emotion descriptors, were chosen for the survey.

Measurement Development

The questionnaire contained three sections. The first section included experience description to recall consumption emotions with the latest hotel stay. The second section included measurements of consumption emotion, satisfaction, and repeat visit intentions. The

last section asked subjects to provide demographic data, such as gender, age, major, and ethnic background.

Consumption Emotion. Richins' (1997) 47 emotion descriptors were adopted to represent respondents' consumption based emotional reactions to a recent hotel stay. To select the most suitable emotion descriptors for a hotel stay, a convenience sample of 80 undergraduate students, enrolled in a hospitality course at a Midwestern university, were asked to indicate how relevant each emotion descriptor was to their experiences during their hotel stay in the pilot test. The participants were asked to "indicate how relevant emotion descriptors are to your experience during the stay at the _____ hotel". Emotions on the CES were evaluated using a seven-point Likert-type scale from 1, "not at all" to 7, "extremely".

Satisfaction. The 3-items to measure customer satisfaction were adapted from Oliver (1980). A 7-point Likert-type scale for customer satisfaction (e.g., "Overall, I am satisfied with the decision to stay at the _____ hotel.") was used to assess customer satisfaction.

Intention. Repeat visit intentions were evaluated by assessing the respondents' willingness to revisit the hotel. Repeat visit intention measurement was adapted from Taylor and Baker (1994). A 7-point Likert-type scale (e.g., "The next time I travel to this location, I will stay at the _____ hotel") was used to measure revisit intentions.

Pre-test

The Committee on Research Involving Human Subjects (IRB) of Kansas State University approved the protocol prior to data collection. A pre-test was conducted to refine the research instrument. Graduate students and faculty members (approximately 15) in a hospitality program at Kansas State University were asked to evaluate the survey instrument. Participants were

asked to identify any ambiguity of questions and measurements. Modifications were made accordingly (e.g., wording, deleting unnecessary questions, and underlining negative verbs).

Pilot test

Following the pre-test, a pilot test of the instrument was conducted prior to data collection as a preliminary test of the questionnaire. The purpose of the pilot test was to modify Richins' (1997) CES to make it suitable for application in the lodging industry. A convenience sample of 80 undergraduate students (39 female and 41 male) at a Midwestern university were asked to participate the pilot test during class. No incentive was provided. The mean age of the participants was 22.74 (SD = 5.79). Approximately 65.8 % of the respondents were hospitality majors (50 respondents). The reason for travel was as following: 56.3% pleasure, 11.3% business, 12.5% group/conference, and 20% other. Approximately 63.8 % of the respondents indicated their hotel stay occurred within the last 6 months.

Reliability of Measurement

Reliability of the measurements was estimated using Cronbach's coefficient alpha. The alpha values for emotions (47 items) and customer satisfaction (3 items) were .90 and .97, respectively. Values were all above the suggested cut-off .70 indicating internal consistency (Nunnally, 1978).

Modification of the Consumption Emotion Set (CES)

Table 3 illustrates the emotion descriptors in the final questionnaire. Modification of the emotion descriptors was performed based on the participants' responses to each emotion descriptor in the pilot test. Participants' responses of emotion descriptors were used to determine if the descriptor was suitable for the study. A factor analysis, descriptive analysis, and reliability analysis were performed on the consumption emotion measure for item reduction. The Kaiser-

Meyer-Olkin Measure of Sampling Adequacy which indicates the appropriateness of using factor analysis showed .68, which is an adequate level for conducting factor analysis (George & Mallery, 2001). Principal component analysis with VARIMAX rotation extracted ten components, which accounted for 81.38% of the total variance explained. The variables, “Miserable” and “Panicky”, did not have a strong relationship with any component. Thus, these emotion descriptors were dropped.

Descriptive analysis of the pilot test showed that many respondents reported never experiencing the following emotion descriptors related to a hotel experience: “panicky” (90%), “afraid” (86.3%), “miserable” (86.3%), “scared” (85%), “lonely” (83.8%), “guilty” (78.8%), “homesick” (73.8%), “tense” (61.3%), and “proud” (43.8%). These emotion descriptors are primarily related to negative emotions, since fear (e.g., “panicky”, “afraid”, and “scared”), loneliness (e.g., “lonely” and “homesick”), and extremely negative emotion items (e.g., “miserable”, “guilty”, and “tense”) are unlikely to be experienced while customers are engaged in service product consumption situations (Richins, 1997). These nine emotion descriptors among Richins’ (1997) 47 emotion descriptors do not represent respondents’ experience during a hotel stay. In addition, reliability analysis showed that if these items were deleted, Cronbach’s coefficient alpha of the emotion measurement would increase from .89 to .91, an excellent reliability level of the measurement for the study (George & Mallery, 2001). Thus, these 9 emotion descriptors were eliminated leaving 38 emotion descriptors for the final questionnaire.

Table 3. Emotion Descriptors Included for the Final Questionnaire

Item	Mean	Std. Deviation
Happy	4.94	1.87
Pleased	4.89	1.91
Excited	4.64	2.12
Joyful	4.54	2.04
Calm	4.49	1.88
Fulfilled	4.45	1.85
Peaceful	4.40	1.82
Contented	4.36	1.97
Optimistic	4.25	1.93
Enthusiastic	4.23	2.07
Thrilled	4.10	2.15
Hopeful	4.07	1.90
Encouraged	3.99	1.86
Relieved	3.61	2.16
Surprised	3.46	2.21
Eager	3.43	2.25
Amazed	3.34	2.24
Warm Hearted	3.11	2.00
Astonished	3.04	2.10
Loving	2.64	1.96
Sentimental	2.64	2.03
Sexy	2.49	2.18
Passionate	2.49	2.18
Romantic	2.40	2.00
Unfulfilled	2.17	1.71
Frustrated	2.06	1.75
Discontented	1.95	1.45
Irritated	1.94	1.53
Nervous	1.83	1.30
Worried	1.68	1.23
Angry	1.53	1.17
Embarrassed	1.46	1.18
Sad	1.34	0.93
Depressed	1.28	0.81
Envious	1.27	0.93
Humiliated	1.24	0.86
Ashamed	1.18	0.78
Jealous	1.16	0.82

Data Collection and Procedure

Participants. Approximately 320 undergraduate/graduate students from a variety of majors and faculty members at a Midwestern university were asked to participate in the study. A total of 143 surveys were returned from graduate students and faculty members and 73 from undergraduate students, resulting in a response rate of 67.50%. In addition, approximately 150 attendees at the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in Myrtle Beach, South Carolina were asked to participate in the study. Of the 150 questionnaires distributed, 43 questionnaires were returned, resulting in a response rate of 28.67%. Table 4 presents a summary of the response rates.

Table 4. Response Rates

Participants	Distributed Questionnaires	Returned Questionnaires	Response rate
Faculty/graduate students	240	143	59.58%
Undergraduate students	80	73	91.25%
Conference attendees	150	43	28.67%
Total	470	259	55.11%

Emotion Recalling. One affective (Mood) induction technique asked participants to write about a life experience that was happy or sad (Schwarz & Clore, 1983). Schwarz and Clore's (1983) mood induction method was modified for this study. Participants were asked to write about their experience with the latest hotel stay and to describe it as vividly and in as much detail as possible. This approach was used to help participants focus on the emotional aspects of their hotel experience. Instructions for recalling consumption emotions with the latest hotel stay were modified based on Adaval's (1996) instructions for mood manipulation. After reading the instructions, participants were given five minutes to write down the thoughts or emotions that

they had experienced at their latest hotel stay. This exercise occurred prior to participants' using the CES items to evaluate their emotions. Among 259 survey participants, 70% of them described their thoughts and emotions that they were experiencing during a hotel stay in section 1 of the questionnaire.

Consumption Emotion, Satisfaction, and Repeat Visit Intention Evaluation. The research was described to respondents as a study to understand the complexity of customer emotions and post-purchase behaviors in the lodging industry and to identify the terminology that customers use to describe their emotions concerning hotel experiences. After reading the instructions, participants responded to a series of emotion-describing adjectives, rated their satisfaction, and indicated their repeat visit intentions. Finally, participants were thanked for their voluntary participation and debriefed after all the questionnaires were completed.

Analysis

Descriptive statistics were calculated to understand characteristics of the sample and to compare means and standard deviations of each multi-item scale. A basic assumption check was conducted to satisfy assumptions. Basic assumption for multiple regression analysis was tested using SPSS.

