



How to win the consumer's heart? Exploring appraisal determinants of consumer pre-consumption emotions



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ABSTRACT

Emotions are key drivers of consumption in the tourism and hospitality sector. Therefore, advancing our understanding of the determinants of consumer emotions is critical for tourism and hospitality marketers to effectively influence consumer affect-driven consumption behavior. However, research on the determinants of pre-consumption emotions remains under-explored. This study aims to fill the research gap and proposes a theoretical framework to explain affect-driven behavior. Grounded on the cognitive appraisal theory of emotions, we hypothesize that marketing stimuli are personally appraised based on several dimensions such as novelty and goal relevance. These appraisal dimensions determine the elicitation of positive emotions, leading to behavioral intentions. A total of 655 participants were recruited for an empirical study to test this framework in the context of a tourism event experience. We use an experimental research design to examine consumer appraisals, emotions and behavioral intentions in four conditions: two marketing visual formats (poster vs. video) over two delivery channels (advertising vs. e-word-of-mouth). Research outcomes support the theoretical framework of consumer affect-driven behavior, suggesting that the elicitation of positive emotions beneficially guides consumer behavior in goal striving and novelty seeking. Based on this, emotion-focused marketing implications are recommended, including goal-based segmentation, goal-relevant content development and the use of eWOM as an emotion-enhancing message delivery channel.

1. Introduction

Tourism and hospitality marketers are shifting their focus from the rational aspect of product/service characteristics (e.g., bigger, cheaper, better) to the emotional aspect of consumption (e.g., feelings, joy) because emotions play a vital role in inspiring consumer behavior (Kwortnik & Ross, 2007; Lim, 2014; Scott et al., 2009). Consumers avoid buying products and services that are anticipated to result in negative emotions, such as disappointment or regret (Kim et al., 2013), and make decisions in pursuit of positive emotional outcomes (Goossens, 2000; Hosany et al., 2019). Indeed, consumption emotions significantly influence consumer satisfaction and loyalty intentions for events (Grappi & Montanari, 2011), accommodation services (Ali et al., 2016; Deng et al., 2013), restaurant services (Han et al., 2009; Song & Qu, 2017), entertainment attractions (Benkenstein et al., 2003), and tourism destinations (Abubakar & Mavondo, 2014; Prayag et al., 2017). Hence, the relationship between emotions and consumer behavior is

stronger and more direct than the connection between attitude and behavior in case of hedonic tourism and hospitality experiences (Bagozzi et al., 2002).

The tourism and hospitality literature remains dominated by research on the cognitive and behavioral consequences of emotions, while few studies investigate the antecedents of emotions (Cohen et al., 2014; Hosany, 2012). Researchers have examined how marketing stimuli such as print advertising (Walters et al., 2012), video (Kim et al., 2014), and website (Björk, 2010) should be effectively designed to stimulate pre-consumption emotions. Others also reveal that service quality (Han & Jeong, 2013; Lo et al., 2015; Ribeiro & Prayag, 2018), customer perception of servicescape (Lin & Worthley, 2012; Meng & Choi, 2017), and hotel design elements (Baek & Michael Ok, 2017; Siamionava et al., 2018; Tantanatewin & Inkarojrit, 2018) influence consumer emotions during consumption stage.

Previous studies on the antecedents of emotions, however, rely on simple stimulus-response models to examine the antecedents of

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emotions without investigating how consumer emotions are elicited and differentiated through (cognitive) mental processes (Lin, 2004; Moyle et al., 2017a). The critical weakness of stimulus-response models is to assume that a stimulus will automatically evoke specific emotional responses. Hence, this approach is insufficient to explain why and how two individuals experience different emotions in response to the same stimulus/event (Hosany, 2012; Ma et al., 2017). Without a firm theoretical foundation to explain the elicitation of emotions from a mental processing perspective, the current literature is put at risk of providing implausible conclusions of emotion-evoking principles and mistakenly consider affect-driven consumption behavior as unexplainable and biased (Bagozzi et al., 2000; Zeelenberg et al., 2008). This situation poses a big challenge for marketing professionals in designing and implementing emotion-focused marketing for encouraging consumer hedonic consumption in tourism and hospitality.

The cognitive appraisal theory of emotions, which provides an explanatory model of why particular emotions are elicited in response to marketing stimuli, consists of a reliable theoretical foundation to move the field forward (Ma et al., 2013; Prayag et al., 2019). According to appraisal theory, emotions are not an automatic response to a stimulus but an outcome of a subconscious mental evaluation of a stimulus based on criteria such as its novelty, relevance, congruence in relation to one's disposition (i.e., prior knowledge, goals/needs) (Moors et al., 2013). Even though the cognitive appraisal theory has become the dominant approach in emotion studies (Liu et al., 2016; Zheng et al., 2019), research on the appraisal determinants of consumer pre-consumption emotions remains scarce (Hosany, 2012; Le et al., 2019), perhaps because most researchers tend to consider emotions as heuristics and bias in decision-making (Gnoth, 1997; Pearce & Packer, 2013).

