The Impact of Emotion on Customers' Behavioral Responses

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ABSTRACT

In past years, a considerable amount of researches have been dedicated to emotion and its role in service marketing. Several researchers believe that the emotion is the key variable in understanding the customer experience and its subsequent behavior. The aim of this study is to investigate the influence of social environment, physical environment and service quality on customers' positive and negative emotions and then the influence of customer emotions on his post-purchase behavior.

The research method is applied in terms of purpose and descriptive-quantitative in terms of nature. The statistical population of this study is the clients of 5 star hotels in Tehran. Data collection tool was a questionnaire. 350 questionnaires were collected. Structural equation modeling and Amos software were used to analyze the data.

The results showed that the social environment and service quality have a positive impact on customers' positive emotions, and negative impact on their negative emotions. The results also showed that positive emotion has a significant positive effect on customer repurchase intention.

This study examines the influence of social environment, physical environment and the quality of services on the customers' negative and positive emotions and then, the effect of customers' emotions on the after purchasing behavior.

Keywords: Positive emotion, negative emotion, service quality, satisfaction, behavioral intention, complaint behavior, switching behavior

1.   INTRODUCTION

Nowadays, the changing role of emotion in the services marketing is more than ever considered and day after day, the importance of this variable in the services marketing will be added. Many researchers believe that the emotion is a key variable in understanding the customers' experiences and their subsequent behavior (Tronvoll, 2011). A considerable amount of the previous researches suggests that the emotion is a significant antecedent for the consumer's behavior that effect on his/her behavior. The reason of happening this issue is that people often react and behave based on their judgments about the events of the surrounding environment (Namkung & Jang, 2010).

About the importance of emotion in the marketing, it should be noted that the impact of emotion on the word of mouth advertisement, the customers' attitude towards the service provider, customer loyalty, repurchase intention and the behavior of their complaint have been proven in various studies (Tronvoll, 2011). Emotional reactions play important roles in the communication between the buyer and the seller. Customers demand to repeat the positive emotions during shopping and the sense of worth experience of buying. The empirical evidences show that the values perceived by the customers are influenced by their emotions. Lin and Liang (2011) believe that when the customers experience the positive emotion, they have more positive perceived value of their buying.

Kapoor and Kulshrestha (2009) stated that a considerable amount of researches in the last years have been dedicated to the changing emotion and its role in the services marketing. Most of these researches focused on the interactions between the services providers and the recipient of the services (the customer). They also examined the perceptions of customers from the services providers as well as assessing the quality of the services provided. In the service marketing environment, the role of emotion is very evident for the managers (Amin Foroughi and Esfahani, 2012). For the managers and marketers who are looking to identify the purchase motivations of the customers and are intended to encourage them to repurchase, identifying the variable of emotion and its role in this motivation can provide them with a useful and practical tool (Hume & Mort, 2010).

The results of the researches show that the feelings have an effect on the customer information processing process, their behavioral responses and also their satisfaction levels (Hume & Mort, 2010). Martin, O'Neill, Hubbard, and Palmer (2008) believe that the customers' satisfaction cannot be perceived or explained without reviewing their emotions.

Customers who experience the positive emotion are more likely to do the behaviors such as positive word of mouth advertisement and repurchase intention. Negative emotions are often the experience of a bad (inappropriate) service which subsequently led to dissatisfaction or customer s' complaint. Therefore, perceiving the customers' emotions and their effects on the customers' behavior are very important issues for the marketers and especially in the services marketing environment (Tronvoll, 2011 and Marcial Limache Sandoval, 2017).To confirm the mentioned issues, Lin and Liang (2011) stated that since the emotions are an initial source for motivating humans and effect on their thought processes, it is expected that a positive emotion leads to a positive response and this issue will make the customers evaluation from the services provider more positive. Also customers who experience more positive emotions during the provision of services are more likely to purchase again and do a positive word of mouth advertisement. This issue has a positive impact on their loyalty.

So, the aim of this study is the study of the influence of social environment, physical environment and the quality of services on the customers' negative and positive emotions and then, the effect of customers' emotions on the after purchasing behavior. Therefore, this study has been performed in a series of 5 stars hotel customers.

2. RESEARCH LITERATURE

Definition of emotion

Studying what was said, the importance of the variable of emotion and the need to study it becomes almost clear; but what is the emotion? In other words, which modes or reactions of individuals is the purpose of the emotion? To answer this question, we should provide a comprehensive and precise definition of the emotion at first. Martin et al. (2008) mentions the problems of defining the emotion and states that before we can measure the variable of emotion, we should be able to determine the features and characteristics of the emotion and separate it from other similar concepts. To define and identify the emotion, we should notice that in many previous studies, the emotion was frequently deemed the same with concepts such as affection and mood. Therefore, in this study, the distinction of this concept from other similar concepts should be identified. Chamberlain and Broderick (2007) believe that despite the similarity between these concepts (emotion, affection, mood) but the emotion has a distinct concept and almost all writers and researchers agree that the emotion means the emotional responses which are mainly short and physical and are manifested through physiological processes.

About how to define and study the variable of emotion, there are plenty of debates among the researchers of management and marketing majors. In such conditions that there is no single and general definition for the emotion, many experts suggested that for using the emotion in management and marketing, we can express its descriptive characteristics rather than looking for the essential nature of the emotion. Accordingly, Clore, Ortony, and Foss (1987) reported that the emotion means the size (amount) of affective responses to the perceptions that the person have from the situation. Kapoor and Kulshrestha (2009) stated the emotion as a rapid response towards an experience and Morris (1992) expressed the emotion as the assessment of the condition of the external environment. Namkung and Jang (2010) state the emotions as the people's reactions to the events or stimulants and know it inherently as a social phenomenon. Lin and Liang (2011) also believe that the customer's emotion is a vital factor in perceiving the customers' perceptions of trade of services that they received. When the consumers leave behind a new experience and use a product, this activity will often effect on their emotional state.

