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The good, the bad and the unintended: the role of negative self-conscious emotions in marketing

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THE GOOD, THE BAD AND THE UNINTENDED: THE ROLE OF NEGATIVE SELF-CONSCIOUS EMOTIONS IN MARKETING

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DEDICATION

This dissertation is dedicated to

My loving grandparents, Robert and Jacqueline Toolen

My supportive parents, Dan and Lynn Pounders

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ABSTRACT

Negative self-conscious (SC) emotions are important to examine in the field of consumer behavior. These emotions have been identified as drivers of social behavior; each day consumers make decisions and form attitudes and thoughts based on the negative self-conscious emotions they experience. Thus, these emotions are a common occurrence in the marketplace, making them particularly relevant to examine in the consumption experience.

The purpose of this dissertation is to build a framework to identify how each one of these emotions function in the consumption experience. Specifically, five objectives are addressed: 1) Introduce and identify why negative SC emotions are important in the consumption experience; 2) Differentiate guilt, embarrassment, and shame in the consumption experience; 3) Identify unique antecedents for each emotion; 4) Identify coping strategies for each emotion; and 5) Identify a set of implications for marketing managers, consumer behavior researchers, and consumer welfare advocates.

Essay 1 examined all three negative SC emotions (guilt, embarrassment and shame) in consumption experiences. The objectives discussed above were achieved using qualitative data from ten in-depth interviews. Results indicated that each negative SC emotion is present in the consumption experience. In addition, antecedents and coping mechanisms were identified for each emotion. These unique antecedents and consequences allowed the researcher to distinguish the three emotions from each other, as well as identify implications relevant to marketing managers, consumer behavior researchers and consumer welfare advocates.

Essay 2 and Essay 3 examined the specific role of consumer guilt in the relationship marketing paradigm. Specifically, Essay 2 considered the antecedents of consumer guilt. This was achieved by data collected from an exploratory study. The results were used to build a conceptual framework, which was then examined empirically using structural equation modeling. Findings revealed that consumer guilt arises from consumer norm violations. Essay 3 sought to indentify the consequences of consumer guilt. This was achieved through analyzing a conceptual model using structural equation modeling. Findings reveal consumer guilt impacts of the outcome variables of affective and normative commitment, word-of-mouth and patronage intentions. Theoretical and managerial implications are offered.

ESSAY ONE: INTRODUCING AN INTERGRATIVE FRAMEWORK OF EMBARRASSMENT, GUILT AND SHAME IN MARKETING

INTRODUCTION

Each day consumers make decisions and form attitudes and thoughts based on the negative self-conscious (SC) emotions they experience. Negative SC emotions (guilt, embarrassment and shame) have been identified as key drivers of social behavior, making them unique to examine in a consumption setting. Indeed, consumers make decisions to avoid experiencing these negative emotions (Tracy, Robin, and Tangney 2007). Thus, these emotions are a common occurrence in the marketplace, making them particularly relevant to examine in the consumption experience. Understanding the antecedents and consequences of guilt, embarrassment and shame in the consumption experience and how consumers cope with these emotions will offer implications in all areas of marketing dealing with consumers: marketing management, consumer behavior and consumer welfare.

Interestingly, although these negative SC emotions were identified in the consumption emotions set (Richins 1997), they have gone virtually unexamined in the field of marketing. This limited investigation is surprising given that these emotions are commonly experienced and are key motivators of human behaviors (Tracy, Robins, and Tangney 2007). In addition, much of the research that does exist in the marketing literature fails to make the distinction among negative SC emotions. Although negative SC emotions share many similarities, each is a distinct emotion that exhibits unique characteristics. There is a need for work in marketing to demonstrate the differences that exist among these emotions during consumer consumption experiences.

Given the common occurrence and relevance of these emotions to the marketplace, it is important to examine these emotions in the consumer consumption experience. The overarching purpose is of this essay is to introduce and provide an integrative framework for examining each of the negative SC emotions within a marketing context, based on literature grounded in social psychology, as well as findings from ten in-depth interviews. Specifically, this essay serves five purposes: 1) Introduce, define, and identify why negative SC emotions are unique to the consumption experience; 2) Differentiate guilt, embarrassment, and shame in the consumption experience; 3) Identify unique antecedents for each emotion; 4) Identify coping strategies for each emotion; and 5) Identify a set of implications for marketing managers, consumer behavior researchers, and consumer welfare advocates.

These objectives are achieved using qualitative data from ten in-depth interviews. Figure 1 shows the exploratory framework used to guide the interview process. The goals of the interviews were to determine unique triggers or antecedents for each emotion, determine how consumers cope with each emotion, and identify implications relevant in all aspects of marketing.
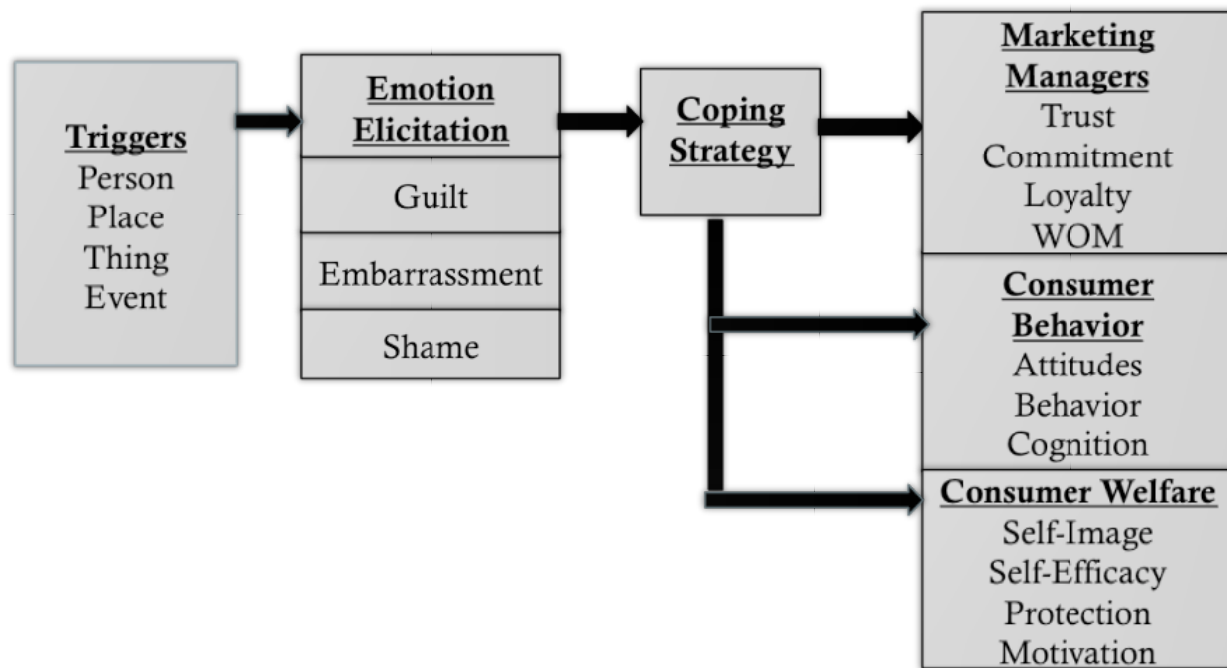
Figure 1: Exploratory Framework

The overall contribution of this essay is to introduce and illustrate the profound implications of these emotions for marketing managers, consumer behavior researchers, and consumer welfare advocates. Based on the objectives discussed above the following research questions are addressed:

(1) Why should these emotions be examined in the consumer consumption experience?

(2) What are the differences among guilt, shame, and embarrassment in the consumer consumption experience?

(3) How is each emotion (guilt, shame, and embarrassment) triggered in the consumer consumption experience?

(4) How do consumers cope with each emotion (guilt, shame, and embarrassment) in the consumer consumption experience?

(5) What are the implications of each emotion (guilt, shame, and embarrassment) for marketing managers, consumer behavior researchers and consumer welfare advocates?

The remainder of this essay is organized around five main sections: background, motivation, methodology, results, and a discussion. The first portion of the background section discusses the emergence of emotional theories into marketing, describing the seminal theories and findings in the marketing literature. The second portion of the background section presents an overview of theories in emotion grounded in social psychology. The third section of the background introduces negative SC emotions, defining what SC emotions are, defining embarrassment, guilt, and shame, and provides an overview of the similarities and differences of each emotion. The

motivation section presents and describes three concerns that are the impetus for this dissertation. Next the study is described in detail and the research questions listed above are addressed. Finally, a discussion of the study's findings and conclusions are outlined.

BACKGROUND

Differentiating Affect, Mood and Emotion

First, although this research focuses on emotion and specifically negative SC emotions, it is helpful to present definitions and distinctions between affect, emotion and mood. Affect itself has varied and broad definitions. While there is not universal agreement among researchers concerning affect, it is necessary to provide a working definition. Accordingly, this dissertation will follow Rosenberg's (1989) definition of affect in which affect is defined in terms of affective states and traits. Specifically, affective states and traits refer to predispositions to emotional responding and include emotions, moods, and (possibly) attitudes (Bagozzi, Gopinath, and Nyer 1999). Thus, affect is considered to be a more general category for mental feeling processes, rather than a particular psychological process.

Although mood and emotion are often used interchangeably, distinctions have been made between the two in terms of their length, intensity, and referent. In general, a mood is considered to be a long lasting general affective state without a particular referent and an emotion is defined as a short, intense affective episode with a specific referent (Linnenbrink and Pintrich 2004). Mood and emotion differ in length and intensity. Mood is a longer lasting affective state, while an emotion is characterized by a short episode that may evolve into mood over time. Mood is considered to be moderately intense while an emotion is more intense in the strength of the felt experience, the physiological response, and the extent of bodily expression. Finally, mood and emotion also vary in how they arise. Mood states do not have a particular referent; the source of the mood is unclear. In contrast, an emotion tends to be a reaction or response to a particular event or person (Schwartz and Clore 1996).

Emotions in Marketing

These emotions, relatively intense yet short-lived affective episodes that can be attributed to specific referents, are relevant in marketing and specific consumption behaviors. Emotion has received a great amount of attention in the marketing literature. This section will present a brief background of emotion research in the field of marketing. First, an overview of emotions in marketing is presented, introducing and briefly describing key theories and findings. Next, the consumption emotion set (CES) is introduced and a review of negative consumption emotions is provided.

Prior research indicates emotions influence all aspects of marketing. Empirical support has demonstrated the profound influence of emotion in a variety of topics in consumer behavior (see Bagozzi, Gopinath, and Nyer 1999, for a review). Burke and Edell (1989) have shown emotions evoked by advertisements contributed significantly to the consumer evaluation of both the advertisements and the brand, the effect of feelings occurs in addition to the effect of judgments about the advertisement's characteristics, and this influence of feelings differs for the different dimensions of feelings. Similarly, in their seminal piece, Holbrook and Batra (1987) found emotional responses to advertisements to mediate the effect of advertisement content on attitude toward the advertisements, and partially mediate the effect of the advertisement content on

attitude toward the brand. Others have examined the role of affective responses on consumption behavior, including the types of emotions evoked by consumer use of specific products (Holbrook et al. 1984), by services (Oliver 1994), and by one's possessions (Schulz, Klien, and Kernan 1989). Still other research has focused on post-consumption cognitive and behavioral responses, including overall satisfaction, purchase-intentions, word-of-mouth behaviors, complaining behaviors, and returning the products (Bagozzi, Gopinath, and Nyer 1999; Westbrook 1987). In addition, responses have been shown to influence cognitive processes such as encoding, evaluation, recall, and judgment (Garner 1983). Thus, it is clear that emotions have a significant influence on various aspects of marketing and further examination of this area is fruitful for the field.

Consumption Emotions Set

Emotions are experienced in a variety of consumption experiences. Arguing measures developed by psychology theorists may not be appropriate for marketing, Richins (1997) set out to examine the domain of consumption emotions in six empirical studies. These studies resulted in the development of the Consumption Emotions Set (CES), which comprises 16 emotion dimensions and is argued to represent a "relatively broad, but not exclusive, coverage of consumption emotion states" (Richins 1997, p. 142) that may include some emotional states "probably irrelevant to some of the phenomena studied in consumer behavior research" (p. 142). The set includes the following dimensions: anger, discontent, worry, sadness, fear, shame, envy, loneliness, romantic love, love, peacefulness, contentment, optimism, joy, excitement, and surprise (see Appendix 1). The CES was developed with the intention of providing a solid starting point for further research in relation to consumption emotion measurement. In addition, Richins strongly advocated for research "that examines, in depth, the character of individual consumption-related emotions and that identifies their antecedent states" (p. 144). Marketing scholars have responded to this call and have begun to examine some of these emotions.

