

THE MARKETING POWER OF MIXED EMOTIONS
ACROSS CULTURES

by

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To EMRE
who made all of this possible

for the everlasting love
for the endless encouragement
and patience

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“The Marketing Power of Mixed Emotions across Cultures”

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Abstract

Emotions play an important role in understanding consumer behavior. They have significant influence in certain phases of the consumption experience. They can generate consumer interest, influence choices, and purchase intentions (Bagozzi, Gopinath, and Nyer 1997). Therefore responses to emotional marketing stimuli, how emotions affect subsequent thoughts and behaviors is important to better understand consumption behavior. To date the majority of research on emotions in marketing has focused on the effects of single valence emotions (i.e. only positive or only negative). But, consumers often experience mixed emotions in response to marketing stimuli (e.g. through advertising, purchase situations, product trials). In fact, the experience of mixed emotions might better represent consumption experience than do emotions of single valence (Polivy 1981; Richins 1997). Recent studies indicate that many consumer experiences (e.g. advertising, Williams and Aaker 2002; consumption of experiential goods, Arnould and Price 1993; Lau-Gesk 2005), and experiences in transition periods (e.g. moving, graduation, wedding planning, Otnes, Lowrey, and Shrum 1997) contain conflicting mixed emotions. Number of research that examined the effects of mixed emotions on information processing and decision making is very limited in the marketing literature. Even less research has focused on the effect of cultural variations on the role of experiencing mixed emotions in consumer behavior.

The current dissertation research explores the effects of culture on responses towards mixed emotional appeals. Three research objectives were identified. The first objective was to examine how mixed emotional appeals operate differently across individuals with different cultural orientations. A second objective was to examine how organization and content of mixed emotional appeals influence subsequent evaluations and behavioral intentions of individuals with different cultural orientation. And the third objective was to examine the role of experiencing ambivalence in the

mixed emotional appeal condition. This research considered both objective ambivalence and feeling of discomfort (subjective ambivalence).

Results across three experimental studies indicate that the effect of mixed emotions on consumer attitudes is related to the perceptions of the self, which tend to vary systematically across cultures. Study 1, replicating the findings of Williams and Aaker (2002) using a cultural construct, demonstrated that culture constructed self concept plays an essential role on the effects of mixed emotional experiences. Overall the results suggested that respondents with an interdependent self-construal displayed more favorable attitudes when exposed to a mixed emotional condition compared to the respondents with an independent self-construal. And this effect was found to be driven by high level of felt discomfort reported by the respondents with independent self construal. Further, in the mixed emotional appeal condition, feeling of discomfort was also found to mediate the level of confidence in the final purchase decisions.

Study 2 explored the effects of organization of the mixed emotional appeal and focused on the valence sequence of emotions. The interaction effect of culture and valence sequence on mixed emotional responses was investigated. Interdependent individuals displayed more favorable attitudes towards the “negative followed by positive” mixed emotional ad compared to the “positive followed by negative” mixed emotional ad condition. They also reported higher feeling of discomfort when exposed to the “positive followed by negative” ad compared to the “negative followed by positive” ad condition. However, feeling of discomfort associated with the valence sequence was unable to explain this process for interdependent respondents.

Study 3 demonstrated that the effect of mixed emotions on attitudinal responses is related to the self relatedness dimension of emotions (ego-focused vs. other-focused). The contributing emotions in the mixed emotional appeals, interacting with culture, were found to be important predictors of the attitudinal responses. In the other-focused mixed emotional ad condition, attitudinal responses of the independent respondents were found to be mediated by feelings of discomfort. Significant attitudinal differences reported by the interdependent respondents towards the ego-focused compared to the other-focused mixed appeal, could not be explained by the level of felt discomfort.

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CHAPTER I

INTRODUCTION

Emotions in Consumer Behavior

The study of emotions is important in understanding consumer behavior. Consumers experience a variety of emotions through various marketing experiences, whether through advertising, purchase situations, or product trials. Emotions are found to influence information processing and generate consumer interest, influence consumer choices, stimulate decision making, and affect purchase intentions (O'Shaughnessy and O'Shaughnessy 2003). Therefore understanding the mechanism underlying the responses towards the emotional marketing stimuli is crucial for consumer behavior research.

The majority of research on the role of emotions in marketing to date has focused on the effects of either positive or negative emotional experiences. Recent studies indicate that many consumer experiences (e.g. advertising, Williams and Aaker 2002; consumption of experiential goods, Arnould and Price 1993; Lau-Gesk 2005), and experiences in transition periods (e.g. moving, graduation, wedding planning, Ottes, Lowrey, and Shrum 1997) contain conflicting mixed emotions. Richins (1997) state that mixed emotional experiences might be more accurate representations of consumption experience than are discrete emotions of single valence.

A growing interest in the international marketing activities and the cross-cultural use of advertisements in particular makes the study of mixed emotions across cultures even more significant in the marketing literature. But to date, very little research has focused on the differential effect of mixed emotional appeals on consumers' decision process across cultures. The focus of the current dissertation is on the role of culture in

responses to the mixed emotional experiences. The current research focuses specifically on discrete emotions of happiness, sadness, pride, anger, empathy and guilt.

Research Objectives

The current dissertation aims to achieve three objectives. The first objective is to examine how mixed emotional appeals operate differently across individuals with different cultural orientations. To serve this objective and form a basis for Study 2, Study 1 demonstrates differences in discrete and mixed emotional responses. The effect of culture is investigated in all three studies, where culture is conceptualized through self construals, independent and interdependent.

A second objective is to examine how organization and content of mixed emotional appeals influences subsequent evaluations and behavioral intentions of respondents with different cultural orientations. In Study 2, the effect of the emotional valence sequence in the mixed emotional experiences is examined. In Study 3, the effects of mixed emotions that incorporate ego versus other-focused emotions are examined.

The third objective is to examine the experience and the effects of the experience of ambivalence. This research considers feelings of discomfort and objective ambivalence. Feelings of discomfort reflect the overall uncomfortable feeling towards the mixed emotional experience and objective ambivalence takes into account the discrete emotions to reflect a level of ambivalence on subsequent thoughts and behaviors (Williams and Aaker 2002).

Organization of Dissertation

Chapter II begins with a discussion on research of emotions, particularly mixed emotions. Further, it integrates cognitive dissonance theory, ambivalence, culture, and current emotion research in marketing to provide a relevant research framework. The chapter concludes with an overview of the hypotheses based on the literature review. Chapter III includes a discussion of the research design for a series of three studies, as well as a summary of the dependent variables, independent variables and additional measures. The purpose of Study 1 is to examine the effects of culture on discrete and mixed emotional responses. Study 2 examines the effects of emotional valence sequence on mixed emotional responses, as well as the cultural differences on these effects. Study 3 extends the former studies by examining responses to mixed emotions that incorporate ego-focused and other-focused emotions of opposite valence.

In Chapter IV, the results are organized and presented by study. The discussion of each study includes results for all measures, manipulation checks, hypotheses, and additional analyses. Chapter V includes a summary of the key findings, theoretical and practical implications, limitations of the study, and directions for future research.

CHAPTER II

LITERATURE REVIEW

First, the literature review will clarify several emotion related terms, such as affect, mood, feeling, and attitude. After differentiating these terms, an overview of emotion research is provided. Emotion research, in particular, mixed emotions research in consumer behavior is discussed next. The discussion focuses on cultural variations, attitude ambivalence, and cognitive dissonance theory, which is the approach used in this research. Chapter II concludes with a summary and discussion of the hypotheses.

Definition of Terms

It is important to differentiate the meanings of several concepts, such as affect, emotion, feeling, mood, and attitude. These terms are closely associated and often used interchangeably. Most academics agree that they are related but distinct phenomena.

Although emotions, feelings and affect are routinely used interchangeably, it is important not to confuse affect with emotions or feelings. Affect refers to overall mental processes, including emotions, moods and possibly attitudes (Bagozzi, Gopinath, and Nyer 1999a). Though affect alone is considered not to constitute an emotion, positive or negative affect is an important and necessary characteristic of emotions (Frijda, Mesquita, Sonnemans, and Van Goozen 1991; Ortony, Clore, and Collins 1988).

A feeling is a sensation that has been checked against previous experiences. Every person has a distinct set of previous sensations from which to draw upon when interpreting their feelings, so they are personal in that sense. An emotion is the projection of a feeling. The distinction between feelings and emotions was highlighted by an experiment conducted by Paul Ekman (1992) who videotaped American and

Japanese subjects as they watched films depicting facial surgery. When they watched alone, both groups displayed similar expressions. When others were present in the place they watched the film, the expressions of Americans and Japanese subjects' were different. The findings demonstrated that though similar feelings can be shared, their expressions can be different among individuals, and that emotions are more intense than feelings.

Several researchers distinguished moods from emotions on several characteristics, such as their antecedents, level of intensity, duration, autonomic activity, facial expressions, rapidity of onset, and function (Bagozzi et al. 1999a; Cohen and Areni 1991; Jenkins, Oatley, and Stein 1998). Emotions are usually more attention getting, and tied to specific behavior (Clark and Isen 1982). Emotions are often related to specific goals or pieces of information, whereas moods are related to larger, broader issues that are not as specific (Lazarus 1991). As global or diffused feeling states, moods tend to last longer than emotions. On the other hand, emotions are usually intense reactions. Emotions are preceded by recognizable events that are perceived to occur suddenly, whereas moods can be elicited and maintained without conscious awareness of its cause. Although moods and emotions are different from each other, they have a dynamic interaction such that moods can affect the occurrence of a particular emotion, and in turn emotions can lead to certain mood states.

Emotions and attitudes also differ from each other. Attitudes are organized predispositions to respond in a favorable or unfavorable manner toward a specified class of objects (Shaver 1977). An important distinction mentioned by Cohen and Areni (1991) is that attitudes are more enduring compared to emotions. Furthermore attitudes require a greater degree of cognitive processing due to their cognitive nature. It is hard

to observe attitudes and can only be inferred from observable responses, whereas emotions may directly be observed (i.e. gestures, facial expressions). Similar to the relationship between moods and emotions, attitudes and emotions also have a dynamic interactive relationship. Emotions indirectly affect attitudes. Conveying an evaluative meaning, emotional reactions contribute to evaluations of attitude object. Through the appraisal process attitudes can influence and moderate emotional reactions (Lazarus 1991). The concepts of emotions, feelings, affect, moods, and attitudes are interrelated and are often used inconsistently in the literature. The remainder of Chapter II focuses on emotions.

Overview of Emotion Research

Among several emotion theories, two broad classes of emotion theories can be distinguished. First, categorical emotion theories, propose a limited number of discrete, innate, universal emotions. They suggest that there are a small number of fundamental or primary emotions. The most common of these hypothesized “basic emotions” are fear, sadness, happiness, and anger; beyond these, each theorist has a slightly different list (e.g. Izard 1971). All the other emotions are secondary emotions and are derived from primary emotions (Ekman 1999; Ekman, Friesen, and Ellsworth 1982; Izard 1971, 1977, 1991; Plutchik 1980; Weiner and Graham 1984). Categorical emotion theories provide good explanations of routine observations about emotions. According to these theories several emotions are culturally universal and observed in higher animals (e.g. fear), several emotions are universally recognized through display rules, and some serve the biological function of survival needs (Ekman 1999).

However there are certain limitations of the categorical emotion theories. First, there is little agreement on which emotions are basic and which are not. And it is

difficult to produce empirical evidence that particular emotions are basic. Further, it is difficult to explain transitions between the emotions (Ellsworth 1991), and whether they can be experienced simultaneously or not.

The second broad class of emotion theories is the appraisal theories. Cognitive appraisal theorists believe that emotions are elicited from a subjective interpretation or appraisal of a situation, or one's environment. It is not the specific event or situation that produces emotions, but the psychological appraisal of the event (Lazarus 1991, Smith and Ellsworth 1985). Consequently the differences in emotions result from differences in the way people interpret their environment. Two people observing the same situation may possibly feel very differently if they interpret the situation differently.

Emotion Research in Marketing

Emotions have traditionally been regarded as extras in psychology, they were not considered as serious mental functions, compared to perception, language, thinking, and learning (Oatley and Jenkins 1996, p. 122). Likewise, little attention has been paid to the role of emotions in marketing. This aspect of consumer research, giving so little emphasis to the affect part, has been criticized by several researchers (Bettman 1993; Hoch and Loewenstein 1991; Holbrook and Hirschman 1982; Oatley and Jenkins 1996). Emotions are not extras; in fact they are the very centre of human mental life (Oatley and Jenkins 1996). In order to understand human behavior, researchers have to consider more than cognition.

With the realization that cognitive models have been insufficient in explaining many decisions regarding the purchase process and other marketing phenomena, starting from the decade of the 1980's serious efforts has been made in the study of the

role played by affect (Bagozzi et al. 1999(a); Ben-Ze'ev 2000; Frijda 1986; Lazarus 1991; Oatley 1992). In marketing, serving as a main motivator of behavior, emotions provide a richer understanding of the experiential aspects of the consumption process (Hirschman and Holbrook 1982; Holbrook and Hirschman 1982). Affect is thought to play a major role even in cognitive processes (Erevelles 1998). It can affect perception, attention, judgment, and memory processes. For example, emotions, especially the positive ones, tend to enhance the memorability.

Emotions in Consumer Behavior

Holbrook and Hirschman (1982) and Hirschman and Holbrooks' (1982) influential researches were one of the first to introduce emotion research to the consumer research field. Considering emotions as essential concerns of consumer behavior, they presented emotional arousal as a key motivation for consumption and integrated an experiential view of consumer behavior with the traditional information processing perspective.

As the research on emotions progressed in the marketing literature, the role of emotions in consumer behavior was established by several research streams. One of those major areas of emotion research include emotional response to advertising (e.g. Burke and Edell 1986; Edell and Burke 1987; Holbrook and Batra 1987). With an empirical investigation of the role of feelings in understanding advertising effects, Edell and Burke (1987) reported a wide range of positive and negative emotions. Interestingly they found that both negative and positive feelings toward advertising appeals can co-occur and both categories of emotions play a significant role in predicting the effectiveness of the ad. According to their findings, individuals may experience both

sad and happy feelings during exposure to different parts of the same advertisement which in turn affect the ad's effectiveness. Later, Burke and Edell (1989) examined the relationships among feelings generated by new television ads for unfamiliar products, judgments of the ads' characteristics, brand attitude evaluations, and attitude towards the ad. They found that feelings affect attitudes toward the ad and attitudes toward the brand directly and indirectly.

For example, in their study Holbrook and Batra (1987), followed the emerging interest in emotional aspects of consumer behavior and focused on the role of emotions in mediating the effects of advertising. Specifically, they proposed an approach that examines the manner in which intervening emotional reactions mediate the relationship between advertising content and attitudes toward the ad or the brand. The study of Murry and Dacin (1996) examined how emotions elicited by television programs influence viewers' liking for the program. Their experiment using actual television programs found that positive emotions directly enhance program liking, while negative emotions have a diminishing effect.

Consumer researchers have turned their attention toward the effects of emotions on consumer behavior and several other areas of emotion research included the effects of mood and affect in consumer behavior (e.g. Gardner 1985); measurement of emotion in consumption (Richins 1997), cultural variations in the effects of emotions (Aaker and Williams 1998), brand and advertisement memories (Friestad and Thorson 1993), attention to the advertisement (Olney, Holbrook, and Batra 1991), the role of information processing, motivation, and coping (e.g. Luce 1998; Luce, Bettman, and Payne 1997; Yi and Baumgartner 2004).

Consumer researchers who are exploring the emotional and evaluative components of the consumption experience, grouped various feelings, moods or emotions, experienced while using a product, watching an ad or as a service is being provided. Valence of the emotions was considered as the main variable in grouping emotions and differentiating possible effects on consumer behavior. Stemming from this valence-based approach, the common assumption in marketing had been that positive consumption-related emotions stimulate subsequent positive behaviors, such as repurchase at a particular store (Bagozzi, Baumgartner, Pieters, and Zeelenberg 2000; Lerner and Keltner, 2000), and purchase intentions (Brown, Homer, and Inman 1998). The opposite was thought to be true for negative emotions.

Recently, researchers in social cognition (DeSteno, Petty, Wegener, and Rucker 2000; Lerner and Keltner 2000, 2001; Raghunathan and Pham 1999; Tiedens and Linton 2001) have established differences not only between negative and positive affect but also between different discrete emotions that have the same valence (e.g. anger vs. sadness; pride vs. happiness). Many researchers now assume that feelings are bipolar, and can be placed on a continuum going from positive to negative (e.g. Green, Goldman, and Salovey 1993). Affective states of the same valence may have distinct, yet predictable, influences on decision processes.

Increasing number of researchers have questioned the bipolarity of affect and conclude that all feelings should be seen as unique and discrete (Garg, Inman, and Mittal 2005; Raghunathan and Pham 1999). In their article Lerner and Keltner (2000) proposed a model of emotion-specific influences on judgment and choice. They presented a study that addresses whether two emotions of the same valence but differing appraisals (anger and fear) relate to risk perception in different ways. Consistent with

their expectations, fearful people made pessimistic judgments of future events whereas angry people made optimistic judgments. In line with Lerner and Keltner's (2000) findings, Raghunathan and Pham (1999) obtained similar results and demonstrated that states of anxiety versus sadness provoke marked differences in people's decisions. Results from three experiments Raghunathan and Pham show that, in gambling decisions, as well as in job-selection decisions, sad individuals are biased in favor of high-risk/high-reward options, whereas anxious individuals are biased in favor of low-risk/low-reward option. They argue that these biases occur because anxiety and sadness convey distinct types of information to the decision-maker and prime different goals. While anxiety primes an implicit goal of uncertainty reduction, sadness primes an implicit goal of reward replacement.

The focus of research in consumer behavior has been on examining the effect of one specific emotion or valence; however an emerging topic in consumer behavior is the experience of mixed or conflicting emotions (Lau 2005; Otnes et al. 1997; Ruth et al. 2002; Williams and Aaker 2002). In the following section, a brief background of mixed emotions research is provided. My discussion first starts by clarifying terms and definitions to provide a better understanding of how mixed emotions are conceptualized in the current research. The final section focuses on issues related to the mixed emotional experiences.

Mixed Emotions

A number of terms have been used in the literature to describe the experience of mixed emotions, but these multiple terms are often used inconsistently. Some of the frequently used terms to define experience of mixed emotions are conflicting emotions, multiple emotions, ambivalence, and duality. Some definitions indicate that mixed

emotions refer to the occurrence of positive and negative emotions simultaneously (Larsen, McGraw, and Cacioppo 2001; Williams and Aaker 2002). Williams and Aaker (2002), for example, used the term duality to suggest that the experience of mixed emotions is formed by co-occurrence of conflicting emotions.

Some other descriptions of mixed emotions consider the combination of emotional valences. For example, Ruth, Brunel, and Otnes (2004, p.30) use the term multiple emotions to refer to “any combination of emotions-positive, negative or mixed of both”. Similarly, Otnes et al. (1997, p.82) described consumer ambivalence as “the simultaneous or sequential experience of multiple emotional states, as a result of the interaction between internal factors and external objects, people, institutions, and/or culture phenomena in market-oriented contexts that can have direct and/or indirect ramifications on pre-purchase, purchase or post purchase attitudes and behavior”. The term mixed emotions will be used in the current dissertation to refer to an emotional experience that includes both positive and negative emotional components.

Overview of Mixed Emotions Research

Mixed emotions are found to be experienced on various occasions. Many of life's most important experiences are defined by mixtures of emotions where people find themselves feeling happy and sad; proud and ashamed, joyful and angry at the same time. Several studies have reported the experience of mixed emotions while seeing a television commercial (Edell and Burke 1987; Madrigal and Bee 2005), watching a film (e.g. the film “Life is Beautiful”, Larsen et al. 2001), or viewing a print advertisement (e.g. Diet Coke ad in the Rolling Stone magazine, Williams and Aaker 2002). Mixed emotions are also likely to be felt in once-in-a-life time events and special

occasions such as graduation day, break-ups, marriages, career changes, moving (Aaker, Drolet, and Griffin 2005; Larsen et al. 2001), and even in making ordinary, everyday decisions, such as certain consumption decisions.

As a consequence, mixed emotions research is receiving increased attention by researchers as of late (e.g. Larsen et al. 2001; Williams and Aaker 2002). Research on mixed emotions has focused on the structural properties of mixed emotions (e.g. Green et al. 1993), how mixed emotions may be assessed (e.g. Desmet 2004; Thompson, Zanna, and Griffin 1995), how mixed emotions are later recalled (Aaker, Drolet, and Griffin 2005), and the consequences of experiencing mixed emotions (e.g. Williams and Aaker 2002).

Several studies yield data about the experience of mixed emotions. Two major perspectives have emerged to explain the experience of mixed emotions. While one perspective supports the view that conflicting emotions cannot be experienced simultaneously (Brehm and Miron 2006; Russell 1980; Russell and Carroll 1999), the other perspective suggests that the simultaneous experience of conflicting emotions is possible and occurs quite frequently (Bagozzi, Wong, and Yi 1999b; Larsen et al. 2001; Priester and Petty 1996; Schimmack 2001; Thompson, Zanna, and Griffin 1995; Williams and Aaker 2002).

Simultaneous experience of mixed emotions refers to the co-occurrence of conflicting emotions. Sequential mixed emotional experience, on the other hand, refers to the successive elicitation of conflicting emotions. For example, the experience of moving can elicit feelings of excitement and happiness, but at the same time cause feelings of anxiety and sadness. Or watching a favorite sports team play can elicit

feelings of hope while your team is ahead, but this can quickly change to feelings of fear if your team suddenly falls behind.

One stream of mixed emotions research has focused on the experience of positive and negative emotions simultaneously. Conflicting emotions, such as happiness and sadness, do not occur on a single bipolar dimension, but exist on two unipolar dimensions. Larsen, McGraw, and Cacioppo (2001) tested this proposition by using a variety of contexts and found that participants experienced both sadness and happiness when being surveyed immediately after watching the film “Life is beautiful”, or moving out of their dormitories, or graduating from college. Larsen et al. (2001) showed that mixed emotions are likely to be experienced during periods of transition (i.e. graduation day) witnessing an emotional reaction (i.e. watching a film, Larsen et al. 2001; viewing a specific ad, Williams and Aaker 2002). In another study Larsen, McGraw, Mellers, and Cacioppo (2004), examined feelings of pleasure and displeasure while gambling and found that disappointing wins and relieving losses brought out feelings of both pleasure and displeasure.

The experimental approach used by Schimmack (2001) helped address methodological weakness in the studies on the co-occurrence of conflicting emotions. He tested predictions regarding the co-occurrence of pleasure and displeasure. Depending on the findings from the experimental manipulations of pleasant and unpleasant pictures, Schimmack considered pleasure and displeasure as two separate dimensions, since respondents were able to experience both pleasure and displeasure.

Several appraisal theorists have also noted the co-occurrence of conflicting emotions. For example, Ortony et al. (1988) refers to the experience of multiple emotions resulting from the appraisal of events occurring from one moment to the next.

Lazarus (1991) states that several emotions can occur at the same time or within a single encounter and that any encounter can contain contradictory elements. Scherer (1994), similarly, identifies the combination of emotions resulting from a complex appraisal process.

There is also evidence that indicates the experience of the two emotions sequentially. Sequential experience of emotions are referred to as a function of which aspect of the event they focused their attention on (e.g. when moving out of dorms, did they focus attention on finishing school or on beginning a new life?). This perspective supports the view that positive and negative emotions as opposite extremes of a single dimension. People who experience a positive emotion cannot experience a negative one at the same time since these emotions are mutually exclusive (Russell 1980; Russell and Carroll 1999).

Sequential experience perspective was based on work by Russell (1980) who held the view that the extent to which emotion pairs are experienced together depends on where they fall on a circumplex. Circumplex models of affect specify the order that emotions are located in a circular manner in two dimensional spaces. More specifically, emotion pairs located a few degrees apart would be positively correlated, such as being sad or depressed, emotion pairs located 90 degrees apart would not be correlated, and emotions located at opposite ends of the circumplex (180°) would likely be negatively correlated, such as the emotions of happiness or sadness. Later, Russell and Carroll (1999) modified this circumplex model of emotion and suggest that polar opposites were mutually exclusive, meaning that the models do not account for the co-occurrence of positive and negative emotions.

Greenspan (1988) noted that the experience of mixed emotions is a common, rational, conscious emotional conflict, and that the term mixed emotions does not have to imply positive and negative emotions experienced simultaneously. Sullivan and Strongman (2003) also support a similar view by indicating that mixed emotions should not be viewed as blends of emotion but instead should be viewed through a combination of appraisals that result in a mix of emotions.

Although evidence exists to support both perspectives, the current dissertation will approach the experience of emotions from the first perspective (simultaneous experience) and examine conflicting mixed emotions in the context of cognitive dissonance theory.

Mixed Emotional Research in Marketing

The majority of marketing related emotions research focuses on the single valence discrete emotions. To date, very little research has examined mixed emotional consumption experiences. Recent mixed emotions research in the marketing literature has included the contexts of wedding planning (Otnes et al. 1997), gift giving (Ruth et al. 2002, 2004), and consumer responses to advertising (Williams and Aaker 2002).

One of the first studies in marketing to specifically address the issue of conflicting emotions in a consumption context was conducted by Otnes et al. (1997). Using a case study approach, Otnes et al. (1997) identified four key antecedents of mixed emotions in a wedding planning context: expectations, overload, role conflict, and value conflict. The authors distinguish between different coping strategies used by consumers to deal with resulting mixed emotions. Research by Ruth et al. (2002) enhances our understanding of the relationship between antecedents, consequent

emotions, and their summary effect on attitudes and behaviors. Specifically they examined how appraisal processes were related to consumption emotions. Using a critical incident survey method, Ruth et al. (2002) asked respondents to recall a consumption experience involving a specific emotion related to receiving a gift. They suggest that emotional experiences that included only positive or only negative emotions are potentially very different from an emotional experience that includes both positive and negative. They recognized that coping mechanisms are differentially affected by the valence of emotion and the degree to which mixed emotions are present in a situation. They suggested that mixed emotions may result in incompatible behavior and may inhibit coping.

The aforementioned studies so far have focused only on mixing positive and negative emotions together. It is possible, however, that consumers may often experience mixed emotions of the same valence, such as both fear and anger or both happiness and warmth. Grasshoff and Williams (2005) hypothesized and found that layering two negative emotions that differ in their sense of responsibility and control (e.g. fear and regret) enhances emotional intensity and compliance with the ad over a corresponding single emotional appeal (e.g. either pure fear or pure regret). They hypothesized and found that the enhanced emotional intensity and related increased compliance was a result of consumers' preference to feel in control, thus overriding their usual resistance to negative emotions. They compared responses to pure emotional appeals featuring either fear (low control) or regret (high control) or appeals that mix fear and regret. In addition, in the mixed appeals they vary which emotion is evoked first, thus manipulating the sense of control consumers feel upon completion of reading the ad.

Another stream of research has focused on identifying moderating variables, thereby shedding light on when people are more likely to experience mixed emotions. Age appears to be one such moderator. Relative to young adults older adults are better able to acknowledge complex feelings and mixed emotions (Labouvie-Vief, De-Voe, and Bulka 1998). The correlation between the experience of positive and negative emotions becomes less negative with increased age (Carstensen, Isaacowitz, and Charles 1999). Furthermore, research suggests that older individuals are better able to cope with conflicting emotions than their younger counterparts. Age is also shown to have an effect on recall of mixed emotional experiences. Older consumers reveal increased likelihood and recall of mixed emotional ads compared to young consumers (Aaker et al. 2005).

Gender is found to be another variable that has an impact on the experience of mixed emotions. Women are shown to experience more mixed emotions compared to men. For example, when women visualize and role-play being in a high status (vs. low status) position in their careers, they report greater experience of mixed emotions (e.g. feeling simultaneously pleased and worried, or happy and sad, Fong and Tiedens 2002). Bagozzi, Baumgartner, and Pieters (1998) found that gender, interacting with culture, influenced mixed emotional experience; such that the pattern of emotional response was intensified for women and weakened for men. Women in independent cultures demonstrated the greatest separation of positive and negative in emotional processing, whereas women in interdependent cultures exhibited the greatest acceptance of mixed emotions.

Culture appears to be another moderator. Cultures that embrace Confucian and Buddhist philosophies tend to foster more experiences of mixed emotions relative to

cultures influenced by the Enlightenment and Christianity (Bagozzi et al. 1999b). A growing body of work indicates that certain groups of individuals differ in their reaction to mixed emotional experiences (Diener and Iran-Nejad 1986). Culture is an important variable that influences reactions towards mixed emotional experiences. In particular, East Asians were found more likely to experience mixed emotions in more dialectic ways, and tolerate more, as compared to Westerners (Bagozzi et al. 1999b, Williams and Aaker 2002). And these patterns are found to even stronger for women than for men in both cultures.