Types of emotion

Svari and Olsen (2012) believe that it should be noted that the range of emotions is very wide. Park, Kim, and Forney (2006) stated that emotions can be divided into two main classes of positive and negative in a general division. Most theories related to the emotion which study the cognitive causes of the occurrence of the emotion, stated that when a person achieves his purpose or he/she achieves a progress on track to achieve the goal, the positive emotions obtain and the negative emotions achieve as a result of failure and fiasco to achieve to the goal or lack of progress on track to obtain the goal. Kapoor and Kulshrestha (2009) believe that emotions are achieved from the experience of various events that this experience might have a negative emotion or a positive emotion. Several studies have shown that positive emotions have an effect on satisfaction, doing positive word of mouth advertisement, repurchasing intention and loyalty of the customers; but there isn't several researches about the effect of negative emotions on the after purchasing behavior and the effect of this variable on the customers' post-purchase behavior (especially in the services marketing) haven't been studied well.

A variety of researchers have presented other categories in addition to the categories of emotions to the positive and negative. For example, Bagozzi, Gopinath, and Nyer (1999) believe that there are three types of the emotion. In their opinion, the types of emotion are classified in the following three categories:

Mood and feelings: it shows person's mood. This type of emotions aren't deliberate (intentional) and have less intensity than the emotion. For example, calm is a type of mood.

Goal directed emotions: They are emotional states which appear after exposure to a specific stimulus. For example, laugh or enjoy after watching a movie or even a sense of fear after watching a horror movie. And finally,

Appraisal emotions: They are the results (consequence) of the functional emotions; Such as sense of happiness that person receives after that his/her performance meets his/her expectations. Motivational emotions have a close relationship with satisfaction and perceived value.

Svari, Svensson, Slåtten, and Edvardsson (2010) also introduced the three main categories of the emotion as follow:

1) Internal Emotions: They are excited when the customers blame himself/herself for the event happened. For example when the customer doesn't reach to the flight on time and miss the flight due to his/her delay.

2) External Emotions: They are excited when the customers blame other (company) for the occurrence of the event. For example, when the customer cannot reach to its destination and probably lost a business meeting that he/she had already coordinated, due to the excessive delay of airline.

3) and finally Situational Emotions: They are excited when the customers blame neither themselves nor others for the occurrence of the incident. For example, when a flight is canceled due to the bad weather and the customer cannot reach the desired destination on time.

Svari and Olsen (2012) believe that the reason of the external emotions is the failure of the services. A company that cannot provide an appropriate quality of perceived services to the customers could cause the occurrence of the negative emotions in the customers. These emotions have mainly hostile nature; for example: anger, resentment, rage, disappointment, frustration, involuntarily and anxiety. On the other hand, the inner emotions arise due to the customers' perception from their personal responsibility. These negative emotions are: shame, guilt, regret, embarrassment, sadness, loneliness, unhappiness and depression. Naturally, the behavior of customer in each of the above situations will be different. So, who the customer blames will impact on the type of his/her behavioral reaction. In this research, we will study the external emotions.

In this regard, Watson and Spence (2007) stated that the reason that person experiences different emotions for an event is that who the person blames for that incident, himself/herself or others? These experienced emotions, in turn, also effect on the behaviors of the consumers. For example, consider an accident. A person who has been caused the accident due to talking with mobile and distraction may feel ashamed and guilty; While, the other driver who isn't guilty and maybe even purchase his/her car with a loan and barrow, experiences feeling of anger. Thus, for a specific event, people experience different emotions.

Martin et al. (2008) distinguished the three main concepts of the emotion: First, the emotion as a psychological state which is related to instinct; Second, the emotion as the perceptions of the value in response to a specific event; and third, the emotion as an experience-driven development which is created to increase our perception from a special event and occasion. In another division, Liljander and Mattsson (2002) and Martin et al. (2008) stated that the emotions, in terms of the nature, can be divided to two main categories: Reactive emotions and goal-oriented emotions. For example, if the provided services meet the customer's expectations and needs, the customer may react positively and experience the positive emotion (emotional reactive emotions); on the other hand, there are emotions which the consumer consciously and deliberately looking to experience them, for example, experiencing a yearly celebration, going to a charming park or experiencing an exciting voyage. In this research, we study the persons' external emotions and review it in the form of both aspects of positive and negative emotions.

Research hypotheses and theoretical development

Social environment and customers' emotions

By social environment we mean two factors in this study: Emotions offered by the hotel staff and mood offered by other hotel customers. The results of previous studies suggest that the emotions expressed by staff (sellers) affects customer emotions. Imagine that entering a hotel; you face with a smiling and happy employee who warmly welcomes you, or with one who gives you a cold shoulder. Naturally, the employee treatment can affect you kind of emotion (positive or negative). In this regard, Pugh (2001) concluded that when staffs smile, they make eye contact with the customers, and give a warm welcome, customers experience more positive emotions. Tsai and Huang (2002) also found similar results and stated that staff positive emotions can motivate positive emotions in customers. So the research seeks to examine the impact of staff emotions on both the positive and negative emotions in customers:

H1a: Positive emotions by staff increase positive emotions in customers.

H1b: Positive emotions by staff decrease the negative emotions in customers.

By mood of consumers, we mean the impact of the presence of other customers in the location of presenting services and advices they offer customers to do shopping. Sometimes, in a service providing environment, a new customer asks other customers regarding performance and quality of services provided at the center. Indeed, the guides that may be offered by other customers to the new customer can influence the type of his emotion. Interactions that occur among customers in the hotel lobby or front of reception desk could have an impact on the type of customer emotion. Suppose a customer came to this hotel for the first time, he faces with a client who is settling and checking out and found that the first person is rather unhappy with the hotel services and leaving there angrily. This conception of other clients' emotion can be effective on new customers' perception of the hotel. Davies, Baron, and Harris (1999), Moore, Moore, and Capella (2005) and Huang (2008) also have confirmed it. So another variable in this study is customer climate:

H2a: Positive moods offered by other customers increase the new customer positive emotions.

H2b: Positive moods offered by other customers decrease the new customer negative emotions.

Physical environment and customers' emotions

One of the reasons people seek higher star hotels is their beautiful design and attractive decorations. In an interview with a number of guests of 5-star hotels, most of them said that they love attractive architecture and beautiful decorations of some hotels. During their accommodation in a hotel, travelers tend to stay in a beautiful and pleasant environment in addition to receive high quality services. There have been a lot of research in this field and have shown that customers emotionally/affectively react to the physical features of service environments and their aesthetic features (Dolen, Ruyter, & Lemmink, 2004). The aesthetic features in a hotel are factors such as hotel pleasant air, lighting, music, perfume smell in the hotel and design of furniture in the hotel. Also, by ambient features of a hotel we mean factors such as the layout of hotel facilities, amenities and the dominant color in the hotel. Several studies in this area have shown that ambient features may affect the type of customer emotion. The beauty of the decoration and the service environment can evoke positive emotions of customers. This is very important especially in hotels where the person lives long in that environment. Regarding to all the aforesaid, the following hypotheses are developed:

H3a: Beautiful ambient factors increase positive emotions in new customers.