Measuring the impacts of consumption emotion can be considered as two separate phenomena: positive and negative. Research has found that positive and negative emotions may independently impact a consumer's impression of a consumption experience (Mano & Oliver, 1993; Oliver, 1993; Westbrook, 1987) and that these separate effects may contribute to satisfaction above and beyond that which is contributed by disconfirmation alone (Oliver, 1993; Westbrook & Oliver, 1991). One study found a strong impact of positive affect on satisfaction (Oliver, 1997). Several others have found that positive affect exerts a positive impact and

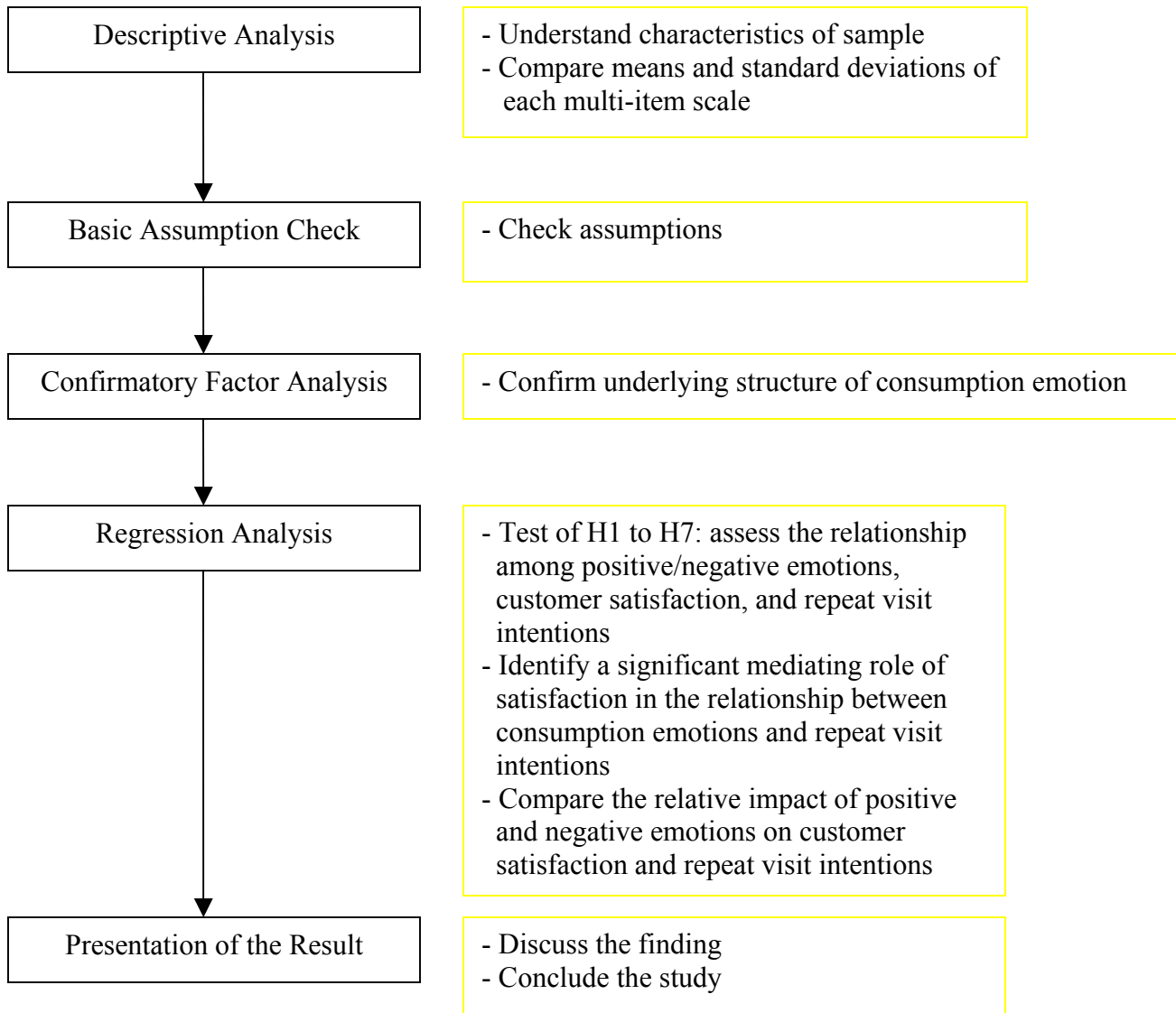
negative affect exerts a negative impact on satisfaction (Mano & Oliver, 1993; Oliver, 1993; Westbrook, 1987). Thus, accounting for the valence of consumption emotions likely provides information that cannot be obtained by a combined affect measure. Accordingly, a confirmatory factor analysis (CFA) was performed on the consumption emotion measure to test the two-factor structure of consumption emotion in the lodging industry. A confirmatory factor analysis is a kind of multivariate statistical method whose primary purpose is to confirm the underlying structure in a data matrix (Back, 2001). The goodness of fit testing was conducted by using several criteria, including chi-square test, root mean square error of approximation (RMSEA) (Browne & Cudeck, 1983), Tucker-Lewis index (TLI/NNFI) (Bentler & Bonnett, 1980), and comparative fit index (CFI) (Bentler, 1990). This confirmatory factor analysis was conducted using LISREL 8.54, the most appropriate analytic tool for confirmatory factor analysis (Bagozzi, 1987; Bentler & Bonnett, 1980).

For the hypothesized relationship in the proposed model, a series of regression analyses were performed to investigate the relationship among consumption emotion, customer satisfaction, and repeat visit intention. Furthermore, a series of regression analyses assessed the mediating role of customer satisfaction on the relationship between positive and negative emotions and repeat visit intentions. To test for mediation, the three following regression equations were estimated: 1) regressing customer satisfaction (the mediator) on positive/negative emotion (the independent variable); 2) regressing customers' repeat visit intentions (the dependent variable) on positive/negative emotion (the independent variable); and 3) regressing customers' repeat visit intention (the dependent variable) on both positive/negative emotion (the independent variable) and customer satisfaction (the mediator). A separate coefficient for each equation was estimated and tested. Perfect mediation holds if positive/negative emotion (the

independent variable) has no effect when customer satisfaction (the mediator) is controlled (Baron & Kenny, 1986).

The hypothesized asymmetric impacts of positive and negative emotions on customer satisfaction and repeat visit intentions were tested using the comparison of the coefficients. Specifically, the relative impacts of positive and negative emotions on customer satisfaction and repeat visit intentions were evaluated by comparing between their coefficients. Figure 3 illustrates the data analysis procedure.

Figure 3. Data Analysis Procedure



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CHAPTER IV

THE IMPACT OF EMOTION ON THE FORMATION OF CUSTOMERS' REPEAT VISIT INTENTIONS IN THE LODGING INDUSTRY

Abstract

This study addressed the impact of positive and negative emotions on customers' satisfaction and repeat visit intentions by investigating the mediating effect of customer satisfaction on the relationship between emotion and customers' repeat visit intentions. A total of 248 cases were used to test the hypotheses using a series of multiple regression analyses. Generally, the findings were consistent with the literature. Two dimensions (positive and negative) of consumption emotion were confirmed in this study using a Confirmatory factor analysis. Positive and negative consumption emotions showed a significant effect on customer satisfaction and repeat visit intentions. Customer satisfaction was a significant determinant of repeat visit intentions. Customer satisfaction appeared to be a full mediator in the relationship between customers' positive and negative consumption emotions and customers' repeat visit intentions. Since negative emotion had a greater influence on customer satisfaction and customers' repeat visit intentions, the loss aversion of the prospect theory was empirically supported in the formation of customers' repeat visit intentions in the lodging industry. The study findings emphasized that hotel operators must consider the impact of customers' emotions on post-purchasing behaviors in developing better marketing and service strategies for retaining customers.

KEYWORDS: positive/negative emotions; customer satisfaction; repeat visit intentions.

Introduction

Acquiring a new customer is more expensive than retaining a current customer. In mature markets, competition is fierce, product differentiation is low, and promotional costs are limited (Mooradian & Olver, 1997). Since the lodging industry has reached the maturity stages of its life cycle, retaining customers is a top priority for each hotelier (Lewis & Chambers, 2000). Increasing customers' repeat visit intentions by improving customer satisfaction is essential in the lodging industry. Engendering positive emotions created through customers' experiences can be one of the ways to achieve higher occupancy and profitability (Barsky & Nash, 2002).

Many studies have addressed the significant role of emotions in the formation of repeat visit intentions. Consumption emotions are important components of customer response influencing customer satisfaction and repeat patronage (Allen, Machleit, & Kleine, 1992; Laverie, Kleine, & Kleine, 1993). Despite the importance of the role of consumption emotion in customers' purchasing behaviors, its specific roles in understanding customer behavior and how it relates to the lodging industry have remained unclear. Understanding the impact of positive and negative emotions on consumers' purchasing behaviors is strongly needed to retain customers.

The objectives of this study were: 1) to address the impact of positive and negative emotions on customers' satisfaction and repeat visit intentions; and 2) to investigate the mediating effect of customer satisfaction on the relationship between emotions and customers' repeat visit intentions.

Theoretical Foundation and Hypotheses

Definitions of Emotion and Consumption Emotion

Numerous researchers have defined emotion in various ways. One of the clearest explanations of emotion was proposed by Clore, Ortony, and Foss (1987). According to these researchers, “an emotion is a valenced affective reaction to perceptions of situations” (p. 752). The term “valence” is used in the sense of positive or negative, thus the definition implies that an emotion involves a positive or negative feeling (Plutchik, 2003).

Consumption emotions should be distinguished from other emotions that individuals experience. First, consumption emotions are likely to be less intense than other emotions (Phillips, 1999). Second, characteristics of consumption emotions are different from other kinds of emotions. The range of possible consumption emotions is much more specific and narrower than the broad range of all possible emotional responses in that consumption emotions are generated as a result of consumption and are likely directed at the consumption experience or the product (Phillips, 1999). That is, the kinds of emotions that people experience in interpersonal relationships are less likely to occur in a consumption situation (Richins, 1997). However, consumption emotions are still similar to other kinds of emotions in that customers simultaneously experience several emotions (e.g. positive and negative emotions) at the same time (Phillips, 1999).

Consumption emotion is also different from the related affective phenomenon of mood (Gardner, 1985). Consumption emotion is described as having relatively greater psychological urgency, motivational potency, and situational specificity than mood (Westbrook & Oliver, 1991). Consumption emotion should be described as the affective response generated based on

consuming (Phillips, 1999) and the set of emotional responses elicited specifically during product usage or consumption experiences (Havlena & Holbrook, 1986).