In the context of advertising, Williams and Aaker (2002) examined how consumers experience mixed emotions in response to advertising appeals. They demonstrated that ads may evoke a mixed emotional response and that the extent to which individuals can process mixed emotional advertising messages depends on culture and age. They demonstrated that both the elderly and East Asians, due to having a relatively higher propensity to accept duality, tend to respond more favorably to mixed emotional appeals than Westerner and younger individuals. Westerners who have a relatively lower propensity to accept duality were more likely to experience ambivalence and discomfort when exposed to mixed emotional appeals compared to ones from Eastern cultures. Feeling of discomfort was found to have a mediation role on the relationship between mixed emotional advertising appeals and attitudes towards the ad for people from Western culture.

Bagozzi et al. (1998) used similar cultural categories to those used by Williams and Aaker (2002), independent cultures (Western) and interdependent cultures (Eastern), and reported that interdependent cultures are better able to process conflicting emotions compared to independent cultures. In three studies, Kramer, Lau-

Gesk, and Chiu (2007) demonstrated that bicultural individuals conflicted about their cultural duality respond more favorably to mixed emotional appeals with (vs. without) coping frames to reduce felt discomfort associated with emotional duality. In contrast, bicultural individuals who were less conflicted about their cultural duality responded more favorably to mixed emotional appeals without (vs. with) framing. Further, results showed that subsequent to the activation of their dual selves with mixed emotional appeals, framing either appeased or created discomfort, depending on individuals' degree of cultural conflictedness.

Findings from previous research display that feelings of discomfort (subjective ambivalence) have a mediating role on the effect of mixed emotions for those with a lower propensity to accept duality. Considering that mixed emotional experiences are prevalent in consumption experiences, consumer ambivalence remains an important topic. The next section focuses on ambivalence research.

Consumer Ambivalence

The attitude ambivalence research suggests two approaches toward ambivalence: objective and subjective; and focuses primarily on assessment (see Thompson, Zanna, and Griffin 1995; Priester and Petty 1996). In their work on attitude ambivalence, Priester and Petty (1996), considered measurement issues in attitude ambivalence and comparing six models of attitude ambivalence, and assessed the relationship between objective and subjective ambivalence. Subjective ambivalence refers to the overall level of mixed evaluations that people have towards a target, whereas objective ambivalence considers both the positive and negative attitudes that people have in response to a target and how these are combined to reflect a level of ambivalence (Priester and Petty

1996). They concluded that there is a negatively accelerating relationship between these two types of ambivalence, namely objective and subjective ambivalence.

Thompson et al. (1995) provided evaluative formulas for assessing the construct of attitude ambivalence. Their formula takes into account the similarity and intensity of components. This approach to assessing ambivalence has been used in both attitude and emotion research. Williams and Aaker (2002) used the objective approach in the context of mixed emotional responses to advertising stimuli. They successfully differentiated among positive, negative, and mixed advertising appeals and found that the mixed emotional appeal evoked significantly higher levels of emotional ambivalence than did discrete single valence emotions (i.e. happiness, sadness).

Subjective ambivalence, in the context of mixed emotional experience, refers to the overall feelings of conflict or tension that people have toward a target. Whether experienced sequentially or simultaneously, recent consumer research indicates that oppositely-valenced emotional experiences often produce feelings of discomfort (Newby-Clark, McGregor and Zanna 2002; Priester and Petty 1996). However, the degree of this felt discomfort and its subsequent effect on behavior may vary depending on certain individual differences such as cultural orientation, age, and gender (Bagozzi et al. 1999b; Williams and Aaker 2002).

Williams and Aaker (2002), in their experimental study, explored feelings of subjective ambivalence to examine respondents felt discomfort toward positive, negative, and mixed emotional appeals. They reported that mixed emotional advertising appeals elicit significantly higher levels of felt discomfort or subjective ambivalence. Using the formula advocated by Thompson et al. (1995), the current dissertation examines how conflicting emotions combine to reflect a level of objective emotional

ambivalence. The specific assessment and measurement issues related to both objective and subjective ambivalence are addressed in Chapter 3.

Cognitive Dissonance Theory

The current research uses the cognitive appraisal approach to examine how individuals from different cultural orientations respond to discrete and mixed emotional marketing stimuli. Cognitive dissonance theory is developed by Festinger (1957), and is concerned with the consistency among cognitions. According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions). When there is an inconsistency between attitudes and/or behaviors, dissonance is created and the person is motivated to eliminate the dissonance. People are motivated to reduce dissonance because it is unpleasant to have two cognitions and/or behaviors that contradict each other (Aronson 1999).

Attitudinal ambivalence involves mixed evaluations of an attitude object, where people evaluate the attitude object as both positive and negative (Priester and Petty 2001). McGregor, Newby-Clark, and Zanna (1999) propose that attitudinal ambivalence is an example of cognitive dissonance because the positive evaluations of an object are dissonant with the negative evaluations and that, like dissonance, people are motivated to reduce attitude ambivalence.

Larsen (2001) suggests that the experience of mixed emotions is also an example of dissonance because of the feeling of conflict is elicited. It is known that people, but not all, attempt to reduce mixed emotional experiences. Drawing on cognitive dissonance theory, a number of researchers have provided insight into situations in which individuals experience emotional or affective inconsistencies. Some

research has suggested that the feeling of discomfort in response to conflict may be limited based on principles of relevant to the propensity to accept duality. As discussed above, Williams and Aaker (2002) focusing on the simultaneous experience of conflicting emotions, demonstrated that for those with low propensity to accept duality (those from Western cultures) feeling of discomfort arises.

Culture

Many scholars have searched for meaningful dimensions of culture and have provided a number of alternatives. Hofstede (1980), in his work-related values study with IBM subsidiaries, used the term Individualism-Collectivism to describe possible forms of the relationship between individuals and the groups to which they belong. Collectivist cultures emphasize interconnection, conformity to group norms, relational harmony, and protection of in-group interests (Hofstede 1980; Schwartz 1990), placing greater emphasis on status and role authority than do individualist cultures (Gudykunst 1997; Hui and Triandis 1986). A high Individualism ranking indicates that individuality and individual rights and interest are dominant within the society.

In definitions and in the distinctions made between individualistic and collectivistic cultures, relationships between individuals and their groups in a society have been the main point of focus, emphasizing the differences in the self-definitions between people with individualist or collectivist orientation (Triandis 1989). Aspects of self-knowledge and of the self-concept that contribute to viewing oneself as a separate individual versus as part of a group lead to a particular categorization of the self, which is called the self-construal. Independent and interdependent self-construals were first

conceptualized by Markus and Kitayama (1991) in order to describe the differences between individualistic and collectivistic cultures at the individual level.

Independent and Interdependent Self Construals

Self-construal is an important personality variable because it goes beyond the cultural level dimension to individual level dimensions that guide behavior. Markus and Kitayama (1991) state that the essential aspect of the independent view of the self is that it conceptualizes the self as autonomous, idiocentric and independent. It involves the view that an individual's self is a unique, independent entity. The independent view of the self emphasizes separateness, internal attributes, and uniqueness of individuals (Singelis 1994). In contrast, the interdependent view of the self emphasizes connectedness, social context, and relationships. An independent person has thoughts, feelings, abilities and personal goals, which have primacy over the collective ones. S/he makes choices in pursuit of personal goals and is oriented toward independent achievement.

In contrast, when aspects of self-knowledge relating a person to others or to groups are more accessible, individuals are likely to construe themselves as interdependent. People with interdependent self-construals see themselves as part of ongoing social relationships and define themselves with respect to other group members. Their behaviors are strongly guided by other people's thoughts, feelings, and actions in the relationships.

Western cultures tend to reward independence and frequently activate the independent self. In contrast, Asian cultures frequently promote the interdependent self. Thus, collectivist cultures are characterized by interdependent self-construal whereas

individualist cultures feature independent self-construal (Markus and Kitayama 1991).

It is important to note that the two selves (independent and interdependent) may coexist in any culture (Aaker and Lee 2001; Brewer and Gardner 1996; Markus and Kitayama 1991). For example, compared to Asian Americans and Hispanic Americans, Caucasians or European Americans will be relatively more independent in their self-construals (Aaker and Schmitt 2001; Lee, Aaker, and Gardner 2000; Markus and Kitayama 1991; Triandis 1989). It is also important that these two selves may coexist within every individual. That means, individuals may have both independent and interdependent aspects of self within a given society but may differ in the relative strength of those aspects on a chronic basis, leading to individual differences in self-construal that can be measured (Singelis 1994).

The place of Turkish culture on the I/C dimension is unclear. Several theorists place Turkish culture on the collectivist side. Others state that the culture is neither collectivist nor individualist but somewhere in between. The study conducted by Hofstede (1980) suggested that Turkey had a collectivistic orientation. Kağıtçıbaşı (1982) found the existence of the collectivistic tendency in the Turkish society. Kağıtçıbaşı and Sunar (1992) mentioned that Turkish culture was regarded as being collectivistic on the I/C dimension. The findings of the study conducted by Phalet and Schonpflug (2001) with Turkish immigrant families in Germany indicated that families showed high collectivist tendencies on the I/C dimension, which was directly transmitted to their children.

On the other hand, the findings of the studies conducted by Göregenli (1995, 1997) examining individualist and collectivist orientations in social relations showed that Turkish culture could not be categorized either as collectivist or individualist as a

whole. Kağıtçıbaşı (1996) argued that with socioeconomic development, societies with collectivistic values (including Turkish society) do not become completely individualistic and proposed a synthesis of I/C.

It would not seem wrong to conclude that Turkish culture conforms to the collectivist pattern to a large extent when empirical studies conducted and the general definition of I/C is considered. Nevertheless, in the light of the studies suggesting that Turkish culture does not exemplify a clear position of collectivism or individualism (Göregenli 1995, 1997; Kağıtçıbaşı 1996), it seems that Turkey, as a transition country, displays some but not all of the characteristics of a collectivist orientation.

Self construals will be the construct of individual level cultural analysis of which moderating effect on mixed emotions is proposed to be explored in this research. A with-in country sample from Turkey will be used for the current research.

Summary and Hypotheses

Though there are an increasing number of studies, the topic of mixed emotions area still remains nascent. Many questions about mixed emotions and their role in consumer behavior remain unanswered. The purpose of the current research is to attempt to fill this void by integrating cognitive dissonance theory, culture and emotions literature and examine the role of culture in mixed emotional responses. Given the context of advertisings, the current research focuses on the emotions of happiness, sadness, pride, anger, empathy and guilt. The hypotheses presented are based on the previous theoretical background.

Theorists have long debated the relation between pleasant and unpleasant emotions. The debate has recently moved into the cross-cultural research arena.

Psychological research introduced dialecticism where the main focus has been on cultural differences in cognitive style. Peng and Nisbett (1999) defined dialectical thinking as “a cognitive tendency toward acceptance of contradiction” (p.742).

According to Peng and Nisbett, Eastern and Western cultures are fundamentally rooted in different systems of thought and reason. Western thinking tends to polarize contradictory perspectives, such as good versus bad, pleasant versus unpleasant, whereas Eastern philosophies (Buddhism, Taoism) follow naïve dialecticism, emphasize tolerance and consciously deal with contradictions.

The psychological research on dialecticism has recently been extended to conceptions of emotion. Bagozzi et al. (1999b) introduced a “dialectical” model which posits positive covariation between pleasant and unpleasant feelings in Asian cultures. They considered the rationale for polarization that is characteristic for people in independent based cultures. Positive and negative are contradictions in a strong sense. People in independent based cultures tend to polarize contradictions in everyday situations. By contrast, people in interdependent based cultures seemingly accept contradictions as part of the natural order.

Several other researchers had concluded with similar findings. For example, Schimmack, Oishi, and Diener (2002), by analyzing data from 38 different nations, found that Asians dialectical way of thinking influence emotion reports where a dialectical way of thinking sees emotions of the opposite valence (e.g. happy versus sad) as compatible with one another. In contrast Western philosophy considers these emotions to be in conflict with each other. Scollon, Diener, Oishi, and Biswas-Diener (2005) examined whether the relation between pleasant and unpleasant emotion varies across cultures. Pleasant and unpleasant emotion was positively correlated among

Japanese and Asian Americans. Kitayama, Markus, and Kurokawa (2000) also reported high correlations between pairs of positive and negative emotions in their study with Japanese subjects.

These findings are important in the sense that they shed light on our understanding of the experience of mixed emotions across cultures. A growing body of work indicates that certain groups of individuals differ in their reaction to mixed emotional experiences (Diener and Iran-Nejad 1986). In particular, East Asians are more likely to experience mixed emotions compared to Westerners (Bagozzi et al. 1999a). Williams and Aaker (2002) demonstrated that consumers with a relatively lower propensity to accept duality tend to respond less favorably to mixed emotional appeals because of increased levels of felt discomfort elicited by these ads. In contrast, mixed emotional appeals tend not to associate with higher levels of discomfort for consumers with a relatively higher propensity to accept duality.

However, cultural comparisons in the aforementioned studies depend on variations among ethnic origins. The cultural orientation is considered to be the same within a given country setting or in individuals with the same ethnic background (e.g. Williams and Aaker 2002). As described in detail in the previous section, self construals, being an individual level cultural construct, will be used to better predict cultural variations in the experience of mixed emotions. It is known that individuals with interdependent and independent self construals show collectivistic/individualistic cultural patterns, respectively (Markus and Kitayama 1991; Singelis 1994). Considering the relationship between Individualism and Collectivism dimension and self-construals, one can also assume similar relations with self-construals and mixed emotions.

H1: Respondents with an independent self-construal versus an interdependent self-construal will experience significantly higher feeling of discomfort in response to a mixed emotional persuasive appeal.

H2a: Respondents with an independent self-construal will experience significantly higher feeling of discomfort in response to a mixed emotional appeal compared to an appeal based on positive and negative emotions.

H2b: Respondents with an interdependent self-construal will not experience significantly different levels of felt discomfort in response to a mixed emotional appeal compared to an appeal based on only positive and only negative emotions.

H3: Respondents with an interdependent self-construal versus an independent self-construal will experience **(a)** significantly more favorable attitudes towards the mixed emotional appeal, **(b)** significantly more favorable attitudes towards the brand in the mixed emotional appeal, **(c)** significantly higher purchase intention in the mixed emotional appeal.

Very little research addresses how confidence (i.e. respondent certainty in the purchase decisions) is affected by an emotional state. Drawing on the notion that ambivalence is associated with conflicting emotions (i.e. positive and negative), the level of emotional ambivalence experienced by consumers may influence consumers' confidence in purchase decisions. Emotional responses influence subsequent cognitions and behavioral intentions (Bagozzi et al. 1999a; Nyer 1997). The current research considers the effects of emotional response on consumer confidence and subsequent attitudinal responses and purchase intentions in the presence of mixed emotional experience.

For more ambivalent consumers or situations, confidence in a purchase decision is likely to be reduced. With the hypothesis that mixed emotional appeals will elicit higher feelings of ambivalence for those with an independent self view, it is expected that increased levels of ambivalence would lead to less confidence in the final purchase decisions in the mixed emotional condition. Therefore it is expected that:

H4: Independent respondents in a mixed emotional appeal condition will experience significantly less confidence in their purchase decisions than will interdependent respondents.

Investigations to date have mostly examined the integration of affective stimuli of a single valence, either positive or negative. Studies conclude that recency is a primary driver of overall affective response. The effect of recency, which is implied by the “peak-end rule” proposed by Fredrickson and Kahneman (1993), has been replicated for both aversive stimuli (Ariely and Carmon 2000), and positively valenced messages in an ad context (Baumgartner, Sujan, and Padgett 1997). In this research stream single valenced emotions are used while intensity was varying. However, for conditions in which both negative and positive affect are combined into an overall affective response remains unclear.

It has been concluded that order of emotionality matters, such that positive emotions experiences prior to negative emotions affect responses differently based on perceived appropriateness of the emotionality. Labroo and Ramanathan (2007) investigated the impact of mixed valence ads. The question they addressed was whether the order in which emotions are evoked, perceived self-relevance of emotions, and the perceived appropriateness of the emotionality to the ad affect favorability of the ad and of the product. They found that under conditions of high relevance, ads are evaluated more favorably when positive affect precedes negative affect. However, there is a reversal under conditions of low relevance. This effect occurs when the perception of a stimulus is more extreme than it would be if considered alone. For example, preceding a positive stimulus by a negative one may lead it to be perceived as more positive than it would if it were presented in isolation. Their research is significant in the way that it

illustrates the importance of the order in which consumers encounter the different emotions in a mixed emotional appeal.

Research on the valence sequence in mixed emotional experiences is very limited. In light of the previous findings on ambivalence, this study explores the interaction between self construals and the valence sequence on emotional responses. With the expectations of high feelings of discomfort in independent respondents towards mixed emotional stimuli, it is proposed that valence order would make no difference on attitudes and purchase intentions.

H5: For respondents with an independent self construal emotional valence sequence in the mixed emotional appeal will make no difference on (a) feeling of discomfort, (b) attitudes towards the ad, (c) attitudes towards the advertised brand, as well as (d) purchase intention.

H6: Regardless of the emotional valence sequence, respondents with an interdependent versus independent self construal will report more favorable (a) the attitudes towards the ad, (b) attitudes towards the advertised brand, as well as (c) purchase intention.

Categorical emotion theories documented universal consensus in evaluations of basic emotions. Though the accepted similarities in the recognition of certain emotions cross-culturally, significant differences exist as well and these differences tend to be attributed to systematic cultural variations in the individuals due to distinct self-construal patterns (Triandis 1993). “Self-structure functions as an individualized orienting, mediating, interpretive framework giving shape to what people notice and think about, to what they are motivated to do and to how they feel and their ways of feeling” (Markus and Kitayama 1994, p.92). As a result of distinct self structures, certain emotional experiences of members of individualist versus collectivist cultures are different (Aaker and Williams 1998).

More specifically, the tendency toward independence of the self from others requires and fosters the emotions that promote the feeling of independence and disengagement of self from others (i.e. Western cultures). By contrast, many Asian or Eastern cultures stress interdependence among individuals, making connections with others, and insist on the importance of needs or goals of others.

Differences in emotions based on their primary referent of focus and the recognition of this distinction in cultural psychology has led researcher's search for meaningful categorizations of emotions (e.g. Markus and Kitayama 1991). The categorization of emotions that has received recent attention in the psychology and consumer research literatures is the one based on self-relatedness ("ego-focus" and "other-focus"). Self relatedness dimension of emotions refers to the degree to which specific emotions systematically vary in the extent to which they follow from, and also foster or reinforce, an independent versus interdependent self (Markus and Kitayama 1991, p.235).

Ego-focused (also called self-focused) emotions (e.g. pride, happiness, sadness, frustration, anger) tend to be associated with an individual's internal state or attributes. These emotions are consistent with the needs for individual awareness, experience, and expression. Other-focused emotions (e.g. agitation, empathy, peacefulness, indebtedness, shame), in contrast, tend to be associated with others in a social context or with close others (i.e. family, friends, co-workers...etc.). Other-focused emotions are consistent with the needs for harmony and the alignment with those of others (Kitayama, Markus, and Matsumoto 1995; Triandis 1994).

Certain emotions are discouraged in some cultures, resulting in lowered levels of accessibility (Matsumoto 1989). Importantly, recognition of ego-focused versus other-

focused emotions is influenced by cultural orientation. Lazarus (1982) provided an explanation for such process. He argued that cognitively based appraisal process involves the recognition of certain aspects of a stimulus as emotionally more relevant to an individual. Therefore, certain aspects in a situation or a stimulus that are self-relevant and likely to be emotionally significant for an individual are better recognized due to culturally derived knowledge structures. Applying similar reasoning, research on the self demonstrates that culturally self-relevant versus self-irrelevant emotions tend to be easier to recognize (Markus, Moreland, and Smith 1985). As a result, having an independent versus an interdependent self orientation leads to different levels of accessibility of ego-focused versus other-focused emotions (Frijda and Mesquita 1994).

Ego-focused emotions are emotions experienced in reference to self, including emotions such as pride, happiness, and sadness. Pleasant ego-focused (happiness or pride) and unpleasant ego-focused (sadness, anger and frustration) emotions highlight the fundamental separation of self from others. It is the emotional states that have the individual's internal attributes (needs, goals, desires, or abilities) as the primary referent that are most commonly manifest. In general ego-focused emotions are such emotions that highlight individual, private, internal attributes. For example, the emotion of anger as a negative ego-focused emotion, even when caused by the actions of another person, focuses one on the individual goal that has been blocked or on the individual right that has been abridged.

On the other hand, other-focused emotions, such as empathy and shame, promote the felt interdependence of self with others. The tendency toward interdependence of the self requires and enables the relational, social emotions-sympathy, modesty (i.e., humility), agreeableness (i.e., harmony, balance, restraint). The

most common negative other-focused emotions are likely to be those that accompany a faltering of interdependence (anxiety, guilt, fear, shame) and a perceived disengagement of self from others. When these feelings are experienced, certain features of an interdependent relationship (e.g. harmony, tension, etc.) will be highlighted and the self will be perceived as being embedded and assimilated within the relationship. Thus, pleasant other-focused emotions (like feelings of closeness, empathy) highlight the unity and synchrony between the self and others in the relationships. Thus, it is the emotional states that accompany interdependence (friendly feelings, feeling of affiliation, calmness, smoothness, or connectedness) that are regarded as positive, desirable. Even unpleasant other-focused emotions in this category (e.g. feeling of indebtedness, guilt) focus attention not on the self, but on the relationship.

Aaker and Williams (1998) attempted to bridge research on cultural orientation and on emotions to examine how emotional appeals operate differently across cultures. Contrary to their expectations, their results demonstrate that ego-focused (pride, happiness) versus other-focused (empathy, peacefulness) emotional appeals lead to more favorable attitudes for members of collectivist cultures, while other-focused versus ego focused emotional appeal lead to more favorable attitudes for members of an individualistic culture.

Kitayama et al. (2000) explored the idea that emotional experiences have the corresponding social functions and are to some extent significant cultural artifacts. They argue in their study that social orientation or function can be revealed as an important component of all emotional experience across many cultural contexts. By comparing Japanese and American subjects' reports of frequency of oppositely-valenced emotions (positive and negative) that vary in social function, they displayed how the culturally

shared views of self are reflected in each culture. They concluded that there are certain emotions that can be categorized as independent emotions (positive: pride, happiness; negative: anger, frustration) and interdependent emotions (positive: respect, harmony; negative: guilt, indebtedness).

Agrawal, Aaker, and Menon (2006) examined the impact of emotion types, which varied on self-relatedness and valence, on persuasion. They drew on research suggesting that individuals with an accessible independent self tend to chronically experience emotions along the self-focused dimension (e.g. happiness-sadness), whereas individuals with an accessible interdependent self tend to chronically experience emotions along the other-focused dimension (e.g. peacefulness-agitation, Lee et al. 2000). In conditions where the individual is experiencing a self-focused emotion (e.g. happiness); there should be an increased likelihood that the self-focused message will be interpreted as personally meaningful and self-relevant.

Contradictory findings from a very limited number of studies conducted to explore self related emotions have been revealed. Drawing on the literature of mixed emotions and the assumption that cultural orientation appears to influence the ability to recognize two emotion types, namely ego-focused and other-focused, due to different levels of accessibility, in this research I will be exploring the effects of experiencing mixture of self-focused and other-focused emotions on attitudes. This study will help resolve the mixed emotions debate by using ego-focused and other-focused emotional appeals in generating mixed emotions. To the extent that the very nature of the self may vary across cultures, it is reasonable to expect parallel cross-cultural differences in the experience of ego-focused and other-focused emotions. The differences in independent

versus interdependent selves, thus, may have implications for the nature and function of such feelings.

In this research, I posit that the cultural differences in accessibility of emotion types will lead to differential levels in the ability to recognize and experience these emotions, thereby affecting persuasion process and outcomes. Specifically, the heightened accessibility of ego-focused emotions in individualistic cultures, or other-focused emotions in collectivistic cultures, should increase the ability of members of such cultures to process incoming appeals relying on those emotions. Thus I predict that ego-focused versus other-focused mixed emotional appeals should have greater influence on attitudes for members of individualist cultures, and other-focused (vs. ego-focused) mixed emotional appeals should have greater influence on attitudes for members of collectivist cultures. Specifically,

H7: Respondents with an independent self-construal when exposed to the ego-focused mixed appeal will have significantly more favorable (a) attitudes towards the ad, (b) attitudes towards the brand and (c) higher purchase intention compared to the other-focused mixed emotional appeal.

H8: Respondents with an interdependent self-construal when exposed to the other-focused versus ego-focused mixed emotional appeal will have significantly more (a) favorable attitudes towards the ad, (b) attitudes towards the brand and (c) higher purchase intention.

And these effects are proposed to be related with the differences in propensity to accept duality. Specifically;

H9: Respondents with an independent self-construal will report significantly higher feeling of discomfort when exposed to the other-focused mixed emotional appeals compared to the ego-focused emotional appeal.

H10: Respondents with an interdependent self-construal will report significantly higher feeling of discomfort when exposed to the ego-focused mixed emotional appeals compared to the other-focused emotional appeal.

CHAPTER III

METHODOLOGY

Overview

The focus of this research is on the cultural differences in the consumer responses towards the mixed emotional stimuli. A number of studies in psychology and marketing have addressed the mixed emotional experience. However, the influence of culture on conflicting emotions is relatively nascent. The current research contributes to the study of consumer responses to the mixed emotional appeals by considering the impact of organization and content of mixed emotional appeals.

Three studies were conducted to explore consumer responses and behavioral intentions towards mixed emotional stimuli. In experimental settings, Study 1 examined the effects of cultural differences on responses towards discrete versus mixed emotional stimuli. Study 2 examined cultural differences in the moderating effect of valence sequence in the mixed emotional stimuli. Study 3 examined the cultural differences on the effects of complex mixed emotional stimuli that incorporate ego-focused and other focused emotions of opposite valence.

This chapter begins with a brief discussion of the general methodology that will be used in all three studies. The specific methodology for each individual study, including an overview, description of the manipulations and ad scenarios, as well as a discussion of pretests, is described later. Finally, the constructs and operationalizations, including dependent variables, independent variables, manipulation checks and additional measures are presented.

General Methodology

Participants in each of the three studies were undergraduate and graduate students enrolled in psychology and business administration classes in return for course credit. Each student participated in only one of the three studies. The studies were conducted in a computer laboratory setting with each study administered at different times over a five-month time period. Students participated in groups of 15-20. Emotional stimuli (advertisements) for each study were presented on the computer screen and data for each study were collected with a computer based program (the Microsoft Access).

Upon entering the computer lab, participants were positioned at individual computers and given instructions regarding the format and features of each study. They were then directed to read the consent-to-participate form and written instructions presented on the computer screen (see Appendix A). They were then directed to view the advertisements containing emotional stimuli. Each participant was randomly assigned to one condition of the related study. They were then asked to answer the survey questions. Upon completion of the survey, participants were required to wait until everyone in their session was finished. After they signed a form to confirm their participation, they were debriefed, thanked, and dismissed.

Study 1

The purpose of Study 1 was to determine how individuals with different cultural orientation process and respond to emotional stimuli that include a discrete emotion versus two emotions of opposite valence. Therefore, the study relied on a 3 (emotional appeal: positive vs. negative vs. mixed) x 2 (cultural orientation: independent vs.

interdependent self-construals) between subjects design. For the emotion types, happiness as an example of positive emotion and sadness as an example of negative emotion were chosen since they are often conceptualized as typical examples of two discrete emotions with opposite valence, and are frequently used to form mixed emotions (e.g. Williams and Aaker, 2002). Nevertheless, prior research reported similar experience, recognition, and expression of these emotions across different cultural contexts (Ekman and Friesen 1986; Matsumoto 1990).

Culture is operationalized through self-construals, namely independent and interdependent self-construals. With-in culture sample from Turkey, a transition country where both individualistic and collectivistic values strongly coexist, is used. The choice of a with-in culture sample helps to avoid from potential confounds possibly exists in country comparisons (e.g. language, economic or politic differences).

Based on the information provided, respondents were randomly assigned to one of six conditions in a 3 (emotion type: positive vs. negative vs. mixed) x 2 (culture: independent vs. interdependent self construal) between subjects design.