H3b: Beautiful ambient factors decrease the negative emotions in new customers.

H4a: Aesthetic features increase the positive emotions in new customers.

H4b: Aesthetic features decrease the negative emotions in new customers.

Service quality and customer emotions

Service quality affects the customer emotion and the emotional results originating from the core service quality can be different from customer satisfaction or happiness or his dissatisfaction and anger (Hume & Mort, 2010). Jang and Namkung (2009) also stated that the customer perception of service quality reduces negative emotions and increases positive ones. Perceived service quality can affect customer emotion. Positive perception of service quality can increase the customer tendency to repurchase in the future. The negative perception of the service quality can evoke negative emotions in customers. Therefore in this study, we will examine the following relationships:

H5a: Perceived positive core service quality has a positive impact on customers' positive emotions.

H5b: Perceived positive core service quality has a counter impact on customers' negative emotions.

Emotion impact on perceived satisfaction and value

Customer satisfaction is the result of a comparison between the level of expectations and what customer perceived. This is known as expectancy disconfirmation. Customers gain value from their transactions and bought commodities. Customers gain value through factors such as ease of purchase, cost-effectiveness, post-purchase emotional feelings, services provided with the product, perceived quality and other factors. If the perceived value does not match their expectations, they may be unhappy. Previous studies have shown that perceived value is a factor that directly affects customer satisfaction. This has been approved in researches by Sweeney, Soutar, and Johnson (1999), Zeithaml, Berry, and Parasuraman (1988), Voss, Parasuraman, and Grewal (1998) and Hume and Mort (2010). According to the study by Hume and Mort (2010) and Liljander and Mattsson (2002), two variables of emotion and service quality can have a positive effect on perceived value.

Hutchinson, Lai, and Wang (2009) also examined the service quality and perceived value on customers' satisfaction. The results showed that perceived value has a positive impact on satisfaction, but the effect of service quality and satisfaction was not significant. Caruana,

Money, and Berthon (2000), have also considered the perceived value as a mediator variable between service quality and customer satisfaction. In this regard, Ryu, Han, and Kim (2008) reported that perceived value has a positive effect on customer satisfaction. In fact, they considered the perceived value as a precondition for the relationship between satisfaction and purchase behavior. Chen and Chen (2010) as well found a positive relationship between these two variables and showed that perceived value has a positive effect on satisfaction.

On the impact of positive and negative emotions on customer satisfaction, Prayag, Hosany, and Odeh (2013) also examined the impact of positive emotion on customer satisfaction, and found a significant positive impact between the two variables. While the impact of positive emotions on customer satisfaction is studied, negative emotions can also affect customer satisfaction and his behavioral responses. Babin, Griffin, Borges, and Boles (2013) suggest that negative emotions can have a negative and reverse effect on the perceived value and customer loyalty. Dolen et al. (2004) also found a positive effect between positive emotions and customer satisfaction, but no significant impact between negative emotions and customer satisfaction. Oliver (1993) and Prayag et al. (2013) also examined the impact of negative emotions on customer satisfaction that the negative effect was proved between the two variables.

So, in this study, we will evaluate the perceived value as a precondition for satisfaction and will review the effect of positive and negative emotions on the perceived value as well as customer satisfaction. If the customers experience positive emotions, the emotion is expected to have a positive impact on their assessment of the perceived value and their satisfaction and negative emotions will reversely affect the perceived value and customer satisfaction. If the hotel customer experience positive emotion, it is likely to consider the received services as valuable and are satisfied with the services. Therefore, in this study we intend to examine the impact of negative and positive emotions on customer satisfaction and perceived value of customers by the services. The perceived value will be considered as the precondition for satisfaction:

H6a: Positive emotion has a positive effect on perceived value.

H6b: Negative emotion has a negative effect on the perceived value.

H7: Positive emotion has a positive effect on satisfaction.

H8: Negative emotional satisfaction, negative effect.

H9: Perceived value has a positive effect on customer satisfaction.

Post-purchase emotions and behaviors

1.   **Intention to repurchase**

In this study, three types of post-purchase behavior will be discussed: intention to repurchase, willingness to switch and willingness to complain. In the past researches, it has been proven that if customers are not satisfied with the services provided, the likelihood of repurchase the same service provider will be reduced (Hume & Mort, 2010; White & Yu, 2005; Zhang, Lee, Cheung, & Chen, 2009). Thus, customer dissatisfaction from received services can affect negatively his intention to repurchase. The effect of positive and negative emotions on intention to repurchase will also be reviewed. Chebat and Slusarczyk (2005) in their study concluded that negative emotion has a reverse negative impact on customer loyalty and their intention to repurchase. In this regard, Jang and Namkung (2009) and Namkung and Jang (2010) also examined the impact of negative emotions on customer loyalty which did not have a significant impact. In this regard, Uhrich (2011) also concluded in their study that the variable of positive emotion is a good predictor for behavioral loyalty and positive word of mouth advertising and negative emotion is inversely related to loyalty. Jang and Namkung (2009) in their study reported that positive emotion has a positive impact on intention to repurchase, but the impact of negative emotion on intention to repurchase was not significant. Therefore, customers' positive emotion is expected to have a positive effect on their intention to repurchase and negative emotion is also inversely related to the intention to repurchase:

H10: Satisfaction has a positive effect on intention to repurchase in customers.

H11: Positive emotions have a positive effect on intention to repurchase.

H12: Negative emotion has a negative effect on intention to repurchase in customers.