Against this background, our study aims to fill the research gap. This paper provides a much-needed advancement in understanding consumer affect-driven behavior from a mental processing perspective (Cian et al., 2015). Our research investigates how marketing stimuli are subconsciously evaluated in relation to consumer disposition (goals/needs, prior knowledge) through appraisal processes, leading to emotional and behavioral responses. Two overarching research questions guiding research design in this paper are: (1) Why hedonic consumption behavior is driven by pre-consumption emotions?; (2) How should marketing stimuli be designed and communicated to evoke positive emotions and positively influence consumer behavior? Grounded on the cognitive appraisal theory, a theoretical framework of consumer affect-driven behavior is proposed based on a literature review (Fig. 1) and then tested by an experimental study. We examine consumer appraisals, emotions and behavioral intentions in four experimental conditions that participants were exposed to, that is, marketing stimuli represented in two visual formats (poster vs. video) and delivered through two channels (advertising vs. eWOM).

Research outcomes support the proposed theoretical framework, clarifying the logic of consumer affect-driven behavior. Positive emotions related to future tourism and hospitality experiences are elicited through subconscious appraisal processes of marketing stimuli. The elicitation of positive emotions informs consumers about the availability of tourism and hospitality experiences that are relevant to

satisfying their current goals/needs (Pham, 2007; Zeelenberg et al., 2008). Thus, positive emotions consist of a fast-thinking system that allows consumers to filter irrelevant choices and focus further rational considerations on goal-relevant choices (Kahneman, 2011; Kwortnik & Ross, 2007). Based on this theoretical foundation, emotion-focused marketing implications are recommended, concentrating on customizing goal-relevant marketing contents to target customers with specific goals/needs.

2. Literature review

Grounded on the cognitive appraisal theory, we developed a conceptual framework of consumer affect-driven behavior (Fig. 1) that explains how marketing stimuli are personally appraised by consumers based on appraisal dimensions (novelty and goal relevance), leading to emotional responses and behavioral intentions. In this framework, appraisal dimension (goal relevance and novelty) are two key appraisal determinants of positive emotions related to future tourism and hospitality experiences (H2) and positive emotions inspire behavioral intentions (H1). H3 and H4 reflect four experimental conditions, examining how marketing messages presented in two visual formats (poster vs. video) and delivered through two channels (advertising vs. eWOM) are appraised at different levels of goal relevance. Relevant literature for developing research hypothesis are reviewed in the following sections.

2.1. Pre-consumption emotions and consumer behavior

A commonly accepted definition of emotion remains elusive. Still, academics generally agree that it is a multi-dimensional concept comprising at least three components: subjective feelings, expressive motor behavior, and physiological arousal (Kleinginna & Kleinginna, 1981; Li et al., 2015). There is a rich and dense literature explaining how pre-consumption emotions influence consumer behavior, which can be classified into two main research streams: (1) emotions as direct causation and (2) emotions as feedback (DeWall et al., 2015). The former assumes that consumer behavior is influenced by experienced emotions at the decision-making moment. In contrast, the latter argues that consumer behavior is guided by the anticipation of the decision's affective consequences (i.e., anticipated emotions) (Table 1).

In the existing literature, emotion-as-direct-causation theories have become the default approach in consumer behavior research (DeWall et al., 2015; Lerner et al., 2015), supported by neuroscience evidence that changes in experienced emotions at the decision-making moment lead to changes in consumer choices through activating different brain areas (Phelps et al., 2014; Schwarz, 2011). There are two distinct types of emotions that could be experienced at the decision-making moment: (1) integral emotions which are directly related to the product/service choice itself; and (2) incidental emotions which are not normatively related to the product/service choice but are carried over from one situation to the next (Lerner et al., 2015).

While integral emotions are beneficial drivers of consumer behavior (Goossens, 2000; Kwortnik & Ross, 2007), the effects of incidental

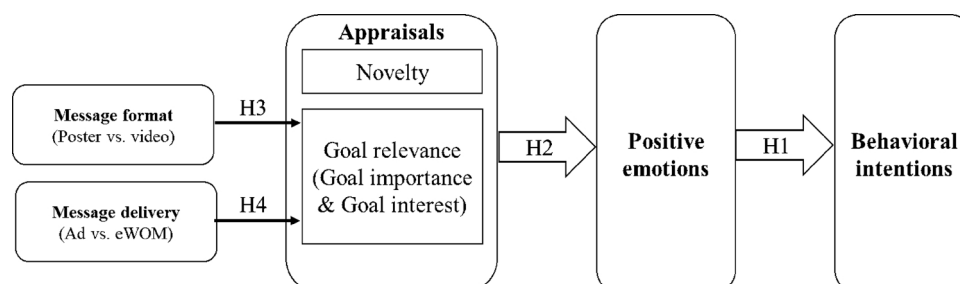


Fig. 1. A conceptual framework of consumer affect-driven behavior.

Table 1

Two main research streams explaining the influences of pre-consumption emotions on consumer behavior.

Source: Summarized by the authors.