Because this dissertation focuses on negative emotions, a literature review of the negative emotions identified by Richins (anger, discontent, worry, sadness, fear, shame, envy, and loneliness) will be provided. Interestingly, a few of these negative emotions have received considerable attention in the field of marketing, while others have gone virtually ignored, or received scant attention. Sadness, discontent and fear have received substantial attention in the marketing literature, while worry and anger have received limited attention and shame, envy and loneliness have been virtually ignored.

Anger

Anger is an emotion that arises when someone else is blamed for a situation and it motivates the person to do something to remove the source of harm (Lazarus 1991). Anger appears to be quite common in consumption experiences. Customer anger is a negatively valenced emotion that occurs when another individual, object (e.g. product), or organization (e.g. retailer, service provider) is blamed for a problem (Westbrook and Oliver 1991). Kalamas, Laroche, and Makdessian (2008) found angry customers are less satisfied, give lower service expectations, have higher perceptions of injustice, and give weaker ratings of corporate image. Angry customers are also less likely to spread positive word of mouth, and are more likely to complain and exhibit negative repurchase intentions (Kalamas, Laroche, and Makdessian 2008).

Worry

Worry occurs when an individual engages in thoughts of a negative uncontrollable event. Typically, the individual is trying to avoid the anticipated threat. Worry is often expressed as anxiety. Anxious feelings have been found in variety of consumer behavior contexts. Consumers with high anxiety have a preference for sincere brands. In addition, anxiety triggers a preference for products that are safer and provide a sense of control (Raghunathan, Pham, and Corfman 2006). Anxiety has also been linked to gift giving; people are anxious when they are highly motivated to induce desired actions from recipients and others, and are doubtful of success (Wooten and Reed 2000). Finally, technology anxiety prevents people from using self-service technologies (Meuter, Ostrom, Bitner, and Roundtree 2003).

Sadness

Sadness is an emotion characterized by feelings of loss and helplessness. In marketing, sadness has been studied to an extent, but not systematically. Most research on sadness examines a sad mood or overall sad affective states. This is the case with the affect-as-information effect (Schwarz, Bless, and Bohner 1991; Wegener, Petty, and Smith 1995) and the state-dependent effect (Bagozzi 1996; Pham, Cohen, Pracejus and Hughes 2001). However, some research has concentrated on sadness specifically. Garg, Wansink, and Inman (2008) found when consumers are in a sad state, they eat larger amounts of hedonic foods than when they are in a happy state. Walther and Grigoridia (2004) found consumers in a sad mood are more prone to affective attitude formation than participants in a happy mood. A recent stream of research examines mixed emotions.

Fear

Fear is the common response to threat and uncertainty, and has been examined extensively in marketing, particularly in advertising appeals. More specifically, fear has been widely examined within the protection motivation framework. Indeed, the protection motivation model has contributed usefully to researchers' understanding of fear appeals in advertising. The literature variously indicates a negative relationship (Janis and Feshbach 1953), an inverted U-shaped relationship (Henthorne, LaTour, and Nataraajan 1993; Keller and Block 1996; Sternthal and Craig 1974), and a positive linear relationship between fear and preventative behavior (LaTour and Rotfeld 1997; LaTour, Snipes, and Bliss 1996; Rogers 1985). The basic conclusion from the literature is moderate fear arousal increases intention, whereas low and high fear either do not change intentions (in the case of low fear) or can cause a boomerang effect (in the case of high fear). However, the literature also identifies the moderating role of individual characteristics. Keller and Block (1996) show high fear may be effective if the recipients are involved, whereas low fear may be more effective for people who are less involved. LaTour and Tanner (2003) found demographic information moderates attitude toward the advertisement and intention to act. In addition, Arthur and Quester (2004) found support for the mediating role of fear in predicting behavioral intentions and for the influence of individual differences.

Discontent

The specific emotion of "discontent" has not been examined in extant marketing literature. However, discontent seems to be similar to lack of satisfaction, a construct commonly examined in marketing. Satisfaction is generally viewed as an outcome of consumption (product/service purchase or experience) whereby a comparison is made between expectations of performance and actual performance (Oliver 1980). Satisfaction arises when actual performance/experience is

greater than or equal to expectations, and dissatisfaction occurs otherwise (e.g. Oliver 1980). Oliver (1994) expanded the determinants of satisfaction to include positive affect (interest and joy) and negative affect (anger, disgust, contempt, shame, guilt, fear and sadness). Interestingly, it has remained unclear whether satisfaction is phenomenologically distinct from many other positive emotions. Shaver, Schwartz, Kirson, and O'Connor (1987) found satisfaction shares much common variance with positive emotions such as happiness, joy, gladness, elation, delight, and enjoyment, among others. Likewise, Nyer (1997) discovered that measures of joy and satisfaction loaded on one factor. Thus, it seems discontent can be argued to be similar to an overall state of negative affect or dissatisfaction. In consumption experiences, lack of satisfaction has been linked to negative word-of-mouth, lower patronage intentions, lower trust and lower commitment (Oliver 1980; Westbrook 1987).

Envy, Loneliness, and Shame

Interestingly, envy, loneliness, and shame have gone virtually unexamined in the marketing literature. Envy is characterized by a negative state when a person lacks another's perceived superior quality, achievement, or possession (Parrot and Smith 1997). Envy has also been associated with upward social comparisons; comparing oneself to another who has something that the envier considers to be important to have. Loneliness is characterized by feelings of emptiness and solitude (Richins 1997).

A Review of Psychological Theories

This portion of the essay provides a review of theories of emotion in the field of psychology. Although the focus of this dissertation is on negative SC emotions, theories of emotion that pertain to all emotions are presented first, and a subsequent section specific to negative SC emotions will be discussed next. Throughout the past several decades there have been several theoretical frameworks of emotion that have been presented in the psychology. This section of the essay will discuss eminent theories of emotion adopted in psychology and concludes with a thorough discussion of the cognitive appraisal theory of emotion, which is the most commonly examined theory of emotion today. Over the years, there have been numerous theories put forth to explain why people experience emotion. This section of the essay will provide a brief overview of the most popular of these theories examined in psychology: Evolutionary Theory, James-Lange Theory, Canon-Bard Theory, Schacter and Singer's Two Factor Theory, Facial Feedback Theory, and the Cognitive Appraisal Theory.

Evolutionary Theory

Evolutionary theory dates back to over a century. In the 1870s, Charles Darwin proposed emotions evolved because they had adaptive value (Darwin 1872). The classic example of this is the emotional experience of fear – Darwin proposed fear evolved because it helped people to act in ways that enhanced survival. Evolutionary theorists believe all human cultures share several primary or basic emotions, including: happiness, fear, surprise, disgust, anger, and sadness. These theorists postulate all other emotions result from these primary emotions (Darwin 1872). For example, joy is elated happiness and terror is intensified fear. Finally, evolutionary theorists consider emotions to be innate responses to stimuli and downplay the influence of thought on emotion.

James-Lange Theory

In the 1880s, William James and Carl Lange proposed a physiological arousal model of emotion, challenging the evolutionary theories. More specifically they proposed emotions to be the result of the physiological arousal to events (James 1884). This theory states visceral and skeletal muscles changes produce emotion without the intervention of cognition or understanding of the emotion - the physiological changes completely constitute an emotion (James 1884). People experience an emotion because they perceive their bodies' physiological responses to external events. For example, James and Lange posited people do not cry because they feel sad; they are sad because they cry.

Cannon-Bard Theory

Walter Cannon and Philip Bard proposed an emotion and the corresponding physiological arousal occur simultaneously (Cannon 1927). Thus, neither the emotion nor the physiological response causes the other. Specifically, they proposed the brain gets a message that causes the emotional experience at the same time the nervous systems gets the message that creates the physiological arousal (Canon 1927). This theory also proposed three arguments against the James-Lange theory: 1) People can experience physiological arousal without experiencing emotion; 2) Physiological reactions happen too slowly to cause emotional experiences, which occur very rapidly; and 3) People can experience very different emotions even when they have the same pattern of physiological arousal (Fehr and Stern 1970).

Schacter and Singer's Two Factor Theory

In the 1960s, Stanley Schacter and Jerome Singer proposed a different theory to explain emotion. They proposed emotion is influenced by two factors: physiological arousal and the cognitive interpretation of this arousal (Schacter and Singer 1962). They suggested when people experience physiological arousal they look to the environment to provide an explanation. The label people give an emotion depends entirely upon how they interpret their environment. In addition, Schacter and Singer agree with components of both the James-Lange theory and the Cannon-Bard theory. Specifically, they agree with James-Lange theory that people infer emotions when they experience physiological arousal. In addition, they agree with the Cannon-Bard theory that the same pattern of physiological arousal can give rise to different emotions.

Facial Feedback Theory

The Facial Feedback theory was proposed by Tomkins (1962). The Facial Feedback Theory hypothesized the variations in the "density of neural firing" from the central nervous system activate the skin and facial muscles and provide feedback to the viscera, resulting in emotion. In other words, it is the changes in our facial muscles that cue the brain and provide the basis of emotion. Therefore, emotion is the experience of changes in our facial muscles. For example, one someone smiles they then feel happy and when someone frowns they then feel sad.

Cognitive Appraisal Theory

The cognitive appraisal model of emotion posits that cognitive activity – in the form of appraisals or evaluations - are necessary for emotion to occur. More specifically, the emotional experience depends on the way an individual appraises or evaluates the events or situations around them (Lazarus 1991; Frijda 1986; Roseman 1984). This is different than the prior theories of psychology described above that do not propose emotion to be a direct result of cognition. In addition, the cognitive appraisal theory suggests the emotional experience is a process (Lazarus 1991). First, an individual undergoes a cognitive appraisal, or evaluation, of the situation. Next,

the individual experiences physiological changes. Finally the individual actually feels the emotion and chooses how to react. This theory of emotion is the predominant theory of emotion used today across a variety of disciplines, including psychology and many of the social sciences, including marketing. This theory is discussed in greater detail below.

Today, the cognitive appraisal theory of emotion is the predominant theory of emotions. It is important to note several variations of the appraisal model exist (Frijda 1986; Lazarus 1991; Roseman 1984). However, the fundamental beliefs of how emotions are elicited and manifested are consistent across these variations (Lazarus 1991; Roseman 1984). The following paragraphs will provide an overview of the cognitive model of emotions. First, it is important to understand the fundamental components of the cognitive model: appraisals and their corresponding discrete emotions.

Appraisals

The cognitive appraisal theory asserts emotions arise from an individual's appraisal of their current environment (e.g. situation or event). An appraisal is defined as an evaluation or series of evaluations made by the individual comparing the individual's current environment (Smith and Lazarus 1993). The cognitive appraisal theory asserts appraisals elicit the emotion process, initiating the physiological, expressive, behavioral, and other changes that present the resulting emotional state (Lazarus 1991; Roseman 1984). Basically, an individual is exposed to some situation or event, appraises or thinks about the situation, and experiences some discrete emotion. The appraisals or thoughts can be deliberative and conscious, but can also be automatic and unconscious, depending on the individual and the circumstances surrounding the appraisal. Whether a particular set of circumstances is appraised as harmful or beneficial depends on the person's specific configuration of goals and beliefs.

One basic premise of appraisal theories is that it is **not a specific event** or physical circumstance that produces emotions, but rather the unique psychological appraisal made by the person evaluating and interpreting the events and circumstances. In other words, different people can have different emotional reactions (or no emotional reaction at all) to the same event happening – it just depends on how the individual **appraises** the situation. All situations to which the same appraisal pattern is assigned will evoke the same emotion. This is because it is the evaluation of events, not the events per se, which elicit an emotion. Dissimilar events (death and birth) may produce the same emotion (e.g. sadness) if they are appraised in similar ways. So, whereas there are few, if any, relationships between situations and emotions, there should be strong and invariant relationships between particular appraisal combinations and particular emotions (Smith and Lazarus 1990). Differences in appraisal can account for individual differences in emotional response. Because appraisals intervene between situations and emotions, individuals who appraise the same situation in significantly different ways will feel different emotions (Roseman 1984).

