Research on the Effect of Negative Emotions on the Sensitivity of Consuming Novel Items

Takahashi Tomoyuki*, †

Beijing No. 80 High School, Beijing, 100000, China

*Corresponding author: nan@kayford.cn

Abstract. The rapid development of society has led to an increasing desire for shopping. Many brands have introduced many novelties to satisfy the public taste. If customers are confronted with very new and complex things and situations beyond their current cognitive abilities, they present a wide range of emotional experiences. Emotions are emotional experiences of human attitudes toward objective external things, reflections between objective external things and the needs of the subject in the human brain. Emotions include positive and negative emotions. Negative emotions such as feelings and moods are very common among consumers, and this paper analyzes the impact of consumer attitudes from negative emotional states, i.e., negative emotions. Consumer attitudes have three components: affective, cognitive, and behavioral. The effect is the feeling of the consumer's attitude object. Cognition refers to the beliefs that consumers hold about an attitude object. Behavioral disposition is the intention of the behavior people want to take toward an attitude object. Oliver proposed in 1997 that consumer attitude is a comprehensive evaluation of consumers' cognitive and emotional reactions to the consumption experience and is a judgment of the process of satisfying needs. In other words, both cognition and emotion affect consumers' attitudes. In this paper, the presence of negative emotion is used as an actionable variable to study the effect of negative emotion on price sensitivity.

Keywords: Negative emotions; Sensitivity; Novel items.

1. Introduction

1.1 Research background

The rapid development of society has led to an increasing desire for shopping. Many brands have introduced many novelties to satisfy the public taste. If customers are confronted with very new and complex things and situations beyond their current cognitive abilities, they present a wide range of emotional experiences. Emotions are emotional experiences of human attitudes toward objective external things, reflections between objective external things and the needs of the subject in the human brain. Emotions include positive and negative emotions, such as feelings and moods, which are very common among consumers.

1.2 Literature review

Many people may have had the experience that when you feel sorrowful, you tend to stop counting the price penny by penny when you buy something [1-3].

While if you buy something when you are emotionally upset, you often bargain with others repeatedly. U.S. scientists recently conducted a psychological study confirming that negative emotions affect people's consumption behavior. Scientists at Carnegie Mellon University said they first let about 200 subjects watch different types of movie clips in the study, evoking their "disgust and irritability" or "sadness and sorrow" emotions. Then they bought a specific. The study was conducted on their consumption behavior of purchasing a specific item they needed. The researchers said all subjects were psychologically willing to buy the item at a lower price. Still, the actual study found that disgusted and irritable people were "petty" and always tried to get the item at a lower price. At the same time, those who were sad and worried showed more eagerness to get the item and were less concerned about the price. So, calculating, even in the case of a slightly higher price, will buy.

Researchers say this shows that feelings unrelated to financial gain can influence people's consumption behavior.

Psychologically, emotions such as anxiety, tension, anger, frustration, sadness, and pain are collectively referred to as negative emotions, sometimes called negative emotions. Because they are not experienced positively and can be physically uncomfortable, even affecting the smooth running of work and life, and thus potentially causing physical and mental harm. Price sensitivity refers to the degree to which consumers respond to changes in the price of goods. Because the price level and changes are directly related to the interests of consumers, consumers will respond to price changes to varying degrees. The rapid development of society has led to an increasing desire for shopping, and price sensitivity is very important to consumers when they want to consume a product. Price sensitivity means the change in demand for a product caused by a change in price, which also leads to the most classic example of a rich person willing to pay $100 a day for a steak without hesitation. At the same time, a low-income family would hesitate to buy candy for their children because of a dollar. This classic example reflects that the rich are less price-sensitive, while the low-income family is highly sensitive to the price of a dollar candy. This reflects that price sensitivity is very important to consumers and a family. Consumer sensitivity to price varies from one commodity to another. Negative emotions and consumer sensitivity are studied, but there is no guarantee that the magnitude of negative consumer emotions is consistent, which leads to the conclusion that the study does not perfectly reflect the findings and is subject to slight bias. The experimental results show that consumers without negative emotions are more price sensitive and that the effect of negative emotions on price sensitivity is lower in some consumers than in those without negative emotions.

1.3 Research framework

This paper analyzes the impact of consumer attitudes from negative emotional states, i.e., negative emotions. Consumer attitudes have three components: affective, cognitive, and behavioral. The effect is the feeling of the consumer's attitude object. Cognition refers to the beliefs that consumers hold about an attitude object. Behavioral disposition is the intention of the behavior people want to take toward an attitude object. Oliver proposed in 1997 that consumer attitude is a comprehensive evaluation of consumers' cognitive and emotional reactions to the consumption experience and is a judgment of the process of satisfying needs. In other words, both cognition and emotion affect consumers' attitudes. In this paper, the presence of negative emotion is used as an actionable variable to study the effect of negative emotion on price sensitivity.