Stimuli Development

A pretest was conducted in order to develop the mixed emotional appeals, in which undergraduate and students at a large Turkish University ($n = 89$; 62.9 % female, mean age = 21.03) were shown a set of three advertisements intended to evoke both positive and negative emotions. Advertisements for fictitious insurance, relocation, and digital printing companies were created. Appeals focused on these products and services were selected because advertising scenarios reflecting persuasive appeals with the intended mixed emotions could easily be created.

The fictitious insurance company (IntraSig) ad, featured a small girl and the father in the visual. The ad was designed to evoke sadness by making participants think about loosing a loved one, and to evoke happiness by making participants think about a safe, and a confident future. The fictitious relocation company (HomeTrans) ad, featured a man looking out of a window in the visual. The ad was designed to evoke happiness by focusing on the excitement of starting a new life, and to evoke sadness by focusing on leaving all the memories behind. The fictitious digital print service company (Epson Print) ad, featured a dog in the visual, and designed to evoke sadness by focusing on the feeling of a loss of the family dog, and to evoke happiness by focusing on having provided him a long healthy life, feeling him near each time looking at his photo and his son.

Drawing on prior research (e.g. Edell and Burke 1987; Holbrook and Batra 1987; Izard 1977; Richins 1997) emotional items that would be used to measure felt emotional responses to the appeals are identified. Four items were included to create a Happy index (happy, delighted, joyful, pleased, $\alpha = .84$) and nine items were included to create the sad index (sad, downhearted, discouraged, distressed, sorrowful, depressed, regretful, dejected, lonely; $\alpha = .81$). More items to measure sadness were included due to the variability of items in the prior research that measured sadness versus happiness (e.g. Williams and Aaker 2002). Besides 13 happy and sad index items, 30 filler emotions were also included in the emotion scale.

Following prior research (e.g. Edell and Burke 1987), participants indicated the degree to which they experienced a set of emotions in response to each advertisement on a 7 point scale (1 = not at all; 7 = very strongly). Means and standard deviations of both the happiness and sadness indices for the three fictitious companies are presented

in Table 1. The results of a one-way ANOVA on the Happy and Sad indices indicated that the ad of a relocation company, HomeTrans, led to no significant differences in felt happiness and sadness ($M = 5.01$, $M = 4.81$; $F(1, 87) = .954$, $p > .05$), representing an emotional appeal that was a mixture of both emotions. Further, no culture effects were found on sadness or happiness ($F(1, 87) = .24$, $p > .05$; $F(1, 87) = .136$, $p > .05$, respectively). Means and standard deviations of each discrete emotion are presented in Table 2.

Table 1: Study 1 Pretest for the Mixed Emotional Stimuli (N = 89)

| Advertisement | Emotion | Mean | Std. Dev. | F Test | p value |
|--------------------------|-----------|------|-----------|--------|---------|
| Relocation Company | Sadness | 4.81 | 1.18 | .95 | >.05 |
| | Happiness | 5.01 | 1.43 | | |
| Digital Printing Service | Sadness | 3.72 | 0.99 | 10.6 | <.05 |
| | Happiness | 3.23 | 1.05 | | |
| Insurance Company | Sadness | 4.11 | 1.01 | 28.7 | <.05 |
| | Happiness | 3.30 | 0.99 | | |

Table 2: Study 1 Pretest for the Relocation Company Advertisement (N = 89)

| Emotions | Mean | Std. Dev. |
|-----------------|------|-----------|
| 1. Lonely | 5.53 | 1.81 |
| 2. Pleased | 5.44 | 1.72 |
| 3. Sad | 5.43 | 1.40 |
| 4. Delighted | 5.37 | 1.68 |
| 5. Happy | 5.11 | 1.68 |
| 6. Dejected | 4.99 | 1.77 |
| 7. Sorrowful | 4.94 | 1.68 |
| 8. Distressed | 4.79 | 1.83 |
| 9. Depressed | 4.70 | 1.77 |
| 10. Downhearted | 4.69 | 1.91 |
| 11. Regretful | 4.52 | 1.77 |
| 12. Joyful | 4.10 | 1.85 |
| 13. Discouraged | 3.75 | 1.65 |

Note: Items were measured on a 7-point scale (1 = not at all, 7 = very much). Emotions are listed from most to least strongly felt.

Study 1 Method

Study 1 began by making respondents read the “consent to participate” form.

Participants were told that the purpose of the study was to assess consumer responses to potential advertisements for a new service company launching in the market. They were provided with background information regarding the study and were then directed to view the advertisements created for a fictitious relocation company, HomeTrans.

Each participant was randomly assigned to one of three ad conditions of the study. The stimuli contained a full page color photograph. Participants in the happy condition read, “a new home, a new neighborhood, a new beginning …I feel so happy about starting a new life.” Participants in the sad condition read, “old home, old neighborhood, old habits …I feel sad about leaving them all behind” in the mixed emotion condition; however, participants read, “I feel so sad about leaving all the memories behind....but I also feel happy about starting a new life… a new home, a new neighborhood, a new beginning!”. For external validity purposes, positively valenced product content was held constant in all three conditions (e.g. Leave everything to HomeTrans, relocation is our profession”). Advertisements used in Study 1 can be found in Appendix B.

After viewing the emotional stimuli, participants were directed to the survey. As the key dependent variable, participants were asked to rate their attitudes towards the advertisement and the brand (1 = bad, dislike, negative, unfavorable, ineffective; 7 = good, like, positive, favorable, effective) and purchase intention on a four-item 7-point scale. In addition, they completed a series of measures including felt discomfort, confidence, product involvement, believability, manipulation checks for emotion type,

self-construal scale, and demographic information. The survey instrument can be found in Appendix E. Finally, participants were debriefed and thanked.

Study 2

The purpose of the Study 2 was to determine how individuals with different cultural orientations process and respond to mixed emotional stimuli, that incorporate two conflicting emotions with different valence sequence. Therefore the design of Study relied on a 2 (cultural orientation: independent vs. interdependent self-construals) x 2 (valence sequence: positive emotions followed by negative emotions vs. negative emotions followed by positive emotions) between subjects design. Respondents were randomly assigned to one of two ad conditions of the study.

Stimuli Development

Using the stimulus from Study 1 as a base, a second mixed emotional appeal was created. Everything but the emotional-valence sequence of the mixed emotional appeal was kept constant. In Study 1 the mixed emotional stimuli was presenting a negative emotional appeal followed by a positive one. A mixed emotional appeal that presents a positive emotional stimuli followed by a negative one was created. The ads were created to be as similar as possible, varying only in the valence sequence of the emotions that incorporate the mixed emotional appeal. A pretest was conducted in which graduate and undergraduate students at a large Turkish University ($n = 60$; 56.7 % female, mean age = 22.6) were shown print advertisements containing either a negative appeal followed by a positive appeal or a positive appeal followed by a negative appeal.

After viewing one of the two ad conditions, participants indicated the degree to which they experienced certain emotions in response to each advertisement on a 7 point scale (1=not at all; 7=very strongly). As in Study 1, four items were included to create a

happy index (happy, delighted, joyful, pleased; $\alpha = 0.84$) and nine items were included to create the sad index (sad, downhearted, discouraged, distressed, sorrowful, depressed, regretful, dejected, lonely; $\alpha = 0.80$). 30 filler emotions were also included in the emotion scale.

The results of a one-way ANOVA on the Happy and Sad indices indicated that the advertisement with a mixed emotional stimuli containing a negative followed by a positive emotional appeal led to no significant differences in felt happiness ($M = 4.88$) and sadness ($M = 4.90$; $F(1, 58) = .017, p > .05$), thus representing an emotional appeal that was a mixture of both emotions. Means and standard deviations of individual emotions for the relocation company ad are presented in Table 3. No culture effects were found on happiness or sadness ($F(1, 58) = .708, p > .05$; $F(1, 58) = .277, p > .05$, respectively).

Table 3: Study 2 Pretest for the “Sad followed by Happy” Mixed emotional Appeal (N = 60)

| | Emotions | Mean | Std. Dev. |
|-----|-------------|------|-----------|
| 1. | Lonely | 6.03 | 0.99 |
| 2. | Regretful | 5.04 | 1.40 |
| 3. | Pleased | 4.97 | 0.85 |
| 4. | Depressed | 4.97 | 0.93 |
| 5. | Distressed | 4.97 | 1.47 |
| 6. | Joyful | 4.90 | 0.85 |
| 7. | Sad | 4.90 | 1.56 |
| 8. | Delighted | 4.83 | 0.75 |
| 9. | Happy | 4.80 | 0.76 |
| 10. | Downhearted | 4.73 | 1.48 |
| 11. | Dejected | 4.70 | 1.54 |
| 12. | Discouraged | 4.60 | 0.89 |
| 13. | Sorrowful | 4.53 | 1.55 |

Note: Items were measured on a 7-point scale (1 = not at all, 7 = very much). Emotions are listed from most to least strongly felt.

The advertisement with a mixed emotional stimuli containing a positive followed by a negative emotional appeal led to no significant differences in felt happiness ($M = 5.03$) and sadness ($M = 4.95$; $F(1, 58) = .158, p > .05$), thus representing an emotional appeal that was a mixture of both emotions. Means and standard deviations of individual emotions for the relocation company ad are presented in Table 4. No culture effects were found on happiness or sadness ($F(1, 58) = .047, p > .05$; $F(1, 58) = 0.161, p > .05$, respectively).

Table 4: Study 2 Pretest for the “Happy followed by Sad” Mixed emotional Appeal (N = 60)

| Emotions | Mean | Std. Dev. |
|-----------------|------|-----------|
| 1. Lonely | 6.33 | 1.09 |
| 2. Sad | 5.37 | 1.13 |
| 3. Pleased | 5.20 | 0.71 |
| 4. Downhearted | 5.07 | 1.20 |
| 5. Dejected | 5.01 | 1.41 |
| 6. Delighted | 5.00 | 0.79 |
| 7. Happy | 5.00 | 0.91 |
| 8. Joyful | 4.90 | 0.76 |
| 9. Regretful | 4.90 | 1.37 |
| 10. Distressed | 4.90 | 1.42 |
| 11. Sorrowful | 4.83 | 1.18 |
| 12. Depressed | 4.17 | 1.32 |
| 13. Discouraged | 4.13 | 1.17 |

Note: Items were measured on a 7-point scale (1 = not at all, 7 = very much). Emotions are listed from most to least strongly felt.

Further analysis revealed that there was no significant difference in either felt happiness ($F(1, 58) = .738, p > .05$) or sadness ($F(1, 58) = .033, p > .05$) between two mixed emotional appeals with a different emotional valence sequence (happy followed by sad vs. sad followed by happy). However, there wasn't a significant interaction between culture and emotional valence sequence on felt happiness ($F(3, 56) = 2.673, p$

> .05) or sadness ($F(3, 56) = .535, p > .05$). Means and standard deviations for happy and sad indices for two mixed emotional appeal type are presented in Table 5.

Table 5: Study 2 Pretest for Emotional Valence Sequence-Culture Interaction on Felt Happiness and Sadness (N = 60)

| Emotions | Valence Sequence | Culture | Mean | Std. Dev. |
|----------|-----------------------|-------------------------------|------|-----------|
| Happy | Sad followed by Happy | Interdependent Self-Construal | 5.00 | 0.62 |
| | | Independent Self-Construal | 4.69 | 0.67 |
| | Happy followed by Sad | Interdependent Self-Construal | 4.88 | 0.77 |
| | | Independent Self-Construal | 5.13 | 0.68 |
| Sad | Sad followed by Happy | Interdependent Self-Construal | 5.01 | 1.03 |
| | | Independent Self-Construal | 4.75 | 0.96 |
| | Happy followed by Sad | Interdependent Self-Construal | 4.88 | 0.92 |
| | | Independent Self-Construal | 4.99 | 0.83 |

Study 2 Method

The method used in Study 2 was similar to the method used in Study 1. Respondents initially read a “consent to participate” form which was followed by summary background information about the study. Participants were told that the purpose of the study was to assess consumer responses to potential advertisements for a new service company launching in the market. They were then directed to view the advertisements created for HomeTrans, a fictitious relocation company. The stimuli contained a full page color photograph, and were presented on a computer screen. The data were collected with the computer based program, Microsoft Access. Everything but the emotional valence sequence in the mixed emotional appeal was kept constant. Thus, the visual with an appeal featuring a man standing backwards looking out of the window and the positively valenced product content (e.g. Leave everything to HomeTrans, relocation is our profession”) were constant in both ad conditions. Each participant was randomly assigned to one of the two ad conditions of the study.

Participants in the “positive followed by negative” mixed appeal condition read, “a new home, a new neighborhood, a new beginning...I feel so happy about starting a new life; but I also feel sad about leaving all the memories behind”. Participants in the “negative followed by positive” mixed appeal condition read, “I feel so sad about leaving all the memories behind...but I also feel happy about starting a new life... a new home, a new neighborhood, a new beginning!”. The visual stimuli used in this study can be found in Appendix C.

As key dependent variables, participants were asked to rate their attitudes towards the ad and the brand on five-item (1 = bad, dislike, negative, unfavorable, ineffective; 7 = good, like, positive, favorable, effective) and their behavioral intentions to purchase on four-item scales. In addition, participants were asked to complete measures of felt discomfort, believability, involvement, and confidence. They also completed manipulation checks for emotion type, and for sequence of emotional valence. Last, they filled out the self-construal scale and provided demographic information. The survey instrument can be found in Appendix E. Participants were debriefed, thanked, and dismissed.

Study 3

The purpose of Study 3 was to determine how individuals with different cultural orientations process and respond to complex mixed emotional stimuli that incorporate two ego-focused or other-focused emotions of opposite valence. Therefore, the study relies on a 2 (mixed emotion: ego-focused vs. other-focused) x 2 (culture: independent vs. interdependent self construals) between subjects design.

Stimuli Development

To develop the mixed emotional appeals, a pretest was conducted in which undergraduate students at a large Turkish University ($n = 69$; 63.8 % female, mean age = 20.68) were shown a set of two print advertisements intended to evoke either ego-focused or other-focused mixed emotions. Pride and anger were chosen to evoke the intended ego-focused mixed emotion, whereas empathy and guilt were chosen to evoke the intended other-focused mixed emotion. Ads for a fictitious coffee brand, Gusta Gourmet Coffee, were created. This specific product was selected because ad scenarios with persuasive appeals reflecting the intended emotions could easily be created. The ads were created as similar as possible, varying only in the target emotions. Thus, the visual was the same and only the ad copy was manipulated.

After viewing one of the two ad conditions, participants rated the degree to which they experienced a set of emotions in response to each advertisement on a 7 point scale (1 = not at all; 7 = very strongly). Following prior research (e.g. Edell and Burke 1987; Frijda 1986; Holbrook and Batra 1987; Giner-Sorolla 2001; Izard 1977; Plutchik 1980; Richins 1997) emotional items that would be used to measure felt emotional responses to the appeals were identified. Four items were included to create a Pride index (proud, confident, superior, worthy), six items were included to create the Anger index (angry, enraged, mad, hostile, annoyed, irritated), seven items were included to create an Empathy index (warmhearted, emotional, moving, concerned, compassionate, empathic, sympathetic), and four items were included to create a Guilt index (ashamed, guilty, blameworthy, repentant). 20 filler emotions were also included in the emotion scale.

Means and standard deviations of all four emotion indices for the fictitious coffee brand are presented in Table 6 and Table 7. The results of a one-way ANOVA on the Pride and Anger indices indicated that the ad with an appeal featuring coffee related images (e.g. coffee cup, coffee beans) led to no significant differences in felt pride ($M = 4.82$, $\alpha = .78$) and anger ($M = 4.62$, $\alpha = .81$; $F(1, 67) = 1.82, p > .05$), thus representing an emotional appeal that was a mixture of both emotions. No culture effects were found on felt pride or anger ($F(1, 67) = .62, p > .05$; $F(1, 67) = .35, p > .05$, respectively).

The results of a one-way ANOVA on the Empathy and Guilt indices indicated that the ad with an appeal featuring coffee related images (e.g. cup, coffee beans) produced no significant differences in felt empathy ($M = 5.03$, $\alpha = .80$) and guilt ($M = 4.89$, $\alpha = .76$; $F(1, 67) = 1.01, p > .05$), thus representing an emotional appeal that was a mixture of both emotions. No culture effects were found on felt empathy or guilt ($F(1, 67) = .57, p > .05$; $F(1, 67) = .40, p > .05$, respectively).

Table 6: Study 3 Pretest for the Ego-Focused and Other-Focused Mixed Emotional Appeals (N = 69)

| | Emotions | Mean | Std. Dev. |
|---------------|---------------|------|-----------|
| Pride Index | Confident | 5.12 | 1.27 |
| | Proud | 4.94 | 1.27 |
| | Superior | 4.67 | 1.25 |
| | Worthy | 4.57 | 1.40 |
| Anger Index | Angry | 5.10 | 1.18 |
| | Annoyed | 5.06 | 0.98 |
| | Mad | 4.84 | 1.05 |
| | Enraged | 4.65 | 1.11 |
| | Irritated | 4.64 | 1.01 |
| | Hostile | 3.22 | 1.15 |
| Empathy Index | Concerned | 5.28 | 1.48 |
| | Compassionate | 5.22 | 1.20 |
| | Emotional | 5.19 | 1.45 |
| | Empathic | 5.17 | 1.46 |
| | Warmhearted | 4.84 | 1.63 |
| | Sympathetic | 4.83 | 1.07 |
| | Moving | 4.74 | 1.44 |
| Guilt Index | Guilty | 5.04 | 0.87 |
| | Ashamed | 4.90 | 1.00 |
| | Blameworthy | 4.87 | 0.80 |
| | Repentant | 4.75 | 0.93 |

Note: Items were measured on a 7-point scale (1 = not at all, 7 = very much). Emotions are listed from most to least strongly felt.

Table 7: Study 3 Pretest for the Effect of Culture on Felt Pride, Anger, Empathy, and Guilt (N = 69)

| Emotions | Culture | Mean | Std. Dev. | F value | p value |
|----------|-------------------------------|------|-----------|---------|---------|
| Pride | Interdependent Self-Construal | 4.92 | 1.04 | .62 | .435 |
| | Independent Self-Construal | 4.73 | 0.97 | | |
| Anger | Interdependent Self-Construal | 4.60 | 0.79 | .35 | .852 |
| | Independent Self-Construal | 4.63 | 0.78 | | |
| Empathy | Interdependent Self-Construal | 4.95 | 1.05 | .57 | .454 |
| | Independent Self-Construal | 5.12 | 0.85 | | |
| Guilt | Interdependent Self-Construal | 4.85 | 0.73 | .40 | .532 |
| | Independent Self-Construal | 4.96 | 0.59 | | |

Study 3 Method

The method used in Study 3 was similar to the methods used in Study 1 and 2. Respondents were provided with a “consent to participate” form and background information regarding the study. They were told that the purpose of the study was to assess consumer responses to potential advertisements for a new company launching in the market. They were then directed to view the advertisements created for a fictitious coffee brand, Gusta Gourmet Coffee. The stimuli contained a full page color photograph, and were presented on a computer screen. Data were collected with the computer based program, Microsoft Access.

Each participant was randomly assigned to one of two ad conditions of the study. The ad scenario in the “pride-anger” mixed emotional appeal focused on the nationwide university entrance exam, and the pressure young people receive from close others to be successful. Participants in the “pride-anger” appeal condition thus read, “Reward yourself!... Remember those hard days...full of stress and pressure. Years long pressure from close others for success... But here you are at the university, you’ve succeeded the hard part, it is now time to celebrate. You deserve it, reward yourself.”

On the other hand, the ad scenario in the “empathy-guilt” mixed emotional appeal focused on sharing time with loved ones and close others, and remembering old memories to evoke empathy. The ad focused on time and responsibility constraints to meet the expectations of close others, sharing less time with them to evoke the others-focused feeling of guilt. Participants in the “empathy-guilt” mixed appeal condition thus read, “Capture the happiness of the relationships... Remember those times together with the family, all those nice memories... So little time is now shared together, though they

want to see you more, you feel restricted with time and responsibilities....Here you have a chance, make them remember those days...Gusta Gourmet Coffee! In the shared precious moments." The stimuli used in this study can be found in Appendix D.

As key dependent variables, participants were asked to rate their attitudes towards the ad and the brand on a five-item scale (1 = bad, dislike, negative, unfavorable, ineffective; 7 = good, like, positive, favorable, effective) and their intentions to purchase on a four-item seven-point scale.

In addition, participants were asked to complete measures of felt discomfort, believability, involvement, and confidence. They also completed manipulation checks for emotion type. Last, they filled out the self-construal scale and provided demographic information. The survey instrument can be found in Appendix E. At the end of the study participants were debriefed, thanked, and dismissed.

Constructs and Operationalizations

Independent Variables

Three independent variables were considered in this research: emotion conditions (positive, negative, mixed emotional appeals), valence sequence in mixed emotional appeals (positive emotion followed by negative emotion and negative emotion followed by positive emotion), and culture (independent and interdependent self construals). The effect of culture was assessed in all three studies. The effects of positive, negative and simple mixed emotional appeals were assessed in Study 1; where as effects of complex mixed emotions were assessed in Study 3. The effect of emotional valence order in mixed emotional appeals was assessed in Study 2.

Self Construals

The independent/interdependent self construals were measured by the Self Construal Scale (SCS), developed by Singelis (1994). The SCS measures a variety of feelings and behaviors in various situations and consists of 30 items, 15 independent items and 15 interdependent items. Each item in the inventory is scored on a 7-point scale from 1 “strongly disagree” to 7 “strongly agree”. 15 items are summed up to create an independent score (items 1, 2, 5, 7, 9, 10, 13, 15, 18, 20, 22, 24, 25, 27, and 29), and 15 items are summed to create an interdependent score (items 3, 4, 6, 8, 11, 12, 14, 16, 17, 19, 21, 23, 26, 28, and 30). Thus, each participant received both an independent and interdependent self construal score. These two scores were then subtracted from each other, leaving an overall self construal score. With a median split, participants were categorized as having relatively independent or interdependent self construal.

The SCS scale was translated into Turkish and adapted to suit Turkish culture by Ataca (personal communication). Reliability studies have revealed that the Turkish version of the SCS had Cronbach alpha scores of .65 and .74, for independent and interdependent subscales respectively.

Emotions

Emotions were manipulated to be positive, negative and mix of positive and negative emotions. In Studies 1 and 2, happiness was chosen as an example of a positive emotion, whereas sadness was chosen as an example of a negative emotion. To evoke simple mixed emotions happiness and sadness were used as examples of oppositely valenced emotions. As discussed before, four items were included to assess felt

happiness (happy index: happy, delighted, joyful, pleased) and eight items were included to assess felt sadness (sad index: sad, downhearted, discouraged, distressed, sorrowful, depressed, regretful, lonely, dejected).

In Study 3 pride and empathy were chosen as examples of positive ego-focused and other-focused emotions, respectively. Pride, as an ego-focused emotion, was conceptualized as feeling proud of one's own self. Empathy, as an other-focused emotion, was conceptualized as the feeling of caring and thinking of close others and loved ones. Anger and guilt were chosen as examples of negative ego-focused and other-focused emotions, respectively. Anger, as an ego-focused emotion, was conceptualized as feeling angry towards others for making any harm to one's own self. Guilt, as an other-focused emotion, was conceptualized as feeling responsible for the harm caused to others.

To evoke mixed emotions pride and anger, empathy and guilt were included in the emotional appeal as examples of oppositely valenced emotions. As discussed before, four items were included to assess felt pride (pride index: proud, confident, superior, worthy), seven items were included to assess felt empathy (empathy index: empathic, emotional, warmhearted, moving, concerned, compassionate, sympathetic), six items were included to assess felt anger (anger index: angry, enraged, mad, hostile, annoyed, irritated), and four items were included to assess felt guilt (guilt index: guilty, ashamed, blameworthy, repentant). All emotion items were translated into Turkish via a back-translation procedure using external translators. Emotions were measured on a seven-point Likert scale (1=not at all felt, 7=very strongly felt).

Emotional Valence Sequence

Emotional valence in mixed emotional appeals is manipulated in Study 2. Mixed emotional appeal is either presented by a positive emotion followed by a negative or by a negative emotion is followed by a positive.

Dependent Variables

Attitudes towards the Ad and the Brand

As key dependent variables, participants were asked to rate their attitudes toward the ad (A_{ad}) and attitudes towards the brand (A_{brand}) on a five item scale (1 = bad, dislike, negative, unfavorable, ineffective; 7 = good, like, positive, favorable, effective). A_{ad} and A_{brand} were computed by taking averages of five items in each scale. Attitude items were phrased with the following lead in: “Please rate the Advertisement, Brand of service or product on the following dimensions”.

Behavioral Intentions

Participants were asked to rate their purchase intentions for the advertised product brand (Study 3), service brand (Studies 1 and 2). They were asked to rate their purchase intentions on a four item 7-point scale. Respondents were asked how likely it is that they would engage in each behavior. They were asked to rate the degree to which they consider trying the product, purchasing the product, and recommending the product to others. They were also asked to rate to the extent to which they would consider purchasing the specific brand when they needed a product from the brand’s product category. The mean of the scale was computed for one overall purchase intention score. Additionally, one item was included in the survey that asked respondents what their

final decision about purchasing the advertised product or service was (1=definitely buy 2=definitely do not buy). This item was followed by a confidence measure regarding the final decision.

Ambivalence

In their research on attitude ambivalence, Thompson et al. (1995) contended that two necessary and sufficient conditions exist in order to assess ambivalence. First, both emotional components must be of at least moderate intensity. Second, the two emotional components must be of similar magnitude, where both positive and negative emotions are felt to the same degree. Thompson et al. (1995) discussed four separate formulae for measuring ambivalence and concluded that the preferred approach was one used by Griffin which accounts for both the similarity and intensity of the contributing attitudes. Williams and Aaker (2002) used Griffin's formula to create a measure of emotional ambivalence. They were able to differentiate successfully among positive, negative, and mixed emotional appeals, as well as between suspenseful ads from non-suspenseful ads.

Griffin's formula was used in the current research to assess levels of emotional ambivalence using the discrete emotions assessed in each study. First similarity was calculated by subtracting the absolute difference of the positive and negative emotional components from seven. A constant of 7 is chosen so that similarity scores ranged from a low of 1, when the two components were maximally different (e.g. 1, 7) to a high of 7, when the components were equal (e.g. 7, 7). Therefore, similarity scores may range from 1 (low) to 7 (high). On the other hand, intensity was the average of the positive and negative components. To obtain the final ambivalence score, the similarity component was added to the intensity component. The Griffin formula for objective

ambivalence is represented with the following formula: $[7 - | \text{emotion1} - \text{emotion2} | + (\text{emotion1} + \text{emotion2})/2]$.

The objective ambivalence scores could range from 5 (no ambivalence) to 14 (maximum ambivalence). For example, an individual who rated happiness as a 4 and sadness as a 4 would have a final ambivalence score of 11. This objective ambivalence score is based on a similarity component of 7 (similarity calculation: $7 - |4-4|$) added to the intensity component score of 4 (intensity calculation: $(4 + 4)/2$). In contrast, if a person rated 7 on happy and 1 on sadness, the resulting objective ambivalence score would be 5 based on the same formula $[7 - |7-1| + (7 + 1)/2]$.

Felt Discomfort

Subjective ambivalence was operationalized through feeling of discomfort. Discomfort was measured by asking respondents the extent to which their feelings about the advertisement were conflicted, confused, mixed and uncomfortable. Each item was measured by a 7-point scale (1=not at all, 7=a great deal). The same items were used across all three studies.

Confidence

Confidence reflects the conviction or certainty a consumer has regarding a decision. After making a decision, respondents were asked how confident they felt about that decision. Consistent with past research (Bearden, Hardesty, and Rose 2001; Peck and Childers 2003), confidence was assessed by asking the respondents to evaluate how comfortable, content, confident, certain, satisfied, sure, and pleased they felt regarding their purchase decision. Each confidence item was measured using a 7-point scale (1-not at all, 7=a great deal). Items were translated into Turkish via back-

translation procedure. The mean of the scale was computed for one overall confidence score. It was expected that a mixed emotional response would result in lower levels of confidence than either a positive or a negative emotional response.

Manipulation Checks

Emotion Items

All three studies included manipulation checks for the emotions. Emotion items, including the intended items as well as the filler items, were phrased with the following lead in: “Please indicate the degree to which the Ad evoke the following feelings in you.” Responses were measured on a 7-point scale ranging from 1-not at all to 7-very strongly. In Studies 1 and 2, 13 items for happy and sad indices and 30 filler items were included in the scale. In Study 3, 21 items for pride, empathy, anger, and guilt indices and 22 filler items were included in the scale.