Discrete Emotions

This theory of emotion also proposes that the appraisals which an individual makes results in discrete emotions (emotions that have distinctive properties) (Roseman, Wiest, and Swartz 1994). A discrete emotion is the result of a series of appraisals or evaluations an individual makes. Each discrete emotion can be distinguished based on a variety of characteristics. Roseman's (1984) Model of Discrete Emotional Responses maintains that discrete emotions

have distinctive properties comprised of five components: phenomenology (thoughts and feeling qualities), physiology (neural, chemical, and other physical responses in brain and body), expressions (facial and postural signals of emotion state), e-motivations (characteristic goals that people want to attain when the emotion is experienced), and action tendencies (readiness to engage or disengage in some interaction).

Cognitive Appraisal Frameworks

Although the cognitive or appraisal perspective of emotions is the most widely accepted theory of emotions today, researchers have developed different frameworks to explain the theoretical underpinnings of the emotion process. Two of the most commonly examined theories in marketing today are the cognitive appraisal frameworks proposed by Lazarus (1991) and Roseman (1984). Both of these frameworks are primarily concerned with structure of the appraisal itself and attempt to identify which appraisals or evaluations initiate specific emotions. Although these theories have significant overlap, there are also differences including: 1) Which appraisals are included in the theory; 2) How particular appraisals are operationalized; 3) Which discrete emotions are included in the model; 4) Which particular combinations of appraisals are proposed to elicit a particular emotional response and; 5) The role coping plays in the emotion process.

Lazarus

Lazarus (1991) proposed a framework built around primary and secondary appraising processes. Individuals experience both primary and secondary appraisals. The resulting emotion is based on a combination of these appraisals. These appraisals are discussed below

Primary Appraising

Primary appraising is a process that determines whether or not the event is relevant to one's values, goal commitments, beliefs about the self and world, and situational intentions. In other words, primary appraisals are viewed as judgments about whether the current situation is worthy of attention. Lazarus identifies three primary appraisals: 1) goal relevance, which refers to whether an encounter is viewed by a person as relevant to well-being (there is no emotion without a goal at stake); 2) goal congruence, which refers to whether the conditions of an encounter facilitate or thwart what the person wants (if conditions are favorable a positive emotion is elicited, if unfavorable a negative emotion is elicited); and 3) type of ego involvement, which is defined as goal commitments centering on one's ego-identity or self. Lazarus proposes these types of ego involvement include the self or social esteem, moral values, ego ideals, commitment to certain meanings and ideas, the well being of other persons, and life goals. For example, shame and pride are consequences of the desire to preserve self-esteem while guilt is about moral issues.

Secondary Appraising

Secondary appraising is a process focusing on what can be done about a troubled person-environment relationship, or coping options. It is important to note the word "secondary" does not indicate this process occurs after primary appraising, nor does it mean secondary appraising is a process completely independent from primary appraising. Indeed, primary appraising never operates independently of secondary appraising; both processes are in conjunction. Secondary appraising is needed to attain adequate understanding of one's total plight and to identify which coping strategies should be employed. This does not depend on situations, but rather on concrete

issues such as: Should one act? How should one act? When should one act? What option is best? Lazarus identifies three secondary appraisals: 1) blame/credit for outcome, which is an evaluation about who is responsible for threat, harm, challenge, or benefit; 2) coping potential, which is a personal conviction that an individual can or cannot act successfully eliminate a harm or threat or bring completion to a challenge or benefit; and 3) future expectations, which is the belief the person-environment relationship will change for the better or the worse.

In sum, Lazarus (1991) defines emotions according to core relational themes or the summaries of appraisals discussed above. He includes a variety of emotions. These can be seen in Table 1.

Table 1: Relational Core Themes

Emotion	Theme
Anger	A demeaning offense against me and mine.
Anxiety	Facing uncertain, existential threat.
Fright	An immediate, concrete and overwhelming physical danger.
Guilt	Having transgressed a moral imperative.
Shame	Failing to live up to an ego-ideal.
Sadness	Having experienced an irrevocable loss.
Envy	Wanting what someone else has.
Jealousy	Resenting a third party for loss of or threat to another's affection or love.
Disgust	Taking in or being too close to an indigestible object or idea.
Happiness	Making reasonable progress toward the realization of a goal.
Pride	Enhancement of one's ego identity by taking credit for a valued object or achievement, either one's own or that of someone or group with whom we identify.
Relief	A distressing goal incongruent condition that has changed for the better or gone away.
Hope	Fearing the worst but yearning for better, and believing a favorable outcome is possible.
Love	Desiring or participating in affection, usually but not always reciprocated.
Gratitude	Appreciation for an altruistic gift that provides personal benefit.
Compassion	Being moved by another's suffering and wanting to help.

Source: Lazarus (1991)

Coping

Also key to the Lazarus framework is the concept of coping, which he believes is understated in many of the other appraisal-based frameworks of emotion. Some other appraisal-based emotion theories suggest coping occurs through an entirely separate process only after an emotion has occurred. However, Lazarus suggests coping is an integral part of the emotional arousal process itself. Lazarus and Folkman (1984, p. 141) offer the following process view of coping: "We define coping as constantly changing cognitive and behavioral efforts to manage specific external and/or internal demands that are appraised as taxing or exceeding the resources of the person." In other words, coping is the effort to manage psychological stress.

Lazarus (2007) offers three primary themes of coping: 1) there is no universally effective or ineffective coping strategy: this depends on the type of person, type of threat, stage of the stressful encounter, and subjective well-being of the person; 2) to study the coping process requires we describe in detail what the person is thinking and doing in respect to specific threats and to infer, if possible, that person's overall strategy or strategies; and 3) there are at least two major functions of coping, problem-focused and emotion-focused.

Problem-focused coping reflects the evaluations of the person's ability to act directly upon the situation to bring it into or keep it in accord with the person's desires, while emotion-focused coping refers to the perceived prospects of coping psychologically with the encounter by altering one's interpretations, desires, and/or beliefs (Smith and Lazarus 1993). Problem-focused coping is more of an action-oriented coping approach, while emotion-based coping is aimed at regulating the emotions tied to the stress situation. Examples of emotion-based coping include avoiding thinking about the threat or reappraising it (Bagozzi, Gopinath and Nyer 1999). It is important to note Lazarus does not believe these two types of coping functions should be thought of as an either-or terms, nor does he believe one of the two is a more useful coping approach. Instead, he proposes coping to be a complex process of thoughts and actions aimed at improving the threat; this can include both taking realistic actions to reduce the threat (problem-focused coping) while also permitting a person to view the threat in the more favorable way possible (emotion-based coping).

Distinctions
There are a few features of Lazarus' framework that make it unique compared to other cognitive appraisal frameworks. First is his focus on motivation and goals. Few appraisal theorists advocate, as Lazarus does, the major role personal goals play in shaping the discrete category of an emotion. Lazarus suggests goal commitments focused on one's self-identity influence the emotional experience. These goal commitments include: self-esteem, moral values, commitment to certain meanings and ideas, the well being of other persons, and life goals. Second is Lazarus' emphasis on coping as an integral component of the emotional process. He suggests coping occurs at the earliest possible moments of the emotion process. Coping and the particular emotion that the coping process is a part of are essential aspects of adaptation – which are always joined. Coping thoughts and actions serve as a bridge between the relational meaning of the situation and the emotion itself.

<u>Roseman</u>
Roseman (1984*)* offers a slightly different version of appraisal theory. He proposes a particular combination of seven appraisals determine which of 17 emotions will be experienced in any situation. The seven appraisals hypothesized to directly influence emotions are: unexpectedness, situational state, motivational state, probability, agency, control potential, and problem type, which are summarized in Table 2.

Table 2: Appraisals in Roseman (1984) Model

Appraisal Category	Appraisal Result	Definition
Unexpectedness	Expected vs. Unexpected	Whether the event violates one's expectations
Situational State	Motive consistent vs. Motive Inconsistent	Whether the event is wanted by the person.
Motivational State	Aversive vs. Appetitive	Whether the event is related to a desire to get less of something punishing or more of something rewarding.
Probability	Certain vs. Uncertain	Whether the occurrence of motive-relevant aspects of the event is merely possible or definite.
Agency	Circumstances vs. Other Person vs. Self	What or who caused the event.
Control Potential	Low vs. High	Whether there is anything one can do about the motive-relevant aspects of the event.
Problem Type	Instrumental vs. Intrinsic	Whether a motive inconsistent event is unwanted because it blocks the attainment of a goal or unwanted because of some inherent characteristic.

Roseman proposed these appraisals would determine which of 17 emotions would occur in response to an event or situation. The 17 included emotions are: hope, joy, relief, frustration, fear, sadness, distress, disgust, dislike, anger, contempt, regret, guilt, shame, love, pride, and surprise. Roseman's theory is based on his Model of Discrete Emotions (discussed above) which maintains emotions may be understood as being comprised of five components: phenomenology, physiology, expressions, action tendencies, and e-motivations.

In sum, Roseman (1984; 1991) proposes integrating empirically grounded models of appraisals and emotional response within an overarching model of the emotion system. He proposes this allows for a better understanding of emotions from a functional perspective, that is, why appraisals cause emotions, and why they cause the emotions they do. More specifically, he suggests particular appraisals guide the emotion system because they predict when the response strategy of each emotion is most likely to provide effective coping. Indeed, within the emotion system, the appraisal system has evolved to guide the emotional response system by selecting the emotion whose response strategy is most likely to be adaptive in the type of situation that a person is facing (Roseman 1994; 1996).

Distinctions

There are some features of Roseman's theory that distinguish it from other cognitive appraisal frameworks. Some of the appraisals in this model are not included in other models, including motivational state (reward maximizing vs. punishment minimizing motives), which here differentiates joy vs. relief and sadness from distress; and problem type (instrumental goal blockage vs. intrinsic negative quality), which differentiates frustration from disgust, anger from contempt, and guilt from shame. In addition, this model attempts to specify how the various emotions are related to each other – both in appraisal determinants and response properties. Thus, this framework is distinct because families of emotions are identified, such as attack emotions (anger, frustration and guilt) and exclusion emotions (disgust, shame and contempt). By focusing on the relationship between emotions his model seeks to represent the structure of the emotion itself (Roseman 2007).

Conclusions

Cognitive or appraisal-theories of emotion have become the predominant perspective of emotions. These theories of emotion have received substantial empirical support both in the field of psychology (Frijda 1986; Lazarus 1991; Roseman 1984, 1991; Roseman, Wiest, and Swartz 1994; Tracy, Robins and Tangney 2007; Smith and Lazarus 1993) and extended areas of behavioral science, including marketing (e.g., Bagozzi, Gopinath, and Nyer 1999; Nyer 1997; Ruth, Brunel, and Otnes 2002). Despite the differences in detail, there is remarkable agreement among appraisal theorists about what an individual is supposed to think and want in order to react with diverse emotions. The main appraisal components common to cognitive or appraisal theories include: having a goal at stake, whether the goal is facilitated or thwarted, the locus of control/responsibility for what happened, and controllability.

One notable value of appraisal theories is that it is possible to account for most emotions. Indeed, subtle combinations of different appraisals yield discrete emotional responses. Interestingly, the difference in a single appraisal may result in an entirely different emotion. For example, anger and regret differ only in the one type of appraisal: source of the emotion – the self or other. In addition, a benefit of appraisal theories especially relevant for marketing is the implications for goals, goal attainment, actions, and coping (Bagozzi, Gopinath, and Nyer 1999). Indeed, a comprehensive review of emotions in the marketing literature demonstrates appraisal-based theories to be the predominant approach in examining the influence of emotions on consequences of interest to marketers.

Negative Self –Conscious Emotions

This portion of the essay will provide an overview of negative SC emotions. The purpose of the following paragraphs is to provide an overview of negative SC emotions, define and provide a description of each emotion, discuss how each emotion can be differentiated from the others, and describe findings of negative SC emotions in marketing. Specifically, this section will begin by introducing and defining negative SC emotions as a category of emotions, explain the cognitive theory of SC emotions, illustrating why SC emotions are unique. Next, this section will define and describe each of negative SC emotion (embarrassment, guilt and shame) and compare and contrast the similarities and differences among the three negative SC emotions. Finally, this section will conclude a review of the limited work on negative SC emotions in marketing specific to the consumption experience.

General Overview of Negative SC Emotions

Negative SC emotions are a unique set of emotions that most commonly include guilt, embarrassment, and shame (Tracy, Robins, and Tangney 2007). They are termed "self-conscious" emotions because they are intimately intertwined in the relationship between a person and the self. Feelings of shame and guilt arise in the context of self-blame; embarrassment arises based on some action of the self. When people experience failure, they search for explanations and causes. If the search reveals that the self is to blame, one of these three emotions occurs.