2.   **Willingness to switch**

Customer switching means that a customer leaves a service provider and goes to another supplier. This switch behavior is not always free of charge. In many product categories, behavior switch is very expensive and one should pay costs including time, money and psychological costs (Shin & Kim, 2008). When the customers are not satisfied with the level of services provided by a service provider, are likely to switch and receive services from another provider. This has been proven in several studies that there is an inverse relationship between satisfaction and intention to switch. On the impact of satisfaction on intention to switch, Shin and Kim (2008) concluded that customer satisfaction has a negative effect on customer switching behavior. Zhang et al. (2009), Antón, Camarero, and Carrero (2007) and Bansal, Taylor, and James (2005) found the similar result. Also Zeelenberg and Pieters (2004) and Loveman (1998) in their study stated that dissatisfied customers are more likely to do the

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switch behavior compared with satisfied ones, but the relationship between satisfaction and the search for new purchase options by the customer (switch behavior) was not significant in research by Hutchinson et al. (2009). Prayag et al. (2013) also found that customer satisfaction has a significant positive relationship with their purchase behavior. The result is also consistent with the research findings by Ryu et al. (2008). So, the satisfaction can reduce the intention to switch. This study also examined the relationship between negative emotion and the intention to switch. It is likely that the negative emotion is a factor which increases customer intention to switch. The relationship between negative emotion and the intention to switch is seldom addressed in previous studies. Therefore, the following hypotheses are developed:

H13: Negative emotion has a positive effect on intention to switch.

H14: Satisfaction has a negative effect on intention to switch.

3.   Intention to complain

Hume and Mort (2010) stated that emotion can affect the customer complaint behavior and word of mouth advertising as well as switch behavior. Dissatisfied customers may complain about the service provider. The complaint may be referred to the service provider or as legally to the judiciary. In the present study, intention to complain covers both types of complaints. White and Yu (2005) in their study concluded that positive emotion inversely affects the intention to switch and complaint behavior, but negative emotion lead to the strengthening of both behaviors and has a direct positive effect on their behavior. They commented that the negative emotion has a positive impact on the intention to complain by customers. In this regard, Sánchez-García and Currás-Pérez (2011) also stated that negative emotion has a positive impact on intention to complain and negative word of mouth advertising, but the impact of negative emotion on shopping behavior was not significant. Therefore, the following hypotheses are formulated:

H15: Negative emotion has a positive impact on intention to complain.

H16: Satisfaction has a negative impact on intention to complain.

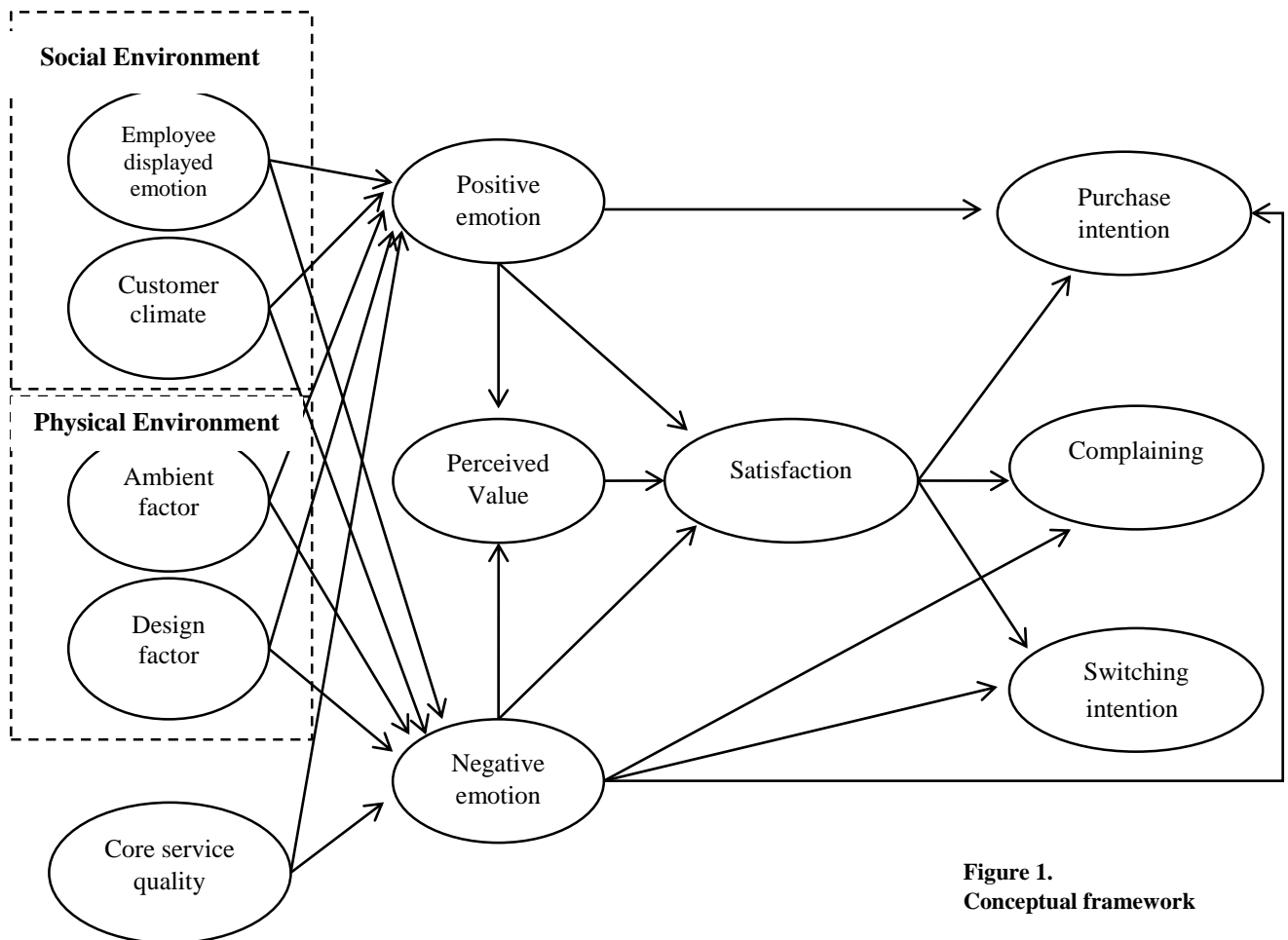Relationships between variables are shown in Figure 1.