Valence Sequence

In Study 2, emotional valence was manipulated in the mixed appeals. As a manipulation check, respondents were asked to indicate the direction in which they viewed the ad, top to bottom or bottom to top. Respondents stating to have viewed the advertisement stimuli from bottom to top are excluded from the analysis. Unless otherwise stated, all respondents reported to have viewed the ad from top to bottom.

Additional Measures

Perceptions of Ad Believability (Verisimilitude)

Respondents were asked the extent to which they felt the information presented was realistic, credible, and believable. The same measures were used in all three studies. Each item was measured by a 7-point scale (1=not at all, 7=a great deal).

Level of Involvement

Level of involvement with the advertised product/service was measured using a 3-item scale. Respondents were asked to indicate the extent to which they were knowledgeable and familiar with the advertised product/service. Both items were measured by a 7-point scale (1 = not at all, 7 = a great deal). They were also asked to indicate how frequently they purchased a product/service from the category of the advertised product/service on a 7-point scale (1 = not at all, 7 = very frequently). The same measures were used across all three studies. The mean of the scale was computed for one overall involvement score.

Hypothesis Guessing

Two open ended questions were provided at the end of the surveys to assess respondents' hypotheses regarding the purpose of the study. Respondents were asked to indicate what they thought the purpose of the study was. They were also asked to provide any additional comments about the study.

Analysis

The primary focus of this research was to further investigate the effects of mixed emotional stimuli on attitudes and behavioral intentions due to culture. Several of the hypotheses relied on comparisons that specifically examined responses towards the mixed emotional advertising stimuli. Therefore, the analysis for this research includes between-subjects Analysis of Variance and planned comparisons. Planned comparisons are meaningful comparisons between treatment conditions that are part of a larger experimental design (Keppel 1991). It is possible to conduct planned comparisons as an alternative to and without reference to the significance or non-significance of an overall

F statistics (Keppel 1991). Therefore, for those effects that have not been hypothesized, only relevant planned comparison results and main and interaction effects will be discussed. Those main and interaction effects not relevant to the hypotheses are not discussed but are reported in summary tables. Further, regressions and Sobel tests are conducted to shed light on the processes underlying the relationship between the independent and the dependent variables.

Summary

Three experiments were conducted to examine the effects of mixed emotional ads between individuals with different cultural orientations. Study 1 considered simple emotions of opposite valence, assessed the effects of positive, negative and mixed emotional responses. In addition to the effects of mixed emotional appeals, Study 2 examined the effect of emotional valence sequence in the mixed emotional appeals. Study 3, similar to Study 1, assessed the effects of mixed emotions across cultural orientations, where mixed emotions are formed by two ego-focused and other-focused oppositely-valenced emotions.

CHAPTER IV

RESULTS

Overview

Three experiments were conducted to examine the role of culture on consumers' responses and behavioral intentions toward mixed emotional stimuli. In the context of hypothetical advertisements of fictitious brands, Study 1 examined the role of culture on discrete and mixed emotional responses. Study 2 extended the first study by investigating the effects of emotional valence sequence in the mixed emotional appeals on attitudinal responses. I examined the influence of culture on the effects of valence sequence in mixed emotional appeals. Study 3 investigated the role of culture on complex mixed emotional appeals, where mixed emotions were operationalized by either two other-focused and ego-focused emotions of opposite valence.

The results are organized and presented by study. First, however, a summary table of the hypotheses and findings is presented (see Table 8). A discussion of each study then follows, which includes a description of the analyses and results for the measures, manipulation checks, and hypotheses. The chapter concludes with additional analysis exploring the effects of confidence, product involvement, believability, and the mediating role of felt discomfort.

Table 8: Summary of Hypotheses and Results

| Hypothesis | Result |
|---|--------------------------|
| H1: Respondents with an independent self-construal versus an interdependent self-construal will experience significantly higher feeling of discomfort in response to a mixed emotional persuasive appeal. | Study 1, 2 & 3 Supported |
| H2a: Respondents with an independent self-construal will experience significantly higher feeling of discomfort in response to a mixed emotional appeal compared to an appeal based on only positive and only negative emotions. | Study 1 Supported |
| H2b: Respondents with an interdependent self-construal will not experience significantly different levels of felt discomfort in response to a mixed emotional appeal compared to an appeal based on only positive and only negative emotions. | Study 1 Supported |
| H3: Respondents with an interdependent self-construal versus an independent self-construal will experience (a) significantly more favorable attitudes towards the mixed emotional appeal, (b) significantly more favorable attitudes towards the brand in the mixed emotional appeal, (c) significantly higher purchase intention in the mixed emotional appeal. | Study 1, 2 & 3 Supported |
| H4: Independent respondents in a mixed emotional appeal condition will experience significantly less confidence in their purchase decisions than will interdependent respondents. | Study 1, 2 & 3 Supported |
| H5: For respondents with an independent self construal emotional valence sequence in the mixed emotional appeal will make no difference on (a) the felt discomfort, (b) the attitudes towards the ad, (c) attitudes towards the advertised brand, as well as (d) purchase intention. | Study 2 Supported |
| H6: Regardless of the emotional valence sequence, respondents with an interdependent versus independent self construal will report more favorable attitudes (a) towards the ad, (b) towards the brand, and (c) higher purchase intention. | Study 2 Not Supported |
| H7: Respondents with an independent self construal when exposed to the ego-focused versus the other-focused mixed appeal will have significantly more favorable (a) attitudes towards the ad, (b) attitudes towards the brand and (c) higher purchase intention. | Study 3 Supported |
| H8: Respondents with an interdependent self construal when exposed to the other-focused versus ego-focused mixed emotional appeal will have significantly more (a) favorable attitudes towards the ad, (b) attitudes towards the brand and (c) higher purchase intention. | Study 3 Supported |
| H9: Respondents with an independent self construal will report significantly higher feeling of discomfort when exposed to the other-focused mixed emotional appeals compared to the ego-focused emotional appeal. | Study 3 Supported |
| H10: Respondents with an interdependent self construal will report significantly higher feeling of discomfort when exposed to the ego-focused mixed emotional appeals compared to the other-focused emotional appeal. | Study3 Not Supported |

Study 1

The purpose of Study 1 was to examine the role of culture on the effects of discrete and mixed emotional experience. Therefore the study is designed as a 2 (culture: independent vs. interdependent self construal) x 3 (emotional appeal type: positive vs. negative vs. mixed) between subjects design. The positive emotion of happiness and the negative emotion of sadness were chosen as the oppositely valenced emotions. 210 (60% female, mean age = 21.91) undergraduate and graduate students participated in Study 1.

Measures

Means, standard deviations, and Cronbach's alpha coefficients were calculated for measures used in Study 1 (see Table 9). The reliabilities of the measures used in Study 1 were acceptable; all measures had Cronbach's alpha greater than .73 ($M = .86$). Pearson correlation coefficients were calculated and ranged from -.05 to .45 (See Table 10).

Table 9: Means, Standard Deviations, and Reliability Coefficients for Study 1 (N = 210)

| Measure | # of Items | Mean | Std. Dev. | α |
|-------------------------------|------------|------|-----------|----------|
| Emotions: | | | | |
| Happy Index | 4 | 4.24 | 1.10 | 0.87 |
| Sad Index | 9 | 4.26 | 1.33 | 0.93 |
| Culture: | | | | |
| Independent Self Construal | 15 | 5.01 | 0.65 | 0.73 |
| Interdependent Self Construal | 15 | 4.83 | 0.70 | 0.79 |
| Felt Discomfort | 4 | 4.20 | 1.38 | 0.76 |
| Attitudes towards the Ad | 5 | 3.92 | 1.21 | 0.91 |
| Attitudes towards the Brand | 5 | 3.92 | 1.18 | 0.93 |
| Purchase Intention | 4 | 3.78 | 1.20 | 0.92 |
| Confidence | 7 | 3.91 | 1.41 | 0.94 |
| Involvement | 3 | 2.47 | 1.25 | 0.81 |
| Ad Believability | 3 | 3.40 | 1.42 | 0.86 |

Table 10: Pearson Correlation Coefficients for Discrete Emotions and Ambivalence
(N = 210)

| | Happy | Sad | Obj.Amb. (Happy-Sad) | Felt Discomfort |
|----------------------|--------|-------|-------------------------|--------------------|
| Happy | 1.00 | | | |
| | 210 | | | |
| Sad | -.239* | 1.00 | | |
| | .000 | | | |
| | 210 | 210 | | |
| Obj.Amb. (Happy-Sad) | .272* | .450* | 1.00 | |
| | .000 | .000 | | |
| | 210 | 210 | 210 | |
| Felt Discomfort | -.049 | .320* | .110 | 1.00 |
| | .476 | .000 | .113 | |
| | 210 | 210 | 210 | 210 |

As discussed in the previous chapter, positive and negative emotional indices were combined to create a measure of emotional ambivalence in order to assess the degree to which emotional responses are truly mixed. This objective ambivalence was calculated as per the Griffin's formula advocated by Thompson, Zanna, and Griffin (1995). Using the mean scores for each of the discrete emotion item scales, separate objective ambivalence scores were calculated, for happiness and for sadness emotions. In Study 1 ambivalence scores ranged from a low of 5.29 to 12.67. It was expected that the combination of happiness and sadness would be more strongly related to ambivalence than the discrete emotions themselves.

A 3 x 2 ANOVA of the ambivalence index revealed a main effect of emotional appeal type ($F(2, 204) = 6.09, p < .01$), such that the mixed emotional appeal evoked significantly higher levels of ambivalence ($M = 10.11$) than did either the happy ($M = 9.54; F(2, 204) = 5.60, p < .05$) or the sad emotional appeal ($M = 9.33; F(2, 204) = 12.98, p < .001$). No significant difference in ambivalence was found between happy

and sad ad conditions ($F(2, 204) = .78, p > .05$). No other effects were significant (culture, $F(1, 204) = .009, p > .05$; culture- appeal interaction $F(5, 204) = .081, p > .05$).

Manipulation Checks

Manipulation checks were used to test the success of the discrete emotion manipulations. As a check on emotion type, participants rated the extent to which they felt specific emotions after being exposed to an ad on a seven-point scale (1 = not at all, 7 = very strongly). Analysis of Variance (ANOVA) on the happy index ($\alpha = .87$) revealed a main effect of ad type ($F(2, 204) = 44.81, p < .001$). The happy ad led to more feelings of happiness ($M = 4.92$) compared to the sad ad ($M = 3.45; F(1, 204) = 86.30, p < .001$) and the mixed emotion ad ($M = 4.34; F(1, 204) = 13.74, p < .001$). In addition, the mixed emotion ad led to significantly higher feelings of happiness compared to the sad ad ($F(1, 204) = 33.23, p < .001$).

ANOVA found a main effect of ad type on the sadness index ($\alpha = .92$) ($F(2, 204) = 33.20, p < .001$). The sad ad evoked more feelings of sadness ($M = 4.96$) compared to the happy ($M = 3.39, F(1, 204) = 75.38, p < .001$) or the mixed emotion ad ($M = 4.42; F(1, 204) = 7.019, p = .009$). In addition, the mixed emotion ad revealed more feelings of sadness than the happy ($F(1, 204) = 26.12, p < .001$) ad.

The results suggested that the emotional manipulations were successfully done. Planned comparisons revealed that there was no significant difference between felt happiness and felt sadness when participants were exposed to the mixed emotion ad. ($F(1, 68) = .17, p > .05$). No significant main effect of culture was found for felt happiness ($F(1, 68) = 2.97, p > .05$) or felt sadness ($F(1, 68) = .94, p > .05$). In addition, no significant interaction effect of culture with emotional ad type was found on felt

sadness and felt happiness ($F(5, 64) = 2.00, p > .05$; $F(5, 64) = 1.23, p > .05$, respectively).

Table 11: Mean and Standard Deviations of discrete emotions for Study 1

| Emotions | Appeal | Culture | Mean | Std. Dev. |
|-----------|--------------|-------------------------------|------|-----------|
| Sadness | Sad Appeal | Interdependent Self-Construal | 4.85 | 1.05 |
| | | Independent Self-Construal | 5.07 | 1.14 |
| | Happy Appeal | Interdependent Self-Construal | 3.46 | 1.27 |
| | | Independent Self-Construal | 3.33 | 0.90 |
| | Mixed Appeal | Interdependent Self-Construal | 4.25 | 1.36 |
| | | Independent Self-Construal | 4.64 | 1.25 |
| Happiness | Sad Appeal | Interdependent Self-Construal | 3.49 | 1.01 |
| | | Independent Self-Construal | 3.42 | 0.83 |
| | Happy Appeal | Interdependent Self-Construal | 5.09 | 1.03 |
| | | Independent Self-Construal | 4.78 | 0.87 |
| | Mixed Appeal | Interdependent Self-Construal | 4.58 | 0.75 |
| | | Independent Self-Construal | 4.03 | 0.99 |

Hypothesis Testing

Study 1 examined the role of culture on the effects of discrete and mixed emotional responses. Hypotheses and results for each variable are presented in the following section.

Felt Discomfort

Hypothesis 1 proposed that respondents with a more independent self-construal versus interdependent, would experience higher feeling of discomfort when exposed to the mixed emotion ad. A 3 x 2 ANOVA was run on the felt discomfort index (uncomfortable, conflicted, confused, mixed; $\alpha = .76$). Analysis found a main effect of emotion type ($F(2, 204) = 3.074, p < .05$). Planned comparisons revealed no significant difference in felt discomfort between respondents in the sad ($M = 4.27$), versus happy ($M = 3.93$; $F(1, 204) = 2.08, p > .05$), versus the mixed ad conditions ($M = 4.40$; $F(1,$

$204) = .405, p > .05$). A significant difference was found between the happy and the mixed ad conditions ($F(1, 204) = 3.83, p = .052$) for felt discomfort.

A main effect of culture was revealed, meaning that significant difference exist in the level of felt discomfort between independent ($M = 4.38$) versus the interdependent self construal ($M = 4.02; F(1, 204) = 4.873, p < .05$). This main effect is qualified by a significant interaction, supporting the Hypothesis 1. Culture was found to interact with emotion type creating significant effect on felt discomfort ($F(5, 204) = 6.827, p = .001$). Respondents with independent self-construal reported higher feeling of discomfort ($M = 5.18$) than did respondents with interdependent self-construal ($M = 3.82, F(1, 204) = 20.57, p < .001$) when exposed to mixed emotion ad. The plot shown in Figure 1 displays the hypothesized interaction.

Table 12: Culture-Appeal Type Interaction on Felt Discomfort for Study 1

| Appeal | Culture | N | Mean | Std. Dev. | F | Sig. |
|--------|----------------|----|------|-----------|--------|------|
| Happy | Interdependent | 31 | 4.05 | 1.49 | 0.389 | .535 |
| | Independent | 39 | 3.83 | 1.47 | | |
| Sad | Interdependent | 35 | 4.21 | 1.34 | 0.081 | .776 |
| | Independent | 35 | 4.30 | 1.17 | | |
| Mixed | Interdependent | 40 | 3.82 | 1.22 | 10.389 | .000 |
| | Independent | 30 | 5.18 | 1.26 | | |

Hypothesis 2a proposed that respondents with an independent self-construal would experience higher feeling of discomfort when exposed to the mixed emotion ad compared to the happy or the sad ad. A follow-up contrasts revealed main effect of ad conditions for the respondents with independent self construal ($F(1, 204) = 9.03, p < .001$), such that independent respondents reported significantly higher feeling of discomfort when exposed to the mixed emotion ad than the sad ad ($F(1, 204) = 8.42, p < .01$) or the happy ad ($F(1, 204) = 16.17, p < .001$). Hypothesis 2a received support.

Hypothesis 2b proposed that respondents with an interdependent self-construal would not experience different levels of felt discomfort when exposed to the mixed emotion ad compared to the happy ad or the sad ad. Follow-up contrasts did not reveal a main effect of ad conditions for respondents with an interdependent self construal ($F(1, 204) = .822, p > .05$). In other words, interdependent respondents reported no significant differences in felt discomfort when exposed to the mixed ad versus the sad ad ($F(1, 204) = 1.79, p > .05$) or versus the happy ad ($F(1, 204) = .51, p > .05$). Hypothesis 2b received support.

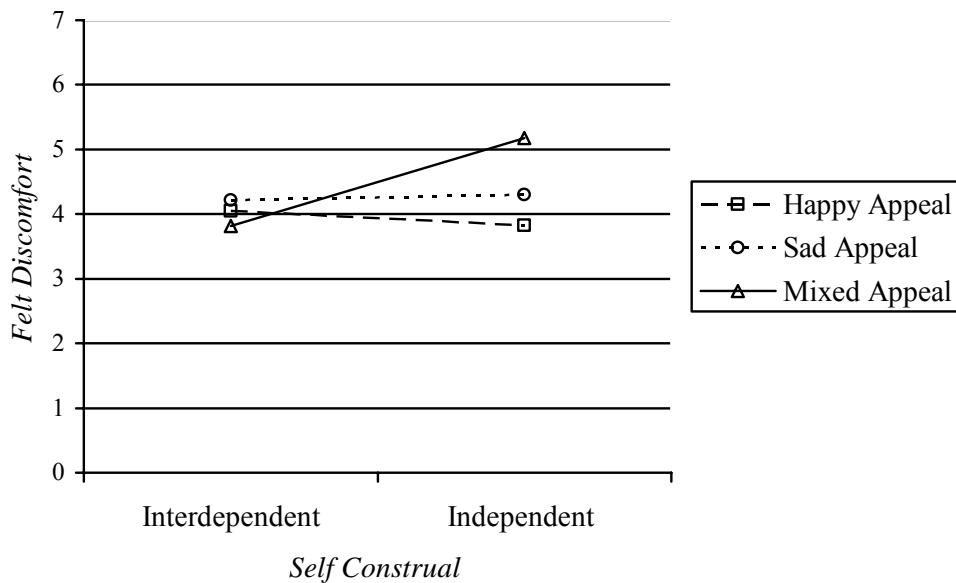


Figure 1: Culture and Emotional Appeal Type Interaction on Felt Discomfort for Study1

Attitudes towards the Advertisement

Hypothesis 3a proposed that respondents with an interdependent self-construal when exposed to the mixed emotion ad would display more favorable attitudes towards the advertisement compared to the respondents with an independent self-construal. 3 x 2 ANOVA was run on the attitudes towards the advertisement score. Results indicated a

main effect of culture ($F(1, 204) = 7.99, p < .01$), meaning that there was a significant difference on attitudes towards the ad between respondents with an interdependent self-construal ($M = 4.13$) versus the respondents with an independent self-construal ($M = 3.71$).

Main effect of emotional appeal type was found significant ($F(2, 204) = 6.21, p < .01$). Planned comparisons revealed more favorable attitudes in the happy ad ($M = 4.27$) than in the sad ad condition ($M = 3.60; F(1, 204) = 9.66, p < .01$). A follow-up contrast yielded no significant difference between the mixed ($M = 3.90$) versus the happy ($F(1, 204) = 3.64, p > .05$), or versus the sad ad conditions ($F(1, 204) = 2.36, p > .05$).

Culture by emotion type interaction was not significant ($F(5, 204) = 2.31, p > .05$). But a planned comparison showed that respondents with an independent self-construal reported less favorable attitudes towards the mixed emotion ad ($M = 3.36$) than did respondents with an interdependent self-construal ($M = 4.30; F(1, 204) = 18.95, p < .001$). Hypothesis 3a was supported.

However, respondents with an interdependent self-construal reported higher attitudes towards the ad when exposed to the happy ad ($M = 4.42$) than when exposed to the sad ad ($M = 3.68; F(1, 204) = 5.58, p < .05$). Analysis yielded a significant difference between sad ad and the mixed emotion ad ($M = 4.30$) conditions ($F(1, 204) = 6.47, p < .05$). There was no significant difference in attitudes among interdependent respondents towards the happy and the mixed emotion ad conditions ($F(1, 204) = .22, p > .05$).

Respondents with an independent self-construal reported higher attitudes towards the ad when exposed to the happy ad ($M = 4.15$) than when exposed to the sad

($M = 3.53$; $F(1, 204) = 4.41, p < .05$) or the mixed emotion ad ($M = 3.36$; $F(1, 204) = 8.02, p < .01$). There was no significant difference in attitudes among respondents with an independent self construal for the sad ad and the mixed emotion ad ($F < 1$).

Table 13: Culture-Appeal Type Interaction on Attitudes towards the Ad for Study 1

| Appeal | Culture | N | Mean | Std.Dev. | F-value | p-value |
|--------|----------------|----|------|----------|---------|---------|
| Happy | Interdependent | 31 | 4.42 | 1.30 | .764 | .385 |
| | Independent | 39 | 4.15 | 1.28 | | |
| Sad | Interdependent | 35 | 3.68 | 1.25 | .264 | .609 |
| | Independent | 35 | 3.53 | 1.27 | | |
| Mixed | Interdependent | 40 | 4.30 | .85 | 18.95 | .000 |
| | Independent | 30 | 3.36 | 1.00 | | |

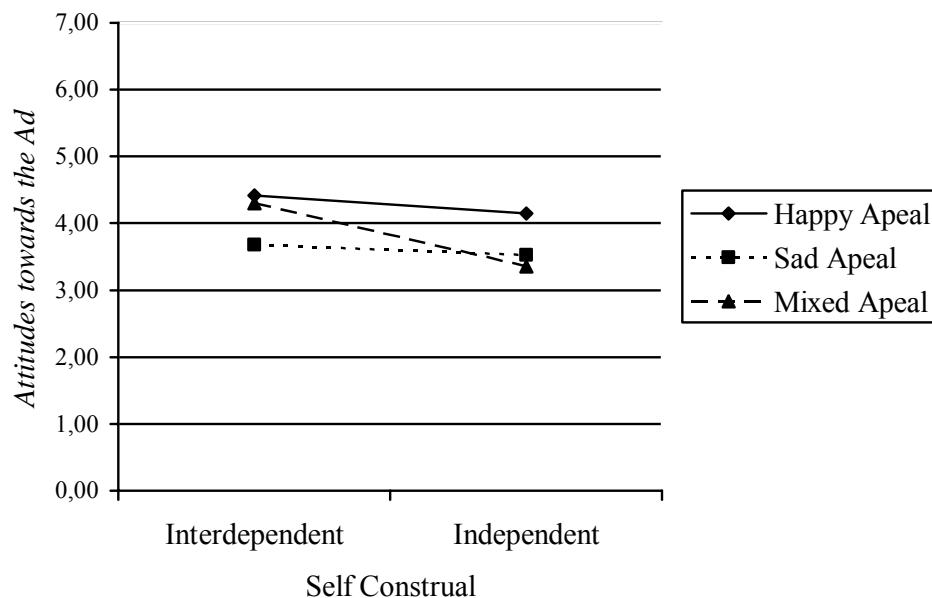


Figure 2: Culture and Appeal Type Interaction on Attitudes towards the Ad for Study 1

Attitudes towards the Brand

Hypothesis 3b proposed that respondents with an interdependent self-construal when exposed to the mixed emotion ad would display more favorable attitudes towards the advertised brand than respondents with an independent self-construal. 3 x 2

ANOVA was run on the attitudes towards the brand score. There was a main effect of culture ($F(1, 204) = 7.21, p < .01$). Meaning that there was a significant difference on Abrand between respondents with an interdependent self-construal ($M = 4.12$) and respondents with independent self-construal ($M = 3.72$).

Main effect of emotional ad type was found to be significant ($F(2, 204) = 4.94, p < .01$). Planned comparisons revealed more favorable attitudes towards the happy ad ($M = 4.20$) than the sad ad ($M = 3.61; F(1, 204) = 7.95, p < .01$). A follow-up contrast yielded no significant difference between mixed emotion ad ($M = 3.95$) and the happy ad ($F(1, 204) = 1.60, p > .05$), or the sad ad conditions ($F(1, 204) = 3.65, p > .05$).

Culture by emotion type interaction was not significant ($F(5, 204) = 1.31, p > .05$). However, planned contrasts showed that respondents with an independent self-construal reported less favorable attitudes towards brand in the mixed emotion ad condition ($M = 3.50$) than did respondents with an interdependent self-construal ($M = 4.29; F(1, 204) = 13.25, p < .001$). Hypothesis 3b received support.

Respondents with an interdependent self-construal reported higher attitudes towards the brand when exposed to the happy ad ($M = 4.35$) than when exposed to the sad ad ($M = 3.71; F(1, 204) = 4.41, p < .05$) conditions. Analysis yielded a significant difference between the sad and the mixed emotion ad conditions ($M = 4.29; F(1, 204) = 5.78, p < .05$). There was no significant difference in attitudes among interdependent respondents for the happy ad and the mixed emotion ad ($F(1, 204) = .06, p > .05$) conditions.

A significant difference was revealed among respondents with an independent self-construal when exposed to the happy ($M = 4.08$) compared to the sad ($M = 3.50; F(1, 204) = 3.90, p = .052$) ad conditions. They also reported significantly higher

attitudes towards the brand in the happy than in the mixed emotion ad conditions ($M = 3.50$; $F(1, 204) = 4.00, p \leq .05$). There was no significant difference in attitudes among independent respondents for the sad and the mixed emotion ad conditions ($F < 1$).

Table 14: Culture-Appeal Type Interaction on Attitudes towards the Brand for Study 1

| Appeal | Culture | N | Mean | Std.Dev. | F-value | p-value |
|--------|----------------|----|------|----------|---------|---------|
| Happy | Interdependent | 31 | 4.35 | 1.28 | .719 | .400 |
| | Independent | 39 | 4.08 | 1.37 | | |
| Sad | Interdependent | 35 | 3.71 | 1.17 | .624 | .432 |
| | Independent | 35 | 3.50 | 1.13 | | |
| Mixed | Interdependent | 40 | 4.29 | .89 | 13.251 | .001 |
| | Independent | 30 | 3.50 | .90 | | |

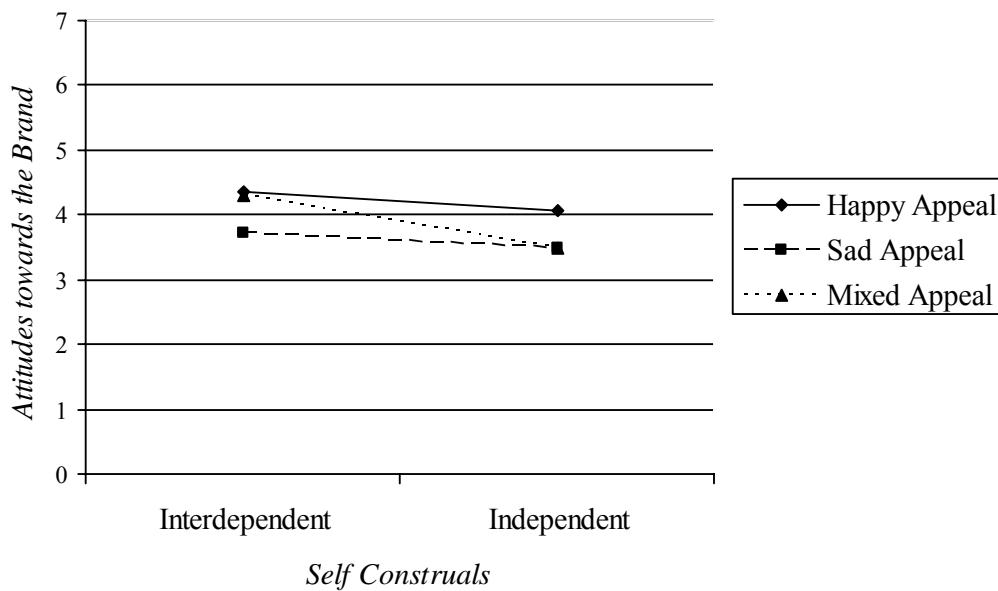


Figure 3: Culture and Appeal Type Interaction on Attitudes towards the Brand for Study 1

Purchase Intentions

Hypothesis 3c proposed that respondents with an interdependent self-construal when exposed to the mixed emotion ad would display higher intention to purchase the

advertised product/service than respondents with an independent self-construal. 3 x 2 ANOVA was run on the purchase intention score. There was a main effect of culture ($F(1, 204) = 5.98, p < .05$). Meaning that there was a significant difference on purchase intention between respondents with an interdependent ($M = 4.16$) and respondents with an independent self-construal ($M = 3.79$).

Main effect of emotional ad condition was found significant ($F(2, 204) = 4.92, p < .05$). Planned comparisons revealed higher purchase intention in the happy ad ($M = 4.27$) than in the sad ad ($M = 3.67; F(1, 204) = 8.03, p < .01$). A follow-up contrast yielded no significant difference between mixed emotion ad ($M = 4.00$) and the happy ad ($F(1, 204) = 2.05, p > .05$), or the sad ad conditions ($F(1, 204) = 2.92, p > .05$).