2. Method- Social identity theory

Social identity is developed from group identity, which refers to individuals identifying themselves as belonging to a group through social classification and generating in-group preference and out-group bias [4]. Tajfel first proposed the theory of social identity. The theory is defined as "individuals recognize that they belong to a specific social group, and this recognition of their identity in a specific group can bring value and emotional significance, affecting their cognition, emotion, and evaluation [5]. Social identity is established through the principles of social classification, social comparison, and positive differentiation [5]. Individuals distinguish in-group from out-group by matching self-characteristics with group characteristics [5]. In group comparison, individuals tend to exaggerate the differences between groups, give more positive evaluation and resource support to the in-group, and enhance the emotional belonging to the group [5].

Social psychologists believe individuals do not always have emotional and cognitive biases against all out-groups. They may have positive emotional preferences for some special out-groups and give more attention, recognition and attachment than others. Studies further show that in a positive emotional state, people are even more likely to regard other nations or countries as in-group. Groups' value, reputation, community familiarity, the classification of the group, and group members' consistency are likely to be high among individuals' social identification of the group. After social identification with a certain group, individuals will form an in-group preference for the group and its related things, give a more positive evaluation, and show behavioral tendencies such as loyalty and attachment.

Consumer negative emotion refers to consumers' negative emotional attitude towards a specific product, which reflects consumers' disapproval of the product. Therefore, this study draws on the social identity theory to explore how consumers' negative emotions affect their attitude and behavior toward the product.

3. Result

This paper explores whether negative emotions affect price sensitivity by varying the level of the independent variable negative emotions and by sending a random questionnaire. The main conjecture is that people with high negative emotions are less sensitive to price sensitivity than those without negative emotions. The impact of negative emotions on price sensitivity is higher among specific consumers. We use sneakers with religious overtones, the biggest highlight of the whole pair of shoes is the Air Max air cushion in which the real water is injected, and also from the Jordan River, representing holy water. Walking around, you can see water flow within the air cushion should still be in the sneaker circle for the first time. The right foot has a metal Jesus cross hanging from the laces, "MT.14:25" printed on the toe area to represent this Matthew 14:25, and unique details embellish the tongue, insole, and heel of the shoe. Due to these novel details and the mystery of the culture with a religious twist, the shoes were released and sold out instantly. This paper takes this novel and unique item to attract consumers to buy it. By changing the independent variable of negative emotions, we sent a questionnaire to determine the effect of negative emotions on consumer sensitivity.

Negative emotions are the opposite of positive emotions, which are not conducive to continuing your work or normal thinking, and are specific behaviors caused by external or internal influences. Negative emotions include sadness, grief, anger, tension, anxiety, pain, fear, hatred, etc. The causes of negative emotions vary from person to person and from time to time. The causes of negative emotions are reactions to "stressors"; frustrations at work, school, or in life; sarcasm or sarcasm from others; inexplicable depression, etc.

Research on how emotions influence decision-making behavior has evolved from value-based classifications to aspects of emotions. Therefore, it is no longer sufficient to study emotions and decision-making behavior only in terms of the dimension of negative emotions, which would greatly neglect the complex mechanisms by which negative emotions influence consumer decisions. It is necessary to explore different dimensional classifications of emotions to reveal the underlying mechanisms of negative emotions on consumer decisions. Previous studies have shown that different dimensions of emotions influencing decision-making may include pleasantness, impulsivity, certainty, controllability, and expected effort. Further research is needed to determine which of these dimensions ultimately determines the mechanisms by which emotions influence decision-making.

The experimental results showed that the absence of negative emotions made consumers more price sensitive and that the effect of negative emotions on price sensitivity was lower among specific consumers than among those without negative emotions. Furthermore, whether the effect of negative emotions on consumer decision-making is mediated by cognition or accompanied by cognitive evaluations remains a controversial issue that needs to be addressed in future research.

Finally, the impact of negative emotions on consumer decisions is a very complex process that can have significant economic benefits. In addition, it is worth noting that when consumers may already have a certain emotion before making a decision. This emotion will be influenced throughout the consumption process and then change accordingly. The changed emotion will again act on the consumer's decision-making process, so it can be inferred that emotions play an important role in the whole consumer decision-making process, but which process of emotions has a decisive influence on the consumer decision? It is necessary to do further research on which process of emotion has a decisive influence on consumption decisions.