Figure 1.
Conceptual framework

4. METHODOLOGY

Sample

The hotel's clients were considered as the statistical population in the study. The reason for selecting hotel clients as the population was that the hotel environment and the type of services they provide exactly fit our research model. To make the hotels homogeneous and respondents receive one level of service quality, the 5-star hotels' customer were given questionnaire. Selecting these customers was completely randomized and study questionnaire were given to customers in New Year holidays. Generally, clients of six 5-star hotels were examined. In general, in models which are examined using structural equation modeling, it is enough to select sample size larger than 200 (Barrett, 2007; Joreskog, 2004). In this study, 400 questionnaires were distributed, and 350 were collected. Demographic characteristics of respondents are shown in Table I.

Measures

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To test the research hypotheses, studying the past researches, a 45-question questionnaire was designed based on 5- point Likert scale. Questions and resources used to design the questionnaire are stated in Table II. For variable of emotion displayed by an employee, the paper by Lin and Liang (2011) was used and 6 questions were designed. For variable of customer climate, 3 questions from the paper of Lin and Liang (2011) were used. To design the questions related to the variables of aesthetic features and aesthetic ambient factors, the paper by Baker, Parasuraman, Grewal, and Voss (2002) was used. References and the number of questions for each variable have been fully expressed in Table II.

In addition, Analyses were conducted in AMOS 18 using the maximum likelihood estimation method. For all analyses, x^2 and p-values along with Hu and Bentler (1999) recommended cut-off levels of CFI, RMSEA and SRMR were used to determine adequate model fit. According to Anderson and Gerbing (1988), the measurement model should be assessed initially for construct validity.

Table I - Demographic characteristics of respondents

Variable	Percent (%)
Gender	
Man	35.4
Female	64.6
Age	
20 and less than 20	31.2
21 to 30	36.7
31 to 40	19.5
41 to 50	5.6
50 years and above	7
Education	
Diploma	19.1
Associate Degree	8.4
Bachelor	45.1
Master's degree or higher	15.3

Table II- Questions and resources

Variables	Items	Scales	References
Employee displayed emotion	Talking actively	(1=poor, 5=excellent)	Lin and Liang (2011)
	Thanking		
	Making eye contact		
	Smiling		
	Speaking in a rhythmic vocal tone		
	Greeting		
Customer climate	I find that this hotel's other customers leave me with a good impression of its service.	(1 = Disagree, 5 = Agree)	Lin and Liang (2011)
	This hotel's other customers do not affect its ability to provide me with good service.		
	This hotel understands that other customers affect my perception of its service.		
Ambient factor	pleasant music	(1=bad, 5=good)	Baker et al. (2002)
	correctly lit (neither too bright nor dull)		
	Pleasant air		
	Pleasant odor		
Design factor	Organized layout	(1=bad, 5=good)	
	Attractive facilities		
	Pleasing color scheme		
	Pleasing decoration		
Core Service Quality	This hotel makes efforts to pursue perfect service.	(1 = Disagree, 5 = Agree)	Hume and Mort (2010)
	The services of the employees make you feel confident about this hotel.		
	They can offer the service correctly and properly.		
	They have the latest decoration and the modernized equipment.		
	Their uniforms and looks of the employees are clean, tidy and elegant.		

	Be sure to complete the service in a promised time.		
	The employees can solve the customers' problems well and rapidly.		
Value	For what you receive from this service, it is worth the money spent	(1 = Disagree, 5 = Agree)	Hume and Mort (2010)
	For what you received from this service, it was worth the time.		
	For what you received from this service, it was worth the effort.		
Satisfaction	The overall feeling I got from the hotel was satisfied.	(1 = Disagree, 5 = Agree)	Ryu et al. (2008)
	The overall feeling I got from the hotel put me in a good mood.		
	I really enjoyed myself at the hotel.		
	I am happy with my experience with this hotel.		
Purchase intention	I would like to come back to this restaurant in the future.	(1 = Disagree, 5 = Agree)	Jang and Namkung (2009)
	I would recommend this restaurant to my friends or others.		
Complaining	I let the staff know about the problem.	(1 = Disagree, 5 = Agree)	Sánchez-García and Currás-Pérez (2011)
	I complained to the hotel about the service quality.		
	I asked the staff to solve the problem.		
Switching intention	After the negative experience, I have not continued to use this hotel.	(1 = Disagree, 5 = Agree)	Sánchez-García and Currás-Pérez (2011)
	I will probably not use the services of that hotel in the future.		
	I will definitely not return to that hotel in the future.		
	Joy (joyful, pleased, romantic, welcoming)	I feel … not	

Positive emotion	Emotion (excited, thrilled, enthusiastic)	at all (1), strongly (5)	Jang and Namkung (2009)
	Peacefulness (comfortable, relaxed, at rest)		
Negative emotion	Anger (angry, irritated)		
	Distress (frustrated, disappointed, upset, downheartedness)		
	Disgust (disgusted, displeased, bad)		

5. RESULTS

Overall measurement model results

For reliability of questionnaire, the Cronbach's alpha coefficient was used. For this purpose, 30 questionnaires were distributed and when collected, Cronbach's alpha was calculated. The acceptable range for Cronbach's alpha coefficient was 0.7 which is equal to 0.85 for the study questionnaire, which shows its reliability. The Cronbach's alpha coefficient for all variables is shown in Table III.

To determine the validity of the study, the convergent validity and discriminant validity were used based on criteria stated by Hair, Black, Babin, and Anderson (2010). They suggested four criteria for testing validity:

1. Values of factor loadings for all variables must be greater than 0.5.

2. The construct reliability must be greater than 0.7.

3. The average variance extracted (AVE) must be greater than 0.5.

4. The average variance extracted for each variable (construct) should be greater than the squared correlation between the variable and other variables.

CR and AVE values are presented in Table IV. Values of factor loadings which is calculated based on confirmatory factor analysis (CFA) are also shown in Table III. Confirmatory factor analysis also presents a reliable method for evaluating the construct validity to the researchers. Confirmatory factor analysis examines if the existing data fit the pre-experimental strictly limited structure, which estimates similar conditions or not. Based on confirmatory factor analysis, questions which factor loadings is greater than 0.5 is considered as significant and remains in questionnaire (Casaloˊ, Flavian, & Guinaliu, 2008). As the results of the analysis can be seen in Table III, all the questions in the questionnaire have significant CR values and there is no need to remove any of them. Based on results of confirmatory factor analysis, factor loadings of questions on variable of emotions displayed by the staff is between 0.55 and 0.76. For questions on customer mood between 0.54 and 0.83, for beauty factors between 0.58 and 0.75 and for design between 0.52 and 0.75, for the

quality of basic services between 0.51 and 0.77, for value between 0.64 and 0.94, for positive emotion between 0.53 and 0.84 and for intention to repurchase between 0.61 and 0.81, for negative emotion between 0.50 to 0.60, for intention to switch between 0.67 and 0.83, for variable of satisfaction between 0.60 and 0.92 and for intention to complain is between 0.61 and 0.66.

