



The Information of Customer's Emotional Contagion at Atmosphere of the Festival Situation

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Abstract: The topic of festival effect on customer buying behavior is an important issue to the company. One of the most significant features of the total product is the place where it is bought or consumed. In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision. To improve customer purchase, many stores spend a lot of time to demonstrate special merchandise display in festival to attract customers. In the paper, we focus on merchandise display and emotional contagion to explore display of goods to perceived value and emotional contagion to mood, and their effects on customer impulsive buying. We use experimental method to manipulate merchandise display of store (festival display store / no festival display store) and emotional contagion (with emotional contagion environment / no emotional contagion environment) and to measure perceived value and impulsive buying with Likert scale. We infer that the store with festival merchandise display and emotional contagion environment will effect on impulsive buying.

Keywords: Emotional Contagion, Impulsive Buying, Festival, Perceived Value

1. Introduction

Impulsive buying is an interesting and important topic in customer behavior [1]. And the topic of festival effect on customer buying behavior is an important issue to the company. But in previous research [1-4], there is less study focus on the effect of product display with atmosphere of the festival and emotional contagion on impulsive buying. One of the most significant features of the total product is the place where it is bought or consumed. In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision [3]. To improve customer purchase, many stores spend a lot of time to demonstrate special merchandise display in festival to attract customers [1, 4]. Thus, this paper explores the characteristics of product display (with atmosphere of the festival and with no atmosphere of the festival) and emotional contagion to find their impact on customer's mood, perceived value and impulsive buying.

The paper is organized as follows. In the next section, the author proposes the hypothesis based on the literature review. In Section 3, the research method will be developed. And the research framework, the experimental design and

measurement will be demonstrated. Finally, the conclusions are made.

2. Literature Review

2.1. The Product Display and Perceive Value

According to the research of product display, different product displays can stimulate customer purchase, increase product return rate and increase image toward customer. In the increase image this item meaning best display of any product can help customer quickly find product. Thus we propose hypothesis one:

H1: The customers will feel higher perceive value in the product display with atmosphere of the festival than in which with no atmosphere of the festival.

2.2. The Product Display and Mood

Some of studies demonstrate that online shoppers can be equally susceptible to the influence of environmental in-store stimuli, and their product attention may depend on online merchandising instruments, such as shelf space and display position.

According to the psychological and consumer behavior literature, different displays can attract customer attention and stimulate exploratory behavior [1-2]. Thus,

H2: The customers will feel positive mood in the product display with atmosphere of the festival than in which with no atmosphere of the festival.

2.3. The Emotional Contagion and Perceived Value

Emotional contagion has been viewed as a kind of social influence [3] that may occur at both the conscious and unconscious levels [4]. One method for a person or group influences the emotions, or behavior of another person or group through the conscious or unconscious induction of emotion states and behavioral attitudes. [3]

Emotional contagion also include social judgments and behavior, with affect playing a powerful to people react cognitively and behaviorally to a variety of social situations [4], including affect influencing cognitions and behavior within and between groups.

And perceived quality has direct impact on customer purchase decision and brand loyalty, especially during a time customers have less or no information of the products that they will purchase [5]. Thus, we propose hypothesis 3:

H3: Customers will feel higher perceived value in emotional contagion process than in no- emotional contagion process.

2.4. The Emotional Contagion and Mood

Theorists disagree as to what constitutes an emotion family. Most of researchers agree that emotional "combination" is comprised of many units. Different part of the brain may process the separately aspects of emotion. However, because the brain integrates the emotional information it receives, each of the emotional components acts on and is acted upon by the others [6].

If more broad-ranging effects that moods have been proof to have as compared to other types of affect, which everyday moods seem most representative of the common-place and

Plasticity affective short-term changes that possible occur. Thus,

H4: The customer with emotional contagion will feel positive mood than those with no emotional contagion.