As previously mentioned in the cognitive frameworks section of the background, there are two commonly examined frameworks within the cognitive appraisal theory of emotions (Lazarus [1991] and Roseman [1984]). Recently, a unique framework for examining SC emotions has been proposed (Tracy, Robins, and Tangney 2007). This framework is presented in Appendix 2. Although slightly different, there are many similarities between those proposed by Lazarus

(1991) and Roseman (1984) and the model for SC emotions. The framework, put forth by Tracy, Robins, and Tangney (2007), is consistent with the cognitive appraisal theory of emotion. Indeed, SC emotions arise from a set of appraisals. However, this set of emotions is believed to be substantially more complex than other emotions because of the distinct theoretical model that specifies their antecedent appraisals, and the complexity of these appraisals (Tracy, Robins, and Tangney 2007). Like other emotions, SC emotions arise from a process. This process and the appraisals involved with the process of SC emotions are described in the paragraphs below.

The Role of the Self

Theoretically, the major difference between this set of emotions and other emotions is the emphasis on the self. First, in order for a SC emotion to occur, the eliciting event must be deemed relevant (as opposed to irrelevant) to goals associated with self-identity. If the stimulating event creating the emotion is not deemed relevant to one's self-identity, a SC emotion cannot occur. Second, SC emotions require self-awareness and self-evaluation. Although other emotions can and often do involve self-evaluative processes, only SC emotions **must** involve these processes (Buss 2001; Tangney and Dearing 2002). Without self-awareness, SC emotions cannot occur. Thus, SC emotions are distinguished by conscious self-awareness that allow one to make self-evaluations, compared to emotions that arise from automatic or classically conditioned responses that do not require conscious self-reflection. For example, when an individual experiences guilt, embarrassment, or shame, they are assessing themselves from perspectives of either themselves or others; they are evaluating the self in some aspect. In sum, people reflect on how events relate to the evaluation of the self as either worthy or unworthy; hence, the additional of the label "social emotions" for this specific group of emotions.

Once self-awareness is activated, the next step in the process is the appraisal of locus of causality. Consistent with the theoretical frameworks presented above, this appraisal was included and called "credit of blame" by Lazarus (1991) and "agency" by Roseman (1984). Similarly, locus of causality refers to whether an individual perceives the self (internal) or some other person or event to be responsible for the emotional experience. For a SC emotion to occur, the locus of causality must be internal, meaning an individual attributes the **self** (as opposed to another or the environment) as responsible for the eliciting event. Thus, the focus on the self is a key characteristic in understanding how SC emotions differ from other emotions.

Other Appraisals

After self-awareness and locus of causality are activated, embarrassment may occur. No additional appraisals are necessary for embarrassment to occur. However, for guilt or shame to occur, the following appraisals must be experienced: stability, controllability, and globality. All three of these appraisals must occur, although it is unsure in what order they occur (Tracy, Robins, and Tangney 2007). Stability refers to whether or not the cause of the emotion is expected to change, and is strongly associated with expectations of success or failure (Fiske and Taylor 1991). For example, the attribution of stability of a SC emotion may be "is the trait or behavior of the individual that caused the event likely to change?" Controllability refers to whether or not the person has/had control over the outcome. An example may be "Can I control this aspect of myself?" Finally, globality refers to whether the aspect of the self is determined to be part of the global self versus only related to a specific context. These appraisals themselves

are not necessarily unique to SC emotions, rather it is the judgment an individual comes to for each appraisal that is unique. This is summarized in Appendix 2.

Summary

In sum, in order for a SC emotion to occur, an individual must undergo the following process. First, an individual must be aware of the self, experiencing self-awareness, and making self-evaluations. Next, an individual must hold the self responsible for the eliciting event. Here, embarrassment may occur. Finally, in order to experience guilt and shame, an individual must appraise the eliciting event in terms of stability, controllability, and globality. The outcome of these appraisals determines which emotion will occur.

Three Negative SC Emotions

This section provides an overview of the three negative SC emotions. First, a conceptualization for each emotion is provided in Table 3. These conceptualizations are based on work in psychology (Tracy, Robins, and Tangney 2007). Next, based on work in social psychology, a summary of each emotion is provided. A discussion that compares and contrasts the similarities and differences among the three negative SC emotions is provided. Finally, an overview of the work that has examined negative SC emotions in marketing is provided.

Table 3: Conceptualization of Negative Self-Conscious Emotions

Emotion	Definition	Article
Guilt	Individual experiences conflict having done something that one believes one should not have done (or conversely, having not done something one believes one should have done).	Tracy, Robins, and Tangney 2007
Embarrassment	Individual experiences a threat to the presented or public self in the presence of real or imagined audiences.	Miller and Leary 1992
Shame	Individual experiences a perceived self-failure of some aspect of the core self.	Tracy, Robins, and Tangney 2007

Guilt

Guilt occurs when a person realizes or believes, justified or not, he or she has violated a moral standard, and is responsible for that violation (Tangney and Dearing 2002; Tracy, Robins, and Tangney 2007). Thus, guilt is an affective state in which one experiences conflict at having done something that one believes one should not have done (or conversely, having not done something one believes one should have done). Guilt is tied to morals or personal ethics, and thus has also been described as an emotional state in which the individual holds the belief or knowledge that he or she has violated some social custom, ethical or moral principle, or legal regulation (Heidenreich 1968). Guilt occurs when individuals violate their own understanding of what they ought to do and can either follow or precede an action (or inaction).

Despite being considered a negative emotion, guilt is considered to be a functional emotion because it informs individuals that they have violated personal or social standards and motivates reparative action (Tangney, Miller, Flicker, and Barlow 1996). When one feels guilty, they want

to repair or "fix" the situation. Thus, guilt is associated with a variety of pro-social behaviors. Accordingly, guilt is considered to be motivator of social behavior. In contrast to embarrassment and shame, guilt is associated with a problem-focused or approach type of coping. When one feels guilty, he or she will engage in behaviors to rectify the situation.

Guilt can be classified in a variety of ways. Guilt can be categorized as intrapersonal or interpersonal. Intrapersonal guilt is self-focused, while interpersonal guilt is focused on action that influences others. In addition, three types of guilt have been indentified (Huhmann and Brotherton 1997): anticipatory guilt, reactive guilt, and existential guilt. Anticipatory guilt results from contemplating a potential violation of one's own standards. Reactive guilt is a response to having actually violated one's standards of acceptable behavior, and existential guilt arises as a result of perceived discrepancy between one's well-being and the well-being of others (Izzard 1977).

Embarrassment

Embarrassment is a negative emotion arising from a threat to the presented or public self in the presence of real or imagined audiences (Miller and Leary 1992). It is different than the other two negative SC emotions because it is a public emotion. If embarrassment is experienced in private, it is because individuals are imagining what others might think of them (Sabini, Garvey, and Hall 2001). Embarrassment is often involuntary, striking without warning, being brought on by unanticipated circumstances. For example, some common reported causes of embarrassment include cognitive lapses (e.g. forgetfulness), interpersonal transgressions (e.g. breaches of etiquette), loss of body control (e.g. vomiting), and physical missteps (e.g. tripping).

Embarrassment is described as a short-lived negative psychological response (Schlenker 1980). Embarrassment is associated with SC feelings of exposure and awkwardness and chagrin. After feeling embarrassed, an individual has a general motive to seek social approval (Miller 1996). Embarrassed people feel they have jeopardized their social identities and want to repair their public selves. In sum, embarrassment is an emotion that strikes quickly and automatically but lasts only a short time.

The study of embarrassment dates back to Goffman (1959), who argued embarrassment is an emotion resulting from a breakdown in everyday social encounters. According to Goffman, embarrassment occurs in social interactions when unwanted events intervene and result in loss of composure and ability to participant in an encounter. As described above, many researchers have built upon Goffman's framework. Emotion researchers now contend there to be two valid theories of embarrassment (Miller 1996): social evaluation theory and the dramaturgic theory. Social evaluation theory contends that for an individual to be embarrassed, his or her self-esteem or his or her self-esteem in the eyes of others has been eroded. In contrast, the dramaturgic theory model describes embarrassment to occur as a result of disruption of social performance, regardless of what an individual thinks of himself or herself. Support has been found for both theories of embarrassment (Higuchi and Fukada 2002).

Consistent with the theory of SC emotions, embarrassment is considered to play a powerful role in regulating social behavior. "The possibility of being embarrassed seems to dictate and constrain a great deal of social behavior; much of what we do, and perhaps more importantly what we don't do, is based on our desire to avoid embarrassment" (Miller and Leary 1992, p.

210). Indeed, embarrassment is considered to be a regulator of social behavior, as people will go to great lengths to avoid being embarrassed.

Shame

Shame is an emotion reflecting a person's self-perception or how they perceive some aspect of the core self. Accordingly, shame often occurs after failure to perform according to personal standards (either one's own or those of others). It is important to note shame is the response to a specific failure, not necessarily reflective of one's general perception of the self. In addition, shame is related to negative evaluation by others, has complex physiological effects and is associated with societal standards.

Shame emerges from the ability to be aware of self-perceptions by others, and to make predictions about how others perceive us. Thus, shame is commonly linked to having flaws and failures exposed to others. In other words, shame is a response to feelings an undesired self (Tangney and Dearing 2002). Indeed, it is believed shame is the likely response to situations that threaten social relationships or one's social image, which makes it the most intense emotion of the three negative SC emotions. Shame can be defined as internal or external. Internal shame is defined as an individual's negative judgment against an aspect of the core self while external shame refers to the perception of other's negative judgment against an aspect of the core self (Tracy, Robins and Tangney 2007).

Because shame is concerned with a person's core self, it is viewed as an intense emotion and may occur over a longer period of time compared to other negative emotions. When a person feels ashamed they feel small, worthless, and powerless. In addition, shame appears to be more intense when the violation is more serious, when a greater number of people are aware of the situation, and when the identities of those who know are part of the individual's in-group, and/or if they are people who the individual interacts with frequently. Thus, a person is likely to experience a greater sense of shame when the situation is viewed to be serious, when a lot of people know about the situation/event and when an individual's family and friends are aware of the event.

Distinctions Among SC Emotions

SC emotions are a unique set of emotions. As discussed above, primarily it is the complexity of appraisal process, the fact an individual must focus on the self in order for these emotions to occur, and the fact they are considered to be social emotions that contribute to their distinctive characteristics. These three emotions share many features. They are negatively valenced emotions, all involve internal attributions of one sort or another, and all are typically experienced in interpersonal contexts. Although embarrassment, guilt, and shame share these characteristics, each emotion can be distinguished in many ways, including appraisals, phenomenological properties, action tendencies, intensity, length, and social influence. These differences are summarized in see Table 4.

Appraisals

Consistent with cognitive theory, appraisals themselves identify which emotion will occur. Thus, these three emotions differ fundamentally on appraisals themselves. The differences between shame and guilt result from differing appraisals (Tracy, Robins, and Tangney 2007). Shame is often the result of situations that threaten one's social image or social relationships and

occurs after failure to perform according to some standard (either one's own or others). It involves negative feelings about the stable, global self, and is associated with internal, stable, uncontrollable, and global attributions ("**I am** a bad person.") (Tracy, Robins and Tangney 2007). Guilt, on the other hand, is more likely to occur in response to behavioral violations of social standards taken by the self (lying, cheating) (Lewis 2000; Tangney and Dearing 2002). Guilt occurs when failure is attributed to the self and is restricted to the specific situation in which it occurred (as opposed to shame, which is generalized to other contexts). Thus, guilt is associated with internal, unstable, controllable and specific attribution ("I feel bad for **doing** that.") (Tracy, Robins, and Tangney 2007). In laymen's terms, when someone views their core self as being bad and/or failing in some way, shame occurs. When someone engages (fails to engage) in some action they feel was bad or wrong based on the expectations of the self or others, guilt occurs.

Embarrassment differs from guilt and shame because it does not require any further attributions beyond identity-goal relevance, congruence, and internal locus of causality. Further, and more importantly, embarrassment can *only occur* when attentional focus is directed to the public self, activating corresponding public self-representations (Miller 1996). The public self represents how we view ourselves through real or imagined others and does not require a public context (Dahl, Manchanda, and Argo 2001). Thus, embarrassment occurs when the public self has been activated, not when an action has occurred in public. One can be embarrassed by events caused by internal, stable, uncontrollable, and global aspects of the public self, such as repeatedly being exposed as having bad breath at the dentist or as being overweight when visiting a physician. Or, one can by embarrassed by events caused by internal, unstable, controllable, and specific aspects of the public self, such as purchasing embarrassing products such as condoms or tampons.