We showed measurement model in figure II.

Table III

Variable			S.E.	C.R.	P	Factor loading	Cronbach's alpha
EDE1	<-- -	Employee_displayed_emotion				.762	
EDE2	<-- -	Employee_displayed_emotion	.073	13.841	***	.756	
EDE3	<-- -	Employee_displayed_emotion	.079	10.399	***	.561	
EDE4	<-- -	Employee_displayed_emotion	.079	6.310	***	.556	0.77
EDE5	<-- -	Employee_displayed_emotion	.062	8.634	***	.728	
EDE6	<-- -	Employee_displayed_emotion	.081	9.894	***	.569	
CC1	<-- -	Customer_climate				.830	
CC2	<-- -	Customer_climate	.077	12.349	***	.793	0.75
CC3	<-- -	Customer_climate	.064	8.317	***	.549	
AF1	<-- -	Ambient_factor				.666	0.80

Table III

Variable			S.E.	C.R.	P	Factor loading	Cronbach's alpha
AF2	<---	Ambient_factor	.091	10.738	***	.680	
AF3	<---	Ambient_factor	.093	10.937	***	.750	
AF4	<---	Ambient_factor	.078	9.422	***	.583	
DF1	<---	Design_factor				.525	
DF2	<---	Design_factor	1.196	2.534	.011	.646	
DF3	<---	Design_factor	1.953	2.270	.023	.756	0.81
DF4	<---	Design_factor	1.382	2.425	.015	.544	
CSQ1	<---	Core_Service_Quality				.734	
CSQ2	<---	Core_Service_Quality	.220	5.261	***	.512	
CSQ3	<---	Core_Service_Quality	.312	6.078	***	.671	
CSQ4	<---	Core_Service_Quality	.328	5.977	***	.778	0.85
CSQ5	<---	Core_Service_Quality	.306	5.866	***	.680	
CSQ6	<---	Core_Service_Quality	.204	3.530	***	.732	

Table III

Variable			S.E.	C.R.	P	Factor loading	Cronbach's alpha
CSQ7	<---	Core_Service_Quality	.183	3.399	***	.568	
VALUE 1	<---	value				.946	
VALUE 2	<---	value	.214	3.349	***	.729	0.82
VALUE 3	<---	value	.323	4.321	***	.642	
PE1	<---	Positive_emotion				.532	
PE2	<---	Positive_emotion	.160	9.480	***	.849	0.84
PE3	<---	Positive_emotion	.146	8.794	***	.737	
PI1	<---	Purchase_intention				.612	
PI2	<---	Purchase_intention	.495	3.295	***	.819	0.89
NE1	<---	Negative_emotion				.506	
NE2	<---	Negative_emotion	.181	6.550	***	.590	0.86
NE3	<---	Negative_emotion	.181	6.500	***	.609	
SI1	<---	Switching_intention				.673	0.90

Table III

Variable			S.E.	C.R.	P	Factor loading	Cronbach's alpha
SI2	<---	Switching_intention	1.024	2.671	.008	.833	
SI3	<---	Switching_intention	.503	1.176	.240	.734	
SAT1	<---	Satisfaction				.818	
SAT2	<---	Satisfaction	.062	14.566	***	.841	
SAT3	<---	Satisfaction	.059	11.086	***	.601	0.92
SAT4	<---	Satisfaction	.041	12.391	***	.921	
COM1	<---	Complaining				.610	
COM2	<---	Complaining	.146	8.564	***	.663	0.90
COM3	<---	Complaining	.140	8.566	***	.652	
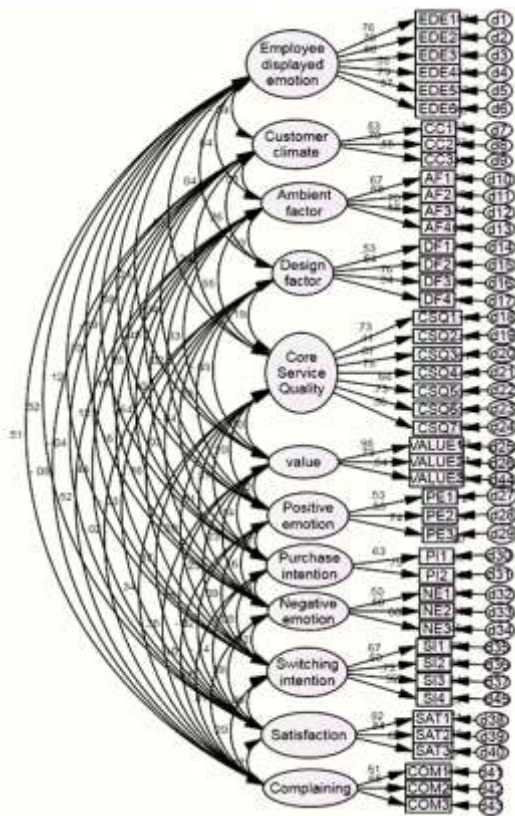
Figure II: Measurement Model Modified

Table IV

Variables	Composite reliability	Average variance extracted
Employee displayed emotion	0.82	0.51
Customer climate	0.77	0.53
Ambient factor	0.76	0.52
Design factor	0.73	0.52
Core Service Quality	0.84	0.54
Value	0.82	0.61
Positive emotion	0.75	0.51
Negative emotion	0.70	0.51
Switching intention	0.79	0.56
Satisfaction	0.87	0.64

Complaining	0.70	0.53
Purchase intention	0.71	0.52

Overall theoretical model results

Before examining hypotheses, we first examine the model fitness. Fitness, suitability and adequacy of the data are to check the model. This means that if the index of the goodness of fit (GOF) indicates the fitness of the model, the data are adequate for analysis and conclusions of relations existing in the model. The values of indices are as follows:

RMSEA- 0.06 (<0.07), RMR- 0.06 (<0.07), CMIN- 1963.682, df- 923, CMIN/df- 2.127 (<3), GFI- 0.93 (>0.8), CFI- 0.94 (>0.8), NFI- 0.90 (>0.8). According to the obtained results, all the indicators of fitness are in the proper range and the model has a proper fitting.