Culture by emotion type interaction was not significant ($F(5, 204) = 1.80, p > .05$). However, planned contrasts revealed that respondents with an interdependent self-construal reported higher purchase intention when exposed to the mixed ad ($M = 4.35$) than did participants with an independent self construal ($M = 3.53; F(1, 204) = 13.89, p < .001$). Hypothesis 3c received support.

Respondents with an interdependent self-construal reported higher purchase intention when exposed to the happy ad ($M = 4.40$) compared to the sad ad ($M = 3.74; F(1, 204) = 4.28, p < .05$). Analysis yielded a significant difference also between sad and the mixed emotion ad conditions ($M = 4.35; F(1, 204) = 6.30, p < .05$). There was no significant difference in attitudes among interdependent respondents towards the happy ad and the mixed emotion ad ($F(1, 204) = .03, p > .05$).

Respondents with an independent self-construal reported higher purchase intention when exposed to the happy ad ($M = 4.17$) than when exposed to the sad ad condition ($M = 3.60; F(1, 204) = 3.28, p < .05$). A significant difference was revealed

between the happy ad and the mixed emotion ad conditions ($M = 3.53$; $F(1, 204) = 3.92$, $p = .052$). There was no significant difference in attitudes among respondents with an independent self construal for the sad and the mixed emotion ad conditions ($F < 1$).

Table 15: Culture-Appeal Type Interaction on Purchase Intention for Study 1

| Appeal | Culture | N | Mean | Std.Dev. | F-value | p-value |
|--------|----------------|----|------|----------|---------|---------|
| Happy | Interdependent | 31 | 4.40 | 1.34 | .533 | .468 |
| | Independent | 39 | 4.17 | 1.20 | | |
| Sad | Interdependent | 35 | 3.74 | 1.25 | .200 | .656 |
| | Independent | 35 | 3.60 | 1.29 | | |
| Mixed | Interdependent | 40 | 4.35 | .85 | 13.885 | .000 |
| | Independent | 30 | 3.53 | 1.00 | | |

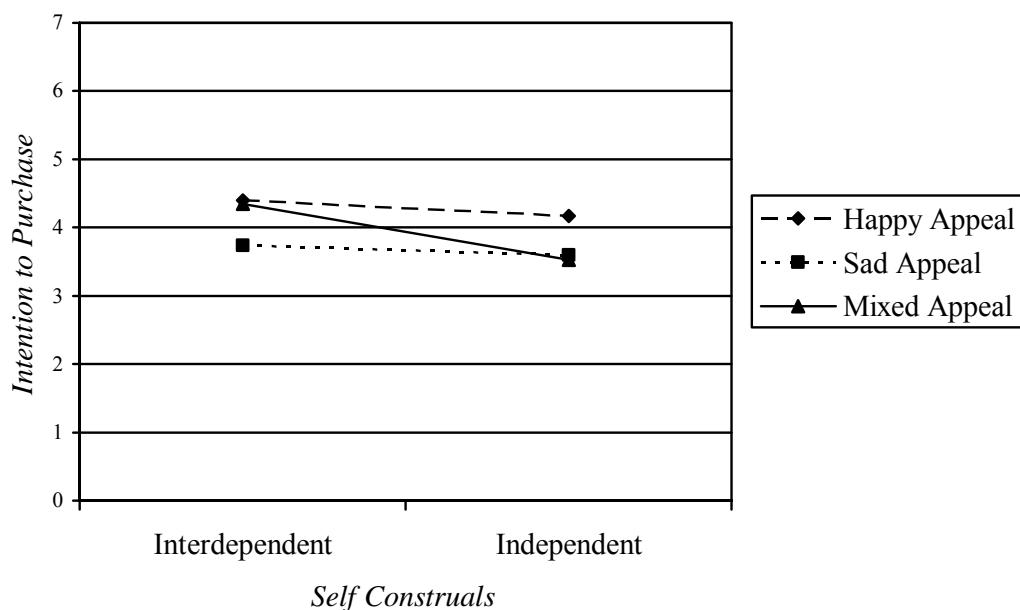


Figure 4: Culture and Appeal Type Interaction on Purchase Intention for Study 1

Confidence

Hypothesis 4 proposed that respondents with an independent self construal in a mixed emotion appeal condition will experience significantly less confidence in their decisions than will those with an interdependent self construal. 3 x 2 ANOVA was run

on the confidence score ($\alpha = .94$). There was a main effect of culture ($F(1, 204) = 8.33, p < .01$). There was a significant difference on the level of confidence between respondents with an interdependent self-construal ($M = 4.37$) and respondents with an independent self-construal ($M = 3.43$).

Main effect of emotional ad type was not significant ($F(2, 204) = .67, p > .05$). Additionally, culture by emotion type interaction was not significant ($F(5, 204) = .96, p > .05$). A follow-up contrast yielded no significant difference between happy ad ($M = 4.01$) and the sad ad ($M = 3.76; F(1, 204) = 1.22, p > .05$), or the mixed emotion ad conditions ($M = 3.97; F(1, 204) = .33, p > .05$). Further, no significant difference on confidence between mixed emotion ad and the sad ad ($F(1, 204) = .37, p > .05$) conditions was found.

In the mixed emotion ad condition culture revealed a main effect ($F(1, 204) = 9.57, p < .01$), meaning that interdependent respondents reported higher levels of confidence towards their decision in the mixed emotion ad condition than did the independent respondents. Such difference was not significant in the happy ad ($F(1, 204) = 1.19, p > .05$) or the sad ad ($F(1, 204) = 1.04, p > .05$) conditions. Hypothesis 4 received support.

Further Analysis

Process of Mediation

To shed light on whether felt discomfort mediates the relationship between culture (independent vs. interdependent self construal) and Aad, Abrand, and purchase intention, first a mediation analysis was run focusing on just the mixed emotional advertisement, which incorporated both happiness and sadness emotions. The analysis

was further extended to the full model, testing for all emotional appeal conditions. Sobel tests were also included in the analysis.

Prior to the tests of mediation, one dummy variable for culture and three dummy variables for emotional conditions were created. For culture “C” contrasts the independent and interdependent self construal ($C = 0$ if independent, $C = 1$ if interdependent). For emotional conditions, E_1 that contrasts the positive and the negative emotional appeals ($E_1 = 0$ if negative, $E_1 = 1$ if positive), E_2 that contrasts the positive and the mixed emotional appeals ($E_2 = 0$ if mixed, $E_2 = 1$ if positive), and E_3 that contrasts negative and mixed appeals ($E_3 = 0$ if negative, $E_3 = 1$ if mixed) were created. The mediator tested in the analyses was felt discomfort. The dependent variables were behavioral intention to purchase, Aad and Abrand.

The analyses followed the test for mediation as discussed in Baron and Kenny (1986). First, dependent variable was regressed on the independent variable. Second, the mediator was regressed on the independent variable. Third, the dependent variable was regressed on the mediator. Forth, the dependent variable was regressed on the independent variable and the mediator.

Four regressions (a-d) were conducted. First (a), Interdependent self construal respondents displayed more favorable attitudes towards the ad, attitudes towards the brand and higher purchase intention when exposed to the mixed emotional appeal ($\beta=.47$, $p<.001$; $\beta=.40$, $p=.001$; $\beta=.41$, $p<.001$, respectively) than did respondents with independent self construal. Further (b), Interdependent respondents reported less feeling of discomfort after exposure to the mixed emotional appeal than did the respondents with independent self construal ($\beta= -.48$, $p < .001$).

In addition (c), higher levels of discomfort led to less favorable attitudes towards the ad, attitudes towards the brand and purchase intention ($\beta = -.94, p < .001$; $\beta = -.88, p < .001$; $\beta = -.91, p < .001$, respectively). Finally (d), discomfort was a significant predictor of attitudes towards the ad, attitudes towards the brand and purchase intention ($\beta = -.94, p < .001$; $\beta = -.89, p < .001$; $\beta = -.92, p < .001$, respectively), while culture was no longer appeared as a significant predictor of attitudes towards the ad, attitudes towards the brand and purchase intention ($\beta = .02, p > .05$; $\beta = -.03, p > .05$; $\beta = -.033, p > .05$, respectively). Together, these four regressions provide support for the premise that feelings of discomfort mediate the relationship between culture and the overall responses towards the mixed emotional state.

The influence of felt discomfort on attitudes and behavioral intentions should only exist in those situations where a mixed emotional state exists. To shed additional insight on the underlying process, mediated moderation analyses were conducted (Baron and Kenny, 1986) further to compare the differential effects of emotional appeal conditions (positive, negative, and mixed), examining the full model rather than just focusing on the mixed emotional appeal. Tests of mediation were conducted separately for each independent variable of emotional appeal type. Specifically, test of mediation were conducted with E_1 , dummy variable that contrasts the positive and the negative emotional appeals ($E_1 = 0$ if negative, $E_1 = 1$ if positive), E_2 that contrasts the positive and the mixed emotional appeals ($E_2 = 0$ if mixed, $E_2 = 1$ if positive), and E_3 that contrasts negative and mixed appeals ($E_3 = 0$ if negative, $E_3 = 1$ if mixed). Thus, a positive effect in the case of positive versus negative appeals on attitudes indicates that attitudes increase as the appeal moves from positive to negative. The mediator tested in the analyses was felt discomfort. The dependent variables were the attitudes towards the

ad, attitudes towards the brand, and behavioral intention to purchase. The independent variables were culture and emotional appeal type. Tests of mediation were also conducted separately for each of the mediators and dependent variables. For each test of mediation, a series of regressions were performed. Table 16 provides a summary of mediation analyses that were conducted based on Baron and Kenny (1986) and the Sobel (1982) test results.

In summary, results indicate that felling of discomfort fully mediate the relationship between culture and attitudinal responses in mixed-positive and mixed-negative appeal comparisons. On the other hand in the mixed-positive appeal comparison, relation between attitudes and appeal condition is found to be mediated by feeling of discomfort, where higher levels of discomfort arose from the mixed emotion ad than the happy ad conditions.

Table 16: Mediation Analyses Summary Study 1

| Mediator-Dependent Variable | Felt Dis. Neg-Pos | Felt Dis. Mix-Pos | Felt Di. Mix-Neg | E ₁ Neg-Pos | E ₂ Mix-Pos | E ₃ Mix-Neg | C _(Culture) Neg-Pos | C _(Culture) Mix-Pos | C _(Culture) Mix-Neg |
|--|----------------------|----------------------|---------------------|---------------------------|---------------------------|---------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| IV - Felt Discomfort-Aad | | | | | | | | | |
| IV - Felt Discomfort | | | | -.122 | -.164** | -.054 | -.031 | -.171** | -.265*** |
| IV - Aad (without mediator) | | | | .256*** | .160** | -.130 | .066 | .236*** | .247*** |
| Felt Discomfort - Aad | -.875** | -.893*** | -.896*** | | | | | | |
| IV- Aad (with mediator) | | | | .151*** | .014 | -.179*** | -.094 | .085 | .01 |
| Sobel Test | | | | 1.44 | 1.95* | .64 | -.37 | 2.03** | 3.20*** |
| | | | | | | | | | |
| IV - Felt Discomfort-Abrand | | | | | | | | | |
| IV - Felt Discomfort | | | | -.122 | -.164** | -.054 | -.031 | -.171** | -.265*** |
| IV – Abrand (without mediator) | | | | .210*** | .107 | -.161 | .083 | .193*** | .243*** |
| Felt Discomfort – Abrand | -.878*** | -.877*** | -.847*** | | | | | | |
| IV- Abrand (with mediator) | | | | .128*** | -.038 | -.207*** | .11*** | .062 | .02 |
| Sobel Test | | | | 1.44 | 1.95* | .64 | -.37 | 2.03** | 3.18** |
| | | | | | | | | | |
| IV - Felt Discomfort-Purchase Intention | | | | | | | | | |
| IV - Felt Discomfort | | | | -.122 | -.164** | -.054 | -.031 | -.171* | -.265*** |
| IV – Purchase Intention (without mediator) | | | | .234*** | .121* | -.144* | .056 | .189*** | .218*** |
| Felt Discomfort – Purchase Intention | -.877*** | -.876*** | -.877*** | | | | | | |
| IV- Purchase Intention (with mediator) | | | | .130*** | -.024 | -.192*** | .083** | .063 | -.016 |
| Sobel Test | | | | 1.44 | 1.95* | .64 | -.37 | 2.03** | 3.19*** |

Notes: Asterisks indicate parameter estimates that differ from zero at * p≤.06, ** p≤.05 and ***p≤.01. Mediation based on Baron and Kenny (1986) and Sobel (1982) Independent Variables: E1 = 0 if negative, 1 if positive; E2= 0 if mixed, 1 if positive

E3= 0 if negative, 1 if mixed; C1 = 0 if independent, 1 if interdependent

Confidence-Felt Discomfort Relationship

Four regressions (a-d) were conducted to shed light on the role of felt discomfort in relationship between culture and confidence in the mixed appeal condition. First (a & b), culture and felt discomfort were significant predictors of confidence ($\beta = .351, p < .01; \beta = -.883, p < .001$, respectively). Interdependent respondents reported higher confidence. Higher levels of felt discomfort led to low levels of confidence in the final purchase decision. Further (c), culture was significant in predicting felt discomfort ($\beta = -.482, p < .001$). Finally (d), confidence was regressed both on felt discomfort and culture. While felt discomfort remained a significant variable ($\beta = -.93, p < .001$), culture was no longer appeared as a significant predictor of confidence ($\beta = .01, p > .05$). Together, these four regressions provide support that feeling of discomfort mediate the relation between the level of confidence in the final purchase decision and culture in the mixed appeal condition. High level of confidence reported by interdependent respondents and low level of confidence reported by independent respondents are mediated by the low and high levels of felt discomfort respectively.

Product Involvement and Ad Believability

Product involvement ($\alpha = .81$) was not a significant predictor of attitudes towards the ad, towards the brand, as well as purchase intention ($\beta = .027, p > .05; \beta = .037, p > .05; \beta = .062, p > .05$, respectively). Ad believability ($\alpha = .86$) was a significant predictor of Aad, Abrand and purchase intention ($\beta = .324, p < .01; \beta = .305, p < .01; \beta = .309, p < .01$, respectively). Further, no mediating role of ad believability was found significant in the relationship between culture and attitudinal responses or between felt discomfort and attitudinal responses.

Summary of Study 1

The effects of culture on the responses to discrete and mixed emotions were examined in Study 1. Emotions were manipulated as positive, negative and mixed: both positive and negative. Overall the results suggest that respondents with an interdependent self-construal reported more favorable attitudes when exposed to the mixed emotional condition compared to the respondents with an independent self-construal. And this effect was found to be driven by high level of felt discomfort reported by the respondents with independent self construal. Further, in the mixed emotional appeal condition, feeling of discomfort is found to mediate the level of confidence in the final purchase decisions.

Study 2

The purpose of Study 2 was to examine how individuals with different cultural orientations process and respond to mixed emotional stimuli, that include two conflicting emotions with different valence sequence. Therefore the design of the study relies on a 2 (culture: independent versus interdependent self-construal) x 2 (valence sequence: positive emotion followed by negative emotion versus negative emotion followed by positive emotion) between subjects design. Due to positive hypothesis guessing 2 respondents' data were excluded from the analysis, leaving a total of 152 (57.2% female, mean age = 21.36) undergraduate and graduate students participated in Study 2.

Measures

Means, standard deviations, and Cronbach's alpha coefficients were calculated for measures used in Study 2 (see Table 17). The reliabilities of the measures used in Study 2 were acceptable; all measures had Cronbach's alpha greater than .75 ($M = .84$).

Pearson correlation coefficients were calculated and ranged from -.05 to .45 (see Table 17 and Table 18).

Table 17: Means, Standard Deviations, and Reliability Coefficients for Study2 (N=152)

| Measure | # of Items | Mean | Std. Dev. | α |
|-------------------------------|------------|------|-----------|----------|
| Emotions: | | | | |
| Happy Index | 4 | 4.63 | 0.84 | 0.87 |
| Sad Index | 8 | 4.54 | 1.05 | 0.88 |
| Culture: | | | | |
| Independent Self Construal | 15 | 5.10 | 0.68 | 0.75 |
| Interdependent Self Construal | 15 | 4.88 | 0.68 | 0.75 |
| Felt Discomfort | 4 | 4.22 | 0.73 | 0.75 |
| Attitudes towards the Ad | 5 | 3.89 | 1.01 | 0.86 |
| Attitudes towards the Brand | 5 | 3.91 | 0.90 | 0.89 |
| Purchase Intention | 4 | 4.03 | 1.05 | 0.88 |
| Confidence | 7 | 3.92 | 1.16 | 0.94 |
| Involvement | 3 | 2.59 | 1.28 | 0.82 |
| Believability | 3 | 3.78 | 1.50 | 0.88 |

Table 18: Pearson Correlation Coefficients for Discrete Emotions and Ambivalence (N=152)

| | Happy | Sad | Obj.Amb. (Happy-Sad) | Felt Discomfort |
|----------------------|--------|--------|-------------------------|--------------------|
| Happy | 1.00 | | | |
| | 152 | | | |
| Sad | .181* | 1.00 | | |
| | .025 | | | |
| | 152 | 152 | | |
| Obj.Amb. (Happy-Sad) | .503** | .525** | 1.00 | |
| | .000 | .000 | | |
| | 152 | 152 | 152 | |
| Felt Discomfort | -.176* | -.043 | -.188* | 1.00 |
| | .031 | .597 | .020 | |
| | 152 | 152 | 152 | 152 |

* correlation is significant at 0.05 level.

** correlation is significant at 0.01 level.

As discussed in the previous chapter and applied in Study 1, positive and negative emotional indices were combined to create a measure of emotional ambivalence to assess the degree to which emotional responses are truly mixed. Using

the mean scores for each of the discrete emotion item scales, a separate objective ambivalence score was calculated: for happiness and sadness emotions. This objective ambivalence was calculated as per the Griffin's formula and the ambivalence scores ranged from a low of 8.21 to 12.92 in the current study.

A 2 x 2 ANOVA of the ambivalence index did not reveal a main effect of valence sequence ($F(3, 148) = .404, p > .05$), meaning that there is no significant difference in the level of ambivalence evoked by the "sad followed by happy" mixed emotional ad ($M = 10.61$) or the "happy followed by sad" mixed emotional ad ($M = 10.51$). No other effects were significant (culture, $F(1, 148) = .605, p > .05$; culture-ad condition interaction $F(4, 148) = .194, p > .05$).

Manipulation Checks

As a check on emotion type, participants rated the extent to which they felt specific emotions after being exposed to the appeal on a seven-point scale (1 = not at all, 7 = very strongly). 2 x 2 ANOVA on happy index and revealed no main effect of valence sequence ($F(1, 148) = .439, p > .05$) or culture ($F(1, 148) = .705, p > .05$). Further, no interaction effect of culture and valence sequence was found significant ($F(3, 148) = .01, p > .05$). ANOVA on sad index revealed no main effect of valence sequence $F(1, 148) = 1.76, p > .05$ or culture ($F(1, 148) = .524, p > .05$). Further, no interaction effect of culture and valence sequence was found significant ($F(3, 148) = 1.41, p > .05$).

Table 19: Study 2 Mixed Emotional Appeals

| Emotion | Valence Sequence | Culture | N | Mean | Std. Dev. |
|---------|-----------------------|-------------------------------|----|------|-----------|
| Happy | Sad followed by Happy | Interdependent Self-Construal | 42 | 4.64 | 0.81 |
| | | Independent Self-Construal | 34 | 4.52 | 0.93 |
| | Happy followed by Sad | Interdependent Self-Construal | 36 | 4.73 | 0.65 |
| | | Independent Self-Construal | 40 | 4.61 | 0.96 |
| Sad | Sad followed by Happy | Interdependent Self-Construal | 42 | 4.39 | 0.89 |
| | | Independent Self-Construal | 34 | 4.47 | 0.98 |
| | Happy followed by Sad | Interdependent Self-Construal | 36 | 4.82 | 1.09 |
| | | Independent Self-Construal | 40 | 4.49 | 1.22 |

The results of a one way ANOVA on the happy and sad indices in response to the “sad followed by happy” ad condition indicated no significant differences in felt happiness ($M = 4.59$) and sadness ($M = 4.43$; $F(1, 150) = 1.20, p > .05$), thus representing an emotional appeal that is a mixture of both emotions. The results of a one-way ANOVA on the happy and sad indices indicated that the “happy followed by sad” appeal led to no significant differences in felt happiness ($M = 4.67$) and sadness ($M = 4.65$; $F(1, 150) = .013, p > .05$), thus representing an emotional appeal that was a mixture of both emotions.

Hypothesis Testing

Study 2 examined the role of culture on the effects of valence sequence in mixed emotional appeals. Hypotheses and results for each variable are presented in the following section.

Felt Discomfort

2 x 2 ANOVA was run on the felt discomfort. Supporting hypothesis 1, main effect of culture was found to be significant, such that respondents with an independent self-construal reported higher felt discomfort ($M = 4.39$) than did respondents with an interdependent self-construal ($M = 4.06, F(1, 148) = 7.49, p < .01$). A main effect of valence sequence was found. Participants who are exposed to the “happy followed by

“sad” ad reported higher felt discomfort ($M = 4.36$) than did participants exposed to the “sad followed by happy” ad ($M = 4.08$, $F(1, 148) = 4.87, p < .05$).

Interaction effect of culture with valence sequence was not significant ($F(3, 148) = 1.78, p > .05$). On the other hand, planned comparisons revealed significant differences on felt discomfort reported by interdependent respondents among valence sequence conditions. Interdependent respondents reported higher feeling of discomfort when exposed to the “happy followed by sad” ($M = 4.28$) than “sad followed by happy” ($M = 3.88, F(1, 148) = 5.53, p < .05$) mixed emotional ad condition.

Hypothesis 5a proposes that for respondents with an independent self construal emotional valence sequence in the mixed emotional appeals will make no difference on feelings of discomfort. In support of this hypothesis, no such effect was significant for respondents with independent self construal ($F(1, 148) = .45, p > .05$). Responses on the felt discomfort index to the “happy followed by sad” and the “sad followed by happy” mixed ad conditions did not display significant differences ($M = 4.44, M = 4.34$; respectively).

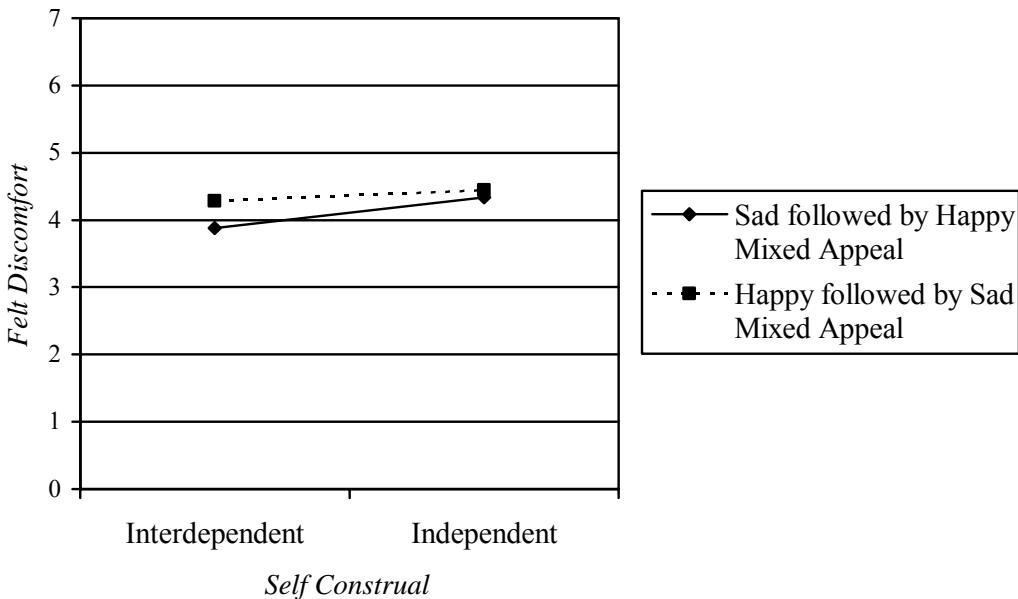


Figure 5: Culture and Valence Sequence Interaction on Felt Discomfort for Study 2

Attitudes towards the Advertisement

2 x 2 ANOVA was run on the attitudes towards the advertisement score.

Supporting hypothesis 3a, main effect of culture ($F(1, 148) = 6.90, p = .01$) was found to be significant. There was significant difference on attitudes towards the ad between respondents with an interdependent ($M = 4.11$) and an independent self-construal ($M = 3.66$).

Main effect of valence sequence was found to be significant ($F(1, 148) = 4.89, p < .05$). “Sad followed by happy” mixed emotional appeal generated more favorable attitudes toward the advertisement ($M = 4.08$) than the “happy followed by sad” ad condition ($M = 3.70$). Interaction effect of culture and valence sequence on attitudes towards the ad was not significant ($F(3, 148) = .26, p > .05$). Planned comparisons revealed a main effect of valence sequence on the attitudes towards the ad for interdependent respondents. “Sad followed by happy” appeal elicited more favorable

attitudes towards the ad for interdependent respondents ($M = 4.31$) than the “happy followed by sad” ad condition ($M = 3.87$, $F(1, 148) = 4.64, p < .05$).

Hypothesis 5b proposes that for respondents with an independent self construal, emotional valence sequence in the mixed emotional ad will make no difference on attitudes towards the ad. In support of this hypothesis, no such effect was found to be significant on attitudes towards the ad for independent respondents ($F(1, 148) = 1.18, p > .05$).

Hypothesis 6a proposed that regardless of the emotional valence sequence, respondents with an interdependent versus an independent self construal will report more favorable attitudes towards the ad. For the “sad followed by happy” ad condition interdependent respondents reported significantly more favorable attitudes towards the ad ($F(1, 148) = 6.47, p < .02$), while no such effect was significant in the “happy followed by sad” ad condition ($F(1, 148) = 1.81, p > .05$). Hypothesis 6a was not supported.

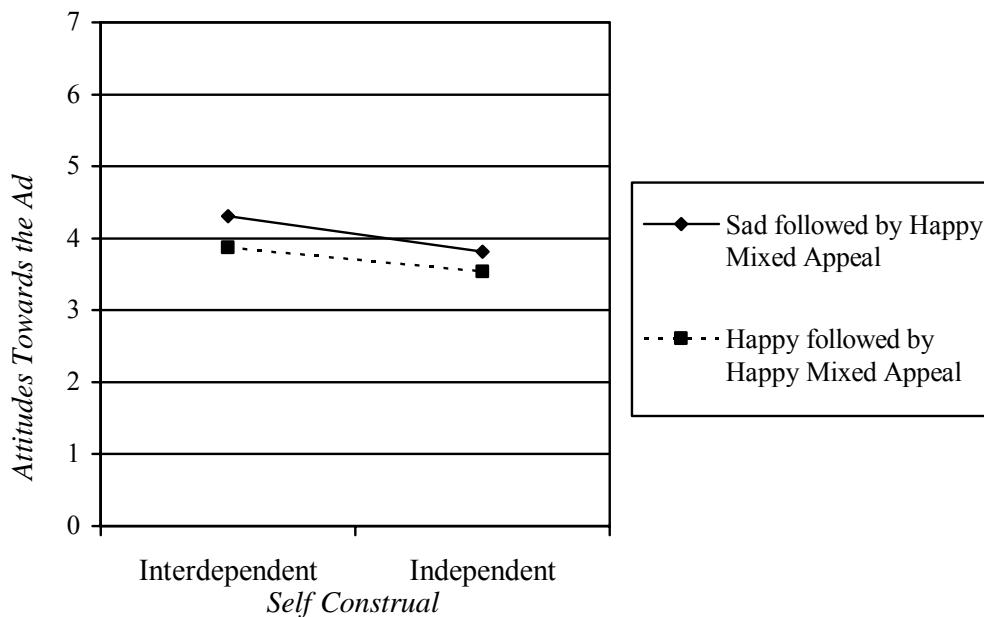


Figure 6: Culture and Valence Sequence Interaction on Attitudes towards the Ad for Study 2

Attitudes towards the Brand

2 x 2 ANOVA was run on attitudes towards the brand. Supporting hypothesis 3b, main effect of culture ($F(1, 148) = 8.49, p < .01$) was found to be significant. There is a significant difference on attitudes towards the brand between respondents with an interdependent self-construal ($M = 4.12$) and respondents with an independent self-construal ($M = 3.69$).