	Emotions as direct causation	Emotions as feedback
Assumption	Experienced emotions at the decision-making moment influence consumer choice and behavior.	Consumer decisions are made in anticipation of affective consequences (i.e., anticipated emotions).
Influential theories	<ul style="list-style-type: none"> - Feelings-as-information theory (Schwarz, 1990) - Affect infusion model (Forgas, 1995) - Appraisal tendency theory (Lerner & Keltner, 2000) - Risk-as-feelings theory (Loewenstein et al., 2001) - Feeling-is-for-doing theory (Zeelenberg et al., 2008) 	<ul style="list-style-type: none"> - Regret theory (Bell, 1982; Loomes & Sugden, 1982) - Disappointment theory (Bell, 1985; Loomes & Sugden, 1986) - Subjective expected pleasure (Mellers & McGraw, 2001) - Model of goal-directed behaviors (Bagozzi et al., 2016; Perugini & Bagozzi, 2001) - Emotion-as-feedback theory (Baumeister et al., 2007)
Contribution	Explaining various mechanisms for the influences of experienced emotions at the decision-making moment on consumer behavior	Showing how consumer behavior can be guided or shaped by anticipated emotions
Limitations	If the consumer has formed an impression of the product/service, subsequently experienced emotions have a limited impact (Yeung & Wyer, 2004)	Anticipated emotions are not the only determinants of participants' decisions. Consumer perceptions of risk have direct influences on individual choices independent of their mediating impact on anticipated emotions (Fong & Wyer, 2003)

emotions on consumer behavior are often unwanted (Keltner & Lerner, 2010). Incidental emotions influence consumer choices when they are misattributed or misinterpreted as integral emotions (Pham, 2007). Therefore, the influences of incidental emotions on consumer behavior are eliminated when it makes clear that the sources of incidental emotions are unrelated to the product/service choice (i.e., emotions of low representativeness and low relevance) (Greifeneder et al., 2011; Pham, 1998; Schwarz & Clore, 1983).

In tourism and hospitality sector, consumers' integral emotions related to hedonic consumption choices such as vacations (Hosany et al., 2014; Prayag et al., 2017), hotel services (Ali et al., 2016; Lo et al., 2015) or events (Lee & Kyle, 2012) are biased toward positive emotions. Hence, we hypothesize:

H1: Positive emotions related to a hedonic tourism and hospitality choice (i.e., integral emotions) have positive effects on consumer behavioral intentions.

2.2. Cognitive appraisal theory of emotions

Debate on emotion causation is extensive, and researchers disagree on what mental mechanisms link stimuli (input) and emotional responses (output) (Moors, 2009). From an evolutionary perspective, emotions are environmental adaptations with essential survival-related functions (Darwin & Prodger, 1998). Early researchers considered that people experience emotions because external stimuli cause automatic physiological response patterns (i.e., bodily changes) (James, 1884; Lange, 1885). The James - Lange theory underlies most research investigating the direct influences of marketing stimuli on consumer emotions (Scuttari & Pechlaner, 2017). However, this approach is insufficient to explain individual differences in emotional responses to the same stimulus/experience.

The concept of appraisal has been proposed as the missing link between stimuli and emotions by Arnold (1960). An appraisal is a "cognitive process (and) the way an individual defines and evaluates relationships with the environment" (Lazarus, 1991, p. 3). Appraisal outcomes are the result of subconscious evaluations of a stimulus on multiple dimensions. Researchers have agreed on a core set of appraisal dimensions (novelty, goal relevance, goal congruence, certainty, agency and power/control) that determine and differentiate emotions (Ellsworth & Smith, 1988; Frijda, 1986; Moors et al., 2013; Scherer, 1997). Cognitive appraisal theory of emotions has become the dominant approach used to study consumer emotions because of its explanatory power (Jiang, 2019; Johnson & Stewart, 2005).

Two appraisal dimensions (novelty and goal relevance) play a key role in determining and differentiating positive emotions (Cai et al., 2018; Choi & Choi, 2019; Ma et al., 2013). Novelty is the primary appraisal that determines whether a stimulus is deserving of attention (Ellsworth & Scherer, 2003; Frijda, 1986). Novelty elicits surprise

(Dalakas, 2006; Hosany, 2012) and thus increases the intensity of delight (Ma et al., 2017). Also, novelty has been found to enhance consumer behavioral intentions to attend an event (Formica & Uysal, 1995; Smith & Costello, 2009), visit a place (McAlister & Pessemier, 1982), or select a hospitality brand (Liu et al., 2018).

Goal relevance determines the intensity of positive emotions because it is associated with outcome desirability (Johnson & Stewart, 2005; Lazarus, 1991). Consumers are exposed to thousands of marketing stimuli per day, and as a result, their attention is selective and directed toward goal-relevant stimuli (Scott et al., 2017). Emotions consist of a selective mechanism because "emotions arise in response to appraisals one makes for something of *relevance* to one's wellbeing" (Bagozzi et al., 1999, p. 185). Goal relevance, also termed motivational/concern relevance (Frijda, 1987; Scherer, 1984), reflects the importance of, and interest in, a product or service experience to satisfy one's goals or needs (Cai et al., 2018; Choi & Choi, 2019). Hence, goal relevance is operationalized with two dimensions: goal importance and goal interest (Ma et al., 2013; Nyer, 1997).

Grounded on cognitive appraisal theory, we develop the following hypotheses:

H2a. Novelty of a hedonic consumption choice positively relates to positive emotions.

H2b. Goal relevance (goal importance and goal interest) of a hedonic consumption choice positively relates to positive emotions.