Phenomenological Properties
Cognitive theories also state that emotions differ on phenomenological properties, or thoughts and feelings that accompany specific emotions. Embarrassment is associated with thoughts and feelings of awkwardness, contriteness, and feeling flustered. Guilt is associated with feelings of tension, remorse, and regret, while shame is associated with shrinking, feeling small, worthless, and powerless. Embarrassment is associated with feelings of awkwardness and being uncomfortable. Both shame and embarrassment are associated with feelings of self-exposure and self-consciousness.

Action Tendencies
Consistent with appraisal-based emotion theory, SC emotions are characterized by action tendencies. An action tendency refers to "a readiness to engage in or disengage from interaction with some goal object" which includes "impulses of 'moving towards,' 'moving away,' and 'moving against,' (Frijda, Kuipers, and Ter Schure 1989, p. 213). Some theorists maintain action tendencies are automatic, prewired, responses connected to emotions (LeDoux 1996). Each negative SC emotion is associated with specific action tendencies. Embarrassment is associated with wanting to leave the situation, ignore what just happened, or resort to humor to distract from the current situation (Roseman, Wiest, and Swartz 1994). Shame is associated with withdrawal and avoidance tendencies while guilt is associated with approach and reparative actions (Price, Tracy, and Tangney 2007). More specifically, guilt has been associated with the desire to fix, undo, repair, apologize and repair, while shame has been associated with the desire to shrink,

escape and hide, and the desire to punish oneself (Tracy, Robins, and Tangney 2007; Tangney and Dearing 2002).

Length and Intensity

The three emotions also differ in terms of length and intensity. Embarrassment has been established as the least intense and shortest in duration (Tracy, Robins and Tangney 2007). In contrast to guilt and shame, embarrassment generally lasts only as long as the event itself. Thus, embarrassment has been termed a "fleeting" emotion. Embarrassment has also been described as much less intense than shame and guilt. Many individuals can even joke about the embarrassing situation shortly after its occurrence. Guilt and shame are generally described as lasting longer in duration and being more intensely felt emotions. Guilt has been described as moderately painful and moderately easy to recover from (Roseman, Wiest, and Swartz 1994), and has been described as staying with an individual for "awhile" and "whenever an individual thinks about the specific event that triggered the guilt" (Tangney and Dearing 2002). Because shame is concerned with the self, it is viewed as an intense emotion, and much more intense than is guilt or embarrassment (Tracy, Robins and Tangney 2007). Indeed, shame is associated with severe loss of self-esteem and depression (Fischer and Tangney 1995). In addition, shame has been described as "hard to shake," "long lasting," and "whenever one thinks about that particular aspect of oneself." Shame may occur over a relatively long period of time, in some instances even years (Tracy, Robins, and Tangney 2007).

Table 4: Summary of Differences Among Negative SC Emotions

Theme	Definition of Theme	Guilt	Embarrassment	Shame
General Triggers	What causes the emotion	Undesirable behavior	Trivial social transgressions, cognitive shortcomings	Self-failure, negative evaluation of the core self
Phenomenology	Thoughts and feelings that accompany the emotion	Regret, self-approach, responsibility, remorse	Awkward, contrite, flustered, uncomfortable, feel exposed	Feel small, worthless, powerless, disgusted
Action Tendency	Impulses or behavioral inclinations after experiencing the emotion.	Reparative: fixing, undoing, taking responsibility, apologizing	Want to leave the situation, feeling like ignoring the situation, feel like resorting to humor.	Fell like hiding, escaping, shrinking, punishing oneself
Coping	Managing the psychological stress induced by the negative emotion.	Approach/ Adaptive	Avoidance, escape	Maladaptive; Avoidance - isolation, hiding, escape, submission
Intensity and Duration	How long and intense the emotion was.	Moderately painful; lasts awhile	Easy to recover from; fleeting	Very painful; long lasting

Social Aspect

Embarrassment can only occur in public or when a person is imagining the self in public, while shame and guilt can occur when people are in public or alone. Thus, embarrassment is considered to be a 'public' emotion, while guilt and shame are both considered 'private' emotions. However, both guilt and shame become more intense in a public setting when moral

transgressions or failures of the self become public. Interestingly, the familiarity of others during a specific incident also differs among emotions. Embarrassment is more likely to occur and to become more intense when strangers witness the event, while guilt and shame are more likely to occur and become more intense when family and friends become aware of the event.

Negative Self-Conscious Emotions in Marketing

Although these emotions are commonly experienced, they have only recently begun to be investigated in the field of marketing. A review of extant literature indicates guilt has received the most attention, followed by embarrassment, which has only begun to be examined in the last few years, while virtually no work on shame exists. This work is summarized in Table 5.

Guilt

Guilt has been examined in marketing, but only from a cursory point of view. A modest amount of research has examined the relationship between guilt appeals and behavioral intentions. In fact, some guilt appeals are used as fear appeals although they have received far less attention. Guilt appeals are commonly used by charities to motivate pro-social behaviors (Huhman and Brotherton 1997). Basil, Ridgeway, and Basil (2006) found the effect of guilt on charitable-donation intention and actual donations was mediated by a sense of responsibility. Hibbert, Smith, Davies and Ireland (2007) examined the relationship between knowledge of persuasion tactics and charities, and the level of guilt experienced in response to an advertisement and subsequent donation intentions. They found guilt arousal is positively related to donation intention, and persuasion and agent knowledge impact the extent of guilt aroused. Finally, Basil, Ridgway, and Basil (2008) found empathy and self-efficacy generates guilt and reduces maladaptive responses, which in turn shape donation intention. Thus, donation intention is partially mediated by guilt and maladaptive responses. These studies provide a useful starting point for further assessing the process through which guilt impacts donation intention.

Guilt has been examined in other areas in consumer behavior. For example, Dahl, Honea, and Manchanda (2005) examined the interpersonal aspect of guilt in a retail context. They found a social connection with a salesperson could produce feelings of guilt when a consumer does not foster that relationship throughout the purchase. In addition, they found guilt motivates consumers to engage in reparative actions (e.g., spend more money) during future purchases in order to reciprocate that connection and resolve their guilt.

Embarrassment

Given that embarrassment is a commonly occurring emotion that influences all facets of social behavior, it is surprising that embarrassment has only recently begun to be examined in marketing. Although embarrassment has been shown to occur in product purchase (e.g. Gannon 1998), and has been used as an item to measure emotion in marketing contexts (Richins 1997), there has been very little research that examines why embarrassment occurs in consumer behavior, how it is manifested, and its implications. Indeed, much of the work conducted by marketing scholars is exploratory. For example, Grace (2007) conducted a study using the critical incident technique to determine how embarrassment functions in a service context. She identified a number of antecedents, categorizing them as either "source" (customer, service provider) or "stimuli" (criticism, awkward acts, image appropriateness, forgetfulness, lack of knowledge, and violations of privacy). Further, Grace (2007) found embarrassment was

exhibited through emotional, physiological, and behavioral reactions, and its long-term consequences included behavioral intentions and word-of-mouth communications.

In addition, marketing scholars have examined how embarrassment functions in a consumption experience of purchasing embarrassing products (e.g. condoms, tampons). Dahl, Manchanda, and Argo (2001) define embarrassment in a purchase context as "an aversive and awkward emotional state following events that increase the threat of unwanted evaluation from a real or imagined social audience" (p 474). Consistent with theory grounded in psychology, embarrassment arises with awareness of a social presence during purchase selection and commitment, whether real or imagined (Dahl, Manchanda, and Argo 2001). In addition, product familiarity influences the impact of social presence on embarrassment. More specifically, purchase familiarity is shown to reduce the influence of social presence on embarrassment (Dahl, Manchanda, and Argo 2001). In other words, if an individual is familiar or has experience with purchasing the embarrassing product, he or she is less influenced by the presence of others.

Shame

As to date and to the best of the author's knowledge, shame has not been examined in extant literature with the exception of preliminary work presented at conferences (e.g. Advances in Consumer Research). This is surprising not only because of the common occurrence of this emotion, but also because it was identified as one of the seventeen emotional dimensions experienced in consumption by Richins (1997).

Table 5: Summary of Negative SC Emotions in Marketing Research

Negative SC Emotion	Context	Articles
Guilt	Charitable Donations	Basil, Ridgeway, and Basil (2006); Basil, Ridgway, and Basil (2008); Hibbert et al. (2007); Huhman and Brotherton (1997)
	Retailing and Sales	Dahl, Honea, and Manchanda (2005)
Embarrassment	Salesperson performance	Verbeke and Bagozzi (2002)
	Purchasing products	Dahl, Manchanda, and Argo (2001) Rehman and Brooks (1987)
	Service Context	Grace (2007)
Shame		

Summary of Background

The study of emotions offers significant contributions in the field of marketing. Indeed, research has empirically established relationships between emotion and many topical areas in marketing that deal with consumers. Historically, this research has examined general affect rather than specific emotions. However, research has recently called for an understanding of how specific emotions influence key marketing variables (Bagozzi, Gopinath, and Nyer 1999).

Although research is beginning to answer this call, negative SC emotions have not been systemically examined in the field of marketing. There is limited work concerning negative SC emotion in marketing. This is surprising given these are common emotions and are experienced numerous times a day by consumers. In addition, the theoretical underpinnings of negative SC emotions suggest they are important to examine in a consumption context; negative SC emotions have been identified as key drivers of social behavior. It is expected these emotions will offer profound and significant contributions for marketing managers, consumer behavior researchers, and consumer welfare advocates.

MOTIVATION

While the previous section focused on presenting a background of emotions and negative SC emotions in psychology and marketing, this portion of the essay will describe in detail three issues in the literature that serve as the motivation for this essay. As mentioned earlier, the overarching purpose of this work is to provide a framework for examining each negative SC emotions in marketing. This section of the essay will illustrate why this work contributes to extant literature on emotions in marketing. Specifically, the purpose of this section is to address the following issues that serve for the motivation for this work: 1) Identify and discuss why these emotions are unique to consumption, despite not having been systematically examined in extant marketing literature; 2) Distinguish these three emotions in a consumption; and 3) Identify the importance of understanding the antecedents and coping strategies associated with each of the negative SC emotions. These deficiencies are the motivation for this research and are expanded upon below.

Issue 1: Failure to Examine Negative SC Emotions in Consumption

The study of emotions is popular both as a focus of academic inquiry and marketing practice. As discussed above, research in marketing has been devoted to understanding how consumer emotions influence memory and information processing, satisfaction, response to advertisements, attitudes, behaviors and decision-making. Historically, there has been a shift in addressing these types of issues. Marketers have shifted from examining general affect (e.g. positive/negative states) to more specific emotions. It has been suggested understanding how specific emotions function offers a richer contribution than general affect. Still, surprisingly little research has focused on negative emotional experiences in a consumer context. Decision-making researchers have investigated the behavioral effects of regret and disappointment (Zeelenberg, van Dijik, and Manstead 1998). In addition, as discussed above, some research has examined the negative consumption emotions identified by Richins (1997). However, this research is scant. Additionally, very little research has examined the impact of guilt and embarrassment, and shame has gone virtually unexamined. This section of the essay will present why these emotions should be systematically examined in marketing, and explain why this set of emotions is particularly unique in consumption.

SC emotions are considered to key drivers of attitudes and behavior. "Self-conscious emotions play a central role in motivating and regulating all of people's thoughts, feelings and behaviors," (Tracy, Robins, and Tangney 2007, p. 3). Indeed, most people spend a great deal of time thinking about ways to avoid these types of emotions and the consequences associated with them. However, despite their centrality to functioning, SC emotions have received far less attention that other emotions in psychology and certainly in marketing. However, research in

psychology has begun to examine this set of emotions systematically, documenting their profound impact on behaviors (Tracy, Robins, and Tangney 2007). Marketing researchers have yet to follow suit. This is surprising given marketers interested in consumer behavior are often focused on determining why consumers form and develop attitudes, engage in the behaviors they do, and make the decisions they do. SC emotions can assist marketers in understanding these issues.

SC emotions have been identified as key determinants of the types of issues consumer behavior researchers are interested in. Consumers likely avoid embarrassing situations and may even avoid purchasing embarrassing products altogether. Guilty feelings possibly occur before, during and after a variety of consumer consumption experiences. Guilt is likely related to consumers' decisions to complain, make returns and stay in service/brand/product relationships. Shame has been notably tied to several of the health issues that currently permeate society. Indeed, shame is associated with obesity, mental illness and STDs. Consumers may be too ashamed to seek treatment for such issues. In addition, consumers may be so ashamed of their shopping behaviors, product purchases, and service/brand/product relationships that they hide them or engage in other behaviors. Thus, SC emotions offer rich theoretical implications in all areas of marketing that examine consumer behavior. In addition, SC emotions are expected to offer implications for marketing managers and consumer welfare advocates. Finally, after these emotions are systematically examined, marketing managers will understand both the positive and negative implications of purposely manipulating these emotions.