Positive/Negative Emotions, Satisfaction, and Repeat Visit Intentions

There is growing evidence that consumption emotion has a significant impact on satisfaction and intentions. Recently, numerous researchers have found that a direct causal sequence of events occurs in which customers experience a consumption emotion and then make a satisfaction judgment (Westbrook & Oliver, 1991; Mano & Oliver, 1993; Oliver, 1993). In addition, Morris, Woo, Geason, & Kim (2002) found that emotional response is a powerful predictor of intention and brand attitude. Consumers' purchases are strongly influenced by their emotions, and consumption emotions influence both satisfaction and repeat patronage (Allen et al., 1992).

The emotion has two dimensions (positive and negative) rather than a single positive dimension (Westbrook & Oliver, 1991). Empirical evidence posits that when consumption emotions are separated into their positive and negative dimensions, both dimensions separately impact satisfaction. For instance, positive consumption emotions positively influence satisfaction while negative consumption emotions negatively impact satisfaction (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993). Based on numerous previous research findings, it is evident that consumption emotions exert an impact on the satisfaction judgment (Westbrook & Oliver, 1991; Mano & Oliver, 1993; Oliver, 1993), and then positive consumption emotions exert a positive influence, and negative consumption emotions exert a negative influence on the satisfaction judgment (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1993). Further, emotions are significantly associated with post-purchase behaviors (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993), and intention is influenced by positive consumption

emotions and negative consumption emotions (Westbrook, 1987; Mano & Oliver, 1993; Oliver, 1993; Phillips, 1999). Based on the findings of previous studies, the following hypotheses were formulated:

- H1: Positive emotion based on consumption has a positive influence on customer satisfaction.
- H2: Negative emotion based on consumption has a negative influence on customer satisfaction.
- H3: Positive emotion based on consumption has a positive influence on customers' repeat visit intentions.
- H4: Negative emotion based on consumption has a negative influence on customers' repeat visit intentions.

Customer Satisfaction and Repeat Visit Intentions

The benefits from the consumption by satisfied customers were greater than the costs involved with the consumption, and the costs from the consumption by dissatisfied customers were greater than the benefits (Phillips, 1999). Customer satisfaction can be considered as one of the most important outcomes of all marketing activities. The obvious need for satisfying the firm's customer is to expand the business, to gain a higher market share, and to acquire repeat and referral business, all of which lead to improved profitability (Barsky, 1992). Numerous researchers agreed that satisfaction has a direct impact on such post-purchase processes as repeat purchase intentions (Barsky, 1992; Oliver, 1997; Oliver and Swan, 1989), and customer satisfaction was identified as a direct determinant of customer intentions (Boulding et al., 1993;

Cronin & Taylor, 1992). Hence, it can be concluded that there is a significant relationship between customer satisfaction and customers' repurchase intentions:

- H5: Customer satisfaction has a significant impact on customers' repeat visit intentions.

Asymmetric Effect of Positive/Negative Emotion

Some researchers suggested that when examining the theoretical and analytical importance of the relationship between attribute-level performance and overall satisfaction, it is significant to recognize that the relationship could be asymmetric (Anderson & Sullivan, 1993; Oliva, Oliver, & Bearden, 1995). That is, one unit of negative performance on an attribute could have a greater effect on overall satisfaction or repurchase intentions than a corresponding unit of positive performance.

The loss aversion of the prospect theory suggests that the impact of losses is larger than the impact of gains (Einhorn & Hogarth, 1981). Based on the loss aversion built into prospect theory, Mittal, Ross, & Baldasare (1998) found that negative performance on an attribute had a greater impact on overall satisfaction than positive performance on the same attribute, and negative disconfirmation on an attribute had a greater impact on overall satisfaction than positive disconfirmation on the same attribute. They also found that repurchase intentions were affected asymmetrically by attribute-level performance. Negative performance on attributes had a greater impact on repurchase intentions than positive performance. That is, both overall satisfaction and repurchase intentions are affected asymmetrically by attribute-level performance and disconfirmation. Negative performance/disconfirmation on an attribute has a greater impact than

positive performance/disconfirmation (Mittal, Ross, & Baldasare, 1998). Thus, based on the findings of the previous researches, the following hypotheses were developed:

- H6: Negative emotion has a greater influence on customer satisfaction than positive emotion.
- H7: Negative emotion has a greater influence on customers' repeat visit intentions than positive emotion.

The proposed hypotheses were illustrated in the study model (see Figure 4.1).

Insert Figure 4.1

Methodology

Measurement Development

Since Richins' Consumption Emotion Set (CES) was developed to assess the range of emotions most frequently experienced in consumption emotions (Bearden & Netemeyer, 1999), the CES was adopted to represent respondents' consumption-based emotional reactions to a recent hotel stay. The consumption emotion measure is composed of 16 subscales and 47 descriptors. The CES is presented in Table 3 (see p. 24). Emotions on the CES were evaluated using a seven-point Likert-type scale from 1 (not at all) to 7 (extremely) (e.g. "indicate how relevant emotion descriptors are to your experience during the stay at the _____ hotel.>").

The three items to measure customer satisfaction were adapted from Oliver (1980). A 7-point Likert-type scale for customer satisfaction (e.g. “Overall, I am satisfied with the decision to stay at the _____ hotel.”) was used to assess customer satisfaction. Repeat visit intentions were evaluated by assessing respondent willingness to revisit the hotel. Repeat visit intention measurements were adapted from Taylor and Baker (1994). A 7-point Likert-type scale (e.g. “The next time I travel to this location, I will stay at the _____ hotel.”) was used to measure revisit intentions.

Pre- and Pilot Test

Modifications were made based on feedback from a pre-test, such as underlining a negative verb and deleting repetitive questions. A pilot test was conducted with a convenience sample of 80 undergraduate students as a preliminary test of the final questionnaire to ensure the appropriateness of measurements.

One of the purposes of the pilot test was for modifying Richins’ (1997) CES to make it suitable for application in the lodging industry. Thus, to select the most suitable emotion descriptors for a hotel stay, participants were asked to indicate how relevant each emotion descriptor was to their experiences during their hotel stay. Modification of the emotion descriptors was performed based on the participants’ responses to each emotion descriptor through the pilot test. Participants’ responses of emotion descriptors were used to determine if the descriptor was suitable for the study. A factor analysis, descriptive analysis, and reliability analysis were performed on the consumption emotion measure for item reduction. Nine emotion descriptors were eliminated, leaving 38 emotion descriptors for the questionnaire.

Sample and Data Collection Procedure

The sample population in this study was composed of faculty members and graduate and undergraduate students at a Midwestern university and conference attendees. Approximately 320 graduate and undergraduate students from a variety of majors and faculty members at a Midwestern university were asked to participate in the study. In addition, visitor surveys were conducted during an ongoing conference.

Schwarz and Clore's (1983) mood induction method was modified for the study. The mood induction method was used to facilitate participants recall the emotions they experienced during their hotel stay and to ensure participants paid attention to the emotional aspects of the experience with the hotel. Participants were asked to write about their experience with the latest hotel stay and to describe it as vividly and in as much detail as possible. Instructions for recalling consumption emotions with the latest hotel stay were modified based on Adaval's (1996) instructions for mood manipulation. After reading the instructions, participants were given about five minutes to write down the thoughts or emotions that they were experiencing.

The questionnaire consisted of the modified 38 emotion descriptors. After reading the instructions, participants responded to a series of emotion-describing adjectives, assessing satisfaction and repeat visit intentions.

Surveys were returned from 216 graduate students, faculty members, and undergraduate students from a variety of majors at a Midwestern university. A total of 43 surveys were completed by conference attendees at the 10th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in Myrtle Beach, South Carolina. Conference participants were informed that a gift would be given for their returned questionnaires. Eleven responses were eliminated before data coding because the questionnaires were returned blank or

only partially completed. After eliminating the unusable responses, 248 responses were coded for data analysis, resulting in a response rate of 55.11 %.

Sample Characteristics

Table 4.1 presents the description of the respondents. Approximately 28.2 percent of the respondents indicated their hotel stay was within the last one month, and 73 percent of the respondents described their hotel stay within the last six months. Respondents indicated that the primary purpose of their stay at the hotel was for pleasure (47.6%), a group/conference-related trip (34.3%), business (11.7%), and other (5.2%). Many respondents (39.5%) indicated that they stayed at mid-scaled hotels with a food and beverage (F&B), followed by upscale (25.4%), economy (14.5%), mid-scaled hotel without F&B (12.1%), and luxury (5.6%). Their average length of stay at the hotel was 2.57 nights. The average number of nights that respondents stay at a hotel on an annual basis was 5.05.

Respondents were asked to report their demographic information, including gender, age, and ethnicity. The majority of respondents (54.8%) were male. The mean age of the respondents was 28.55 years. Most respondents were Caucasian/White (45.2%) and Asian (40.3%). Hispanic (4.8%), African American (4.8%), and other (4.4%) composed less than 15% of the respondents.

Insert Table 4.1

Descriptive Analysis

Descriptive analyses were performed on all attributes of emotions, customer satisfaction, and repeat visit intentions in the questionnaire. These descriptive analyses included means and standard errors.

Descriptive Analysis Results for Emotion Questions. A total of 38 emotion items were measured. Table 4.2 presents the summary of means and standard errors for each item. The mean of the emotion item, “pleased”, had the highest value (4.79), followed by “optimistic” (4.62), “joyful” (4.50), and “contented” (4.45). “Ashamed” had the lowest mean value (1.38), followed by “humiliated” (1.44), “jealous” (1.44) and “envious” (1.49). These mean values of the emotion items indicate that respondents most frequently experienced “pleased” during their hotel stay, followed by “optimistic”, “joyful”, and “contented”, while respondents rarely experienced “ashamed” during their hotel stay, followed by “humiliated”, “jealous”, and “envious” among 38 descriptors of emotions.