2.3. Emotion-focused marketing strategies in the tourism and hospitality sector

Tourism and hospitality marketers have employed various emotion-focused marketing strategies in practice to convince consumer consumption behavior (Le et al., 2019; Schmitt, 1999). Regarding message format, visual stimuli have been used intensively (Sparks & Wang, 2014) because visual messages assist consumers to "pre-view" promoted tourism and hospitality experiences and "pre-feel" emotions (Pan et al., 2014; Walters et al., 2012). While pictures are the most critical elements in designing print advertisements (Walters et al., 2007) and websites (Lee & Gretzel, 2012); videos have recently gained more popularity. Compared to static pictorial stimuli, videos deliver more vivid and richer contents to demonstrate how future consumption experiences satisfy consumer goals/needs (Bracken, 2005). Videos are more effective in inducing positive emotions (Kim et al., 2014) because videos act as a means of narrative transportation, which facilitates viewers' consumption fantasy and increases their interest in consumption experiences (Kim & Richardson, 2003; Tussyadiah & Fesenmaier, 2009). Therefore, H3 is established.

H3: A hedonic choice is appraised as more relevant to the audience when being promoted through a video compared to a poster.

Besides, eWOM, referring to the internet-based word-of-mouth

transferred by electronic mediums (e.g., computers, mobiles), has become an important marketing channel to enhance consumer pre-consumption emotions and influence consumer behavior (Jeong & Jang, 2011; Zhang et al., 2010). The importance of eWOM marketing has been increasing in the digital age because consumers become more skeptical in perceiving advertisements. There is empirical evidence that consumers tend to avoid online advertisements (Cho, 2004; Kelly et al., 2010; Speck & Elliott, 1997) and consider eWOM as more useful and trustworthy (Sparks & Wang, 2014; Stanton et al., 2019). Grounded on the cognitive appraisal theory, we hypothesize that positive eWOM is more influential compared to advertising because positive eWOM is appraised by consumers as more relevant.

H4. A hedonic choice is appraised as more relevant to the audience when being promoted by positive eWOM compared to advertising.

3. Methodology

We employed an experimental research design using vignettes in the form of text, images, or videos to stimulate participants' thinking about their future decisions (Hosany, 2012; Hughes & Huby, 2002). The study involved two stages: (1) preliminary research for stimulus selection and experimental design, and (2) quantitative research to test the conceptual framework.

3.1. Stage 1: Preliminary research

Fifteen young, independent tourists between 18 and 30 years (seven males, eight females) were interviewed in August and September 2017 for stimulus selection purposes (see Appendix A, Supplementary material for the profile of participants). They were invited to watch ten promotional videos for tourism and hospitality experiences such as vacations, theme parks, and events in random order. These videos had been pre-selected by the research team according to two criteria: (1) less than two minutes in duration to reduce viewer fatigue (Li et al., 2016), and (2) the hedonic nature of the promoted experiences. Participants were asked to choose the most emotion-evoking video and describe their pre-consumption emotions related to the promoted experience (e.g., "How do you feel about it?").

The video portrayed several activities related to the White Party Gold Coast,¹ a ticketed event for New Year's Eve celebrations was most frequently selected (11 of the 15 participants). A simple coding of participants' emotional words based on the consumption emotions scale (Richins, 1997) identified three main positive emotions related to the promoted product (i.e., event attendance): joy (happy, pleased, glad, joyful, cheerful, fascinated); excitement (excited, enthusiastic, thrilled), and surprise (surprised). These emotions were classified in order of frequency in participants' answers: joy ($n = 11$), excitement ($n = 6$), surprise ($n = 3$).

Next, four experimental cells (see Appendix B, Supplementary material) were designed by manipulating how the event's promotional contents were visually represented (poster vs. video) and delivered (advertising vs. eWOM). Regarding the message format, we used the White Party Gold Coast's official poster containing images similar to those in the selected video² in order to compare how consumers perceive similar promotion contents presented in different visual formats. Regarding the message delivery channel, we developed two hypothetical scenarios reproducing two real-life settings (advertising vs. eWOM) (Barrera & Buskens, 2007; Rettinger et al., 2004). In the advertising scenario, participants were advised to imagine that they found the marketing message (poster or video) sponsored by the event organizer on their Facebook home page. In the eWOM scenario, participants were asked to imagine that a friend tagged them to the event

promotional content (poster or video) on Facebook, giving a positive referral: "This is gonna be the best New Year's Eve party ever. Let's have fun from sunset to sunrise, watch the fireworks at midnight and dance until dawn."

Five new participants were recruited to review the experimental design and the questionnaire containing measurement scales of six variables (appraisal dimensions, positive emotions and behavioral intentions). Their feedback was used to improve the flow, structure and wording of the questionnaire.

3.2. Stage 2: Quantitative research

Participants in the main survey were randomly allocated to one of four experimental cells. They read the distributed scenario and answered one yes/no question used as a manipulation check (see Appendix B, Supplementary material). Respondents who answered 'no' were advised to end the survey. Only participants who answered 'yes' to the manipulation check question could continue completing the questionnaire.

In the questionnaire, novelty was measured by a three-item scale (usual/unusual, familiar/unfamiliar, expected/unexpected) adapted from Hosany (2012). Goal relevance was measured by a two-dimensional scale adapted from Ma et al. (2013), which included seven items reflecting goal importance and goal interest. Positive emotions (i.e., surprise, joy, excitement) were measured by corresponding items adapted from the consumption emotion set (Richins, 1997). The measurement scale for behavioral intentions was developed using four items adapted from Walters et al. (2012) and one item indicating the respondent's intention to attend the event. All questions were asked using a seven-point Likert-type scale.