In this study, the data obtained are analyzed using inferential statistics method. The research method was descriptive and statistical method of structural equation modeling was used to test the hypotheses. After confirmatory factor analysis and reliability of the model fitting, the model hypotheses were tested. Since, in this research, the confidence level 0.95 or error level 0.05 are considered, the coefficients of positive path are considered as significant with CR greater than 1.96 and the hypothesis relevant to theirs is confirmed. Results are shown in Table V. The outputs of software for testing hypotheses are shown in Figure 3.

Table V. Results

			C.R.	P	Estimate (Beta)	Result
Negative_emotion	←-	Employee_displayed_emotion	-5.805	***	-.645	Accept
Positive_emotion	←-	Employee_displayed_emotion	2.603	***	.115	Accept
Negative_emotion	←-	Customer_climate	-2.116	.034	-.156	Accept
Positive_emotion	←-	Customer_climate	5.490	***	.416	Accept

Table V. Results

			C.R.	P	Estimate (Beta)	Result
Negative_emotion	←-	Design_factor	-.938	.348	-.062	Reject
Positive_emotion	←-	Design_factor	1.833	.067	.223	Reject
Negative_emotion	←-	Ambient_factor	-4.754	***	-.470	Accept
Positive_emotion	←-	Ambient_factor	2.528	.021	.111	Accept
Negative_emotion	←-	Core_Service_Quality	-2.736	.006	-.265	Accept
Positive_emotion	←-	Core_Service_Quality	2.157	043	.103	Accept
Value	←-	Positive_emotion	3.618	***	.432	Accept
Value	←-	Negative_emotion	-4.637	***	-.387	Accept
Satisfaction	←-	value	4.335	***	.321	Accept
Satisfaction	←-	Negative_emotion	-5.845	***	-.525	Accept
Satisfaction	←-	Positive_emotion	-1.796	.072	.123	Reject

Table V. Results

			C.R.	P	Estimate (Beta)	Result
Switching_intention	←-	Satisfaction	1.665	.096	-.107	Reject
Purchase_intention	←-	Satisfaction	2.793	***	.210	Accept
Complaining	←-	Satisfaction	-3.298	***	-.221	Accept
Purchase_intention	←-	Positive_emotion	2.997	.011	.258	Accept
Complaining	←-	Negative _emotion	5.593	***	.671	Accept
Purchase_intention	←-	Negative_emotion	-3.200	.001	-.270	Accept
Switching_intention	←-	Negative _emotion	2.681	.021	.213	Accept

As shown in Table V, all hypotheses except four were confirmed. The relationship between the ambient factors with positive and negative emotions was not statistically confirmed. The critical ratio obtained for these two hypotheses was less than 1.96. So, the two hypotheses were rejected (CR = -0.938, CR = 1.833) .These results differed from the result of research by Lin and Liang (2011). The relationship between positive emotions and customer satisfaction was also not confirmed. Critical value obtained for this hypothesis was -1.796, which was smaller than 1.96. This result was different from Dolen et al. (2004). Finally, the relationship between satisfaction and switch behavior was not confirmed. The result of this hypothesis was different from the results of research by Prayag et al. (2013). Other hypotheses were confirmed. Critical value obtained for the other hypothesis was greater than the absolute value 1.96.

The results show that the emotions displayed by the employees have a significant positive effect on positive emotions (CR = 2.60, Beta = 0.115) and a significant negative effect on negative emotions (CR = -5.80, Beta = -0.64). The results were similar to research by Pugh (2001). The results also showed that the customer mood has a significant positive impact on positive emotion and significant negative on negative emotions (CR = 5.490, Beta = 0.416; CR = -2.116, Beta = -0.156). On the impact of aesthetic features on customers' positive and negative emotions, the results are in accordance with the results of Lin and Liang (2011). The results showed that aesthetic feature has a significant positive impact on positive emotion (CR = 2.528, Beta = 0.111) and a significant negative impact on negative emotion (CR = -4.754, Beta = -0.47). The core service quality has a significant positive and negative impact on positive and negative emotions, respectively (CR = 2. 157, Beta = 0. 103; CR = -2. 736, Beta = -0. 265). Jang and Namkung (2009) have also found it. The results also showed that positive emotion has a significant positive effect on perceived value, and negative emotion has a significant negative effect on the perceived value. About the satisfaction variable, the results showed that perceived value has a positive and significant effect on satisfaction (CR = 4. 335, Beta = 0. 321), and also negative emotion has a significant negative effect on satisfaction (CR = - 5. 845, Beta = -0. 525). On the effects of negative emotion on the satisfaction, the results obtained are similar to findings by Oliver (1993) and Prayag et al. (2013).

A significant positive impact of satisfaction on the intention to repurchase is confirmed (CR = 2, 793, Beta = 0. 210). This is reviewed and proven in various studies (Hume & Mort, 2010; Jang & Namkung, 2009; White & Yu, 2005). The results also showed that the satisfaction has a negative and reverse effect on intention to complain (CR = -3. 298, Beta = - 0. 221). White and Yu (2005) were also concluded the same in their study. On the variable of intention to repurchase, the results showed that positive emotion has a positive significant impact and negative emotion has a significant negative impact on the intention to repurchase. Finally, the results showed that negative emotion increases both the intention to switch and intention to complain and has appositive effect on both. Sánchez-García and Currás-Pérez (2011) as well as White and Yu (2005) had reached the same conclusion.
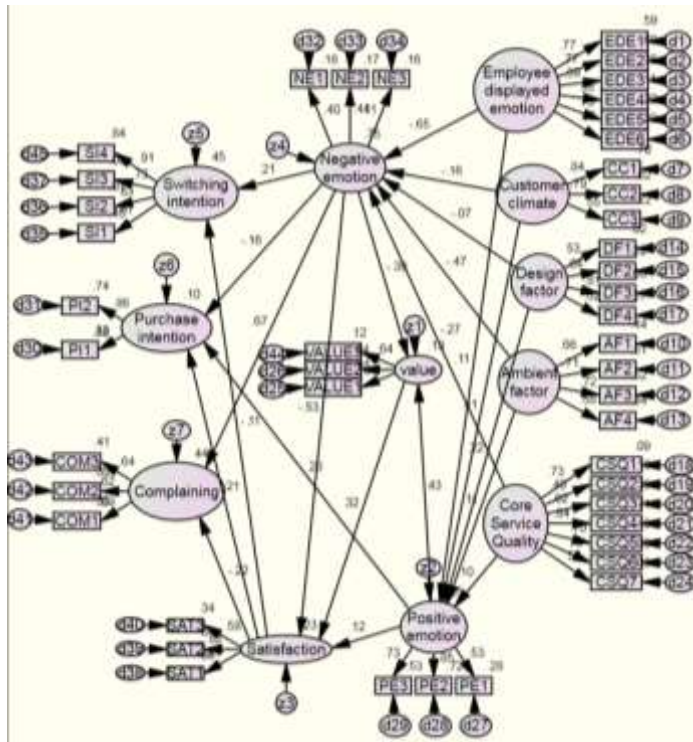
Figure III. Structural Model