Insert Table 4.2

Descriptive Analysis Results for Customer Satisfaction Questions. Three items were used to measure the level of customer satisfaction on a seven-point scale: 1) Overall, I am satisfied with the decision to stay at this hotel; 2) As a whole, I am happy with this hotel; 3) I am pleased with the service experience with this hotel (Oliver, 1980). Table 4.3 presents the

summary of means and standard errors for each item. Their average satisfaction level was high, with a mean of 5.19 and standard error of 1.63.

Insert Table 4.3

Descriptive Analysis Results for Repeat Visit Intentions. Repeat visit intentions were evaluated by assessing respondent willingness to revisit the hotel. A 7-point Likert-type scale was used: The next time I need to stay at a hotel, I will stay at this hotel (Taylor and Baker, 1994). The average of respondents' repeat-visit intentions was 4.53 with a standard error of 2.00 (see Table 4.3).

Data Quality Testing

Reliability Test

A reliability test was used to assess the consistency of the result measurements. The coefficient alpha is the most popular measure of reliability for a multi-item scale (Sekaran, 1992). It was used to assess the internal homogeneity existing among the items scale in this study. Values were all above the suggested cut-off of .70 (positive emotion = .95; negative emotion = .90; customer satisfaction = .94), thus indicating internal consistency (Nunnally, 1978). Thus, the results indicated that these multiple measures are highly reliable for measuring each construct.

Validity Tests

Two types of validity tests were used to test the goodness of the measure, namely content and construct validity for assessing the extent to which the measure was free from systematic error.

Content Validity Test. Content validity ensures that the measure includes an adequate and representative set of items that would describe the concept (Back, 2001). The lists of attributes used to measure emotions, customer satisfaction, and repeat visit intentions were selected after an extensive literature review. All items were pilot tested, and respondents for the pre-test evaluated the appropriateness of the measuring items. It was evident that these research procedures ensured the high content validity of the measurement instrument.

Construct Validity Test. Construct validity assesses the degree to which a measurement represents and logically connects, via the underlying theory, the observed phenomenon to the construct (McDaniel & Gates, 1993). Convergent and discriminant validity are both considered subcategories or subtypes of construct validity.

Convergent and discriminant validity checks were conducted using average variance extracted (AVE), which reflects the overall amount of variance in the indicators accounted for by the latent construct (Hair et al, 1998). Hair et al. (1998) asserted that higher AVE values occur when the indicators are truly representative of the latent construct and suggested the AVE value .50 as the threshold for the convergent validity. Discriminant validity was assessed by comparing AVE with the squared correlation between two constructs. Fornell and Larcker (1981) suggested that discriminant validity exists when the proportion of variance extracted in each construct exceeds the square of the coefficient representing its correlation with other constructs. As shown in Table 4.4, All AVE values exceed .50, showing the convergent validity.

All proportions of variance extracted in each construct exceed the squared correlation between two constructs, showing evidence for discriminant validity.

Insert Table 4.4

Data Analysis and Results

Confirmatory Factor Analysis

Using LISREL 8.54, a maximum likelihood confirmatory factor analysis was performed to test two-factor structure of consumption emotion, namely positive and negative consumption emotions. In assessing the goodness of fit, chi-square analysis, Brown and Cudeck's (1993) root mean square of approximation error (RMSEA), Bentler's comparative fit index (CFI), and Bentler and Bonett's (1980) non-normed fit index (NNFI) were performed. Modifications were made based on suggested modification indices. Measurement items were allowed to covary within constructs in sequence.

The results showed an adequate fit for the two-factor structure. Chi-square value of the measurement model was 1759.05 (χ^2) ($df = 770, p < .001$). Other practical fit indices demonstrated that the measurement model fits the data reasonably well (RMSEA = 0.076; CFI = 0.97; NNFI = 0.96). The χ^2/df value of 2.28 falls within a range of acceptable values from 2 to 5 as suggested by Marsh and Hocevar (1998). The goodness-of fit indexes as shown are good.

Two factors of consumption emotion were confirmed based on the results of the confirmatory factor analysis in the lodging industry. This finding confirms earlier research that

customers can experience the separate effects of positive and negative emotions while consuming (Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1997; Westbrook, 1987). In other words, positive and negative consumption emotions can independently impact customer satisfaction and repeat visit intentions.

Multiple Regression Analysis

A series of multiple regression analyses were used for investigating the relationship among positive/negative emotions, customer satisfaction, and repeat visit intentions. Table 4.5 shows the multiple regression equations performed in this study.

Insert Table 4.5

The overall analysis method was based on Baron and Kenny's (1986) suggestions for mediation analysis. Because the proposed model contained hypothesized direct and indirect effects, mediation analysis using regression models was considered an appropriate approach. Although Baron and Kenney illustrated mediation analysis using a case of single measures of the independent, mediator, and dependent variables, their procedure can be generalized, without losing information, to multivariate data analysis (Oh, 2000). The procedures for regression analyses were as follows:

- 1) Regress the mediator (customer satisfaction) on the independent variables (positive/negative emotions);

- 2) Regress the dependent variable (customers' repeat visit intentions) on the independent variables (positive/negative emotions); and
- 3) Regress the dependent variable (customers' repeat visit intentions) on both independent variables (positive/negative emotions) and the mediator (customer satisfaction).

Based on previous finding of Baron and Kenny (1986), the independent variables in the first two models are expected to show statistical significance. The third model is expected to show the insignificance of the independent variables and the significance of the mediator variables.

A separate coefficient for each equation were estimated and tested. A total of three regression models were estimated to test the proposed hypotheses. First, the customer satisfaction equation is

$$CS = \beta_0 + \beta_1PCE + \beta_2NCE + \epsilon$$

where CS = customer satisfaction, PCE = positive consumption emotion, NCE = negative consumption emotion, β = regression coefficients, and ϵ = error term. Hypotheses 1 and 2 suggest that parameter β_1 should be statistically significant and positive while β_2 should be statistically significant and negative.

The repeat visit intention equation is

$$RVI = \beta_0 + \beta_1PCE + \beta_2NCE + \epsilon$$

where RVI = repeat visit intention and other variables are as defined in Equation 1. Hypotheses 3 and 4 suggest that β_1 is statistically significant and positive while β_2 is statistically significant and negative.

The third equation is the regression of customers' repeat visit intentions on both the independent variables (positive/negative emotions) and the mediator variable (customer satisfaction). The third equation is

$$RVI = \beta_0 + \beta_1PCE + \beta_2NCE + \beta_3CS + \varepsilon$$

Hypothesis 5 suggests that β_3 is significant. It was also expected that β_1 and β_2 are weaker in Equation 3 while β_3 is significant. Perfect mediation holds that the independent variables (positive/negative emotions) have no significant effect when the mediator (customer satisfaction) is controlled (Baron & Kenny, 1986).

Hypotheses 6 and 7 suggest that negative emotion has a greater influence on customer satisfaction and customers' repeat visit intentions. The hypothesized asymmetric impacts of positive and negative emotions on customer satisfaction and repeat visit intentions were tested using the comparison of the standardized coefficients through the equation 1 and 2. That is, to get a proper comparison of the relative impact of positive and negative emotions on customer satisfaction and repeat visit intentions, it was tested whether the coefficient for negative emotion was greater than the coefficient for positive emotion.

Relationships Among Constructs

Table 4.6 presents the results of the Equations. In Equation 1, as predicted in Hypotheses 1 and 2, positive consumption emotion was found to exert a significant positive impact on customer satisfaction ($p < .01$), and negative consumption emotion was found to exert a

significant impact on customer satisfaction ($p < .01$). The two independent variables explained approximately 57% of variance in customer satisfaction.

In Equation 2, the effects of positive and negative consumption emotions were also found to affect customers' repeat visit intentions significantly ($p < .01$). The effect of positive consumption emotion was positive, as hypothesized in Hypothesis 3, whereas the effect of negative consumption emotion was negative, as hypothesized in Hypothesis 4. The model explained about 38% of the variance in customers' repeat visit intentions.

The results of customers' repeat visit intentions (Equation 3) showed that, when regressed directly on repeat visit intentions, positive and negative consumption emotions showed statistical significance ($p < .01$). Equation 3 showed a significant effect of customer satisfaction on repeat visit intentions, supporting Hypothesis 5. However, the effect of positive and negative emotions on repeat visit intentions showed non-significance when the mediator (customer satisfaction) was included in the model. These findings are consistent with Baron and Kenny's (1986) mediational conditions. The three variables specified in Equation 3 accounted for about 69% of variance in repeat visit intentions ($p < .01$). Note that the results of Equation 3 indicate that customer satisfaction is a complete mediator between consumption emotions and repeat visit intentions.

Insert Table 4.6

The results of Equation 1 and 2 showed that the coefficient (Standardized: -.58) of negative consumption emotion is greater than the coefficient (Standardized: .33) of positive consumption emotion in the relationship between positive/negative emotions and customer satisfaction, supporting Hypothesis 6. It also indicated that the coefficient (Standardized: -.47) of negative consumption emotion is greater than the coefficient (Standardized: .28) of positive consumption emotion in the relationship between positive/negative emotions and repeat visit intentions, supporting Hypothesis 7. This suggests that negative emotion has a greater influence on customer satisfaction and customers' repeat visit intentions.