To facilitate data collection and data management, the questionnaire was made available online on the Qualtrics website. Data were collected on iPads by trained research assistants who recruited participants at public locations on the Gold Coast and in Brisbane, Australia. In total, 668 completed questionnaires were collected in November and December 2017. Completed questionnaires with "straight-lining" responses (i.e., the variance for all items was equal to zero) were deleted to safeguard data quality (Moyle et al., 2017b). A final sample of 655 questionnaires was used for data analysis. The profile of participants is given in Appendix C, Supplementary material. The sample consists of 67.2% females and 32.5% males. Most respondents were under 35 years (78.6%), which is the target market for the White Party Gold Coast according to the event organizer. Nearly four out of ten respondents were Australians (38%).

4. Results

SPSS version 25 and AMOS version 25 were used to analyze the data collected. Normality tests showed that all items were normally distributed ($Z_{\text{skewness}} < 3$ and $Z_{\text{kurtosis}} < 3$) (Yap & Sim, 2011). The total sample of 655 participants was randomly split into two sub-samples (calibration and validation samples) for cross-validity testing and then used for structural equation modeling (SEM) to verify the research hypotheses (Byrne, 2016; Pratt & Sparks, 2014).

EFA using the calibration sample ($n = 323$) resulted in six factors with an eigenvalue greater than one explaining 77.36% of the variance ($KMO = 0.942$, $X^2 = 7800.65$, $df = 276$, $p = 0.000$). Factors include novelty (three items, $\alpha = 0.90$), goal importance (four items, $\alpha = 0.90$), goal interest (three items, $\alpha = 0.87$), joy/excitement (six items, $\alpha = 0.95$), surprise (two items, $\alpha = 0.89$), and behavioral intentions (five items, $\alpha = 0.95$). The item "amazed" was deleted owing to cross-loading with both joy/excitement and surprise factors (Costello & Osborne, 2005; Hung & Petrick, 2011). All item loadings over 0.5 and Cronbach alphas over 0.7 indicate good convergent validity of all constructs (Hair et al., 1998).

CFA was conducted using the validation sample ($n = 332$). The

¹ www.facebook.com/WHITEPARTYNYE/.

² The use of these materials was authorized by the event organizer.

Table 2
Convergent validity of measurement constructs.

Factor	Standardized loadings	MaxR (H)	AVE	Composite R
Novelty	0.871	0.911	0.771	0.910
N1 (Usual – Unusual)	0.894			
N2 (Familiar – Unfamiliar)	0.869			
N3 (Expected – Unexpected)				
Goal importance	0.879	0.921	0.713	0.908
GIm1 (Matters to me)	0.909			
GIm2 (Means a lot to me)	0.817			
GIm3 (Relevant to me)	0.766			
GIm4 (Important to me)				
Goal interest	0.837	0.890	0.715	0.882
GIn1 (Unappealing - Appealing)	0.804			
GIn2 (Not Fun - Fun)	0.893			
GIn3 (Boring - Interesting)				
Surprise	0.861	0.869	0.766	0.867
S1 (Astonished)	0.889			
S2 (Surprise)				
Joy/excitement	0.935	0.967	0.811	0.963
J1 (Happy)	0.937			
J2 (Joyful)	0.866			
J3 (Pleased)	0.917			
J4 (Excited)	0.834			
J5 (Thrilled)	0.910			
J6 (Enthusiastic)				
Behavioral intentions	0.841	0.953	0.776	0.945
B11 (Curious about the party)	0.940			
B12 (Want more information)	0.837			
B13 (Want to learn more)	0.912			
B14 (Intrigued by the party)	0.870			
B15 (Willing to attend)				

measurement scale resulted in good fit indexes: $X^2/df = 2.811$, RMSEA = 0.053, CFI = 0.973, NFI = 0.959, TLI = 0.968, and SRMR = 0.027. The normalized chi-square test statistic is under 5, CFI, NFI, and TLI values are higher than 0.9, and RMSEA and SRMR values are less than .08, indicating a good fit (Hooper et al., 2008; Hu & Bentler, 1999; Kline, 2015). Convergent validity of all constructs was verified by significant factor loadings, maxR(H), average variance extracted (AVE) scores and composite R (Table 2). Discriminant validity was tested by comparing intercorrelations of factors with the square root of the average variance for each factor (Table 3) (Hatcher, 1994). Since the estimate for AVE for each factor is above 0.5, and the square root of AVE exceeded any of the intercorrelations of the factors, convergent and discriminant validity were not an issue related to the measurement model (Fornell & Larcker, 1981; Huang et al., 2014).

After validation of the measurement model, structural equation

Table 3
Correlation matrix for testing discriminant validity of all constructs.