6. DSCUSSION AND CONCLUSION

In this study, we investigated the factors influencing the formation of positive and negative emotions in customers. For this purpose, the statistical population was selected from the customers of 5-star hotels. With a survey on the existing literature on the study subject, 5 factors including emotions displayed by the employee, customer climate, ambient factors, aesthetic features and core service quality, were selected as antecedents of the emergence of positive and negative emotions in customers. On the impact of positive emotions displayed by the hotel staff, the results showed that the incidence of positive emotions in hotel staff can increase positive emotions in customers and reduce their negative emotions. Staff warm talking, establishing eye contact with customers, welcoming them, smiling and such behaviors can lead to the emergence of positive emotions in customers and reduce their negative emotions. The interactions between customers in the hotel lobby or front of reception desk can also affect the type of emotion in customer. If other clients in the hotel show positive emotions, these positive emotions affect the formation of positive emotions in new customers and reduce their negative emotions. The results showed that the other customers' climate has a significant effect on new customer emotion.

No significant relationship was found on the impact of ambient factors on the incidence of positive and negative emotions in customers. The results showed that the aesthetic characteristics, such as hotel air pleasant, lighting, music, aromas smelling in the hotel and the design of facilities available at the hotel has a significant impact on increasing positive emotions and reducing negative ones in customers. Aesthetic features can stimulate positive emotions in customers. The results on core service quality showed that the quality of services provided by the hotel increases customers' positive emotions and decreases their negative emotions. Jang and Namkung (2009) also stated that the customer perception of service quality reduces negative emotions and increases positive emotions. The positive perception of the service quality can increase the customers' intention to repurchase in the future.

The next relationship examined in the present study was the effect of positive emotions on perceived value, satisfaction and repurchase intention. The results showed that positive emotion has a significant impact on the value perceived by customers. The results point the fact that if clients experience positive emotions, they consider the received services more valuable. The results also showed that positive emotion has a significant positive effect on the intention to repurchase in customers. In several studies, it has been proven that positive emotion has a positive effect on customer repurchase intention. In this context, we can refer to research by Jang and Namkung (2009), Chebat and Slusarczyk (2005), Yu and Dean (2001). But no significant relationship was found on the effect of positive emotion on customer satisfaction.

We also examined the impact of negative emotion on the variables of perceived value, satisfaction, intention to switch hotels, intention to complain and repurchase intentions. The results indicated that negative emotion has a reverse negative impact on the value perceived by customers. Customers, who had experienced negative emotions, lower the perceived value of the services the hotel had received. The results showed that the negative emotion has a negative effect on customer satisfaction. Customers who had experienced negative emotions were received lower perceived value from the hotel services. The results also showed that negative emotion has a negative impact on customer satisfaction. Customers who had experienced negative emotions of hotel services received were not satisfied. Negative emotion can lead to discontent in customers. Oliver (1993), Babin et al. (2013) and Prayag et al. (2013) studied the relationship between negative emotion and customer satisfaction. They had achieved the same result. In the present study, we determined that the customers with negative emotions sought to switch the hotel and go to a new one. They stated that they intend to go to

another hotel in the future. Zhang et al. (2009), Antón et al. (2007) and Bansal et al. (2005) also stated that customer dissatisfaction has a positive effect on the intention to switch. The results showed that negative emotions in customers have a positive impact on their intention to complain the hotel, and a negative effect on repurchase intention. In fact, the results indicate that customers, who have experienced negative emotions, do not tend to return the hotel in future, and tend to go to another hotel for their next stay.

Next topic examined in this study was the impact of satisfaction on three variables: intention to repurchase, intention to complain and intention to switch. The results showed a positive relationship between satisfaction and repurchase intention. It has also proven in researches that if customers are not satisfied with the services provided, the possibility of repurchase from the same service provider will be reduced (Hume & Mort, 2010; Jang & Namkung, 2009; White & Yu, 2005). The results also showed that satisfaction has a negative impact on the intention to complain. Customers who were satisfied with received services were reluctant to complain.

Management applications

The results of this study can be used by managers of business services (especially hotels). In this study, we found that in the service businesses, the employees' behavior in dealing with customers can affect the positive and negative emotions. Basically, the emotion in service marketing has a special place. The results showed that the emotion affects customer satisfaction and their post-purchase behavior. So service business managers should pay special attention to the issue of emotion of customer and factors affecting on creating positive and reducing negative emotion. The results of the present study, in line with the results of previous researchers, showed that emotion influences the customers' post-purchase behavior. This shows the importance of emotions in marketing (especially service marketing) that should be considered by managers.

Research limitations and recommendations

Any study has limitations that the researcher uses them to recommend the future researchers. This study is also no exception, thus has some limitations. Its first limitation is that our information are collected only from five 5-star hotels, so when generalizing the results, it should be noted and generalize cautiously the results to other statistical societies. The second limitation is that the results are based on data collected from one industry (hotel industry), and other studies in other industries are required to generalize the results with more certainty. The third limitation of this study is that the customer demographic characteristics (e.g., gender and

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age) were evaluated as the moderator variables and their moderating effect have not been examined. Therefore, the future researchers are recommended while covering the limitations of this research, to take into account the nature of positive and negative emotion and try to examine the model using other research methods (e.g., experimental or qualitative methods).

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