Main effect of valence sequence was found to be significant ($F(1, 148) = 4.46, p < .05$). “Sad followed by happy” mixed emotional ad condition generated more favorable attitudes toward the advertised brand ($M = 4.08$) than the “happy followed by sad” ad condition ($M = 3.75$). Interaction effect of culture and valence sequence on attitudes towards the brand was found to be insignificant ($F(3, 148) = 1.26, p > .05$).

Planned comparisons revealed a main effect of valence sequence on the attitudes towards the brand for the interdependent respondents. Such that, “sad followed by happy” ad condition elicited more favorable attitudes towards the ad ($M = 4.33$) than the “happy followed by sad” ad condition ($M = 3.88, F(1, 148) = 5.77, p < .05$).

Hypothesis 5c proposes that for respondents with an independent self construal emotional valence sequence in the mixed emotional appeals will make no difference on attitudes towards the brand. In support of this hypothesis, no such effect was found to be significant on attitudes towards the brand for independent respondents ($F(1, 148) = .45, p > .05$).

Hypothesis 6b proposed that regardless of the emotional valence sequence, respondents with an interdependent versus an independent self construal will report more favorable the attitudes towards the advertised brand. For the “sad followed by happy” ad condition interdependent respondents reported significantly more favorable

attitudes towards the brand ($F(1, 148) = 9.14, p < .01$), while no such effect was found to be significant in the “happy followed by sad” ad condition ($F(1, 148) = 1.45, p > .05$). Hypothesis 6b did not receive support.

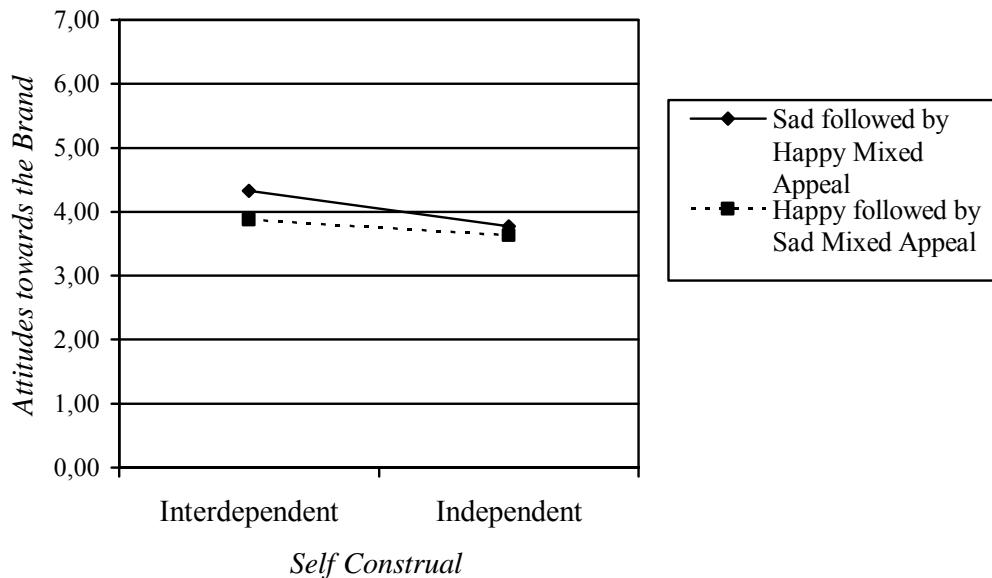


Figure 7: Culture and Valence Sequence Interaction on Attitudes toward the Brand for Study2

Purchase Intention

2 x 2 ANOVA was run on purchase intention. Supporting hypothesis 3c, main effect of culture ($F(1, 148) = 6.93, p < .01$) was found to be significant. There was a significant difference on purchase intention between respondents with an interdependent self-construal ($M = 4.25$) and respondents with an independent self-construal ($M = 3.79$).

Main effect of valence sequence was not found to be significant ($F(1, 148) = 3.88, p = .051$). “Sad followed by happy” mixed emotional ad condition generated higher purchase intention ($M = 4.21$) than the “happy followed by sad” ad condition (M

= 3.85). Interaction effect of culture and valence sequence on purchase intention was found to be insignificant ($F(3, 148) = .75, p > .05$).

Planned comparisons revealed a main effect of valence sequence on purchase intention for the interdependent respondents. “Sad followed by happy” ad condition elicited higher purchase intention ($M = 4.47$) than the “happy followed by sad” ad condition ($M = 4.00, F(1, 76) = 3.96, p = .05$).

Hypothesis 5d proposes that for respondents with an independent self construal emotional valence sequence in the mixed emotional ad condition will make no difference on purchase intention. In support of this hypothesis, no such effect was found to be significant for respondents with an independent self construal ($M = 3.89, M = 3.71; F(1, 72) = .62, p > .05$).

Hypothesis 6c proposed that regardless of the emotional valence sequence, respondents with an interdependent versus an independent self construal will report higher purchase intention. For the “sad followed by happy” ad condition, interdependent respondents reported significantly higher purchase intention ($F(1, 148) = 6.54, p < .02$), while no such effect was found to be significant for the “happy followed by sad” ad condition ($F(1, 148) = 1.47, p > .05$). Hypothesis 6c did not receive support.

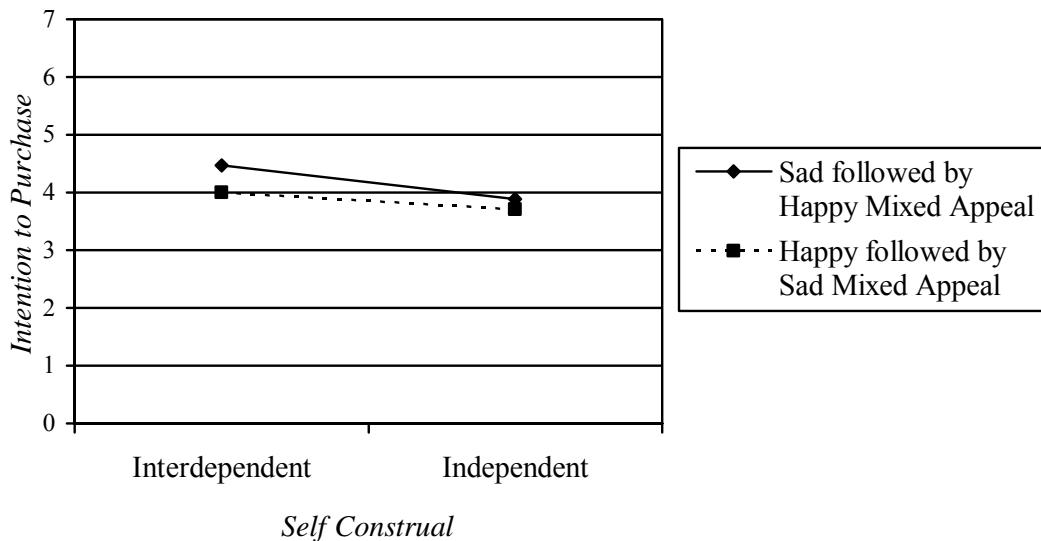


Figure 8: Culture and Valence Sequence Interaction on Purchase Intention for Study2

Confidence

Hypothesis 4 proposed that independent respondents in a mixed emotional ad condition will experience significantly less confidence in their decisions than will interdependent respondents. 2×2 ANOVA was run on the confidence score ($\alpha = .93$). Supporting hypothesis 4, there was a main effect of culture ($F(1, 148) = 4.38, p < .05$). The interdependent respondents ($M = 4.11$) reported higher levels of confidence in the final purchase decision than did the independent respondents ($M = 3.71$).

Main effect of emotional appeal type was not significant ($F(1, 148) = .467, p > .05$). Culture by emotion type interaction was not significant ($F(3, 148) = .27, p > .05$). A follow-up contrast yielded for both interdependent and independent respondents that valence sequence do not display any significant difference on the level of confidence in the final purchase decision ($F(1, 148) = .012, p > .05; F(1, 148) = .86, p > .05$; respectively).

Further Analysis

Process of Mediation

Prior to the tests of mediation, one dummy variable for culture and one dummy variable for emotional conditions were created. For culture “C” contrasts the independent and interdependent self construal ($C = 0$ if independent, $C = 1$ if interdependent). For emotional conditions, M that contrasts the negative followed by positive and positive followed by negative mixed emotional appeals ($M = 0$ if negative followed by positive, $M = 1$ if positive followed by negative) were created. The mediator tested in the analyses was felt discomfort. The dependent variables were purchase intention, attitudes towards the ad (Aad) and the brand (Abrand).

As stated previously, the analyses followed the test for mediation as discussed in Baron and Kenny (1986). First, dependent variable was regressed on the independent variable. Second, the mediator was regressed on the independent variable. Third, the dependent variable was regressed on the mediator. Forth, the dependent variable was regressed on the independent variable and the mediator.

To shed light on whether the culture effect (independent vs. interdependent self construal) on attitude towards the ad, attitudes toward the brand, purchase intention continues to be significant when felt discomfort is introduced as a mediator, a mediation analysis was run focusing on the mixed emotional appeals that incorporated both happiness and sadness emotions with different valence sequence. First, mediation analyses were conducted separately for each mixed emotional condition. Focusing on the whole model, next mediation analysis was conducted taking into account both mixed emotional conditions.

Mediation Analysis: “Negative followed by Positive” Mixed Emotional Appeal

Following Baron and Kenny (1986), four regressions (a-d) were conducted on “happy followed by sad” mixed appeal. Consistent with (a), interdependent respondents had more favorable attitudes towards the ad, attitudes towards the brand and higher intention to purchase the product than did respondents with independent self construal ($\beta = .284, p < .02$; $\beta = .331, p < .01$; $\beta = .285, p < .02$, respectively).

Further (b), interdependent respondents reported less feeling of discomfort after exposure to the mixed emotional appeal than did the respondents with independent self construal ($\beta = -.338, p < .01$). In addition, as predicted (c), higher levels of discomfort led to less favorable attitudes towards the ad and attitudes towards the brand, such that greater feelings of discomfort lowered overall attitudes ($\beta = -.912, p < .001$; $\beta = -.482, p < .001$).

Finally (d), discomfort was a significant predictor of attitudes towards the ad and the brand ($\beta = -.921, p < .001$; $\beta = -.418, p < .001$, respectively), while culture was no longer a significant predictor of attitudes towards the ad and the brand ($\beta = -.028, p > .05$; $\beta = .190, p > .05$, respectively). Together, these four regressions provide support for the premise that feelings of discomfort mediate the relationship between culture and the attitudes towards the ad and the brand in the “negative followed by positive” mixed emotional appeal for independent respondents. However, no such mediation was revealed on purchase intention. Further, Sobel test results confirmed these findings for Aad, Abrand and purchase intention ($t = 3.04, p < .003$; $t = 2.43, p < .02$; $t = .58, p > .05$; respectively).

Mediation Analysis: “Positive followed by Negative” Mixed Emotional Appeal

Following Baron and Kenny (1986), four regressions (a-d) were conducted on “sad followed by happy” mixed appeal. There was no significant effect of culture on attitudes towards the ad and the brand, as well as on purchase intention ($\beta = .155, p > .05; \beta = .139, p > .05; \beta = .14, p > .05$, respectively). Further (b), no effect of culture on felt discomfort ($\beta = -.108, p > .05$). In addition, as predicted (c), higher levels of discomfort led to less favorable attitudes towards the ad, such that greater feelings of discomfort lowered attitudes towards the ad, attitudes towards the brand, and purchase intention ($\beta = -.84, p < .001; \beta = -.505, p < .001; \beta = -.693, p < .001$, respectively). Finally (d), discomfort remained as a significant predictor of overall attitudes ($\beta = -.833, p < .001; \beta = -.496, p < .001; \beta = -.686, p < .001$, respectively), while culture remained as non-significant predictor of overall attitudes ($\beta = .065, p > .05; \beta = .085, p > .05; \beta = .066, p > .05$, respectively). Further, Sobel test results confirmed these findings for Aad, Abrand and purchase intention ($t = .93, p = .35; t = .92, p = .36; t = .93, p = .35$; respectively). No mediation role of felt discomfort was found in the relationship between culture and overall attitudes in the “positive followed by negative” mixed emotional appeal.

To shed additional insight on the underlying process, a mediated moderation analysis was conducted to examine the full model (Baron and Kenny, 1986). A dummy was variable included in the regression equations to capture the effects of two mixed emotional appeal conditions ($M = 0$ if negative followed by positive, $M = 1$ if positive followed by negative). Four regression analyses were conducted to assess the hypothesized mediated moderation relationship. First, Aad, Abrand and purchase intention were regressed on culture as well as on each of the emotion type dummy

variables. (a) Results indicated a significant effect of culture on attitudes towards the ad, attitudes towards the brand and purchase intention ($\beta = .221, p < .01$; $\beta = .242, p < .005$; $\beta = .221, p < .01$, respectively) indicating more favorable attitudes by respondents with interdependent self construal. Significant effect of appeal condition was found on Aad, Abrand and purchase intention ($\beta = -.192, p < .02$; $\beta = -.186, p < .03$; $\beta = -.174, p < .04$, respectively), such that “negative followed by positive” mixed appeal elicited higher attitudes. (b) Felt discomfort was regressed on culture dummy variable and emotional appeal conditions separately. Independent self construal respondents reported higher feelings of discomfort ($\beta = -.228, p < .01$). Appeal condition was also a significant predictor of felt discomfort ($\beta = .191, p < .02$); such that “positive followed by negative” mixed appeal elicited higher feelings of discomfort.

For (c), higher levels of discomfort led to less favorable attitudes towards the ad, the brand and lower purchase intention ($\beta = -.873, p < .001$; $\beta = -.513, p < .001$; $\beta = -.460, p < .001$). Finally (d), Aad was regressed against feeling of discomfort, dummy variables for culture and mixed emotional appeal condition. In this analysis, felt discomfort remained a significant predictor of attitudes ($\beta = -.863, p < .001$). However, culture ($\beta = .022, p > .5$; $\beta = .128, p > .05$; $\beta = .119, p > .05$) and mixed emotional appeal condition was no longer significant ($\beta = -.024, p > .05$; $\beta = -.086, p > .05$; $\beta = -.084, p > .05$, respectively), consistent with the mediated moderation hypothesis.

Feeling of discomfort was found to have a mediation role in the relationship between culture and overall attitudes for independent respondents. Further, Sobel test results confirmed these findings for Aad, Abrand and purchase intention ($t = 2.85, p < .005$; $t = 2.65, p < .01$; $t = 2.58, p < .01$; respectively). Nevertheless, feeling of discomfort was found to have a mediation role also in the relationship between valence

sequence in the mixed appeals and the overall attitudes but only in the “positive followed by negative” mixed appeal. Sobel test results confirmed these findings for Aad, Abrand and purchase intention ($t = -2.40, p \leq .05$; $t = -2.26, p \leq .05$; $t = -2.24, p \leq .05$; respectively).

Table 20: Mediation Analyses Summary Study 2

| Mediator-Dependent Variable | Felt Discomfort | M Appeal Condition | C Culture |
|--|------------------------|-------------------------------|----------------------|
| IV - Felt Discomfort-Aad | | | |
| IV - Felt Discomfort | | .191* | -.228** |
| IV - Aad (without mediator) | | -.192* | .221** |
| Felt Discomfort – Aad | -.873** | | |
| IV- Aad (with mediator) | -.863** | -.024 | .022 |
| Sobel Test | | -2.40* | 2.85* |
| | | | |
| IV - Felt Discomfort-Abrand | | | |
| IV - Felt Discomfort | | .191* | -.228** |
| IV - Abrand (without mediator) | | -.186* | .242** |
| Felt Discomfort – Abrand | -.513** | | |
| IV- Abrand (with mediator) | -.464** | -.086 | .128 |
| Sobel Test | | -2.26* | 2.65* |
| | | | |
| IV - Felt Discomfort-Purchase Intention | | | |
| IV - Felt Discomfort | | .191* | -.228** |
| IV - Purchase Intention (without mediator) | | -.174* | .221** |
| Felt Discomfort - Purchase Intention | -.460** | | |
| IV- Purchase Intention (with mediator) | -.417** | -.084 | .119 |
| Sobel Test | | -2.24* | 2.58* |

Notes: Asterisks indicate parameter estimates that differ from zero at * $p \leq .05$ and ** $p \leq .01$. Mediation based on Baron and Kenny (1986) and Sobel (1982)

Independent Variables: M = 0 if neg. followed by pos. 1 if pos. followed by neg. mixed appeal; C = 0 if independent, 1 if interdependent self construal

Confidence-Felt Discomfort Relationship

Four regressions (a-d) were conducted to shed light on the role of felt discomfort in relationship between culture and confidence in the mixed appeal condition. First (a & b), culture and felt discomfort were significant predictors of confidence ($\beta = .174, p < .05$; $\beta = -.305, p < .001$, respectively). Interdependent respondents reported higher

confidence. Higher levels of felt discomfort led to low levels of confidence in the final purchase decision. Further (c), culture was significant in predicting felt discomfort ($\beta = -.228, p < .01$). Finally, (d) confidence was regressed both on felt discomfort and culture. While felt discomfort remained a significant variable ($\beta = -.28, p = .001$), culture was no longer appeared as a significant predictor of confidence ($\beta = .11, p > .05$). Together, these four regressions provide support that feeling of discomfort fully mediates the relation between the level of confidence in the final purchase decision and culture in mixed appeal conditions. Confirming the findings of Study 1, high level of confidence reported by interdependent respondents and low level of confidence reported by independent respondents are explained by the low and high levels of felt discomfort respectively.

Product Involvement and Ad Believability

Product involvement ($\alpha = .82$) was not a significant predictor of attitudes towards the ad, towards the brand, as well as purchase intention ($\beta = .099, p > .05; \beta = .024, p > .05; \beta = .056, p > .05$, respectively). Ad believability ($\alpha = .88$) was a significant predictor of Aad, Abrand and purchase intention ($\beta = .387, p < .01; \beta = .53, p < .01; \beta = .553, p < .01$, respectively). Further, no mediating role of ad believability was found to be significant in the relationship between culture and attitudinal responses or between felt discomfort and attitudinal responses.

Summary Study 2

Study 2 advances Study 1 by examining the effects of culture on the responses to the mixed emotional appeals that incorporate conflicting emotions with different

valence sequence. Mixed emotions were manipulated as positive emotion followed by negative emotion and negative emotion followed by positive emotion. Overall the results confirm the finding of Study 1 that suggests the existence of the effect of culture on mixed emotional responses where interdependent respondents report more favorable attitudes compared to the ones with independent self construal. And this effect was found to be driven by high level of felt discomfort reported by the independent respondents.

In addition to these findings, mediation analyses and Sobel test results in Study 2 provided support for the premise that feelings of discomfort mediate the relationship between culture, valence sequence and the attitudes. This mediation role was found only in the “positive followed by negative” mixed emotional appeal and for independent respondents.

Factorial ANOVA results revealed an interaction of culture with mixed emotional valence sequence in predicting attitudes. Interdependent individuals reported more favorable attitudes towards the “negative followed by positive” ad condition compared to the “positive followed by negative” ad condition. Interdependent respondents reported also higher feeling of discomfort when exposed to the “positive followed by negative” ad than the “negative followed by positive” ad condition. Mediation analysis, however, was unable to verify that this process is due to higher levels of feeling of discomfort reported by interdependent respondents associated with the valence sequence in the “positive followed by negative” mixed emotional appeal type.

Study 3

The purpose of Study 3 was to examine how individuals with different cultural orientations process and respond to mixed emotional stimuli, that incorporate two ego-focused versus two other-focused emotions of opposite valence. Therefore the design of the study relies on a 2 (culture: independent vs. interdependent self-construal) x 2 (mixed emotions: ego-focused mixed emotion vs. other-focused mixed emotion) between subjects design. 200 (64 % female, mean age = 20.05) undergraduate students participated in Study 3.

Measures

Means, standard deviations, and Cronbach's alpha coefficients were calculated for measures used in Study 2 (see Table 21). The reliabilities of the measures used in Study 2 were acceptable; all measures had Cronbach's alpha greater than .73 ($M = .86$). Pearson correlation coefficients were calculated and ranged from -.05 to .45 (see Table 22).

Table 21: Means, Standard Deviations, and Reliability Coefficients for Study 3 (N=200)

| Measure | # of Items | Mean | Std. Dev. | α |
|-------------------------------|------------|------|-----------|----------|
| Emotions: | | | | |
| Pride Index | 4 | 4.86 | 1.10 | 0.85 |
| Anger Index | 6 | 4.71 | 1.08 | 0.83 |
| Empathy Index | 7 | 4.85 | 1.07 | 0.87 |
| Guilt Index | 4 | 4.76 | 1.05 | 0.89 |
| Culture: | | | | |
| Independent Self Construal | 15 | 5.19 | 0.70 | 0.75 |
| Interdependent Self Construal | 15 | 4.79 | 0.70 | 0.73 |
| Felt Discomfort | 4 | 4.07 | 0.99 | 0.79 |
| Attitudes towards the Ad | 5 | 3.96 | 1.30 | 0.90 |
| Attitudes towards the Brand | 5 | 4.26 | 1.28 | 0.92 |
| Purchase Intention | 4 | 3.53 | 1.29 | 0.91 |
| Confidence | 7 | 3.80 | 1.59 | 0.96 |
| Involvement | 3 | 4.70 | 1.61 | 0.84 |
| Believability | 3 | 2.90 | 1.51 | 0.91 |

Table 22: Pearson Correlation Coefficients for Discrete Emotions and Ambivalence(N=200)

| | Pride | Anger | Obj.Amb. (P-A) | Felt Discomfort |
|-----------------------------|-----------------------|-----------------------|---------------------|--------------------|
| Pride | 1.00 | | | |
| | | 100 | | |
| Anger | .895** .000 100 | 1.00 | | |
| Obj.Amb. (Pride-Anger) | .884** .000 100 | .973** .000 100 | 1.00 | |
| Felt Discomfort | .048 .636 100 | .027 .793 100 | .020 .843 100 | 1.00 |
| | Empathy | Guilt | Obj.Amb (E-S) | Felt Discomfort |
| Empathy | 1.00 | | | |
| | | 100 | | |
| Guilt | .906** .000 100 | 1.00 | | |
| Obj.Amb. (Empathy-Guilt) | .892** .000 100 | .971** .000 100 | 1.00 | |
| Felt Discomfort | .082 .419 100 | .010 .924 100 | .003 .973 100 | 1.00 |

** correlations are significant at the 0.01 level

As discussed in the previous chapter and applied in Study 1 and Study 2, positive and negative emotional indices are combined to create a measure of emotional ambivalence, to assess the degree to which emotional responses are truly mixed. Using the mean scores for each of the discrete emotion item scales, a separate objective ambivalence score was calculated: for happiness and sadness emotions. This objective ambivalence was calculated as per the Griffin's formula and the ambivalence scores ranged from a low of 8.23 to 13.52 in the current study.

A 2 x 2 ANOVA of the ambivalence index did not reveal a main effect of ad condition ($F(1, 196) = .49, p > .05$), meaning that there was no significant difference in the level of ambivalence evoked by the “pride anger” mixed emotional ad ($M = 11.41$) or the “empathy guilt” mixed emotional ad ($M = 11.52$). No other effects were found to be significant (culture, $F(1, 196) = 2.48, p > .05$; culture- appeal interaction $F(3, 196) = .26, p > .05$).

Manipulation Checks

As a check on emotion type, participants rated the extent to which they felt specific emotions after being exposed to the ads on a seven-point scale (1 = not at all, 7 = very strongly). 2 x 2 ANOVA on pride, anger, empathy, and guilt indices. Mixed emotional ad condition displayed a main effect on pride, anger, empathy and guilt (all F 's > 136) indices. Pride-anger mixed emotion ad displayed significantly higher felt pride and anger than the empathy-guilt mixed emotional ad condition. Empathy-guilt mixed emotional ad condition elicited significantly higher empathy and guilt than the pride-anger emotional ad condition. Further analysis revealed no main effect of culture on felt pride, anger, empathy, and guilt (all F 's < 1).

The results of a one way ANOVA on the pride and anger indices in response to the “pride-anger” mixed emotional ad condition indicated no significant differences in felt pride ($M = 4.86$) or anger ($M = 4.71; F(1, 98) = .930, p > .05$), thus representing an emotional appeal that is a mixture of both emotions. The results of a one way ANOVA on the empathy and guilt indices in response to the “empathy-guilt” mixed emotional ad condition indicated no significant differences in felt empathy ($M = 4.85$) or guilt ($M = 4.76; F(1, 98) = .347, p > .05$), thus representing an emotional appeal that is a mixture of both emotions.

Table 23: Study 3 Mixed Emotional Appeals

| | Appeals | N | Mean | Std. Dev. |
|---------|-------------------------------|----|------|-----------|
| Pride | Interdependent Self-Construal | 49 | 4.68 | 1.29 |
| | Independent Self-Construal | 51 | 5.04 | 0.86 |
| Anger | Interdependent Self-Construal | 49 | 4.56 | 1.23 |
| | Independent Self-Construal | 51 | 4.86 | 0.91 |
| Empathy | Interdependent Self-Construal | 52 | 4.71 | 1.22 |
| | Independent Self-Construal | 48 | 5.00 | 0.86 |
| Guilt | Interdependent Self-Construal | 52 | 4.68 | 1.15 |
| | Independent Self-Construal | 48 | 4.84 | 0.93 |

Hypothesis Testing

Study 3 examined the role of culture on the effects of mixed emotions that incorporate two ego-focused or other-focused emotions of opposite valence. Hypotheses and results for each variable are presented in the following section.

Felt Discomfort

2 x 2 ANOVA was run on the felt discomfort score. A main effect of culture was found significant, such that respondents with independent self-construal reported higher felt discomfort ($M = 4.26$) than did respondents with interdependent self-construal ($M = 3.84$, $F(1, 196) = 10.03, p < .01$). Hypothesis 1 was supported. Main effect of appeal type was found to be insignificant. Participants who are exposed to the “pride-anger” ad condition did not report significantly different feeling of discomfort ($M = 3.99$) than did participants exposed to the “empathy-guilt” ad condition ($M = 4.11$, $F(1, 196) = 1.10, p > .05$).

Interaction effect of culture with ad condition was found to be significant ($F(3, 196) = 6.03, p < .02$). Hypothesis 9 proposed that respondents with an independent self construal would report significantly higher feeling of discomfort when exposed to the other-focused mixed emotional ad compared to the ego-focused emotional ad condition.

Planned comparisons revealed significant differences on felt discomfort, such that respondents with an independent self construal reported higher feeling of discomfort when exposed to the “empathy-guilt” ad ($M = 4.51$) than the “pride-anger” ($M = 4.03$, $F(1, 196) = 4.37, p < .05$) mixed emotional ad condition. Hypothesis 9 was supported.

Hypothesis 10 proposed that respondents with an interdependent self construal will report significantly higher feelings of discomfort when exposed to the ego-focused mixed emotional ad compared to the other-focused emotional ad condition. No such effect was found to be significant for respondents with an interdependent self construal ($F(1, 196)=1.09, p>.05$). Contrary to the expectations, their responses to the “pride-anger” and the “empathy-guilt” mixed emotional ad conditions did not display significant differences ($M=3.94, M=3.75$, respectively) on felt discomfort. Hypothesis 10 was not supported.

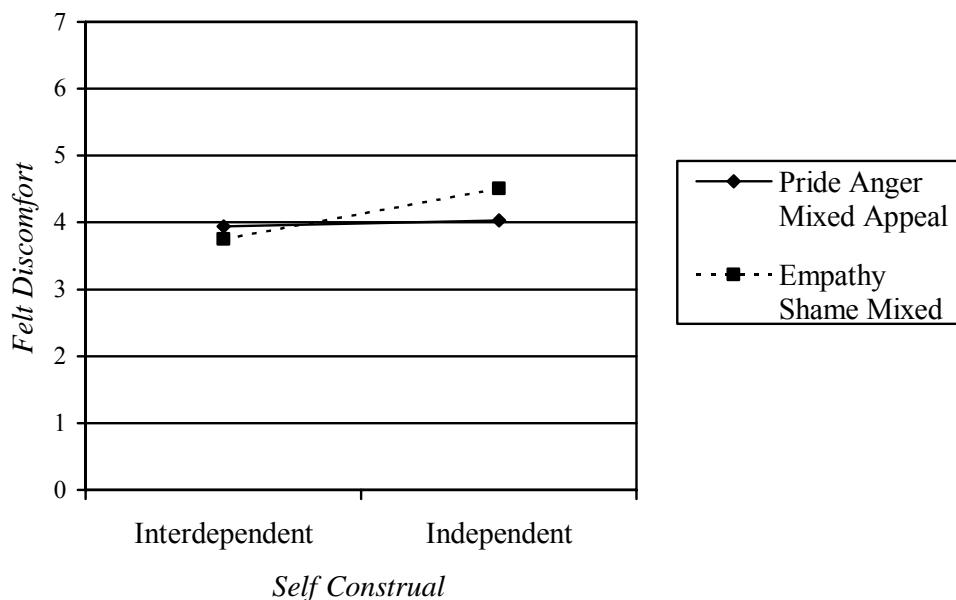


Figure 9: Culture and Appeal Type Interaction on Felt Discomfort for Study 3

Attitudes towards the Advertisement

2 x 2 ANOVA was run on the attitudes towards the advertisement score.