Discussion

Consumption Emotion

This research found that consumption emotion has a significant role in the formation of customers' repeat visit intentions. The results showed that positive and negative consumption emotions significantly influence customer satisfaction and repeat visit intentions, respectively. This is consistent with the results of previous studies that consumption emotion is a powerful predictor of post-purchase behaviors (e.g. Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1993; Westbrook, 1987).

Thus, researchers should become more confident that increasing positive emotion and decreasing negative emotion would help to determine customers' repeat visit intentions. The results also indicate that hotels can achieve higher occupancy and profitability by consistently engendering positive emotion that is created via the guests' experiences during their hotel stays.

Relationship Between Customer Satisfaction and Repeat Visit Intentions

The direct effect of customer satisfaction on repeat visit intentions was significant. This finding is consistent with previous research that satisfaction has a direct impact on intentions

(e.g. Bolding et al., 1993; Cronin & Taylor, 1992; Oliver & Swan, 1989). Since the finding showed that customer satisfaction has one of the most important roles in the formation of customers' repeat visit intentions, satisfying the firm's customer is obviously needed to expand the business, to gain a higher market share, and to acquire repeat and referral business in the lodging industry (Barsky, 1992).

Asymmetric Impact of Positive/Negative Emotions

The loss aversion of the prospect theory suggests that the impact of losses is larger than the impact of gains (Einhorn & Hogarth, 1981). This means that negative outcomes on attribute performance influence more significantly the overall satisfaction judgment than the same amount of positive outcomes on attribute performance in a satisfaction context (Mittal, Ross, & Baldasare, 1998).

The findings of this study showed asymmetric impact of positive and negative emotions on customer satisfaction and repeat visit intentions. Both customer satisfaction and repeat visit intentions are affected asymmetrically by positive and negative emotions. That is, negative emotion has a greater influence on customer satisfaction than positive emotion, and negative emotion has a greater influence on customers' repeat visit intentions than positive emotion. These results are consistent with previous studies where negative emotions were stronger predictors of satisfaction and intention than were positive emotions (e.g. Costa & McCrae, 1980; Larsen & Ketelaar, 1991).

Mediating Role of Customer Satisfaction

One of the objectives of this study was to investigate the mediating effect of customer satisfaction on the relationship between emotion and customers' repeat visit intentions.

Mooradian and Oliver (1997) found that satisfaction mediates the effects of positive and negative

consumption emotions on complaints, recommendations, and intentions. That is, satisfaction has a significant mediating role in the relationship between consumption emotion and post-purchase behaviors, such as complaints, recommendations, and intentions.

Customer satisfaction appears to be a full mediator in the relationship between customers' positive and negative consumption emotions and customers' repeat visit intentions in this study. This finding supports the results of previous studies that customer satisfaction is an important summary of customers' post-purchase behaviors surrounding customers' positive consumption emotions and negative consumption emotions. Thus, customer satisfaction is considered a useful concept to lodging marketers whose primary strategies are focused on increasing customers' positive emotions and decreasing negative emotions for retaining customers.

Implications

Theoretical Implications

This study provided empirical evidence for the development of customers' repurchasing behaviors involving positive/negative emotions, customer satisfaction, and repeat visit intentions. The finding emphasized the important role of positive and negative emotions to better understand customer post-purchase behaviors. Therefore, hospitality researchers should incorporate emotional states into post-purchase behavior studies.

Emotion items, such as pleased, optimistic, joyful, and contented, have the highest mean value among 38 emotion descriptors. Thus, fulfilling these emotions that customers most frequently experience during their hotel stay will intensify customer retention and referral business.

Customer satisfaction appears to be a full mediator in the relationship between customers' positive and negative emotions and customers' repeat visit intentions. Thus, lodging managers should enhance customer satisfaction levels by allocating appropriate resources to the improvement of customer satisfaction and setting customer-based improvement goals along with increasing customer positive emotions and decreasing negative emotions. These actions should maximize the effect of positive consumption emotions and to minimize the effect of negative consumption emotions,

The finding, based on the loss aversion of the prospect theory, showed that negative consumption emotions have a greater impact than positive consumption emotions on customer satisfaction and repeat visit intentions. A customer who has experienced positive emotions during a hotel stay may weigh them less than a customer who has experienced negative emotions during a hotel stay. Thus, the roles of positive and negative emotions should be viewed differently in determining customers' post-purchase behaviors in the lodging industry.

Practical Implications

The results of this study provide several managerial implications for marketing and managers in the lodging industry. First, this study has found that consumption emotion plays a significant role in customers' post-purchase behaviors. A better understanding of the emotional factors can help lodging managers develop more effective ways for enhancing the customers' desirability to revisit the hotel. The decoration and architecture should be carefully designed to increase customers' positive emotions. In addition, advertising should be carefully developed based on the results of the research. Positive emotional responses could be achieved via atmospheric hotel planning and emotional advertising.

Second, this study has found that negative consumption emotions have a greater impact on customers' post-purchase behaviors than do positive consumption emotions. Thus, to maximize customer satisfaction and repeat visit intentions, managers in the lodging industry, first, should focus on decreasing negative consumption emotions by identifying what needs to be improved based on what customers really need.

Finally, since the hotel industry involves a high degree of interaction between employees and consumers (Lewis & McCann, 2004), customers' emotions can be frequently determined by the actions and services of front-line staff. Positive emotional responses could be achieved via affective training of front-line staff to relate to customers in a ways that evoke emotions (e.g., fostering socialability and likability). The findings of this study should help hotel operators develop strategies to maximize performance of service employees in affecting customers' emotional experiences positively so that customers' loyalties can be increased.

Limitations and Suggestions for Future Research

The findings of the study need to be interpreted with caution. First, although this study was carefully designed to recall how participants felt during their hotel stay using an affective induction technique, emotional responses and repurchase intentions are not always recallable (Donovan & Rossiter, 1982). A higher external validity of the study results can be achieved by using lodging customers in actual consumption situations or well after customers' experiences with a hotel.

Second, the majority of the sample population in this study was composed of students and faculty members at one specific Midwestern university. Caution must be given to interpreting and generalizing the findings to all lodging purchase decisions. For future studies,

examination of the proposed model using a wider sampling range may complement the sampling limitation.

Third, potential confounds, such as personality, can influence the responses of customers. For future studies, it is recommended to integrate recent work in personality psychology with the growing body of research on the role of emotions in consumer behavior.

Finally, for future studies, it is recommended that other behavioral intentions need to be included, such as switching intentions or complaining behaviors, to better understand the role of consumption emotions in customers' purchasing behaviors in the lodging industry. In addition, including actual behavior measures, such as frequency of visitation of a specific brand of the hotel, in the model would improve the explanatory power of the model tested in this study.

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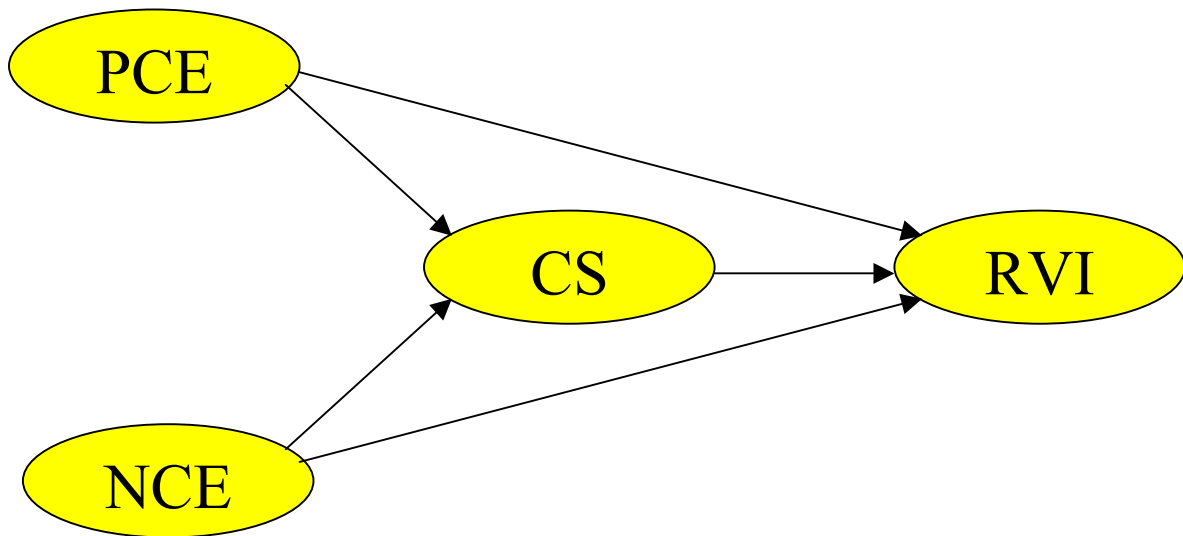
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Figure 4.1. Conceptual Model Showing Relationship among Positive and Negative Emotions, Customer Satisfaction, and Repeat Visit Intentions.