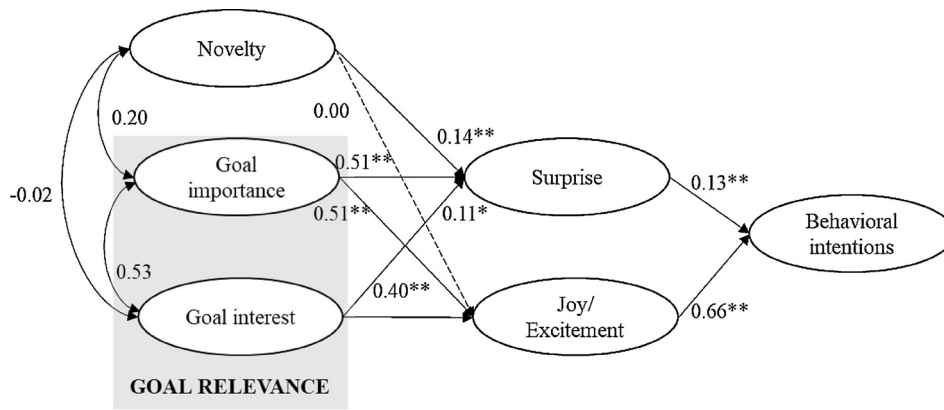
	Novelty	Joy/ excitement	Behavioral intentions	Goal importance	Goal interest	Surprise
Novelty	0.878					
Joy/excitement	0.130	0.901				
Behavioral intentions	0.146	0.677	0.881			
Goal importance	0.035	0.675	0.708	0.845		
Goal interest	0.247	0.703	0.638	0.556	0.845	
Surprise	0.184	0.612	0.491	0.549	0.446	0.875

models (SEMs) were generated for the whole sample to test the proposed research hypotheses. Six latent variables (novelty, goal interest, goal importance, surprise, joy/excitement, and behavioral intention) were included in the SEM1 (Fig. 2) to test the relationships between consumer appraisals, positive emotions, and behavioral intentions. Estimated SEM1 has good model fit ($X^2/df = 3.744$, RMSEA = 0.065, CFI = 0.958, NFI = 0.944, TLI = 0.951 and SRMR = 0.060). A multi-group analysis tested the invariance of the SEM1 among four experimental cells (two visual formats across two delivery channels). All factor loadings and all structural regression paths were constrained to equal across four groups. The X^2 difference between the unconstrained and constrained model was not significant ($\Delta X^2 = 94.385$, $p = 0.640$). Hence, the SEM1 was equivalent across four experimental cells (Byrne, 2016).

The use of t-test, ANOVA and MANOVA in testing the effects of experimental conditions on consumer responses is common in consumer behavior research. However, these procedures are subject to biasing effects of random and correlated measurement errors on the outcomes of the experiment (Bagozzi & Yi, 1989; Russell et al., 1998). Following previous experimental studies in the literature (Bogicevic et al., 2019; Lee & Gretzel, 2012; Lee et al., 2010), we coded the four experimental conditions as two dummy variables: advertising vs. eWOM, and poster vs. video and then tested the SEM2 (Fig.3). The decision of including these two dummy variables are based on the outcomes of previous MANOVA analysis (see Appendix D, Supplementary material), showing no interaction effects between marketing formats (poster vs. video) and marketing delivery channels (advertising vs. eWOM). A covariance was added between goal importance and goal interest in SEM2 since these two related constructs reflect one concept (i.e., goal relevance) (Ma et al., 2013; McQuarrie & Munson, 1992). Estimated SEM2 has good model fit ($X^2/df = 3.528$, RMSEA = 0.062, CFI = 0.954, NFI = 0.937, TLI = 0.947 and SRMR = 0.065) (Byrne, 2016; Kline, 2015).

A summary of hypothesis testing results is introduced in Table 4, providing evidence to support the theoretical framework of consumer affect-driven behavior. H1 is supported because both surprise ($\beta = 0.13$, $p = 0.00$) and joy ($\beta = 0.66$, $p = 0.00$) influence consumer behavioral intentions. It is worth noting that joy has a stronger effect than surprise (Fig. 3), suggesting that joy/excitement is more important than surprise in motivating consumer behavior. Appraisal dimensions have significant correlations with positive emotions, justifying the merit of the cognitive appraisal theory of emotions. Novelty has a positive effect on the elicitation of surprise ($\beta = 0.13$, $p = 0.00$) but no effect on joy/excitement ($\beta = 0.00$, $p = 0.86$). Hence, H2a is partly supported. Goal importance is a key determinant of both surprise ($\beta = 0.51$, $p = 0.00$) and joy/excitement ($\beta = 0.51$, $p = 0.00$). Goal interest also has significant impacts on surprise ($\beta = 0.12$, $p = 0.010$) and joy/excitement ($\beta = 0.39$, $p = 0.00$). Therefore, H2b is supported.

Visual formats do not lead to any significant changes in consumer appraisal of goal relevance while marketing delivery channel has a limited effect. Goal importance ($\beta = -0.02$, $p = 0.62$) and goal interest ($\beta = 0.06$, $p = 0.16$) are not significantly different when participants were exposed to the poster versus the video. Marketing messages delivered through eWOM is appraised more important ($\beta = 0.15$, $p = 0.000$), but not of higher interest ($\beta = 0.03$, $p = 0.53$) compared to



* Significant at $p < 0.05$
 ** Significant at $p < 0.01$

Fig. 2. SEM1 with all latent variables.

* Significant at $p < 0.05$.
 ** Significant at $p < 0.01$.

advertising. Thus, H3 is not supported and H4 is partly supported.