Supporting hypothesis 3a, main effect of culture ($F(1, 196) = 4.33, p < .05$) was found to be significant. Meaning that there was a significant difference on attitudes towards the ad between respondents with an interdependent self-construal ($M = 4.15$) and respondents with an independent self-construal ($M = 3.77$). Main effect of appeal type was found insignificant, such that “empathy-guilt” mixed emotional ad led no more favorable attitudes ($M = 4.03$) compared to the “pride-anger” mixed emotional ad condition ($M = 3.89; F(1, 196) = .417, p > .05$).

Interaction effect of culture and valence sequence on attitudes towards the ad was found to be significant ($F(3, 196) = 12.09, p = .001$). Hypothesis 7a proposed that respondents with an independent self construal when exposed to the ego-focused mixed emotional ad will have significantly more favorable attitudes towards the ad. However, hypothesis 8a proposed that respondents with an interdependent self-construal will have significantly more favorable attitudes towards the ad when exposed the other-focused compared to the ego-focused mixed emotional ad condition. Planned comparisons revealed a main effect of appeal type on the attitudes towards the ad for the interdependent respondents. Respondents with an interdependent self construal displayed more favorable attitudes towards the “empathy-guilt” mixed appeal ($M = 4.50$) than the “pride-anger” mixed emotional ad ($M = 3.77, F(1, 198) = 7.762, p < .05$). Additionally, respondents with an independent self construal are found to display more favorable attitudes towards the “pride-anger” mixed appeal ($M = 4.02$) than the “empathy-guilt” mixed emotional ad ($M = 3.50, F(1, 198) = 4.45, p < .05$). Both hypothesis 7a and hypothesis 8a were supported.

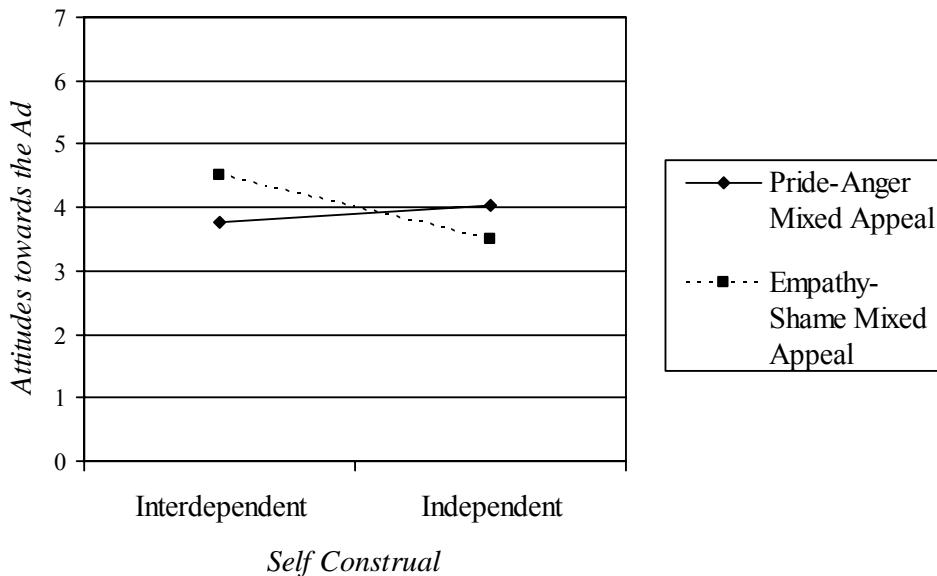


Figure 10: Culture and Appeal type on Attitudes towards the Ad for Study 3

Attitudes towards the Brand

2 x 2 ANOVA was run on the attitudes towards the brand score. Supporting hypothesis 3b, main effect of culture ($F(1, 196) = 4.48, p < .05$) was found to be significant. There was a significant difference on attitudes towards the brand between respondents with an interdependent self-construal ($M = 4.45$) and respondents with an independent self-construal ($M = 4.08$). On the other hand, main effect of mixed emotional ad condition was found to be insignificant, such that “other-focused” mixed emotional ad led no more favorable attitudes ($M = 4.30$) than the “ego-focused” mixed emotional ad ($M = 4.22; F(1, 196) = .136, p > .05$).

Interaction effect of culture and valence sequence on attitudes towards the ad was found to be significant ($F(3, 196) = 12.60, p < .001$). Hypothesis 7b proposed that respondents with an independent self construal when exposed to the ego-focused versus the other-focused mixed emotional ad would have significantly more favorable attitudes towards the advertised brand. However, hypothesis 8b proposed that respondents with

an interdependent self-construal would have significantly more favorable attitudes towards the brand when exposed to the other-focused versus the ego-focused mixed emotional ad condition. Planned comparisons revealed that respondents with an interdependent self construal display more favorable attitudes towards the “other-focused” mixed emotional ad ($M = 4.78$) than the “ego-focused” emotional ad condition ($M = 4.09$, $F(1, 198) = 8.36, p < .01$). On the other hand, respondents with an independent self construal reported more favorable attitudes towards the “ego-focused” mixed emotional ad ($M = 4.35$) than the “other-focused” mixed emotional ad condition ($M = 3.79$, $F(1, 198) = 4.66, p < .05$). Hypotheses 7b and 8b were supported.

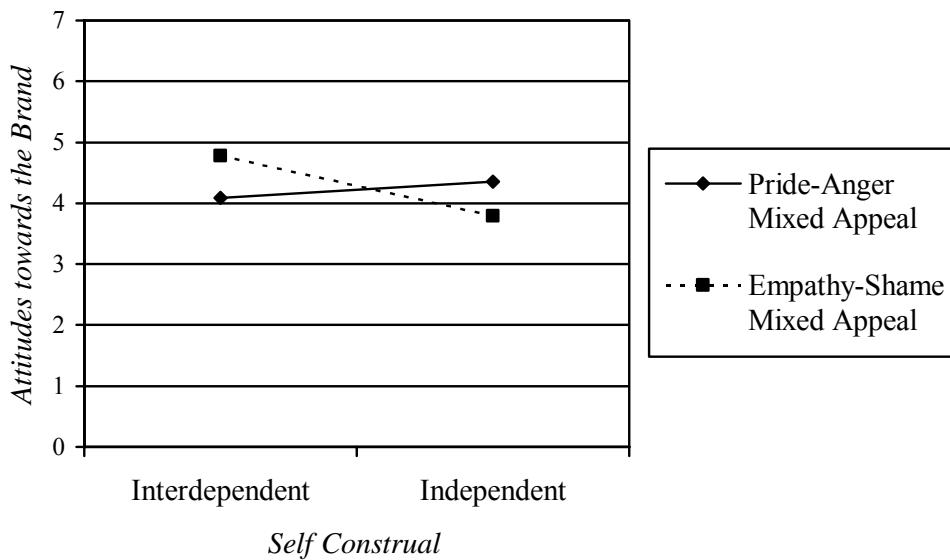


Figure 11: Culture and Appeal type on Attitudes toward the Brand for Study3

Purchase Intention

2 x 2 ANOVA was run on purchase intention score. Supporting hypothesis 3c, main effect of culture ($F(1, 196) = 5.44, p < .03$) was found to be significant. There was a significant difference on purchase intention between respondents with an interdependent self-construal ($M = 3.73$) and respondents with an independent self-

construal ($M = 3.32$). On the other hand, main effect of ad condition was found to be insignificant such that “other-focused” mixed emotional ad led no more favorable attitudes ($M = 3.51$) compared to the “ego-focused” mixed emotional ad ($M = 3.53$; $F(1, 196) = .008, p < .05$).

Hypothesis 7c proposed that respondents with an independent self construal when exposed to the ego-focused versus the other-focused mixed emotional ad would have significantly higher purchase intention. However, hypothesis 8c proposed that respondents with an interdependent self-construal would have significantly higher purchase intention when exposed to the other-focused versus the ego-focused mixed emotional ad condition. Planned comparisons revealed that respondents with an interdependent self construal display higher purchase intention in the “other-focused” mixed emotional ad ($M = 4.01$) compared to the “ego-focused” mixed emotional ad ($M = 3.43, F(1, 198) = 4.64, p < .05$). Respondents with an independent self construal displayed higher purchase intention in the “ego-focused” ($M = 3.62$) compared to the “other-focused” mixed emotional ad condition ($M = 3.01, F(1, 198) = 7.19, p < .01$).

Hypothesis 7c and 8c were supported.

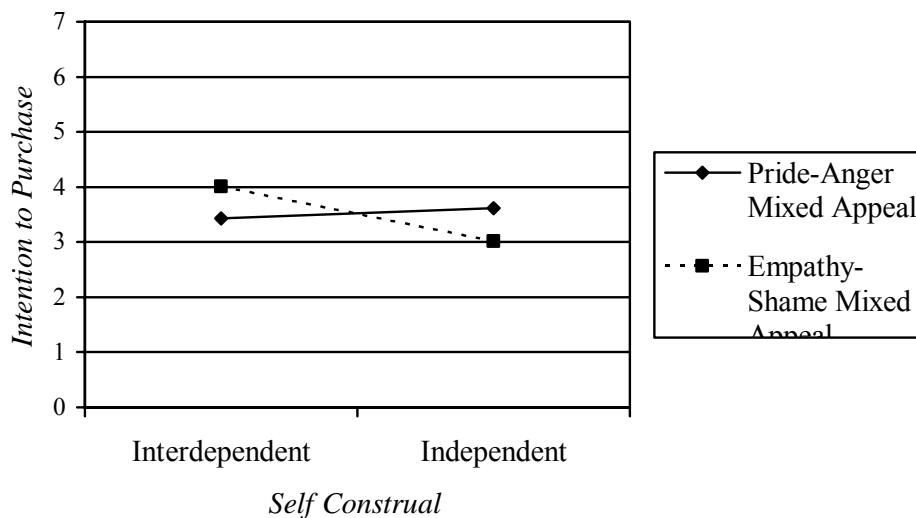


Figure 12: Culture and Appeal Type on Purchase Intention for Study 3

Confidence

2 x 2 ANOVA was run on the confidence score ($\alpha = .96$). Main effect of culture was found to be significant ($F(1, 196) = 4.98, p < .05$). There was a significant difference on confidence in the purchase decision between respondents with an interdependent self-construal ($M = 4.05$) and respondents with an independent self-construal ($M = 3.54$). Hypothesis 4 was supported.

Main effect of emotional appeal type was found to be insignificant ($F(1, 196) = 1.02, p > .05$). Culture by emotion type interaction was found to be insignificant ($F(3, 196) = .52, p > .05$). A follow-up contrast yielded that in the “other-focused” mixed emotional ad condition culture has a main effect ($F(1, 196) = 4.82, p < .05$). Interdependent respondents ($M = 4.23$) reported higher levels of confidence towards the other-focused mixed emotional ad compared to the independent respondents ($M = 3.57$). Such difference was not significant in the “ego-focused” ($F(1, 196) = 1.05, p > .05$) mixed emotional ad condition.

Further Analysis

Process of Mediation

To shed light on whether the culture effect (independent vs. interdependent self construal) on attitude towards the ad, attitudes toward the brand, purchase intention continues to be significant when feeling of discomfort is introduced as a mediator, a mediation analysis was run focusing on the mixed emotional appeals, which incorporated either ego-focused or other-focused mixed emotional appeals.

Prior to the tests of mediation, one dummy variable for culture and one dummy variable for emotional conditions were created. For culture “C” contrasts the independent and interdependent self construal ($C = 0$ if independent, $C = 1$ if interdependent). The mediator tested in the analyses was felt discomfort. The dependent variables were behavioral intention to purchase, attitudes towards the ad (A_{ad}) and the brand (A_{brand}). As stated previously, the analyses followed the test for mediation as discussed in Baron and Kenny (1986). First, mediation analyses were conducted separately for each mixed emotional condition. Focusing on the whole model, next mediation analysis was conducted taking into account both mixed emotional conditions.

Other-Focused Mixed Emotions

Following Baron and Kenny (1986), four regressions (a-d) were conducted focusing just on the “other-focused” mixed appeal. First (a), significant effect of culture was found on A_{ad} , A_{brand} , and purchase intention ($\beta = .36, p < .001$; $\beta = .39, p < .001$; $\beta = .36, p < .001$, respectively), indication more favorable attitudes reported by respondents with interdependent self construal. Further (b), culture had a significant

effect either on the feeling of discomfort ($\beta = -.37, p < .001$), indicating higher feeling of discomfort by respondents with independent self construal after being exposed to the other-focused mixed appeal. In addition, as predicted (c), higher levels of discomfort led to less favorable attitudes towards the ad, such that greater feelings of discomfort lowered overall attitudes ($\beta = -.913, p < .001$).

Finally (d), discomfort was a significant predictor of Aad, Abrand, and purchase intention ($\beta = -.909, p < .001; \beta = -.616, p < .001; \beta = -.638, p < .001$, respectively), while culture appeared no more a significant predictor of attitudes towards the ad and purchase intention ($\beta = .026, p > .05; \beta = .122, p > .05$, respectively). Whereas, culture appeared to be marginally significant in attitudes towards the brand ($\beta = .162, p = .042$). Together, these four regressions provide support for the premise that feelings of discomfort fully mediate the relationship between the other-focused mixed emotional appeal and the attitudes towards the ad and intention to purchase the advertised product. On the other hand, feeling of discomfort is found to slightly mediate the relationship between attitudes towards the brand and the other-focused mixed emotional appeal. But this mediation effect was relevant only for the independent respondents. Further, Sobel test results confirmed these findings for Aad, Abrand and purchase intention ($t = 3.85, p < .001; t = 3.50, p < .001; t = 3.52, p < .001$).

Ego-Focused Mixed Emotional Appeal

Four regressions (a-d) were conducted on “ego-focused” mixed appeal. The effect of culture on Aad, Abrand, purchase intention was not significant ($\beta = -.102, p > .05; \beta = -.098, p > .05; \beta = -.08, p > .05$, respectively). Further (b), effect of culture on felt discomfort was not significant ($\beta = -.052, p > .05$). In addition, as predicted (c),

higher levels of discomfort led to less favorable attitudes towards the ad, such that greater feelings of discomfort lowered overall attitudes ($\beta = -.913, p < .001$, $\beta = -.603, p < .05$; $\beta = -.444, p < .05$). Finally (d), discomfort remained as a significant predictor of attitudes ($\beta = -.921, p < .001$; $\beta = -.61, p < .001$; $\beta = -.449, p < .001$), while culture remained still an insignificant predictor of attitudes towards the brand and purchase intention ($\beta = -.130, p > .05$; $\beta = -.103, p > .05$). However culture was a significant predictor of Aad ($\beta = -.15, p < .001$). These findings mean that felt discomfort did not play a mediation role in the overall attitudes towards the ego-focused mixed emotional appeal. Further, Sobel test results confirmed these findings for Aad, Abrand and purchase intention ($t = .51, p = .61$; $t = .51, p = .61$; $t = .51, p = .61$; respectively).

To shed additional insight on the underlying process, a mediated moderation analysis was conducted to examine the full model (Baron and Kenny, 1986). A dummy was variable included in the regression equations to capture the effects of two mixed emotional appeal conditions. For emotional conditions, M that contrasts the ego-focused and other-focused mixed emotional appeals (M = 0 if ego-focused, M = 1 if other-focused) was created. The mediator tested in the analyses was felt discomfort. The dependent variables were behavioral intention to purchase, attitudes towards the ad (Aad) and the brand (Abrand).

Four regression analyses were conducted to assess the hypothesized mediated moderation relationship. First, both Aad and feelings of discomfort were regressed on culture and as well as on each of the emotion type dummy variables. Results indicated non-significant effect of emotion type on Aad, Abrand and purchase intention ($\beta = .051, p > .05$; $\beta = .032, p > .05$; $\beta = .01, p > .05$, respectively), indicating no significant

difference between two mixed emotional conditions. On the other hand culture was found to have significant effect on Aad, Abrand and purchase intention ($\beta = .144, p < .05$; $\beta = .146, p < .05$; $\beta = .160, p < .05$), indicating higher overall attitudes of respondents with interdependent self construal compared to the ones with independent. Next (b), felt discomfort was regressed on culture and emotion condition. Culture was found to significantly effect ($\beta = -.215, p < .01$) feeling of discomfort, meaning that respondents with independent self-construal reported higher feelings of discomfort. Further, mixed emotional condition was found to have no significant effect ($\beta = .064, p > .05$) on feelings of discomfort.

For (c), Aad, Abrand and purchase intention were regressed on felt discomfort. Results indicate a significant effect ($\beta = -.910, p < .0001$; $\beta = -.637, p < .0001$; $\beta = -.580, p < .0001$, respectively). Higher levels of discomfort led to less overall attitudes. Finally, (d) Aad was regressed against feeling of discomfort, culture, and emotional condition dummy variables. In this analysis, feeling of discomfort ($\beta = -.930, p < .001$; $\beta = -.640, p < .001$; $\beta = -.575, p < .001$) remained significant. However culture appeared to be insignificant on Aad, Abrand and purchase intention ($\beta = -.059, p > .05$; $\beta = .006, p > .05$; $\beta = .035, p > .05$, respectively), consistent with the mediation hypothesis. However, effect of mixed emotional appeal condition on Aad, Abrand and purchase intention remained insignificant ($\beta = .112, p > .05$; $\beta = .073, p > .05$; $\beta = .037, p > .05$, respectively). Further, Sobel test results confirmed these findings for Aad, Abrand and purchase intention with culture ($t = 3.08, p < .01$; $t = 2.99, p < .01$; $t = 2.95, p < .01$) and mixed appeal condition ($t = .09, p > .05$; $t = .09, p > .05$; $t = .09, p > .05$).

Table 24: Mediation Analyses Summary Study 3

| Mediator-Dependent Variable | Felt Discomfort | M Appeal Condition | C Culture |
|--|-----------------|--------------------|-----------|
| IV - Felt Discomfort-Aad | | | |
| IV - Felt Discomfort | | .064 | -.215** |
| IV - Aad (without mediator) | | .051 | .144* |
| Felt Discomfort – Aad | -.910** | | |
| IV- Aad (with mediator) | | .112** | -.059 |
| Sobel Test | | .09 | 3.08** |
| | | | |
| IV - Felt Discomfort-Abrand | | | |
| IV - Felt Discomfort | | .064 | -.215** |
| IV - Abrand (without mediator) | | .032 | .146** |
| Felt Discomfort – Abrand | -.637** | | |
| IV- Abrand (with mediator) | | .073 | .006 |
| Sobel Test | | .09 | 2.99** |
| | | | |
| IV - Felt Discomfort-Purchase Intention | | | |
| IV - Felt Discomfort | | .064 | -.215** |
| IV - Purchase Intention (without mediator) | | .001 | .160* |
| Felt Discomfort - Purchase Intention | -.580** | | |
| IV- Purchase Intention (with mediator) | | .037 | .035 |
| Sobel Test | | .09 | 2.95** |

Confidence-Felt Discomfort Relationship

Four regressions (a-d) were conducted to shed light on the role of felt discomfort in relationship between culture and confidence in the mixed emotional ad condition focusing on the full model. First (a & b), culture and felt discomfort were significant predictors of confidence ($\beta = .16, p < .05$; $\beta = -.197, p < .01$, respectively). Interdependent respondents reported higher confidence. Higher levels of felt discomfort led to low levels of confidence in the final purchase decision. Further (c), culture was significant in predicting felt discomfort ($\beta = -.215, p < .01$). Finally, (d) confidence was regressed both on felt discomfort and culture. While felt discomfort remained a significant variable ($\beta = -.17, p < .02$), culture was no longer appeared as a significant

predictor of confidence ($\beta = .123, p > .05$). Together, these four regressions provide support that feelings of discomfort fully mediate the relation between the level of confidence in the final purchase decision and culture in mixed emotional ad conditions. Confirming the findings of Study 1 and Study 2, high level of confidence reported by interdependent respondents and low level of confidence reported by independent respondents are explained by the low and high levels of felt discomfort respectively. Further analyses revealed that this mediating role of felt discomfort on confidence and culture relationship exist only in the other-focused mixed emotional ad condition.

Product Involvement and Ad Believability

Product involvement ($\alpha = .84$) was not a significant predictor of attitudes towards the ad, towards the brand, as well as purchase intention ($\beta = .078, p > .05; \beta = .097, p > .05; \beta = .183, p > .05$, respectively). Ad believability ($\alpha = .91$) was a significant predictor of Aad, Abrand and purchase intention ($\beta = .531, p < .01; \beta = .395, p < .01; \beta = .495, p < .01$, respectively). Further, no mediating role of ad believability was found significant in the relationship between felt discomfort and attitudinal responses.

ANOVA results show a main effect of culture on ad believability ($F(1, 198) = 4.52, p < .05$), such that interdependent respondents ($M = 3.17$) reported higher levels of ad believability than did independent respondents ($M = 2.72$). Further analysis showed a significant mediating role of ad believability in the relationship between culture and attitudinal responses. (a) Ad believability was a significant predictor of Aad ($\beta = .531, p < .001; \beta = .395, p < .001; \beta = .495, p < .001$). (b) Culture was a significant predictor of Aad ($\beta = .144, p < .05; \beta = .146, p < .05; \beta = .160, p < .05$). (c) Culture was a significant predictor of ad believability ($\beta = .152, p < .05$), consistent with the ANOVA

results, interdependent respondents reported higher ad believability. (d) When ad believability and culture were regressed together on attitudinal responses, while ad believability remained a significant predictor ($\beta = .521, p < .001$; $\beta = .382, p < .001$; $\beta = .482, p < .001$), culture appeared a non-significant variable ($\beta = .065, p > .05$; $\beta = .088, p > .05$; $\beta = .087, p > .05$).

Summary Study 3

Study 3 advances Study 1 and Study 2 by examining the effects of culture on the responses to the mixed emotional appeals that incorporate two ego-focused or two other-focused emotions of opposite valence. Thus, mixed emotions were manipulated as ego-focused and other-focused emotions. Overall the results confirm the finding of Study 1 and Study 2 that suggest the existence of the effect of culture on mixed emotional responses where respondents with an interdependent self construal report more favorable attitudes compared to those with an independent self construal. And this effect was found to be driven by high level of felt discomfort reported by the independent respondents. In Study 3, mediation analyses and Sobel test results on the full model provided support for this premise that feelings of discomfort mediate the relationship between the mixed emotional appeal and the attitudes.

However, in addition to these findings, attitudinal responses of independent respondents are found to be mediated by feelings of discomfort, but only in the other-focused mixed appeal condition. No such mediation was significant in the ego-focused mixed appeal condition. Significant attitudinal differences reported by interdependent respondents towards ego-focused and other-focused mixed appeals, however, could not be explained by the level of feelings of discomfort.

CHAPTER V

DISCUSSION

Overview

Three research objectives were identified in the current dissertation. The first objective was to examine how mixed emotional appeals operate differently across individuals with different cultural orientations. A second objective was to examine how organization and content of mixed emotional appeals influence subsequent evaluations and behavioral intentions. The third objective was to examine the role of experiencing ambivalence. This research considered feeling of discomfort (subjective ambivalence) and objective ambivalence. Feeling of discomfort reflected the overall uncomfortable feelings towards the mixed emotional experience and objective ambivalence took into account the discrete emotions to reflect a level of ambivalence on attitudinal responses and behavior (Williams and Aaker 2002).

To serve to these objectives three studies were carried out. Study 1 demonstrated that differences exist in the discrete and mixed emotional responses. Effect of culture was investigated in all three studies, where culture was conceptualized through self construals, independent and interdependent. In Study 2, effect of the emotional valence sequence in the mixed emotional experience was examined. Discrete emotions of happiness and sadness were used to elicit mixed emotional appeals that incorporate emotions of opposite valence in Study 1 and Study 2. In study 3, content of the mixed emotions was investigated. In other words, the effects of mixed emotions that incorporate ego-focused and other-focused emotions of opposite valence were examined. Discrete emotions of pride and anger were chosen to elicit ego-focused,

whereas empathy and guilt were chosen to elicit other-focused mixed emotional experiences.

Study 1, replicating the findings of Williams and Aaker (2002) using a cultural construct, demonstrated that culture constructed self concept plays an essential role on the effects of mixed emotional experiences. Study 2 explored the effects of mixed emotional organization and focused on the valence sequence of emotions forming the mixed emotional appeals. Further culture and valence sequence interactions, creating specific effects on mixed emotional responses were investigated. Study 3, further demonstrated that the effects of mixed emotions depend on the content of the mixed emotions. The contributing emotions in the mixed emotional appeals were important predictors of the mixed emotional responses.

The remainder of the chapter includes a summary of key findings for ambivalence, felt discomfort, attitudes, behavioral intentions, confidence, and the mediating role of felt discomfort. The theoretical contributions and practical implications are then discussed. The chapter concludes with a discussion of limitations of the current research and areas for future studies.

Key Findings

Ambivalence and Felt Discomfort

Emotional ambivalence was assessed with both objective and subjective measures. Objective ambivalence takes into account the level and intensity of the contributing emotions in the mixed emotional experience. Thus, objective emotional ambivalence for happiness and sadness was assessed in Study 1 and Study 2. Emotional objective ambivalence for pride and anger, as well as empathy and guilt were assessed

in Study 3. Subjective ambivalence, on the other hand, refers to the overall mixed feelings that people have about the mixed emotional stimuli. To assess subjective ambivalence a score for feeling of discomfort was used. The results for both measures of ambivalence were relatively consistent within each study.

In Study 1, it was expected that in general mixed emotional appeal would elicit more feelings of discomfort compared to both positive and negative discrete emotions. Further it was expected and found that respondents with higher propensity to accept duality, namely those with independent self construal, would experience more feelings of discomfort in the mixed emotional appeal condition than would those with interdependent self construal. In Study 2, two mixed emotions with different emotional valence sequence were compared on the attitudinal responses and behavioral intentions. It was expected and found that independent respondents reported higher levels of discomfort regardless of the valence sequence in the mixed emotional appeals. These expectations were based on the dissonance literature stating that highly ambivalent conditions are associated with increased levels of dissonance (Aronson 1999).

On the other hand, in Study 3, two mixed emotional appeals were compared based on their emotional content. Contributing emotions were either ego-focused or other-focused emotions of opposite valence. Basing on the cultural accessibility of certain emotions, it was expected that independent respondents would experience more ambivalence towards the other-focused mixed emotional appeal, and that interdependent respondents would experience higher ambivalence towards the ego-focused mixed emotional appeals. The results met the expectations that independent respondents report higher levels of discomfort towards the other-focused mixed appeal, but interdependent respondents did not signify any difference on felt discomfort between ego-focused and

other-focused mixed emotional appeals. One possible reason for this unexpected result can be that interdependent individuals possess higher propensity of to accept duality. Due to their relatively higher tolerance to duality compared to independent respondents, similar level of felt discomfort was elicited between ego and other-focused mixed emotional appeals. Higher cultural accessibility of other-focused mixed emotions did not interact with propensity to accept duality on feeling of discomfort for interdependent respondents.

Attitudes and Behavioral Intention

In all three studies attitudes towards the ad and towards the advertised product, as well as intention to purchase the advertised product were assessed. Results were quite consistent on all three measures, on overall attitudes and purchase intention. When a significant difference was revealed, this effect was significant on all three responses. In general, consistently in all three studies, respondents with an independent self-construal reported less favorable attitudes towards the mixed emotional ad than did respondents with an interdependent self-construal. Further, in Study 1, respondents with an independent self-construal reported higher attitudes towards the ad when exposed to the happy appeal than when exposed to the sad or the mixed emotional appeal. Respondents with an interdependent self-construal reported higher attitudinal responses and behavioral intentions when exposed to the happy appeal than when exposed to the mixed or the sad emotional appeal.