PCE: Positive Consumption Emotion
NCE: Negative Consumption Emotion
CS: Customer Satisfaction
RVI: Repeat Visit Intentions

Table 4.1. Description of the Respondents

Age	Mean	Std. Deviation
	28.55	7.54
Gender	Frequency	Percent
Male	136	54.8
Female	112	45.2
Total	248	100.0
Ethnic	Frequency	Percent
Caucasian/White	112	45.2
Asian	100	40.3
African American	12	4.8
Hispanic	12	4.8
Other	11	4.4
No response	1	0.4
Total	247	100
Most Recent Stay	Frequency	Percent
Within last 1 month	70	28.2
Within last 6 months	181	73.0
Other	67	27.0
Total	248	100
Participant	Frequency	Percent
Faculty/graduates	143	55.2
Undergraduates	73	28.2
Conference attendees	43	16.6
Total	259	100
Purpose of Travel	Frequency	Percent
Pleasure	118	47.6
Group/Conference	85	34.3
Business	29	11.7
Other	13	5.2
No response	3	1.2
Total	245	100
Type of Hotel	Frequency	Percent
Mid-scaled with F&B	98	39.5
Upscale	63	25.4
Economy	36	14.5
Mid-scaled without F&B	30	12.1
Luxury	14	5.6
Other	4	1.6
No response	3	1.2
Total	248	100
Length of Stay	Mean	Std. Deviation
	5.05	5.74

Table 4.2. Means and Standard Deviation for Emotion Questions

Item	Valid N	Mean	Std. Deviation
Happy	248.00	4.82	1.80
Pleased	248.00	4.79	1.81
Optimistic	248.00	4.62	1.72
Joyful	248.00	4.50	1.89
Contented	247.00	4.45	1.77
Peaceful	248.00	4.44	1.78
Excited	247.00	4.43	1.98
Calm	247.00	4.39	1.79
Fulfilled	248.00	4.35	1.74
Hopeful	245.00	4.20	1.86
Encouraged	247.00	4.11	1.86
Enthusiastic	245.00	4.09	1.92
Relieved	247.00	3.77	1.83
Thrilled	246.00	3.69	2.00
Surprised	246.00	3.45	1.94
Eager	248.00	3.43	1.98
Warm Hearted	247.00	3.38	1.85
Amazed	248.00	3.29	2.02
Astonished	248.00	2.94	1.86
Sentimental	243.00	2.69	1.73
Loving	247.00	2.68	1.84
Romantic	247.00	2.46	1.76
Passionate	245.00	2.44	1.68
Unfulfilled	248.00	2.38	1.80
Discontented	248.00	2.29	1.70
Frustrated	248.00	2.25	1.74
Irritated	248.00	2.19	1.66
Sexy	246.00	2.04	1.62
Nervous	248.00	1.98	1.46
Worried	246.00	1.98	1.38
Angry	248.00	1.85	1.51
Embarrassed	248.00	1.71	1.37
Depressed	248.00	1.69	1.26
Sad	247.00	1.64	1.24
Envious	245.00	1.49	1.00
Humiliated	248.00	1.44	1.07
Jealous	247.00	1.44	0.96
Ashamed	247.00	1.38	0.98

*Seven-point scale: 1=not at all; 7=extremely

Table 4.3. Means and Standard Deviation for Customer Satisfaction and Repeat Visit Intention Questions

	Item	Item Code	Valid N	Mean	Std. Deviation
Customer Satisfaction	Overall, I am satisfied with the decision to stay at this hotel.	CS 1	248	5.27	1.77
	As a whole, I am happy with this hotel.	CS 2	248	5.21	1.76
	I am pleased with the service experience with this hotel.	CS 3	247	5.08	1.65
	Total			5.19	1.63
Repeat Visit Intentions	The next time I need to stay at a hotel, I will stay at this hotel.	RVI	248	4.53	2.00

*Seven-point scale: 1=strongly disagree; 7=strongly agree

Table 4.4. Measure Correlations, the Squared Correlations, and AVE

Correlations among latent constructs (squared) ^a				
Measure	PCE	NCE	CS	AVE
Positive Consumption Emotion (PCE)	1.00			.51
Negative Consumption Emotion (NCE)	-.52 (.27)	1.00		.52
Customer Satisfaction (CS)	.61 (.37)	-.79 (.62)	1.00	.84

a. Correlation coefficients are estimates from LISREL. All were significant at .01 level. Model measurement fit: $\chi^2 = 1759.05$ ($df = 770$, $p = .001$), RMSEA = 0.076, CFI = 0.97, NNFI = 0.96

Table 4.5. Multiple Regression Equations

Equation 1	$CS = \beta_0 + \beta_1PCE + \beta_2NCE + \varepsilon$
Equation 2	$RVI = \beta_0 + \beta_1PCE + \beta_2NCE + \varepsilon$
Equation 3	$RVI = \beta_0 + \beta_1PCE + \beta_2NCE + \beta_3CS + \varepsilon$

Note. **PCE**: Positive Consumption Emotion, **NCE**: Negative Consumption Emotion, **CS**: Customer Satisfaction, **RVI**: Repeat Visit Intentions, β : regression coefficients, and ε : error term.

Table 4.6. Regression Estimates of Equations

	Independent Variable Dependent Variable	Regression Coefficients		t Value
		Unstandardized	Standardized	
Equation 1	Positive Emotion Customer satisfaction	.41	.33	7.39**
	Negative Emotion Customer satisfaction	-.94	-.58	- 13.19**
	R² (adjusted R²) = .57 (.56)			
Equation 2	Positive Emotion Repeat visit intentions	.44	.28	5.36**
	Negative Emotion Repeat visit intentions	-.92	-.47	-8.77**
	R² (adjusted R²) = .38 (.38)			
Equation 3	Positive Emotion Repeat visit intentions	.01	.01	.16
	Negative Emotion Repeat visit intentions	.06	.03	.63
	Customer Satisfaction Repeat visit intentions	1.04	.85	15.71**
	R² (adjusted R²) = .69 (.69)			

**p < .01.

CHAPTER V

SUMMARY AND CONCLUSION

The objectives of this study were 1) to address the impact of positive and negative emotions on customers' satisfaction and repeat visit intentions; and 2) to investigate the mediating effect of customer satisfaction on the relationship between emotion and customers' repeat visit intentions. To achieve these objectives, seven hypotheses were proposed. To test the hypothesized relationships, a conceptual model was developed and tested using a series of multiple regression analyses. A total of three multiple regression equations were used: 1) regressing the mediator (customer satisfaction) on the independent variables (positive/negative emotions); 2) regressing the dependent variable (customers' repeat visit intentions) on the independent variables (positive/negative emotions); and 3) regressing the dependent variable (customers' repeat visit intentions) on both independent variables (positive/negative emotions) and the mediator (customer satisfaction). Hypothesized findings are summarized in Table 5.1.

Positive consumption emotion was found to exert a significant positive impact on customer satisfaction ($p < .01$), and negative consumption emotion was found to exert a significant impact on customer satisfaction ($p < .01$) in the equation 1. The two independent variables explained approximately 56% of variance in customer satisfaction. Thus, Hypotheses 1 and 2 were supported.

Table 5.1. Summary of the Hypothesized Findings

	Hypothesis	Finding
H1	Positive emotion based on consumption has a positive influence on customer satisfaction.	Supported
H2	Negative emotion based on consumption has a negative influence on customer satisfaction.	Supported
H3	Positive emotion based on consumption has a positive influence on customers' repeat visit intentions.	Supported
H4	Negative emotion based on consumption has a negative influence on customers' repeat visit intentions.	Supported
H5	Customer satisfaction has a significant impact on customers' repeat visit intentions.	Supported
H6	Negative emotion has a greater influence on customer satisfaction than positive emotion.	Supported
H7	Negative emotion has a greater influence on customers' repeat visit intentions than positive emotion.	Supported

The effects of positive and negative consumption emotions were also found to affect customers' repeat visit intentions significantly ($p < .01$) in Equation 2. The effect of positive consumption emotion was positive as hypothesized in Hypothesis 3, whereas, the effect of negative consumption emotion was negative as hypothesized in Hypothesis 4. The model explained about 38% of the variance in customers' repeat visit intentions. Thus, Hypotheses 3 and 4 were supported.

Equation 3 showed a significant effect of customer satisfaction on repeat visit intentions. Thus, Hypothesis 5 was supported. However, the effects of positive and negative emotions on repeat visit intentions were not significant when the mediator (customer satisfaction) was included in the model. These findings are consistent with Baron and Kenny's (1986) mediational conditions. Thus, the mediating role of customer satisfaction between positive/negative consumption emotions and customers' repeat visit

intentions was confirmed. The three variables specified in Equation 3 accounted for about 69% of variance in repeat visit intentions ($p < .01$).

The results of Equation 1 and 2 showed that the coefficient (Standardized: $-.58$) of negative consumption emotion is greater than the coefficient (Standardized: $.33$) of positive consumption emotion in the relationship between positive/negative emotions and customer satisfaction. It also indicated that the coefficient (Standardized: $-.47$) of negative consumption emotions is greater than the coefficient (Standardized: $.28$) of positive consumption emotions in the relationship between positive/negative emotions and repeat visit intentions. This suggests that negative emotion has a greater influence on customer satisfaction and customers' repeat visit intentions. Thus, Hypotheses 6 and 7 were supported.