5. Discussion

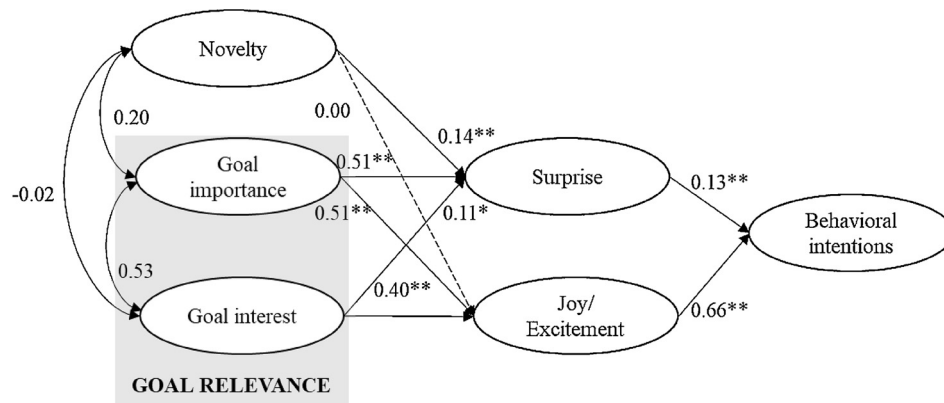
This study aimed to advance our understanding of affect-driven behavior by exploring the appraisal determinants of consumer pre-consumption emotions. Results of hypothesis testing (Table 4) support the theoretical framework of affect-driven behavior: positive emotions are elicited as a result of appraisal processes (novelty and goal relevance). Hence, positive emotions related to future consumption experiences beneficially guide consumer behavior in goal striving and novelty seeking. Emotion-focused marketing strategies are thus recommended based on the theoretical framework.

5.1. Theoretical contributions: the logic of consumer affect-driven behavior

This research is the first effort in applying cognitive appraisal theory to explain consumer pre-consumption emotions and to establish a theoretical basis to explain consumer affect-driven behavior in tourism and hospitality. We provide empirical evidence to demonstrate that positive emotions related to future tourism and hospitality experiences

are goal-relevant signals guiding hedonic consumption behavior in goal striving (Lerner et al., 2015; Pham, 2007). Consumers experience higher levels of positive emotions when a future consumption experience is appraised as highly relevant in satisfying their current goals/needs (i.e., of high importance and of high interest) (Moors et al., 2013; Zeelenberg et al., 2008). Hence, consumers rely on emotions as a fast-thinking system to filter irrelevant choices before engaging in further rational consideration of goal-relevant options (Evans, 2008; Kahneman, 2011). Based on the proposed conceptual framework of consumer affect-driven behavior, impulsive buying in pursuit of positive emotions could be explained as behavior to achieve highly goal-relevant choices (Chih et al., 2012; Sohn & Lee, 2017). Therefore, this study challenges the widely-accepted assumption that pre-consumption emotions are simply decision-making heuristics and/or bias (Gnoth, 1997; Pearce & Packer, 2013).

Furthermore, this study offers further explanations for consumers' novelty-seeking behavior (Jang & Feng, 2007; Mitas & Bastiaansen, 2018). Novel tourism and hospitality experiences elicit surprise, resulting in higher emotional arousal in the context of goal-relevant experiences and hence impetus for consumption (Assaker et al., 2011; Enrique Bigné et al., 2009). However, a novel experience offering is not



* Significant at $p < 0.05$
 ** Significant at $p < 0.01$

Fig. 3. SEM2 with two dummy variables representing experimental cells.

** Significant at $p < 0.01$.

Table 4
Summary of hypothesis testing results.

Hypothesis	Testing result
Hypothesis 1: Positive emotions related to a hedonic consumption choice (i.e., integral emotions) have positive effects on consumer behavioral intentions.	Supported
H2a. Novelty of a hedonic consumption choice positively relates to positive emotions.	Partly supported
H2b. Goal relevance (goal importance and goal interest) of a hedonic consumption choice positively relates to positive emotions.	Supported
Hypothesis 3: A hedonic choice is appraised as more relevant to the audience when being promoted by a video compared to a poster.	Not supported
Hypothesis 4: A hedonic choice is appraised as more relevant to the audience when being promoted by positive eWOM compared to advertising.	Partly supported

necessarily associated with higher levels of joy/excitement based on empirical evidence in this study, perhaps because of different levels of goal relevance. A novel experience offering is appraised as more or less goal-relevant by various groups of consumers who seek different levels of novelty (Jang & Feng, 2007; Snepenger, 1987). Therefore, the assumption that novelty is an effective mechanism to increase positive emotions must be interpreted with caution (Mitas & Bastiaansen, 2018). Only the novel tourism and hospitality experiences that are also relevant in satisfying consumers' specific goals evoke positive emotions of joy.