In Study 2, main effect of valence sequence was found to be significant, such that “negative followed by positive” mixed emotional ad generated more favorable attitudes toward the advertisement than did the “positive followed by negative” mixed

emotional ad condition. As expected, for respondents with an independent self construal, emotional valence sequence in the mixed emotional ad made no significant difference on the overall attitudinal responses and purchase intentions. But contrary to expectations, for interdependent respondents “negative followed by positive” mixed emotional ad elicited more favorable attitudinal responses than did the “positive followed by negative” mixed emotional ad. Further analyses revealed a main effect of culture on subsequent responses towards the “negative followed by positive” mixed emotional ad, while no such culture effect was significant for “positive followed by negative” mixed emotional ad. Interdependent respondents in the “negative followed by positive” mixed emotional ad condition reported significantly more favorable attitudes than did the independent respondents. But, contrary to expectations, interdependent respondents in the “happy followed by sad” mixed emotional ad condition did not report significantly different attitudes compared to the independent respondents. “Positive followed by negative” mixed emotional ad generated attitudes regardless of the cultural orientation of the respondents.

Together these findings suggest that an advertising appeal with a mixed emotional appeal with two conflicting emotions that decline in sequence (i.e. positive followed by negative emotion) leads to less favorable subsequent responses than an improving mixed emotional ad appeal. The results are in line with the initial findings Labroo and Ramanathan (2007) derived from two experiments. They suggest that when participants evaluate an ad, they prefer improving (negative followed by positive) ad emotions, because attitudes are based on an assessment of whether the emotions deviate positively or negatively from previous levels of emotions.

Interestingly, Labroo and Ramanathan (2007) suggested that when participants experience the emotions, positive emotions facilitate coping with the latter negative one. Thus, an ad with declining (positive followed by negative) versus improving (negative followed by positive) emotions results in more favorable attitudes. Furthermore, this beneficial effect of experienced positive emotions in reducing the impact of subsequent negative emotions is found to be reversed when there is a time delay between the experiences of two emotions. The mechanism underlying the interaction of valence sequence with culture needs further exploration.

In Study 3, mixed emotional ad condition was found to be insignificant on subsequent responses, such that “empathy-guilt” mixed appeal led no more favorable attitudes compared to “pride-anger” mixed emotional ad. As expected, respondents with an interdependent self construal displayed more favorable attitudes towards the “empathy-guilt” mixed appeal compared to the “pride-anger” mixed appeal. Additionally, respondents with an independent self construal displayed more favorable attitudes towards the “pride-anger” mixed appeal compared to the “empathy-guilt” mixed emotional appeal. Results indicated that, besides propensity to accept duality, cultural accessibility of emotions is an important indicator on the culture- mixed emotional response relationship (Markus and Kitayama 1991).

Interdependent respondents were more in favor of other-focused compared to ego-focused mixed appeals. But due to their higher tolerance towards duality, even towards the low accessible mixed emotions their level of felt discomfort did not vary significantly. On the other hand for independent respondents, accessibility of mixed emotion affected the level of felt discomfort. Towards the highly accessible mixed emotion (i.e. ego-focused mixed emotion) feeling of discomfort did not mediate the

attitudinal responses towards the appeal. On the other hand in the low accessible mixed emotion condition (i.e. other-focused) feeling of discomfort played a mediating role on the attitudinal responses of the independent respondents.

Confidence

It was expected that independent respondents in a mixed emotional appeal condition, because of high level of feelings of discomfort, would experience significantly less confidence in their decisions than would those with an interdependent self construal. The pattern of result was consistent in all three studies, revealing strong support for the hypothesis. The results are further explained by the mediating role of felt discomfort on the confidence-culture relationship in the mixed emotional appeals. However, this mediating role of felt discomfort existed only in the mixed emotional appeal conditions, where no such mediating on the relationship between culture and confidence in the final decision was found to be significant in the discrete emotional appeal conditions (Study 1). Consistent results from the current studies suggested the possibility that emotional ambivalence contributes to uncertainty and lower levels of confidence in making a final purchase decision in the mixed emotional appeals.

In Study 2, valence sequence of the emotions in the mixed appeal had no interaction effect with culture on felt confidence. As expected, in both valence sequence conditions interdependent respondents reported more confidence in their final decision compared to the independent respondents. In Study 3, emotional content in the mixed appeal was found to interact with culture on felt confidence. While, in the other-focused mixed emotional appeal condition interdependent respondents reported more confidence in their final decision compared to the independent respondents, no such effect was

found to be significant in the ego-focused mixed emotional appeal condition. This finding could be the result of the interaction between tolerance to duality and the cultural accessibility of emotions. Further research needs to be conducted to clarify this complex relationship.

Culture

Culture was operationalized through individual level cultural variable, self construal. Possible effects of culture on mixed emotional were assessed in all three studies. Culture was expected to have effects on subsequent attitudes, as well as behavioral intention to purchase. Results revealed that independent respondents were less in favor of mixed emotional appeals compared to the interdependent respondents. And this effect was consistent in all three studies. Valence sequence (in Study 2) and mixed emotional content (in Study 3) did not change this main effect of culture on subsequent attitudinal responses. Detailed results related to the effects of culture were summarized by section.

Feeling of Discomfort as Mediator

In the current studies, respondents presented with stimuli that incorporated both positive and negative emotional appeals (i.e. mixed-emotion condition) or presented a stimuli with discrete emotional appeals (i.e. either positive or negative, Study 1). The experience of emotional ambivalence is associated with feeling of conflict and uncertainty. The current research examined how feelings of discomfort mediate the effect of attitudinal responses and behavioral intentions when being exposed to mixed emotional advertising appeals.

In particular, feeling of discomfort appeared as a mediator for respondents in the mixed-emotional appeal condition but not for the respondents either in the positive or negative-emotion appeal conditions (Study 1). The mediation effect was found in the positive and negative-emotion condition because feeling of discomfort was not present or was not as high as it was in the mixed appeal condition. And therefore the level of felt discomfort in the discrete emotion conditions did not play a mediator role.

The mediation analyses in the current researches were intended to shed light on how feeling of discomfort affects the relationship between culture and attitudinal responses and behavioral intentions when exposed to mixed emotional stimuli. The results were consistent with the findings of Williams and Aaker's (2002) examination of emotional responses to advertising appeals. What they found out was that the feelings of emotional discomfort arise in respondents with a lower propensity to accept duality (i.e. those from Western cultures). Furthermore, feelings of discomfort mediated the relationship between emotional appeals only for people with a lower propensity to accept duality.

The current research builds on the research of Williams and Aaker (2002) by considering other factors that influence the likelihood of experiencing ambivalence. In Study 3 emotional content and in Study 2 emotional valence sequence were examined to have possible affects on felt ambivalence which is thought to play a mediating role in the relationship between culture and subsequent attitudinal responses, as well as behavioral intentions.

In Study 2 it was found that while felt discomfort mediated the culture-subsequent response relationship in the "negative followed by positive" mixed emotional appeal, no such effect existed in the "positive followed by negative" mixed

emotional appeal. This can be explained by the high levels of felt discomfort elicited by the “positive followed by negative” mixed appeal where the relation between valence sequence and attitudinal responses are found to be mediated by feeling of discomfort regardless of the cultural orientation of the respondents. In other words, both independent and interdependent respondents reported high feeling of discomfort associated with the declining (positive followed by negative) mixed emotional condition.

In Study 3 it was found that while felt discomfort mediated the culture-attitudinal response relationship in the other-focused mixed emotional appeal, no such affect existed in the ego-focused mixed emotional appeal. This finding can result from the elevated levels of felt discomfort reported by independent respondents towards the other-focused, compared to the ego-focused, mixed emotional appeal. In fact, ANOVA results in Study 3 revealed no significant difference on felt discomfort levels reported by interdependent subjects in the ego-focused when compared to the other-focused mixed appeal conditions. Due to their higher tolerance towards duality, even towards the low accessible mixed emotions (i.e. ego-focused) their level of felt discomfort does not vary significantly.

On the other hand for independent respondents, accessibility of mixed emotion affects the level of felt discomfort. Towards the highly accessible mixed emotion (i.e. ego-focused mixed emotion) feeling of discomfort does not mediate the attitudinal responses towards the appeal. Contrary, in the low accessible mixed emotion condition (i.e. other-focused) feeling discomfort plays a mediating role on the attitudinal responses of the independent respondents.

Theoretical Contributions and Practical Implications

Three studies presented in the current dissertation are one of the first efforts to address limitations in the mixed emotions research in consumer behavior. Emotion research in consumer behavior to date has focused almost totally on the experience and influence of certain discrete emotions. Though the very recent increase in mixed emotional research, still very little is known about mixed emotions and the psychological processes underneath the mixed emotional experience (Lau-Gesk 2005; Otnes et al. 1997; Williams and Aaker 2002).

The studies conducted in this dissertation addressed several gaps in and make empirical contributions to the literature. First the studies advanced a still nascent research stream on the relation between mixed emotional responses and culture. In the study of Williams and Aaker (2002) culture was conceptualized by ethnic origin within a multicultural country. The current studies used the cultural construct of self-construal and identified different cultural orientations (i.e. independent vs. interdependent) within a transition country setting, where both collectivistic and individualistic values strongly co-exist. Results displayed that cultural orientation of individuals influences attitudinal responses, behavioral intentions and confidence in the final purchase decision when exposed to mixed emotional marketing stimuli.

The research considered discrete emotions of happiness and sadness, comparing with mixed emotions (i.e. both happiness and sadness, Study 1) on the possible attitudinal responses, behavioral intentions and confidence in the final decision. The current research is one of the first to consider the effect of felt discomfort on decision confidence and behavioral intention. Differences are found to exist on these dimensions.

In addition to an objective measure of ambivalence a subjective measure was used, namely felt discomfort. Building on the findings of Williams and Aaker (2002) feeling of discomfort is considered as a mediator between culture and subsequent responses, as well as culture and confidence in the final decision in the emotional appeal conditions. Further, this research extends prior work by examining the possible affects of content and organization of mixed emotional appeals on the relationship between culture and subsequent responses towards the mixed appeals. Valence sequence in Study 2 was considered to have possible affects. Mixed emotions across all three studies were elicited with a combination of oppositely-valenced emotions. The analysis went beyond the conventional research focus on consumer mix emotions, and investigated mixed emotions differing on self relatedness dimension; ego-focused and other-focused.

Emotions are important motivating, understanding, and directing consumer behavior. Results of the current research indicate that emotions provide consumers with an evaluation of a brand, product, or service. Richins (1997) suggests that a mixed emotional experience might be a more accurate representation of consumption situations. It is therefore important to understand how different emotional experiences influence consumer behavior, more specifically the effect of mixed emotional experiences. It is also important to examine factors in the marketing environment that create or alleviate feelings of emotional ambivalence. The current research considered the conflicting emotions in eliciting consumer ambivalence. The results of suggest that conflicting emotions cause increased overall felt discomfort for those individuals with independent self orientation resulting in less favorable responses. There is also preliminary evidence to suggest that ambivalence decreases confidence in the final

decision. The effect of felt discomfort is further found to interact with valence sequence (Study 2) and cultural accessibility of emotions (Study 3).

This research, in general, extends the understanding of the conceptualization of consumer mixed emotions and open areas for further research. The current studies, extending the debate to content and organization of mixed emotional appeals, bring more insights to the relationships between culture and mixed emotions, ambivalence and mixed emotions, ambivalence and confidence. Furthermore, it is important to consider factors in the purchasing environment that cause ambivalence. Practitioners would benefit from further explication of factors that alleviate ambivalence and foster positive behavioral intentions.

Limitations and Future Research

Certain limitations of the current researches can be stated to provide insight for future studies. Three experimental studies were conducted in this dissertation research. Experimental design offers several advantages in examining causal relationships. However, experimental conditions are not entirely representative of everyday consumption situations. Especially when emotions are manipulated the intensity of emotional responses may not have been as strong as they can actually be in a real consumption situation. In that sense, alternative approaches would be benefited to overcome the restrictions of an experimental design. Interviews, focus groups, and critical incident techniques with consumers in actual purchase situations (Otnes et al. 1997; Ruth et al. 2002, 2004) could be used in future research designs.

Emotion researchers use self-reports very frequently in consumer behavior. In the current research emotional responses were also collected with self-report measures.

There are certain problems associated with the self report measures that effect especially emotion researches. Most importantly, self-report measures can easily be influenced by expectations, attributions, social norms, and social desirability. To overcome these problems associated with self report techniques alternative assessments of emotion can be used in future research, such as facial expressions (e.g. Ekman 1999; Kaiser and Wehrle 2001) and physiological measures including measures of heart rate, blood pressure, eye movement, temperature, and respiration (Parrott and Hertel 1999).

In this research the emotions used to evoke intended mixed emotions were restricted with the emotions of happiness, sadness, anger, guilt, pride, and empathy. Although these emotions are important in examining the effects of mixed emotions, future research should consider other emotions to determine whether they contribute to the results found in this research. Not only is it interesting to study how discrete mixed emotions affect consumers' attitudes, thoughts and behaviors but also the consumption related conditions under which these emotion combinations exist. Real life situations can be complex and often involve multiple emotions. Future research should examine how emotions interact and change over the course of a consumption experience.

The behavioral intention measured in the current research was restricted with two dimensions, purchase or not purchase. Although these indicators offer insight into how emotional responses influence behavioral intentions, future research should examine additional behavioral intention indicators. Other behavioral intentions relevant to the study of emotion are word of mouth, information search, immediate purchase, and purchase delay. Situations where consumers are examined in real purchase situations would further help us understand the influence of these complex emotional

processes, as well consequences of such emotional experiences on consumption decisions.

Based on the findings of the current and prior research (see Williams and Aaker 2002), emotional ambivalence evidently exists in consumption situations. Additionally, it would be valuable to explore factors or conditions under which marketing environment or situation that emotional ambivalence occurs or is reduced. Potential areas of investigation include categories and attributes of various products and services, information presented in the marketing communications, characteristics and behavior of salespeople in the service setting, or aspects of the retail environment. Because ambivalence is an uncomfortable condition consumers are motivated to reduce this unwanted state (Cacioppo et al. 1997; Larsen et al. 2001). Assessing how consumers cope with this uncomfortable state and try to reduce emotional ambivalence would further aid in understanding the role of ambivalence in consumer behavior.

Focusing on the relationship between propensity to accept duality and cultural orientation, the cultural construct of self-construal is used in the current researches to measure individuals' level of tolerance to accept conflicting emotions. Future research is needed to provide measures that directly assess the propensity to accept duality and yield deeper insight into the types of antecedents that lead to differential levels of propensities to accept duality. The findings of the current and previous researches (Bagozzi et al. 1999b; Peng and Nisbett 1999; Williams and Aaker 2002) suggest that one such antecedent is culture. However, the specific aspects of culture that influence the responses towards the mixed emotional experiences remain unclear. The complex association of culture with duality, as well as other possible antecedents of propensity to accept duality needs to be identified by future research.

The results from Study 2, that declining emotions elicit more favorable attitudes compared to improving emotions, and the findings that this effect only exist in the evaluation of ads but not when the emotions are experienced (Labroo and Ramanthan 2007) opens further questions to be explored. Current research measured emotions by asking respondents which emotions did the ad evoke in them. Future research has to distinguish between emotions actually felt and emotions that are thought to be depicted in the advertising (see Williams and Aaker 2002), especially to shed more insight on the effect of emotional valence sequence in mixed emotional appeals.

The current studies, after asking respondents attitudes and behavioral intentions, asked their perception of advertisement believability and their level of product involvement. While no significant effect of involvement was revealed, important effect of ad believability was found on attitudes towards the ad, towards the brand, as well as purchase intention. This finding was consistent in all three studies. Further, in Study 1 and Study 2, no mediating role of ad believability was found significant in the relationship between culture and attitudinal responses or between felt discomfort and attitudinal responses. But in Study 3, while no mediating role of ad believability was significant in the relationship between felt discomfort and attitudinal responses; the mediating role of ad believability was significant in the relationship between culture and attitudinal responses. Interdependent respondents rated the mixed emotional ads more on believability in Study 3. While preliminary, the results from Study 3 suggests that the use of mixed emotions in appeals may be a preferred, more effective method of persuasion among interdependent respondents (see also Williams and Aaker 2002). A full understanding of the relationship between ad believability, felt discomfort,

attitudinal responses and behavioral intentions across cultural orientations need to be achieved.

As a final point, this study was conducted on university students that were aged between 17-28 years of age with a more or less uniform educational level. The reduction in realism and the attendant threat to external validity due to use of a student sample should be kept in mind when interpreting the results. The findings of the study can be compared with the findings derived from other studies conducted on similar samples and can be generalized to this age range only. A further study conducted on a more heterogeneous sample consisting of respondents coming from all age groups, and social backgrounds is needed to broaden our understanding of mixed emotions.

Consumer researchers have turned their attention toward exploring emotional and evaluative components of the consumption experience. Nevertheless, considerable work still remains to be done on the emotional aspects of consumer behavior. This research built a richer understanding of mixed emotion's influence in consumer behavior by bridging the main research streams on the topic. The results of the studies provided fruitful insights on the topic and opened future areas for exploration.

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APPENDIX A

CONSENT TO PARTICIPATE IN CONSUMER PSYCHOLOGY RESEARCH

You are asked to participate in a research study conducted by Özlem Hesapçı Sanaktekin, a doctoral student in the department of Business Administration and Management at the Bocconi University, Milan, Italy. You should read the information below, and ask questions about anything you do not understand, before deciding whether or not to participate.

PURPOSE OF THE STUDY and the PROCEDURE

This study is designed to examine how consumers evaluate potential advertisements. First, you will be asked to view a potential advertisement for a real product/service which will be launched in the market in the following weeks. Next, you will be asked several questions about the advertisement and the advertised product/service. Last you will be asked questions about your general opinions and demographics. There are no right or wrong answers. You are expected to answer with your initial gut. In total, the study will take approximately 20 minutes.

PARTICIPATION AND WITHDRAWAL

Your participation in this study is completely voluntary and you are free to choose whether to be in it or not. If you choose to be in this study, you may subsequently withdraw from it at any time without penalty or consequences of any kind. The investigator may withdraw you from this research if circumstances arise which warrant doing so. You will receive one credit for the related course in return for your participation in this study.

CONFIDENTIALITY

Any information that is obtained in connection with this study and that can be identified with you will remain confidential. When the research is completed, the data files will be archived.

If you have any questions or concerns about the research, please feel free to contact:
Özlem Hesapçı Sanaktekin at ozlem.hesapci@phd.unibocconi.it

SIGNATURE OF RESEARCH SUBJECT OR LEGAL REPRESENTATIVE

I understand the procedures described above. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form.

Name of Subject & Student ID #

Name of Legal Representative (if applicable)

Signature of Subject or Legal Representative Date

SIGNATURE OF INVESTIGATOR

In my judgment the subject is voluntarily and knowingly giving informed consent and possesses the legal capacity to give informed consent to participate in this research study.

Signature of Investigator Date

APPENDIX B
Advertisements for Study 1

“Sad Emotional Appeal”



The advertisement shows a man from behind, standing in a room and looking out of a window. He is wearing a dark long-sleeved shirt and dark trousers. In the foreground, there are several cardboard boxes stacked on the floor, and a white television set is positioned next to them. The text on the left side of the image reads:

Eski evim...
Eski çevrem...
Eski alışkanlıklarım...

At the bottom left, the text reads:

Hepsini çok özleyeceğim.

At the bottom right, the logo for **home TRANS** is displayed, featuring a stylized red house roof above the word "home" in red and "TRANS" in blue. Below the logo, the tagline reads:

Siz herseyi bize bırakın, ev taşımak bizim işimiz.

“Happy Emotional Appeal”



Yeni bir ev...
Yeni bir çevre...
Yeni bir başlangıç...

Çok mutluyum!

**home
TRANS**

Siz herseyi bize bırakın, ev taşımak bizim işimiz.

“Mixed Emotional Appeal”

Eski evim...
Eski çevrem...
Çok özleyeceğim...

Yeni bir başlangıç yapacağım
için ise çok mutluyum!

Siz herseyi bize bırakın, ev taşımak bizim işimiz.

home
TRANS

APPENDIX C
Advertisements for Study 2

“Negative followed by Positive Mixed Emotional Appeal”



Eski evim...
Eski çevrem...
Çok özleyeceğim...

Yeni bir başlangıç yapacağım
için ise çok mutluyum!

home
TRANS

Siz herseyi bize bırakın, ev taşımak bizim işimiz.

“Positive followed by Negative Mixed Emotional Appeal”

**Yeni bir başlangıç
yapacağım için
çok mutluyum!**

Ama eski evimi...
Komşularımı... Alışkanlıklarımı...
Hepsini çok özleyeceğim.

home
TRANS

Siz herseyi bize bırakın, ev taşımak bizim işimiz.

APPENDIX D
Advertisements for Study 3

“Other-Focused Mixed Appeal”

Birlikteliğin keyfini yakala!



Ailenle geçirdiğin o tatil günlerini anımsa...
Beraberce yaptığınız kumdan kaleleri,
Yüzmek için çırplındığında sana uzanan destek elleri,
Artık bu güzel anların çok azı birlikte geçiyor.
Onlar her ne kadar hep birlikte olmak istese de,
Dersler, arkadaşlar derken parçalara bölündüğünü hissediyorsun,
Onları üzmek de istemiyorsun...

İşte senin için güzel bir fırsat,
Onlara o eski anıları hatırlat.

GUSTA
Gourmet Coffee
Paylaşılan sıcak anılar...

“Ego-Focused Mixed Appeal”

Kendini Ödüllendir!



Geçirdiğin zorlu seneyi hatırla...
Geleğine yön verecek o tek sınavı,
Okulun, ailenin ve çevrenin üzerinde kurduğu yoğun baskıyı,
Ama işte buradasın, zoru başardın!
İçindeki öfkeyi dindir, artık başarını kutlama zamanı,
Bunu hakettin, kendini ödüllendir.

GUSTA
Gourmet Coffee
Başarının Keyfini Yudumla

APPENDIX E

SURVEY FORM

1. Please rate the ADVERTISEMENT on the following dimensions:

| | | | | | | | | |
|-------------|---|---|---|---|---|---|---|-----------|
| Bad | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Good |
| Dislike | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Like |
| Negative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positive |
| Unfavorable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Favorable |
| Ineffective | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Effective |

2. Please rate the BRAND of PRODUCT/SERVICE in the advertisement on the following dimensions:

| | | | | | | | | |
|-------------|---|---|---|---|---|---|---|-----------|
| Bad | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Good |
| Dislike | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Like |
| Negative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positive |
| Unfavorable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Favorable |
| Ineffective | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Effective |

3. To what extent would you consider purchasing this PRODUCT?

| | | |
|---------------------------------------|---------------------------------|-----------------------------------|
| definitely not consider purchasing | 1 2 3 4 5 6 7 | definitely consider purchasing |
|---------------------------------------|---------------------------------|-----------------------------------|

4. To what extent did the ad make you want to purchase this PRODUCT?

| | | |
|---|---------------------------------|--|
| definitely did not enhance my desire for the product | 1 2 3 4 5 6 7 | definitely enhanced my desire for the product |
|---|---------------------------------|--|

5. To what extent would you try this PRODUCT?

| | | |
|--------------------|---------------------------------|----------------|
| definitely not try | 1 2 3 4 5 6 7 | definitely try |
|--------------------|---------------------------------|----------------|

6. If you are considering to buy a product in the same category as the product in this ad, how likely is it that you would buy this particular product?

| | | |
|--------------------------|---------------------------------|--------------------|
| not at all likely to buy | 1 2 3 4 5 6 7 | very likely to buy |
|--------------------------|---------------------------------|--------------------|

7. What would be your final decision regarding a purchase of this product? Please choose one.

1. Definitely buy
2. Definitely don't buy

8. Please indicate how you feel about your final decision.

| | not at all | | | very much | | |
|-------------|------------|---|---|-----------|---|-----|
| Comfortable | 1 | 2 | 3 | 4 | 5 | 6 7 |
| Content | 1 | 2 | 3 | 4 | 5 | 6 7 |
| Certain | 1 | 2 | 3 | 4 | 5 | 6 7 |
| Satisfied | 1 | 2 | 3 | 4 | 5 | 6 7 |
| Sure | 1 | 2 | 3 | 4 | 5 | 6 7 |
| Pleased | 1 | 2 | 3 | 4 | 5 | 6 7 |
| Confident | 1 | 2 | 3 | 4 | 5 | 6 7 |

The following questions concern your impressions of the ad. Please read each question carefully and circle the number that most closely matches your impression. Please remember that there are no right or wrong answers. Please answer all questions.

9. How much does this ad evoke the following feelings in you?

| | Not at all | | | Very Strongly | | |
|-----------------|------------|---|---|---------------|---|-----|
| 1 Confident | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 2 Rational | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 3 Embarrassed | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 4 Proud | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 5 Repentant | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 6 Worthy | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 7 Compassionate | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 8 Excited | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 9 Sympathetic | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 10 Superior | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 11 Empathic | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 12 Moving | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 13 Hostile | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 14 Ashamed | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 15 Emotional | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 16 Guilty | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 17 Humiliated | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 18 Distressed | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 19 Angry | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 20 Irritated | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 21 Warmhearted | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 22 Concerned | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 23 Cheerful | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 24 Regretful | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 25 Annoyed | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 26 Enraged | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 27 Mad | 1 | 2 | 3 | 4 | 5 | 6 7 |
| 28 Discouraged | 1 | 2 | 3 | 4 | 5 | 6 7 |

| | | | | | | | | |
|----|--------------|---|---|---|---|---|---|---|
| 29 | Happy | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 30 | Pleased | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 31 | Depressed | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 32 | Sorrowful | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 33 | Blameworthy | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 34 | Enthusiastic | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 35 | Downhearted | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 36 | Sad | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 37 | Calm | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 38 | Delighted | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 39 | Humorous | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 40 | Joyful | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 41 | Independent | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 42 | Lonely | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 43 | Dejected | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

10. To what extend did the Ad make you feel Mixed Emotions (positive and negative emotions at the same time)?

11. To what degree did this ad make you feel uncomfortable?

12. To what degree did this ad make you feel conflicted?

13. To what degree did this ad make you feel confused?

14. How familiar are you with product category in the ad

at all familiar 1 2 3 4 5 6 7 very familiar

15. How frequently do you use such products?

16. How knowledgeable are you about such products?

17. Please indicate the extent which you think the ad was:

| | not at all | | | | | | very much |
|------------|------------|---|---|---|---|---|-----------|
| Realistic | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Credible | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Believable | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

18. Background Information

Gender: FEMALE MALE
Age: _____

Country of birth _____

Place of living _____

19. We would like you to rate how well the following statements describe you, using the 7-point scale below. For each statement, please circle the number that matches your agreement or disagreement. Please respond to every statement. Thank you.

1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7
| | |

Very strongly disagree Neither disagree nor agree Very strongly agree

| | Your number |
|--|-------------|
| 1. I enjoy being unique and different from others in many respects. | |
| 2. I can talk openly with a person who I meet for the first time, even when this person is much older than I am. | |
| 3. Even when I strongly disagree with group members, I avoid an argument. | |
| 4. I have respect for the authority figures with whom I interact. | |
| 5. I do my own thing, regardless of what others think. | |
| 6. I respect people who are modest about themselves. | |
| 7. I feel it is important for me to act as an independent person. | |
| 8. I will sacrifice my self interest for the benefit of the group I am in. | |
| 9. I'd rather say "No" directly, than risk being misunderstood. | |
| 10. Having a lively imagination is important to me. | |
| 11. I should take into consideration my parent's advice when making education/career plans. | |
| 12. I feel my fate is intertwined with the fate of those around me. | |
| 13. I prefer to be direct and forthright when dealing with people I've just met. | |
| 14. I feel good when I cooperate with others. | |
| 15. I am comfortable with being singled out for praise or rewards. | |
| 16. If my brother or sister fails, I feel responsible. | |

| | |
|--|--|
| 17. I often have the feeling that my relationships with others are more important than my own accomplishments. | |
| 18. Speaking up during a class (or a meeting) is not a problem for me. | |
| 19. I would offer my seat in a bus to my professor (or my boss). | |
| 20. I act the same way no matter who I am with. | |
| 21. My happiness depends on the happiness of those around me. | |
| 22. I value being in good health above everything. | |
| 23. I will stay in a group if they need me, even when I am not happy with the group. | |
| 24. I try to do what is best for me, regardless of how that might affect others. | |
| 25. Being able to take care of myself is a primary concern for me. | |
| 26. It is important to me to respect decisions made by the group. | |
| 27. My personal identity, independent of others, is very important to me. | |
| 28. It is important for me to maintain harmony within my group. | |
| 29. I act the same way at home that I do at school. | |
| 30. I usually go along with what others want to do, even when I would rather do something different. | |

What do you think the purpose of this study was?

Please provide us with any additional comments regarding this survey

Thank you for completing the survey.