Summary of Issue 1

Even though much work on emotions has been conducted in marketing, research on negative emotions is lacking. A review of negative SC emotions illustrates why this particular group of emotions are relevant to examine in the field of marketing. Negative SC emotions are key drivers of human thought and behavior. Thus, guilt, embarrassment and shame are important to consumption. By examining how these emotions function, consumer attitudes and behaviors can be better understood. These emotions need to be systematically examined to understand: this will provide rich contributions in all areas of marketing that deal with consumers.

Issue 2: Distinguish Each Negative SC Emotions in Marketing

The field of social psychology has recently distinguished between guilt, embarrassment, and shame. However, these emotions have not been distinguished in a consumption context. Indeed, the few studies that have examined negative SC emotions in marketing often fail to distinguish among them. Embarrassment and shame, and guilt and shame are often used interchangeably. Although these emotions are in the same family, they are considered to be different, each associated with its own set of characteristics (phenomenology, action tendencies, coping strategies, intensity, and duration).

Richins (1997) categorized embarrassment under the consumption emotion of shame, indicating embarrassment would be an appropriate way to measure shame. However, accepted definitions of embarrassment and shame in psychology and a review of the literature provided in previous sections demonstrate these emotions are and should be considered unique constructs. Although related, embarrassment is very different from shame in triggers, phenomenology, action tendencies, coping, intensity and duration.

In addition, guilt and shame are often used interchangeably in the marketing literature. This occurs in the conceptualizations, manipulations and measurement of guilt. Shame is often used to measure guilty experiences. The guilt scales that are commonly used in marketing illustrate this. These scales are summarized in Table 6. Notice, the item "ashamed" is included in over half of the guilt scales typically used. Shame is being used to measure guilt, yet these emotions are clearly different on a number of components.

Similarly, research also uses "shame" to measure the guilty scenarios created in marketing research (see Passyn and Sujan 2006). This work created a guilty scenario to make consumers feel guilty in a healthcare context. More specifically, the authors sought to identify the impact of guilty feelings on behavioral intentions to engage in cancer screening. However, in order to confirm the success of the guilty scenario, respondents indicated both how guilty and ashamed they felt. This work essentially illustrates the scenario manipulated both guilt and shame, making results of the study difficult to interpret. Thus, some of the work that does examine negative SC emotions in consumption is based on inappropriate manipulations and measures, making the results difficult to interpret; it is not clear whether the work is capturing guilt, shame, or both.

Table 6: Guilt Scales Used in Marketing

Scale	Article	Context of Research
Guilt Worried Remorse	Dahl, Honea, and Manchanda 2005	Retailing
Guilty Irresponsible Accountable Ashamed	Bozioff and Ghinghold (1983)	
Guilty Sorry Regretful	Basil, Ridgeway, and Basil 2008	Charitable Donations
Guilty Bad	Basil. Ridgeway, and Basil 2008	Charitable Donations

Table 6 Continued

Accountable Guilty Ashamed Bad Irresponsible Upset	Coulter and Pinto 1995	Guilt Appeals
Guilty Irresponsible Accountable Ashamed	Pinto and Priest 1991	Guilt Appeals

Summary of Issue 2

The review above demonstrates that current research on negative SC emotions is problematic. The three emotions are used interchangeably. Embarrassment and shame are often combined. In addition, guilt is often defined as the emotion under investigation, but shame is often used to measure it. A particular objective of this essay is to demonstrate the differences among these emotions in a consumption context. It is important to understand and establish how these emotions differ. The framework presented in this essay will provide researchers with a foundation to examine these emotions in a consumption context.

Issue 3: Failure to Understand Antecedents, Coping, and Consequences

Another deficiency in the literature is what specific triggers elicit these types of emotional experiences, how consumers cope with them, and how these coping mechanisms influence outcomes relevant to marketing. Theory in psychology provides a foundation to examine how and why these emotions may occur; in other words, what triggers negative SC emotions. Guilt is expected to occur when a consumer does something considered to be "wrong" by the self or others. Embarrassment is considered to arise when the self experiences an unwanted evaluation in the presence of others (real or imagined). Shame is expected to occur as the result of a self-failure. However, these expectations are very broad. Given their influence on human thought and behavior, it is imperative to understand how each of these emotions arises in the consumption context. By identifying how each of these emotions arises in a consumption context, marketers will be in a better position to the implications of these emotions. For example, by understanding what triggers these emotions, marketing managers will be in a better position to either lessen or manipulate these emotions when beneficial (guilt appeals). In addition, understanding when and how these emotions are triggered will assist consumer behavior researchers in understanding how these emotions influence attitude formation, memory, information processing and goals. Finally, understanding what triggers these emotions may assist in understanding consumer intentions and behaviors in contexts of interest to consumer welfare advocates (e.g. obesity, mental illness, STDs).

In addition, although research on negative emotional experiences in consumption is lacking, those existing studies have yet to examine how consumers cope with negative consumption-related experiences (for exceptions see Luce 1998; Mick and Fournier 1998; and Yi and Baumgartner 2004). This is surprising given consumer coping mechanisms often result in consumer behaviors in consumption. Indeed, there has been a call for researchers to address how consumers cope with specific emotions (Duhacheck 2005). Given the common occurrence of negative SC emotions, research that identifies how consumers cope with these emotions is imperative.

Coping strategies are defined as "the specific efforts, both behavioral and psychological, that people employ to master, tolerate, reduce, or minimize stressful events" (Taylor and Seeman 1999, 216). These strategies are rich and varied. Psychologists have advanced a number of specific coping strategies and typologies, and have formulated relationships between specific emotions and coping strategies. However, marketing has yet to systematically examine relationships between specific emotions and coping strategies. The exception to this is work conducted by Yi and Baumgartner (2004). This work develops a typology of coping strategies used by consumers who experience negative emotions in a consumption context. Specifically these authors examine: anger, disappointment, worry and regret with the following coping mechanisms: planful problem solving, confrontive coping, seeking social support, mental disengagement, behavioral disengagement, positive reinterpretation, self-control and acceptance.

As discussed above, work in psychology asserts negative SC emotions are associated with general coping strategies. More specifically, guilt is associated with adaptive approach-based coping strategies while embarrassment and shame are associated with avoidance-based coping strategies. However, to date no research exists which examines how consumers cope with negative SC emotions in a consumption context. Such research would contribute to work in both consumer emotions and to consumer behavior theory in general.

Emotions such as guilt, embarrassment, and shame are endemic to consumption and understanding how consumers cope with these emotions is imperative in indentifying their consequences. Indeed, many times coping mechanisms lead directly to consumer attitudes and behaviors. By understanding how consumers cope with these emotions, consequences and implications relevant to marketing managers, consumer behavior researchers and consumer welfare advocates can be identified. For example, after indentifying coping strategies associated with negative SC emotions, marketing managers want to assist consumers to cope with these emotions in different ways and will be better able to persuade and effectively communicate with consumers. Consumer behavior researchers will be better able to understand consumer attitudes and behaviors based on coping mechanisms. Finally, consumer welfare advocates will be better able to persuade consumers to engage in healthier behavioral intentions.

Summary of Issue 3
A review of the coping literature reveals that work on linking emotions with specific antecedents, consequences, and coping strategies is lacking. Identifying specific antecedents of negative SC emotions is imperative for assisting marketers to better understand attitudes and behaviors. In addition, consumer coping mechanisms explain a variety of consumer reactions and behaviors. Thus, there has been a call for research to identify links between emotions and

specific coping strategies. Negative SC emotions are common marketplace emotions. Establishing why these emotions are triggered and how consumers cope with these emotions in a consumption context will provide insight into consumer attitudes and behaviors, and allow implications to be identified for marketing managers, consumer behavior researchers and consumer welfare advocates.

METHODOLOGY

To better assess and understand the nature of the negative SC emotions, a phenomenological hermeneutical interpretive approach was employed (Hirschman 1992; Hirschman, and Holbrook 1992; Thompson, Locander and Pollio 1989). This approach is appropriate with topics that the researcher is trying to understand (as opposed to predict) (Hudson and Ozanne 1989). Data was collected from in-depth interviews (McCracken 1989; Thompson, Locander, and Pollio 1989). Consistent with an interpretive approach, the goal of the phenomenological interview is to derive meanings and conclusions about each emotion from a first-person perspective (Hudson and Ozanne 1989, Spiggle 1994). The phenomenological interview process is appropriate for attaining an in-depth understanding of an individual's lived experiences (McCracken 1989; Thompson, Locander, and Pollio 1989). Data analysis and interpretation with corroboration from the social psychology and marketing literatures were guided by the constant comparative method of Glaser and Straus (1967). The procedures that were used to collect and analyze the data are detailed in the paragraphs below.

In this study, prior work in social psychology (e.g. Tracy, Robins, and Tangney 2007; Roseman 1984) acted as the foundation for identifying relevant and appropriate questions for the interviews. Thus, extant literature in social psychology was used to develop questioning strategy and format. The purpose of these interviews was to hear an in-depth account from the informant about a time when each of these emotions was experienced during a consumption experience. From these accounts, the interviews sought to explore four driving research questions: 1) what triggers each emotion in a consumption experience; 2) what are the consequences of each emotion in a consumption context; 3) how do consumers cope with each emotion; and 4) what are the implications for each emotion relevant to marketing managers, consumer behavior researchers and consumer welfare advocates?

A Priori Themes

After conducting an exhaustive literature review of emotions in social psychology, several a priori themes were identified. A priori themes refer to a set of constructs identified by the researcher based on extant literature prior to the interview process (Rubin and Rubin 1995). These themes are expected to be relevant and present during the interview. The a priori themes are derived from prior work in social psychology (Roseman 1984; Tracy, Robins, and Tangney 2007) that were discussed in prior sections of this essay and are elaborated on in the "Results" section. More specifically, this work adopts aspects of the framework put forth by Roseman's (1984) Model of Discrete Emotional Responses. This framework maintains emotions may be understood and differentiated based on five components: phenomenology (thoughts and feeling qualities), physiology (neural, chemical, and other physical responses in brain and body), expressions (facial and postural signals of emotion state), e-motivations (characteristic goals that people want to attain when the emotion is experienced), and action tendencies (readiness to engage or disengage in some interaction). This framework has been used extensively to examine emotions in psychology, making it an appropriate foundation.

Tracy, Robins, and Tangney (2007) have also conducted a considerable amount of research in social psychology concerning negative SC emotions. In addition to identifying the appraisals that create each negative SC emotion, their research has differentiated negative SC emotions on a number of characteristics. These include general triggers for each negative SC emotion, coping strategies associated with each negative SC emotions, and the length and intensity of each negative SC emotion.

In sum, both Roseman's (1984) Model of Discrete Emotional Responses and Tracy, Robins, and Tangney's (2007) work on negative SC emotions were used to identify the final set of a priori themes. The final list of a priori themes includes: phenomenology, action tendencies, general triggers, coping strategy, length, and intensity. These a priori themes were chosen based on the grounded understanding in psychology and their relevance to the research questions at hand. These a priori themes are provided in Table 7 and will be elaborated upon in the Results section.

Table 7: Study 1 A Priori Themes

Theme	Definition of Theme	Guilt	Embarrassment	Shame
General Triggers	What causes the emotion	Undesirable behavior	Trivial social transgressions, cognitive shortcomings	Self-failure, negative evaluation of the core self
Phenomenology	Thoughts and feelings that accompany the emotion	Regret, self-approach, responsibility, remorse	Awkward, contrite, flustered, uncomfortable, feel exposed	Feel small, worthless, powerless, disgusted
Action Tendency	Impulses or behavioral inclinations after experiencing the emotion.	Reparative: fixing, undoing, taking responsibility, apologizing	Want to leave the situation, feeling like ignoring the situation, feel like resorting to humor.	Feel like hiding, escaping, shrinking, punishing oneself
Coping	Managing the psychological stress induced by the negative emotion.	Approach/ Adaptive	Avoidance, escape	Maladaptive; Avoidance - isolation, hiding, escape, submission
Intensity and Duration	How long and intense the emotion was.	Moderately painful; lasts awhile	Easy to recover from; fleeting	Very painful; long lasting

Sample

Judgment or purposive sampling was used to choose the informants. Judgment sampling is a procedure where the researcher uses subjective judgment to select a sample deemed appropriate for the study. Each informant is chosen based on a set of specific criteria determined by the research topic (McCracken 1988). Informants should be representative of the population and should vary in gender, age, education, and occupation (Thompson and Haytko 1997). In addition, the sample should be small to accomplish the goal of the phenomenological interview, or "gaining access to the cultural categories and assumptions according to which one construes the world" (McCracken 1988, p. 17).