The framework of affect-driven behavior proposed in this paper consists of a useful theoretical basis for future research investigating consumer emotions and affect-driven behavior from a mental processing perspective. Previous studies have indicated that consumption emotions (Cai et al., 2018; Choi & Choi, 2019; Jiang, 2019) and post-consumption emotions (Hosany, 2012; Ruth et al., 2002) are determined by appraisal processes. This study demonstrates the appraisal-emotion relationship at the pre-consumption stage, and thus supports the mental-time-travel concept (Suddendorf & Corballis, 1997). Based on the accumulation of empirical evidence, it can be concluded that consumer emotions at different consumption stages (pre-, online, post-) are elicited through similar appraisal processes of (future, online, past) consumption experiences. This conclusion aligns with neuroscience findings for similar neural processes taking place when humans anticipate the future, experience the present, and recall the past (Botzung et al., 2008; Viard et al., 2011). The theoretical framework of affect-driven behavior, therefore, could be applied in future longitudinal research to explore consumer emotion bias across different stages of consumption (such as the "rosy view" effect) (Mitchell et al., 1997) by considering differences in consumer appraisals. Also, tourism and hospitality researchers can rely on this theoretical framework for future studies exploiting encephalography (EEG) to investigate neural and mental mechanisms behind consumer affect-driven behavior.

5.2. Marketing implications

Exploring the appraisal determinants of consumer pre-consumption emotions suggests effective ways to apply emotion-focused marketing in tourism and hospitality. First of all, the key success factor of emotion-focused marketing is to ensure marketing content is appraised as highly goal-relevant by targeted customers. Consumers are normally overwhelmed by thousands of marketing stimuli per day, and only stimuli appraised as relevant to their goals and needs can attract attention (Scott et al., 2017), evoke higher levels of positive emotions, and influence consumption behavior (Goossens, 2000; Kwornik & Ross, 2007). For example, tourists who travel for relaxation have more positive emotions toward "sun and sand" destinations than those who travel in pursuit of knowledge (Beerli and Martin, 2004). Therefore, tourism and hospitality marketers must customize their marketing contents based on a good understanding of consumers' specific goals/needs and goal-based segmentation methods (Beh & Bruyere, 2007; Guttentag et al., 2017). Customized marketing contents should distinctly communicate how the promoted tourism and hospitality experience is relevant in satisfying specific goals/needs of the target customer segments (Yim et al., 2018).

Second, the use of novel elements to attract attention and increase

surprise factor should be done with careful consideration of how goal-relevant these novel elements are appraised by target customer segments (Mitas & Bastiaansen, 2018). This study demonstrates that novelty does not necessarily enhance joy/excitement related to future tourism and hospitality experiences. Hence, marketers should adjust the use of novel elements when communicating with various groups of consumers who have with different levels of novelty-seeking (e.g., enthusiastic novelty-seekers versus familiarity-seekers) (Weaver et al., 2009). For example, marketing messages targeting those repeated visitors who score higher in novelty-seeking should highlight the novel elements of the coming event in comparison with previous events (Chang & Hui Chiang, 2006). In contrast, marketing messages targeting first-time visitors should focus more on the authentic and goal-relevant elements of the event.

Third, eWOM is a compelling message delivery channel that helps to increase consumer appraisal of goal relevance, leading to higher levels of positive emotions and behavioral intentions toward tourism and hospitality experiences. Therefore, eWOM marketing should be a mainstay in emotion-focused marketing portfolio (Berger, 2014; Chen & Law, 2016; Trusov et al., 2009). Tourism and hospitality marketers need to be more proactive in generating positive eWOM about their promoted experiences by offering financial incentives (Kim et al., 2016), free products (Chae et al., 2016), or price discounts (Stanton et al., 2019).

6. Conclusion

This study advances the current literature by suggesting a theoretical framework to explain consumer affect-driven behavior from a mental processing perspective. Grounded on the cognitive appraisal theory, it clarifies the logic of affect-driven behavior by demonstrating that positive emotions are goal-relevant signals. The elicitation of positive emotions as a result of subconscious appraisal processes is to inform consumers about the availability of tourism and hospitality experiences relevant to satisfying their current goals/needs. Based on this theoretical foundation, emotion-focused marketing implications are recommended, including goal-based segmentation, goal-relevant content development and the use of eWOM.

The current research is subject to some limitations, which provide directions for future studies. First, we investigated only positive emotions related to hedonic experiences (i.e., a tourism event) and thus recommend more research examining mixed and negative emotions associated with special tourism and hospitality experiences such as dark tourism attractions (Kidron, 2013) or sports/adventure activities (Carnicelli-Filho et al., 2010). Furthermore, future studies should include goal congruence in examining consumers' positive versus negative emotions in these contexts. Second, the main subject of investigation in this study refers to integral emotions which are related to future tourism and hospitality experiences. However, incidental emotions that are carried over from the external environment may influence consumer emotional experiences at the decision-making moment. The interaction between incidental and integral emotions thus requires further investigation (Lerner et al., 2015). Third, pre-consumption emotions are associated with (mental) imagery processing of marketing stimuli that helps consumers to visualize future consumption experiences (Goossens, 2000; Walters et al., 2012). Future research should

include emotions, mental imagery and appraisal processes to broaden understanding of consumer hedonic consumption behavior in tourism and hospitality. Last, this study uses only self-report measurements of mental constructs. Future studies should exploit psychological measurements such as skin conductance (Li et al., 2016), face reader (Hadinejad et al., 2019) and encephalography (EEG) (Gordon et al., 2018) to examine consumer emotional experiences as well as mental processes and neural systems involved. Overall, emotion is a central concept in tourism and hospitality research, and more research in this infancy area will be beneficial to advance the literature.

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Appendix A. Supplementary data

Supplementary data associated with this article can be found, in the online version, at <https://doi.org/10.1016/j.ijhm.2020.102542>.

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