4. Discussion

The so-called negative emotions mainly refer to anger, sadness, regret, disgust, discontent, anger, jealousy, grievance, paranoia, anxiety, tension, fear, depression, stress and inappropriate sexual psychology, overexcitement, and excitement of the emotions and consciousness with adverse consequences. This paper aims to talk about the negative emotions on consumers' consumption behavior and the effects of negative emotions on consumer choices.

First, enterprise marketing practitioners should pay attention to the positive and negative emotional attitudes of consumers in the target market towards the product and strive to improve the degree of preference of consumers for the product. When enterprises carry out product promotion, they are more about introducing product performance and appearance advantages but ignore the influence of consumer emotion on consumers' psychological mechanisms and behavioral decisions. With the development of production technology and the increasing improvement of people's living standards, the differences in external attributes of products are narrowing, and the attractiveness of products to consumers is also decreasing [6]. "Emotional marketing" has become a hot topic in marketing circles. When developing marketing strategies, enterprises can adopt marketing strategies with emotional cues as the theme, try to arouse target consumers' positive emotions towards products, and significantly improve the emotional connection between consumers and products and product evaluation by deepening consumers' affection for products. For those consumers who have a high degree of love for the product, enterprises can promote the product as an important brand asset in a targeted manner [6].

Second, enterprises should pay attention to the emotional connection between consumers and products and the impact of product evaluation on positive word of mouth and negative information when promoting and propagating products. Word of mouth and product information can focus on consumers' behavior and attitude. Positive word of mouth and consumers' avoidance of negative information can reduce the risk of products entering new markets, gain market recognition faster and reduce marketing costs [7]. Enterprises can establish the emotional connection between consumers and the product through the perceived degree of the product and consumers, improving the perception of the product's overall image. At the same time and reduce the resistance faced by the enterprise products when entering the new market through consumers' active word-of-mouth communication and negative information avoidance.

Third, the marketing strategy of enterprises should consider the differences in consumer culture and geographical location and carry out consumer market segmentation. Therefore, when an enterprise enters a new market, it can adopt different marketing strategies for consumer groups with different cultures and locations. Enterprises should pay more attention to cultivating their favorable feelings towards products and strengthen emotional communication and interaction, to improve the emotional identification and evaluation of products by such consumers. For consumers with low product love, enterprises should take measures to improve product quality, strengthen product publicity, and increase consumers' attention to the product to increase the consumption of target consumers [8-9].

Fourthly, enterprises can consider less the difference between search and experience products in improving consumers' love for products. Whether a search product or an experienced product, enterprises can affect consumers' emotions and cognitive attitudes toward the product by improving consumers' favorable degree toward the product. Improve consumers' willingness to spread positive word of mouth, and to a certain extent, enhance consumers' avoidance of negative information about the product [10].

5. Conclusion

5.1 Key findings

The rapid development of society has led to an increasingly strong desire to shop. Many brands have introduced many novel products to satisfy the public taste. Customers present a wide range of emotional experiences if they are confronted with things and situations that are very new, complex, and beyond their current cognitive abilities. Negative emotions such as feelings and moods are very common among consumers. In this paper, we use the presence of negative emotions as an actionable variable to study the effect of negative emotions on price sensitivity.

The experiment results showed that negative emotions made consumers more price sensitive, and the effect of negative emotions on price sensitivity was lower in specific consumers than those who did not have negative emotions. In addition, whether the effect of negative emotions on consumer decision-making is mediated by cognition or accompanied by cognitive evaluation is still a controversial issue that needs to be addressed in future research.

5.2 Research significance

This paper is the first empirical study to attempt the effect of negative emotions on price sensitivity, and we can experience that the magnitude of negative emotions substantially changes price sensitivity. Negative emotions are related to an individual’s subjective consciousness and culture. However, some unresolved issues still would have needed further exploratory research. We can try to design other experimental and control groups in the future to research the interference of culture on negative emotions and the effect of price sensitivity. In conclusion, reverence has a great impact on price sensitivity.

5.3 Limitations

China is undergoing profound transformation and rapid development, and various problems and contradictions, and inherent regularities are continuously generated and exposed in a short time. This has formed a natural large experimental field, providing a broad space for developing and applying randomized field experiment methods. However, suppose the pilot lacks scientific design and theoretical support. In that case, there is no control and intervention, there is ambiguity in the choice of pilot main rest and policy measures, and the pilot lacks systematic data collection and research, which leads to the pilot often failing to achieve the expected external deliverability. We hope to improve this ambiguity to make this experiment more accurate.

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