Conclusions and Implications

The primary objective of this study was to address the impact of positive and negative emotions on customers' satisfaction and repeat visit intentions. Numerous previous studies have focused on the cognitive antecedents of the post-purchase processes to identify ways to improve service, customer satisfaction, and behavioral intentions. In the traditional approaches of customers' purchasing behaviors, customer decision-making is principally the result of cognitive process (Westbrook, 1987). The concept of customer satisfaction is the core of the post-purchase period (Westbrook & Oliver, 1991). A growing number of conceptual and empirical studies of affect indicated that affective processes may constitute a powerful source of human motivation and a major influence on information processing and choice (Hoffman, 1986; Isen, 1984). Thus, understanding the nature of affect and its contribution to customer decision-making

increasingly interests practitioners and researchers (Aaker, Stayman, & Hagerty, 1985). Numerous analyses of product consumption experiences indicated that the post-purchase period also involves a variety of emotional responses (Havlena & Holbrook, 1986; Holbrook et al., 1982). Moreover, many empirical studies have demonstrated the significant roles of affect and emotion in customers' post-purchase behaviors (Havlena and Holbrook, 1986). For instance, Allen, Machleit, and Kleine (1992) showed that emotions supplement attitude in predicting consumption behaviors. Emotions help illuminate satisfaction (attitudinal) responses to consumption (Westbrook & Oliver, 1992), and consumption emotion influences both satisfaction and repeat patronage (Allen, Machleit, & Kleine, 1992; Laverie, Kleine, & Kleine, 1993). The objective in this study was fulfilled by investigating the relationship among positive/negative emotions, customer satisfaction, and repeat visit intentions. A conceptual model in the formation of customers' repeat visit intentions was proposed and tested in the lodging industry. The results support the finding that positive consumption emotions have a significant positive effect on customer satisfaction and repeat visit intentions, and that negative consumption emotions have a significant negative effect on customer satisfaction and repeat visit intentions. Also, the finding is consistent with the results of previous studies that consumption emotions exert an impact on customer satisfaction judgments and post-purchase behaviors (e.g. Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1993; Westbrook, 1987).

The second objective was to investigate the mediating effect of customer satisfaction on the relationship between emotions and customers' repeat visit intentions. This objective was also met by investigating the relationship among positive/negative

emotions, customer satisfaction, and repeat visit intentions using a series of multiple regression analyses (three equations) based on Baron and Kenny's (1986) mediational conditions. Customer satisfaction appears to be a full mediator in the relationship between customers' positive and negative consumption emotions and customers' repeat visit intentions in this study. The direct effect of positive and negative emotions on repeat visit intentions was not significant when regressing the dependent variable (customers' repeat visit intentions) on both independent variables (positive and negative emotions) and the mediator (customer satisfaction). Thus, it can be stated that positive and negative emotions do not have a direct association with repeat visit intentions when it was mediated by customer satisfaction. This finding supports the results of previous studies that customer satisfaction is an important summary of customers' post-purchase behaviors surrounding customers' positive consumption emotions and negative consumption emotions. Customers may have positive consumption emotions of a specific hotel, and they may positively evaluate their experience with the hotel, but they may still not have repeat visit intentions unless they become satisfied with the experience at the hotel. Thus, to maximize the effect of positive consumption emotions and to minimize the effect of negative consumption emotions, managers should enhance customer satisfaction levels by improving satisfaction attributes of a hotel, such as employee attitudes, facilities, and services.

Theoretical Implications

This study provided empirical evidence for the development of customers' repurchasing behaviors involving positive/negative emotions, customer satisfaction, and repeat visit intentions. It has provided strong empirical support to the notion that

customers' emotional responses are a powerful predictors of post-purchase behaviors (Mano & Oliver, 1993; Oliver, 1993; Oliver, 1997; Westbrook, 1987). The results showed that positive and negative consumption emotions significantly influence customer satisfaction and repeat visit intentions, respectively. This is consistent with the results of previous studies in which consumption emotion is a significant determinant of customers' post-purchase behaviors (e.g. Mano & Oliver, 1993; Oliver, 1993; Ontes et al., 1993; Westbrook, 1987). This study emphasizes the important role of positive and negative emotions to better understand customer post-purchase behaviors. Thus, hospitality researchers should incorporate emotional states into post-purchase behavior studies. In addition, researchers should become more confident that increasing positive emotions and decreasing negative emotions will help to determine customers' repeat visit intentions.

The mediating effect of customer satisfaction in the relationship between customers' positive and negative emotions and customers' repeat visit intentions was evident in the lodging industry. This finding supports the results of previous studies in which customer satisfaction is an important summary of customers' post-purchase behavior surrounding customers' positive and negative consumption emotions. Thus, customer satisfaction is considered a useful concept for lodging marketers whose primary strategies are focused on increasing customers' positive emotions and decreasing negative emotions to retain customers.

This study has provided strong empirical support to the loss aversion of the prospect theory by Einhorn and Hogarth (1981). This finding, based on the loss aversion of the prospect theory, showed that both customer satisfaction and repeat visit intentions

are affected asymmetrically by positive consumption emotions and negative consumption emotions, which is consistent with previous studies (e.g. Costa & McCrae, 1980; Larsen & Ketelaar, 1991; Mooradian & Oliver, 1997). Specifically, negative consumption emotion has a greater impact than does positive consumption emotion. A customer who has experienced positive emotion during a hotel stay may weigh them less than a customer who has experienced negative emotions during a hotel stay. Thus, the roles of positive and negative emotions should be viewed differently in investigating customers' post-purchase behaviors in the lodging industry.

Practical Implications

The findings in this study provide several managerial implications for operators in the lodging industry. First, this study has found that negative consumption emotions have a greater impact on customers' post-purchase behaviors than do positive consumption emotions. Thus, operators in the lodging industry should view positive and negative consumption emotions differently. For example, if a customer experienced negative emotions caused by employee attitudes, facilities, or service during a hotel stay, they would have a greater impact on post-purchase behaviors than if a customer experienced positive emotions during a hotel stay. This asymmetric result should be kept in mind when trying to deal with customers' emotion. The strategic implication of this result is clear: to maximize customer satisfaction and repeat visit intentions, managers in the lodging industry should, first, focus on decreasing negative consumption emotions by identifying what needs to be improved based on what customers really need. For example, if customers really desire that waiting time be reduced for checking in and out,

managers should develop specific strategies for reducing customers' waiting time. After that, managers should focus on increasing positive consumption emotions.

Second, the results of this study indicate that customer satisfaction is a complete mediator of both positive and negative emotions. Customer satisfaction is an important summary of customers' post-purchase behaviors surrounding customers' positive and negative consumption emotions. Thus, customer satisfaction is considered a useful concept to lodging marketers whose primary strategies are focused on increasing customers' positive emotions and decreasing negative emotions for retaining customers. Although customers may experience positive consumption emotions with a hotel stay, they still may not hold repeat visit intentions unless they are satisfied with the experience at the hotel. Therefore, to maximize the effect of positive consumption emotions and to minimize the effect of negative consumption emotions, lodging managers should enhance customer satisfaction levels by acknowledging areas where the company needs to improve, allocating appropriate resources to the improvement of customer satisfaction, planning for improving operation variables which enhance satisfaction levels, setting customer-based improvement goals, and incorporating customer satisfaction skills into employee training programs, along with striving to increase customer positive emotions and decrease negative emotions.

Third, this study found that consumption emotion plays a significant role in customers' post-purchasing behaviors. Advertising should be carefully developed based on the results of the research. For more effective advertising, marketers in the lodging industry must develop strategies for hotel customers to recall their positive emotional experiences with a specific brand of hotel while processing the advertising message and

when developing advertising. The implications of this study are not limited to advertising. The decoration, architecture, and facilities can be also adapted to increase customers' positive emotions.

In addition, the results of this study suggest that hotel marketers should develop marketing information systems that continuously monitor hotel customers' emotions derived from services and hotel attributes. Since lodging industries are characterized by intangibility and inseparability (Back, 2001), increasing customers' positive consumption emotions and maintaining them constantly is crucial for retaining customers.

Finally, Barsky and Nash (2002) ascertained that fostering certain emotions increase brand loyalty. Since the hotel industry involves a high degree of interaction between employees and consumers (Lewis & McCann, 2004), customers' emotions can be frequently determined by the action and services of front-line staffs. Unhappy employees will have difficulty in keeping customers happy. The findings of this study should help hotel operators develop strategies to maximize the performance of service employees in affecting customers' emotional experiences positively so that customers' loyalties can be increased. For example, employee-training programs should be modified to include a description of the importance of customer emotions to the company, descriptions of what keeps customers' positive emotions, a description of customer emotion recognition programs, and specific employee performance expectations with regard to keeping customers' positive emotions.

Numerous previous research has focused on the cognitive antecedents of post-purchase processes. This study focuses on emotion rather than cognition. The results of this study should provide potential ways for hotel managers to increase satisfaction and to

increase repeat business by improving their understandings of the complexity of customer emotions. Hotel operators must consider the impact of customers' emotions on post-purchasing behaviors in developing better marketing and service strategies for retaining customers based on the results of this study.

Limitations and Suggestions for Future Research

Several limitations are associated with the present study. First, although this study was carefully designed to recall how participants felt during their hotel stays using an affective induction technique, emotional responses are not always recallable (Donovan & Rossiter, 1982). It may be extremely difficult to measure them unless customers' responses are measured as close as possible in time and place well after the experience with a hotel. A higher external validity of the study results can be achieved by using lodging customers in actual consumption situations or well after customers' experiences with a hotel.

Second, the majority of sample population in this study was composed of graduate students, faculty members, and undergraduate students at one specific Midwestern university. A higher external validity of the study results can be achieved by using a wider sampling range, including more customers whose primary purpose of their stay at the hotel are for business. Thus, caution must be given to interpreting and generalizing the findings to all lodging purchase decisions. For future studies, examinations of the proposed model using more active lodging customers in actual consumption situations and using a wider sampling range in a variety of segments of the lodging industry may complement the sampling limitation.

Third, potential confounds, such as personality, can influence the responses of customers. It is demonstrated that personality traits affect specific consumer behaviors through their impacts on emotional responses (Mooradian & Oliver, 1997). Thus, for future studies, it is recommended to integrate recent work in personality psychology, such as user imagery, brand personality, and image congruence, with the growing body of research on the role of emotions in consumer behavior.