2.5. The Perceive Value and Impulsive Buying

Chung, et al. [7] hypothesized that impulse purchases were more likely to be items that symbolize the preferred or ideal self and as such should be affected by social categories for example: gender. The theory of individualism and collectivism offers several insights into many of the variables that have been linked to impulsive buying behavior, including self-identity, normative influences, the suppression of emotion, and postponement of instant gratification [7].

Thus,

H5: Customers with lower perceive value will show less tendency to impulsive buying.

2.6. The Mood/Emotional and Impulsive Buying

Moods also influence the impulsive buying behavior. Such as highly impulsive buyers maybe not comprehensive in their thinking, to be emotionally attracted to the target, and to gratification desire on time. [4] [7]. Many studies display the effect of consumers' moods and affective situation on impulsive buying behavior. Impulsive buying is relation and theoretically underpinned within the emotional or impulsive decision making opinion to consumer decision-making. This opinion postulates that consumers are likely to associate some highly involving feelings or emotions such as glad, love, fear, hope, fantasy and even some little magic with certain purchases or possessions. Instead of carefully thinking, deliberating and evaluating alternatives before buying, consumers maybe do buying decide on impulse frequently, on a whim, because it is emotionally driven. We propose hypothesis 6,

H6: Consumers with a positive mood will show more tendency to impulsive buying.

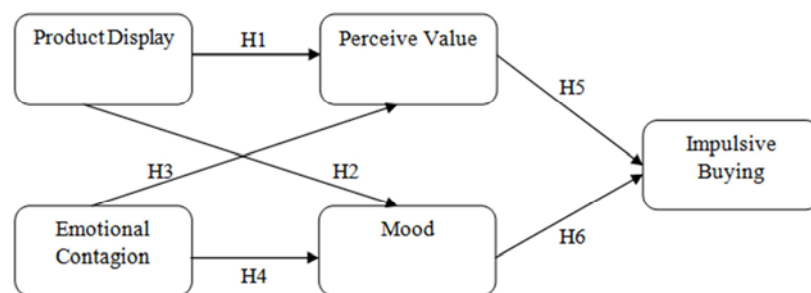


Figure 1. Research framework.

3. Method

This paper conducts experimental method to explore the relations among product display, perceive value, emotional contagion and mood for the consumer impulsive buying. A 2 (induced by emotional contagion: have vs. haven't) *2

(product display with decoration: have vs. haven't) independent group factorial design were conducted.

3.1. Subjects

Subjects are from Aletheia University participation in response experiments. We randomly assign them into four

scenarios. Scenario 1(have emotional contagion and have product display with atmosphere of the festival), Scenario 2(have emotional contagion and haven't product display with atmosphere of the festival), Scenario 3(haven't emotional contagion and have the product display with atmosphere of the festival) and Scenario 4 (haven't emotional contagion and haven't the product display with atmosphere of the festival).

3.2. Design

The participants will receive a kind of questionnaire and do likert measures about any variables relate question after see in the questionnaire picture with explain this picture what is mean. We questionnaire depart four kind. Like Scenario 1 participants of everyone will receive about the product display with atmosphere of the festival picture and include have emotional contagion picture to do this questionnaire. Scenario 2 participants of everyone will receive about the product display with atmosphere of the festival but no include emotional contagion picture to do this questionnaire. Scenario 3 participants of everyone will receive about not the product display with atmosphere of the festival picture but include have emotional contagion picture to do this questionnaire. Scenario 4 participants of everyone will receive about not the product display with atmosphere of the festival picture and include haven't emotional contagion picture to do this questionnaire.

3.3. Measurement

Product display

With Aspfors [8] "Customer perception of service store image and product assortment – from an interior store perspective" mentioned about store image measure item to

change for product display item and coordinate festival situation to change. The value of Cronbach's α is 0.904.

Perceive value

The Relationships among Team Identification, Perceived Value and Purchase Intention of Team Accessory Products [9] use this paper add situation of festival decoration display to change item and reference by Li [10] to change every item. The value of Cronbach's α is 0.867.