At the beginning of this stage, a pool of potential informants was developed from personal acquaintances and personal referrals. The potential informants were contacted to see if they would be interested in being interviewed, and would be comfortable discussing the research

topic. From a pool of eighteen informants, ten were selected based on judgment sampling criteria. Approximately one male and one female in their twenties, thirties, forties, fifties, and sixties were chosen. The ten informants are from the United States, representing Texas, Louisiana, Missouri, California, New Jersey, New York, and Alabama. The ten informants represent a diverse range of lower-middle class to upper class occupations and socio-economic backgrounds (see Table 8 for a more detailed overview of informants). After determining the final informants to be used for this study, an interview format and guide was developed. The next section discusses this process in more detail.

Table 8: Overview of Informants

Name	Gender	Age	Occupation	Home State
Megan	F	23	Graduate Student	Illinois
James	M	28	Chemical Engineer	Louisiana
Melissa	F	34	Substitute Teacher	Alabama
Adam	M	38	Construction Worker	California
Michael	M	42	Stockbroker	New Jersey
Christina	F	45	Stay at Home Mom	New York
Tom	M	55	Restaurant Manager	Arizona
Debbie	F	53	Administrative Assistant	Missouri
Brian	M	60	Fireman	Alabama
Karen	F	60	Retired	Texas

Interview Procedures

Ten in-depth interviews were conducted. All ten informants were interviewed about all three emotions (guilt, embarrassment, and shame). After carefully selecting the informants, the next step was developing the format of the interview guide. The first questions asked were biographical questions (e.g. age, gender, occupation, home state), and allowed the researcher to attain descriptive details of each informant (McCracken 1988). Next, respondents were asked if they had any questions pertaining to the document they received prior to the interview (described below). The rest of the interview format used a fixed questioning structure. Following Rubin and Rubin's (1995) guideline for conducting topical interviews, the researcher developed an interview guide with a relatively fixed questioning structure (see Appendix 3). However, questions were omitted when responses became redundant and questions were added when responses revealed the need to probe issues that had not been previously considered. The interview was structured in three parts; one for each emotion. The interview began with a discussion of embarrassment, followed by guilt, and then shame. The questioning structure revealed a funnel approach with general questions preceding more specific questions. For example, the initial question of each section of the interview would ask the informant to describe a time when he or she experienced the emotion during a consumption experience and to describe that experience. During the interview, follow-up questions were used when necessary to encourage the informant to give more lengthy responses. In addition, probes were used to determine what informants were thinking and feeling, how they coped and how they felt about themselves after the experience, as well as to identify any outcomes relevant to marketing.

After completing the interview guide, the next step in the process was ensuring informants were prepared for the interview. Approximately forty-eight hours prior to the interview, respondents were provided with a document containing the purpose of the study, an explanation of a "consumption experience," and a definition and description of each negative SC emotion (see Appendix 4). This information was provided as the result of the sensitive nature of negative SC emotions, as well as the difficulty that may be encountered in recalling a consumption event containing these emotions. After selecting the informants, developing the interview guide and creating the document to provide to the informant, the next step was actually conducting the interviews. This included finding a place to conduct the interview, obtaining consent from each informant, and conducting the interview. The first step was to provide a comfortable context in which informants could freely describe their experiences in detail. Interestingly, all ten informants chose to be interviewed in their homes. After arriving at the informant's home, the informant was assured of anonymity and was provided with an overview of the interview. Next, the informant was asked if they had any questions pertaining to the document they were provided with prior to the interview. If the informant had any questions or expressed hesitancy, explanations and clarifications were provided. Interviews began only when the informant felt comfortable with the subject. Finally, the informant was asked for permission to tape record the conversation.

During the interview, the informants were asked about each emotion independently. The first emotion discussed was embarrassment. The informant was asked to explain a "time when they experienced embarrassment during a consumption experience." This was followed by short descriptive questions and clarifying statements used to encourage the informant to provide explanations pertaining to the research questions. After the informant was finished discussing the embarrassing experience, he or she was asked if they had any questions or wanted to provide any additional details. This process was repeated for guilt and then shame.

The interviews lasted anywhere from sixty to ninety minutes. Interviews took place over three months. Interviews were recorded and transcribed, producing over 150 pages of single-spaced textual data. To ensure accuracy, a trained transcriptionist was contracted to analyze the transcriptions for all ten interviews.

Textual Analysis
The textual data from the phenomenological interviews consisted of transcribed conversations between the ten informants and the researcher. Consistent with the hermeneutic approach, the interpretation analysis of the textual data was analyzed through a series of part to whole iterations between two researchers (parts of the text to the whole text) (McCracken 1988; Spiggle 1994).

First, the researchers used intra-textual data analysis to understand each individual's experience of each of the three emotions (embarrassment, guilt, and shame) (Spiggle 1994). Intra-textual data analysis refers to carefully examining each interview individually to identify common patterns or themes. More specifically, each interview was examined individually to identify support for the a priori themes and to identify potential emergent themes. This interpretive analysis of the textual data occurred through an iterative hermeneutical approach of shifting back and forth between the data and the literature to arrive at meaningful conclusions for each emotion and each interview (Spiggle 1994). During this stage, the dialogal research

approach and initial coding were employed in order to identify key themes within each interview (Thompson 1997).

Second, the researchers conducted inter-textual analysis to identify key patterns or themes that emerged across the ten interviews (McCracken 1989; Spiggle 1994). Inter-textual analysis refers to looking across all of the interviews to examine for commonalities between the interviews. Researcher dialogue and coding were used to identify inter-textual patterns. During this stage, the researchers sought to identify holistic emergent themes across the ten interviews, and also identify the level of support for the a priori themes across the ten interviews. More specifically, member checks were conducted to ensure interpretation was correct after the data collection was complete (Lincoln and Guba 1985). In addition, the researchers worked together to analyze the data until no new themes emerged (Spiggle 1994).

The last step in the textual analysis had two goals: 1) to develop a conceptual model for each negative SC emotion; and 2) to identify a set of implications relevant to marketing. In order to accomplish these goals, the process of dialectical tacking was used; the patterns and themes that emerged in the textual data were compared to extant literature in marketing and psychology. Relationships were drawn between interpretations derived from the textual data and extant literature. This hermeneutical analysis bridged the gap between individual perceptions and experiences of negative SC emotions and shared social meanings grounded in the psychology and marketing literature (Glaser and Straus 1967).

Summary

In sum, this section has provided a detailed description of the methodological approach employed to investigate the research questions at hand. This approach was a multi-leveled approach that allowed for a thick description of each of these negative SC emotions in consumption experience. Through hermeneutical analysis and dialectical tacking, a conceptual model and implications relevant to all aspects of marketing were identified for each emotion. The next section will discuss the results of the textual analysis.

RESULTS

The results will be presented in four parts. Part One will provide an overview of the a-priori themes and sub-themes. Part Two will provide an overview and description of the emergent themes. Part Three will discuss the inconsistencies found among the a priori themes. Part Four will organize the emergent themes into a framework. Appendix 5 provides a summary of the embarrassing, guilty, and shameful experiences described by the informants.

A Priori Themes

As shown in Table 9, there were six a priori themes, and these were largely supported with these data. The general triggers, phenomenology, action tendencies, coping strategies, intensity, and duration were distinctly present for each emotion. In addition to finding support for the majority of the a priori themes, several sub-themes were uncovered for the following a priori themes: general triggers and coping. More specifically, for the general triggers a priori theme, three sub-themes emerged: norm violations, social perception, and stigma. For the coping a priori theme, six sub-themes emerged: general avoidance, mental escape, physical escape, active problem solving, positive thinking, and acceptance. The following section will discuss each a

priori theme and will elaborate on the sub-themes that emerged under both general triggers and coping.

Table 9: Results of Study 1

	A priori	Conceptualization	Consumer consumption Themes	Consumer Consumption Theme conceptualization	G	E	S
Consistency Between A prior and Emergent Themes	General Triggers	Anything that serves as a stimulus and initiates or precipitates an emotional experience.	1) Norm Violations 2) Social Perception 3) Stigma		√	√	
	Phemenology	Thoughts and feelings that accompany the emotion.			√	√	√
	Action Tendency	Impulses or behavioral inclinations after experiencing an emotion.			√		√
	Coping	Managing the psychological source induced by a negative emotion.	1) General Avoidance 2) Mental Escape 3) Physical Escape 4) Planful Problem Solving 5) Positive Reinterpretation 6) Acceptance		√	√	√
	Intensity	The intensity of the emotional experience.					√
	Duration	The length of the emotional experience.			√	√	√
New Emergent Themes	Social	The influence others have on consumer thoughts and behaviors associated with the emotional experience.	Social Presence	Consumer is aware of the social presence of others (real or imagined).	√	√	√
			Impression Management	Consumer attempts to manage the way other think of them.		√	
	Cognitive	The way the emotional experience influences internal mental processes of thought.	Social Comparison	Consumer examines others for perceived similarities on a given attribute or set of attributes.	√	√	√
			Counterfactual Thinking	Consumer reevaluates a past stressful event and considers alternative outcomes.	√		√
			Spotlight Effect	Consumer believes others are paying more attention to them and their actions than they actually are.		√	√

General Triggers

As shown above in the Results Table (Table 9), the types of general triggers suggested by social psychologists were supported by the textual data. Guilt was triggered when consumers engaged in behavior they deemed wrong (e.g. making purchases, returning a product) or when consumers failed to engage in behaviors they deemed right (e.g. failing to make a purchase). Embarrassment was experienced when consumers felt others were watching them engage in some behavior associated with social transgressions. For example, these consumers felt guilty when purchasing "embarrassing" items (e.g. condoms, tampons). Shame was triggered when consumers felt a sense of self-failure in regard to some aspect of the core self. For example, these consumers felt ashamed when they sought services for mental illness or obesity, which they considered negative aspects of themselves.

In addition to identifying support for the general triggers associated with each negative SC emotion, sub-themes also emerged. These sub-themes are provided in Table 10. These sub-themes are discussed in more detail below.

Table 10: Triggers of Negative Self-Conscious Emotions

Consumer Trigger Themes	Conceptualization	Example	G	E	S
Norm Violations	Consumer violates his or her own or other's expectations of behavior.	"I'd make them do all the stuff there, waiting on me hand and foot and not actually buying anything from them, and I felt guilty."	√	√	
Social Perception	Consumer feels others are forming negative attributions about the self, based on elements of the situation.	"Some people may have thought I had a lot of sex or something to get it (a bladder infection)."	√	√	
Stigma	Consumer believes he or she possesses an attribute that is negatively viewed by society.	"There is a social stigma associated with sex in general, and then STDs, people think you are a bad or dirty person."			√

Norm Violations

Nearly all of the informants mentioned norm violations, when discussing guilty and embarrassing consumption experiences. More specifically, consumers discussed how norm violations would trigger these negative SC emotional experiences. Norm violations occur when consumers engage in behaviors they feel violate their expectations, or the expectations of others. Based on the findings from the textual data, norm violations are associated with creating both guilty and embarrassing experiences.

Guilt

Norm violations were associated with guilt. Interestingly, norm violations create both intrapersonal and interpersonal guilt. Specifically, norm violations tied to morality were evident in producing intrapersonal guilt. For example, Christina described feeling guilty after purchasing and drinking alcohol in front of her children. "I am supposed to be setting a good example for

my children and teaching them not to drink, yet I am purchasing alcohol and drinking it in front of them." Melissa expressed guilt about her purchases. "I felt guilty I spent so much money on frivolous item(s). I knew it wouldn't be used, and it was a lot of money, but I bought it anyway." Norm violations were also tied to interpersonal guilt. Both Michael and Brian returned items that had been used, and felt guilty for returning them. Michael described his experience returning a used video card, "As soon as he agreed to return it I felt guilty. I should have kept it; it's not right, not ethical. I felt like I was deceiving him." Other consumers experienced guilt about returning items after a retail employee spent time to assist them during the purchase. Adam described how he felt after he returned clothing to a department store. "I felt guilty about the fact I wasted their (salesperson) time and wasted their effort when they were trying so hard to please me and I ended up returning all of it"

Embarrassment

Norm violations were also associated with feelings of embarrassment. The majority of informants felt embarrassed while purchasing items associated with social norm violations, including condoms, Plan B, pornography, and cigarettes. Karen described her purchase of cigarettes. "Yes (I feel embarrassed) because of the people who would see me buying the product. Because socially it's not acceptable anymore." Adam stated, "Many people look down on pornography and think it's a bad thing. I was embarrassed to be seen buying something like it." Social norm violations were not limited to embarrassing products. Consumers also experienced embarrassment when financial issues were exposed to others. Describing having his credit card declined while shopping for a watch Tom said, "I gave them my credit card to put it on and the credit card was declined and I was very embarrassed. You're supposed to be able to pay for the items you try to purchase."