Finally, this study shows that consumption emotion has a significant role in customers' post-purchase behaviors, and two dimensions of consumption emotion (positive and negative) have separate effects on customer satisfaction and repeat visit intentions. Since the role of affective processes has been an important subject of study in consumer behavior (Richins, 1997), affects such as emotion, mood, and feeling have been at the center of interest of consumer research. In this regard, learning more about the affective side of consumer behavior is critical. Thus, for future studies, it is recommended that other behavioral intentions needs to be included, such as switching intentions or complaining behaviors, to better understand the role of consumption emotion in customers' behaviors in the lodging industry. In addition, including actual behavior measures, such as frequency of visitation of a specific brand of the hotel, in the model would improve the explanatory power of the model tested in this study. Researchers need more integrative theories to better explain and understand consumption emotions in the lodging industry. The study provides a base for developing such theories, but much remains to be done.

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APPENDIXES

Appendix A

**Approval of Using Consumption Emotion Set (CES)
by Dr. Marsha L. Richins**

Date: 11/26/04 12:13 pm

Dear Heesup Han,

You have my permission to use the CES in your research. Good luck on your project.

Sincerely,

Marsha Richins

Marsha L. Richins, Ph.D.
Professor, College of Business
University of Missouri - Columbia
Columbia, Mo 65211
Phone: (573) 882-0280

Appendix B
Evaluation Form of Questionnaire

Evaluation of Questionnaire

We need your help to make sure that the cover letter and questionnaire are clear and easy to complete. Please assist us by answering the following questions after you complete the questionnaire. Also, please feel free to give us any suggestions regarding the questionnaire. Your comments are sincerely appreciated.

1. How long did you take to complete the questionnaire?
_____ Minutes
2. Are the cover letter and instructions clear?
_____ Yes _____ No
3. Are the survey questions stated clearly and concisely?
_____ Yes _____ No
If no, please indicate suggestions for improvements in the survey questions.
4. Is the format of the questionnaire appropriate?
_____ Yes _____ No
If no, please indicate suggestions for improvements in the questionnaire.
5. Is the measurement scale easy to understand?
_____ Yes _____ No
If no, please indicate suggestions for improvement in the scale.

Please indicate any additional suggestions for improvement in the questionnaire.

Thanks for your assistance.

Appendix C
Cover Letter for Survey

Date:

Dear Participants,

We are conducting a research project for better understanding of the complexity of customer emotions and post-purchase behavior in the lodging industry. The results of this study will help hotel operators develop better marketing and service strategies for retaining customers.

Your help is important for the success of this study. Please take about 15 minutes to complete this questionnaire. Your participation is strictly voluntary. Return of the completed questionnaire indicates your willingness to participate. You must be at least 18 years old of age to participate. All responses will remain confidential and anonymous. No individual responses will be shared. Only aggregate responses will be reported.

Your cooperation and contribution for this study is greatly appreciated.

Sincerely,

Heesup Han
Master's candidate
Dept. of HRIMD

For additional information, please feel free to contact Heesup Han at (785) 532-2213 (or han@humecc.ksu.edu).

If you have any questions regarding to the rights as a participant or the manner in which the study is conducted, please contact the Kansas State University Institutional Review Board at (785)532-3224. 1 Fairchild Hall, Kansas State University, Manhattan, KS 66506.

Appendix D
Survey Questionnaire

SECTION 1: INSTRUCTIONS FOR RECALLING CONSUMPTION EMOTIONS WITH THE LATEST HOTEL STAY

INSTRUCTION:

We would like you to think of the most recent experience with a hotel stay. Take time to relive the experience (by picturing it in your mind) so that you can retrieve the same feeling you had and describe them to us in detail, much as you would if you were writing a letter to a close friend. Use the following procedure.

1. Before beginning, take a few minutes to think about the experience and the events that occurred. Recall the things that led up to the experience in as much detail as possible. Try to form a picture of the events and experience in your mind's eye. Also, think about the thoughts and feelings you had at the time. In short, try to relive the experience as if it were happening right now.
2. Now, try and describe the sequence of the events with the hotel stay that led up to it and the thoughts and emotions that you were experiencing. As you are writing this down, please keep thinking about it and picturing it as it happened so that you are as accurate as possible in reporting your feelings and other details of the situation.

You may use the space below and on the back of this sheet for the task. You will be given about 5 minutes.

SECTION 2: EXPERIENCE WITH A HOTEL STAY

INSTRUCTION: This section is about your hotel experience. Even though some of the questions may seem similar, you need to respond to all of them. There are no “right” or “wrong” answers. Your opinions are valuable for the study.

Please provide **the following information about the hotel you described** in the previous section.

Name of the hotel: _____

When was the most recent stay at this hotel: _____ (e.g., 06/2004)

What was the primary purpose of your travel when you stayed at this hotel? (Please check only one.): Pleasure
 Business
 Group/Conference
 Other, please specify: _____

Type of hotel (Please check only one.):
 Economy (e.g., Budget Inn, Days Inn, Econo Lodge, Motel 6, Sleep Inn, etc)
 Mid-scaled without F&B (e.g., Comfort Inn, Hampton Inn, Fairfield Inn, etc)
 Mid-scaled with F&B (e.g., Holiday Inn, Courtyard, Ramada Plaza, etc)
 Upscale (e.g., Double Tree, Hilton, Marriott, Sheraton, Radisson, Westin, etc)
 Luxury (e.g., Four Seasons, Intercontinental, Park Hyatt, Ritz-Carlton, W, etc)
 Other, please specify: _____

How long did you stay at this hotel? _____ (e.g., 1 night)

Upon arrival at this hotel, please evaluate your emotional state from 0 to 100 (0 indicating bad and 100 indicating good)? _____ (e.g., 70)

The following statements are related to your emotional responses based on the experience with **the hotel you named**. Please read each of the following adjectives carefully and indicate **how relevant they are to your experience during the stay at this hotel**.

		<u>Not at all</u>					<u>Extremely</u>	
1.	Frustrated	1	2	3	4	5	6	7
2.	Angry	1	2	3	4	5	6	7
3.	Irritated	1	2	3	4	5	6	7
4.	Unfulfilled	1	2	3	4	5	6	7
5.	Discontented	1	2	3	4	5	6	7
6.	Nervous	1	2	3	4	5	6	7

		Not at all					Extremely	
7.	Worried	1	2	3	4	5	6	7
8.	Depressed	1	2	3	4	5	6	7
9.	Sad	1	2	3	4	5	6	7
10.	Embarrassed	1	2	3	4	5	6	7
11.	Ashamed	1	2	3	4	5	6	7
12.	Humiliated	1	2	3	4	5	6	7
13.	Envious	1	2	3	4	5	6	7
14.	Jealous	1	2	3	4	5	6	7
15.	Sexy	1	2	3	4	5	6	7
16.	Romantic	1	2	3	4	5	6	7
17.	Passionate	1	2	3	4	5	6	7
18.	Loving	1	2	3	4	5	6	7
19.	Sentimental	1	2	3	4	5	6	7
20.	Warm Hearted	1	2	3	4	5	6	7
21.	Calm	1	2	3	4	5	6	7
22.	Peaceful	1	2	3	4	5	6	7
23.	Contented	1	2	3	4	5	6	7
24.	Fulfilled	1	2	3	4	5	6	7
25.	Optimistic	1	2	3	4	5	6	7
26.	Encouraged	1	2	3	4	5	6	7
27.	Hopeful	1	2	3	4	5	6	7
28.	Happy	1	2	3	4	5	6	7
29.	Pleased	1	2	3	4	5	6	7
30.	Joyful	1	2	3	4	5	6	7
31.	Excited	1	2	3	4	5	6	7
32.	Thrilled	1	2	3	4	5	6	7
33.	Enthusiastic	1	2	3	4	5	6	7
34.	Surprised	1	2	3	4	5	6	7
35.	Amazed	1	2	3	4	5	6	7
36.	Astonished	1	2	3	4	5	6	7
37.	Eager	1	2	3	4	5	6	7
38.	Relieved	1	2	3	4	5	6	7

The following statements are related to your satisfaction/dissatisfaction level with **the hotel you named.** Based on your experience with the hotel, please rate your level of satisfaction/dissatisfaction toward the hotel.

	Strongly Disagree		Neither			Strongly Agree	
39. Overall, I am satisfied with the decision to stay at this hotel.	1	2	3	4	5	6	7
40. As a whole, I am happy with this hotel.	1	2	3	4	5	6	7

41. I am pleased with the service experience
with this hotel.

1 2 3 4 5 6 7

The following statements are related to your intention to revisit the hotel. Please indicate the level of agreement with each statement.

42. The next time I need to stay at a hotel,
I will stay at this hotel

Strongly
Disagree **Neither** **Strongly**
Agree

1 2 3 4 5 6 7

SECTION 3: INFORMATION ABOUT YOURSELF

INSTRUCTION: Please answer the following background questions. We will use this information for **research purposes only**.

1. What is your gender? ___ Male ___ Female

2. What is your age? _____

3. What type of hotels do you stay at the most?
 ___ Economy
 ___ Mid-scaled without F&B
 ___ Mid-scaled with F&B
 ___ Upscale
 ___ Luxury
 ___ Other

4. How often do you stay at a hotel on annually basis?

5. What is your ethnic background?
 ___ African American
 ___ Asian
 ___ Hispanic
 ___ Caucasian/White
 ___ Other

Thanks for your time and participation!!