Emotional contagion

Reference Zhang and Jin [11] The study on the effect of emotional contagion and empathy on the interpersonal relationship-take the students of SHIN CHEN University as the objects that I change emotional contagion with my subject of festival situation. The value of Cronbach's α is 0.802.

Mood

Reference Yu [12] The Consumers' Decision Making: Mood, Variety Seeking and Regret to change item about festival situation will happen thing do this questionnaire's question. The value of Cronbach's α is 0.736.

Impulsive buying

Reference Andrea [13]. Why did I just buy that? A Look at Impulse Buying in the Atmosphere of Daily Deals to change the item but exclude personal characteristic. In this questionnaire we will add festival decoration display question to do test participants. The value of Cronbach's α is 0.853.

4. The Results of Analysis

4.1. The Result of T-test

The result of t-test is in table 1.

Table 1. The result of t-test (1).

	Product Display	Sample Size	Mean	S. T.	F value	P value	
Perceived value	AF	200	27.3200	4.54985	4.462***	<0.001	H1 supported
	no AF	200	25.1200	5.62975			
Mood	AF	200	26.9100	3.93820	0.826**	<0.01	H2 supported
	no AF	200	25.3650	5.67564			

AF means "product display with atmosphere of the festival" and no AF means "product display with no atmosphere of the festival".

The results show the perceived value ($F=4.462$, $P<.001$) and mood ($F=0.826$, $P<.01$) are significant difference between different scenarios of product display with atmosphere of the festival. The hypothesis 1 and 2 are supported. Customers

show higher perceived value ($M=5.62975$) and mood ($M=5.67564$) in atmosphere of the festival than in no festival display store (perceived value $M=4.54985$, mood $M=3.93820$).

Table 2. The result of t-test (2).

	Emotional Contagion						
Perceived value	yes	200	27.3400	4.99189	0.025***	<0.001	H3 supported
	no	200	25.1000	5.23325			
Mood	yes	200	26.4950	4.75426	0.108	0.148	H4 not supported
	no	200	25.7800	5.10509			

In the analysis of emotional contagion, only perceived value ($F=0.025$, $P<.001$) shows significant difference between different scenarios of emotional contagion. Customers get higher perceived value ($M=5.23325$) in emotional contagion environment than in no emotional

contagion environment ($M=4.99189$). The hypothesis 3 is supported but H4 is not supported.

4.2. The Results of Regression Analysis

According to the regression analysis, if putting perceive

value and mood separately into the model to predict impulsive behavior, it shows significant both in model 1 ($F=28.238$, $P<.000$) and model 2 ($F=96.312$, $P<.000$). But if putting both perceive value and mood in the same model (Model 3) to predict impulsive behavior, it shows only perceive value will significantly influence impulsive behavior ($\beta=0.425$, $P<.000$). Thus, the hypothesis 5 is supported and hypothesis 6 is partial supported.

Table 3. The result of regression analysis.

Independent variable: Impulsive Buying		
Dependent variable	Model 1	Model 2
constant	13.801***	9.334***
Perceived value	-	0.441***
Mood	0.257***	-
R ²	0.064***	0.193***
F value	28.238	96.312
D-W test	1.491	1.657

5. Conclusion

The results show that the store with festival merchandise display will case higher perceiver value and better mood than which with no festival merchandise display when customer are in the purchase environment. But the effect of emotional contagion only cases the different of perceived value between emotional contagion environment and no emotional contagion environment. Thus, the shopping store can demonstrate festival merchandise display in some special day to increase customer's perceived value and better mood.

To discuss the influence of perceived value and customer's mood to his impulsive behavior, we find the perceived value plays highest impact on impulsive behavior than mood especially when these two variables are both considered to predict impulsive behavior. The results also find that there is no difference of customer's mood between the emotional contagion environment and no emotional contagion environment. Thus, the perceive value is good predictable of customer's impulsive behavior and has good ability to distinguish the different of festival merchandise display and emotional contagion. In the future, the research can explore different variables to test the relationships between each other.

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