Social Perception

Social perception refers to when consumers feel others are making negative attributions of the self, based on some element of the consumption situation. Many times when people feel ashamed, guilty or embarrassed they are assessing themselves from the perspectives of other people. In such cases, the reaction is in response to the real or imagined judgments of others (Tracy, Robins, and Tangney 2007). Thus, social perception is uniquely related to negative SC emotions. Based on the textual data, such social perception created both guilty and embarrassing experiences in a consumption context.

Guilt

Social perception caused consumers to feel guilty in situations where they otherwise may not. For example, James went shopping for clothing but decided not to make a purchase. He did not feel guilty about this until a salesman approached him as he was leaving the store. "I felt like he thought I was a bad person and used his time so I felt guilty." Others expressed guilt about making a purchase or past purchases only after thinking about what others would think of them. Melissa felt guilty about many her expensive possessions. "My house is full of nice stuff, sometimes when people see things, like rugs from Turkey or crystal from Prague, I think they think I am spoiled and I feel guilty."

Embarrassment

Social perception was evident in each of the embarrassing experiences described. Embarrassment stems from the perception that an unwanted negative evaluation by others has

taken place (Tracy, Robins and Tangney 2007). For example, when Tom had his credit card declined, he stated, "It is embarrassing for something to go wrong like that (having a credit card declined) in front other people, you know they think your finances are out of whack, and that's embarrassing." Social perception was also evident in the purchase of embarrassing products; consumers assumed negative evaluations of the product type they were purchasing were being attributed back to some negative characteristic of the self. James described going to a drugstore to purchase condoms. "I felt like people knew that people thought I was going to be having causal sex or something since I was purchasing condoms." Adam was worried about how others would perceive him when he purchased pornography. "I guess because you worry about people judging you. If they think this is wrong what are they going to think of you?"

Stigma

Stigma refers to when a consumer believes he or she possesses some attribute that is negatively viewed by society (Gilbert, Fiske, and Lindzey 1998). Interestingly, stigma was a theme present only in shame (not guilt or embarrassment). This is not surprising given the conceptualizations of both stigma and shame. Shame arises from a perceived failure of an aspect of the core self; stigma gives rise to shame. In the consumption experiences shared by the informants, stigma was evident in consumer consumption experiences related to healthcare and financial issues.

Stigma was present in all ten informants' accounts of shameful consumption experiences. Debbie felt ashamed for being overweight and then seeking assistance for losing weight from Weight Watchers. "There is definitely a stigma associated with it (being overweight). Society looks down on overweight people, so it makes you feel like you are a bad person when you realize something like that is wrong with you." Tom discussed the stigma he felt when sought the assistance of a psychologist, "You are a social outcast, or you do not have the mental wherewithal or whatever to handle your own issues." Melissa described having to live with HPV and seek treatment for it, "There is a social stigma associated with sex in general and then STDs, people think you are a bad or dirty person. And, when I have to go and get treated or tested, I feel like I am a bad and dirty person."

Phenomenology

As discussed above, phenomenology refers to the thoughts and feelings associated with a specific emotion. When individuals experience an emotional experience, they often experience thoughts and feelings while the emotional experience is occurring. For example, individuals experiencing anger often feel like striking out, those who feel sad often feel helpless and those who experience shame often feel like withdrawing.

Embarrassment

Social psychologists have suggested embarrassment is associated with feeling awkward, contrite, uncomfortable and flustered (Tracy, Robins, and Tangney 2007; Roseman 1984). This was evident in the experiences provided by these consumers. Megan mentioned feeling "awkward" and doesn't "feel comfortable" when purchasing tampons. When his credit card was declined, Michael said his "face was flushed and I just felt uncomfortable." Brian described his experience purchasing hemorrhoid cream as "very awkward and uncomfortable."

Shame

Shame is generally associated with feelings of disgust, worthlessness, and powerlessness (Tracy, Robins, and Tangney 2007; Roseman 1984). Such feelings were evident in the informants' shameful consumption experiences. James described feeling "disgusted with myself that I would put myself in the position to have be tested" when discussing being tested for STDs. Michael described feeling "like a horrible worthless person" when he declared bankruptcy. Christina described feeling ashamed because of having breast cancer as, "I felt deformed…I didn't feel whole."

Action Tendencies

As discussed above, action tendencies refer to behavioral inclinations experienced with an emotional experience. When individuals experience any emotion, they typically feel like engaging in some behavior (e.g. leaving the situation, crying, lashing out, disappearing). Action tendencies were supported for embarrassment and shame.

Embarrassment

When people feel embarrassed they typically want to leave the situation. This was evident with these consumers. James described just wanting to "hurry up and get it over with" when purchasing condoms. Melissa described "just wanting to get out of there" when purchasing Plan B from a pharmacy, and Christina stated "I hope she (salesperson) hurries up before other people get in line" when returning towels.

Shame

Shame is associated with wanting to hide, disappear and wanting to conceal inadequacies (Tracy, Robins, and Tangney 2007; Roseman 1984). Michael described wanting to "crawl in a hole" when visiting his bankruptcy attorney. Melissa said she wanted to "escape, disappear and hide" while at the doctor and Debbie stated she wished she could "hide from the person who was doing my weigh in" when attending Weight Watchers.

Coping

Several coping strategies were identified as being present in the way consumers managed stressful situations brought on by negative SC emotions. Five coping sub-themes emerged as ways these consumers dealt with negative SC emotional experiences. These sub-themes were categorized as either avoidance or active coping. Avoidance coping refers to when a consumer attempts to somehow avoid the source of stress (either mentally and or physically) (Duhacheck 2005). Active coping refers to engaging in positive action and rational thinking in order to manage the source of stress (Duhacheck 2005). Some of these sub-themes are derived from extant coping literature (Duhacheck 2005; Yi and Baumgartner 2004). The following coping strategies were identified as being associated with negative SC emotions: general avoidance, mental escape, physical escape, active problem solving, positive thinking, and acceptance. The specific coping strategies are summarized in Table 11 and are discussed in more detail below.

General Avoidance

General avoidance refers to when consumers mentally and or physically avoid the source of stress (Duhacheck 2005). This emerged as a very common coping strategy when consumers encountered guilty or shameful consumption experiences. When consumers experience guilt or shame they would attempt to avoid thinking about the experience, avoid repeating the experience and avoid the source of that experience.

Guilt

When consumers experience guilty feelings in a consumption context, they will take action to avoid that experience again. These consumers chose whom to shop with, whom to show their purchases to, where to shop and eat and what they shopped for based on prior guilty experiences. Megan described feeling guilty for making a purchase her father did not agree with. To ensure this experience did not happen again, Megan described her decision to avoid shopping with her father. "From now on I don't shop with my Dad for clothes or anything. I try to stay away from the mall with him." James describes how he dealt with the pushy salespeople at a retailer that made him feel guilty for failing to make a purchase, "I avoid that store because of that…the way they push. I would avoid it even though I like some of the clothes in there, I just don't like to be pushed to buy things so I avoid it." Debbie explains how she has avoided a restaurant for nearly a year after she complained about poor service. "I felt bad going back like maybe someone would recognize me, even though I know they wouldn't…..I just feel too guilty to go back."

Shame

When consumers anticipate feeling shame in a consumption experience they attempt to avoid the experience altogether, or at least delay it. Megan discussed how she would avoid her pharmacy. "I could certainly see how I would avoid it in the future, I mean, especially if I got them often, then I would be known as the bladder infection girl." Melissa discussed how she avoids making doctor appointments. "Sometimes I will avoid it, wait a little bit longer than I should to make an appointment." Similarly Tom describes how he avoided seeking the assistance of a psychologist for many years. "I was so ashamed of myself and the situation I put it off much longer than I should have. I just wanted to avoid it, but I couldn't. I should have gone years ago. I just never wanted to do it because it was uncomfortable, but I definitely should have gone before now."

Mental Escape

Mental escape is an avoidance coping mechanism that refers to when people mentally escape from a situation, pretending the situation is not occurring and that they are somewhere else. This coping mechanism was primarily associated with shame. Indeed, many times when these consumers were in a situation that induced shame, they tried to forget the experience was occurring altogether by pretending they were somewhere else. When Brian described receiving treatment from a doctor for skin cancer he stated, "When I am there I think about being somewhere else or I wish I could go away." In addition to pretending they weren't actually present in the situation, these consumers also mentioned escaping the reality of the situation by mentally altering elements of the situation. When James goes to the doctor to get tested for sexually transmitted diseases he described, "From the time I am in the waiting room, and all the way until I actually have to have the test performed, I pretend I am there for a different reason, like the flu or a cold."

Table 11: Coping Strategies Associated with Negative SC Emotions

Coping Theme	Sub-Themes	Conceptualization	Example	G	E	S
General Avoidance		Consumer creates physical or mental distance between the self and the negative event.		√	√	√
	Mental Escape	Consumer mentally escapes, pretending the situation is not occurring or imagining he/she is somewhere else during the situation.	"I pretend I'm not there, sort of an escape in my mind. I don't think about it, I think about other stuff."			√
	Physical Escape	Consumer physically escapes from the situation.	"Just wanted to figure out a way to pay and get out of there as quickly as possible."		√	
General Active						
	Planful Problem Solving	Consumer thinks about what can be done to deal with a stressful situation, devises a plan of action, and then takes the necessary steps of action to resolve or deal with the situation.	"I went through the drive-through instead of going in the store so I wouldn't have other people see me as much."		√	√
	Positive Reinterpretation	Consumer attempts to psychologically re-construe a source of stress in order to make it more tolerable.	"I have to tell myself there is a reason why this product exists…A lot of people have to use it, I shouldn't feel bad."	√	√	
	Acceptance	Consumer gets used to the idea something has happened and it cannot be changed.	"It sucks, but I realize I have this (disease) and it's never going to go away. Somehow I guess I have to deal with it."			√

Physical Escape

Physical escape is an avoidance strategy referring to when consumers physically escape from the situation creating the unpleasant negative emotion. This coping mechanism was associated with embarrassment and shame. When consumers experience embarrassment or shame they either physically escaped from the situation or consistently thought about physically escaping from the situation.

Embarrassment

When informants became embarrassed they immediately wanted to escape from the situation. Interestingly, these consumers who experienced embarrassment during a consumption

experience focus so much on leaving the situation it seems to consume their thoughts. For example, when Melissa was purchasing Plan B, she described her thoughts as, "I just wanted to figure out a way to pay and get out of there as quickly as possible. The entire time I was standing in line, I just thought about getting out of there." Many times, consumers concentrate on escaping and avoid others until they can escape. When Brian described purchasing hemorrhoid cream, he stated, "I concentrate on going in and getting out as quickly as possible. I try not to make eye contact as much with other people, just in and out." Megan described similar thoughts when purchasing tampons, "I try to get in there and run out again. Just try to be in there as little time as possible."

Shame

Physical escape is also evident in shameful consumption experiences, although it was manifested a bit differently than it was in embarrassing experiences. Many of the embarrassing experiences recalled by informants were short-lived, where informants really could escape as quickly as possible. The shameful consumption experiences recalled by the informants were of a different nature; physical escape was often not a realistic possibility. However, the coping strategy of physical escape was still evident. Informants described just wanting to leave or get out of the situation. Christina described going to the doctor for radiation for breast cancer, "I mean, I just wanted to get in and out, I just wanted to get out of there as quickly as I could. I mean, I had to get my treatment, but I wanted to leave as soon after that as I could." Michael described meeting with his bankruptcy attorney. "I wanted to get out of there so bad. I was probably in there an hour, but if felt like hours and hours. The entire time, I just wished I could leave."

Positive Reinterpretation

Positive reinterpretation occurs when consumers experience a negative emotion and attempt to find something positive in what has happened (Yi and Baumgartner 2004). This can occur in a variety of ways. For example, some consumers may actually identify the perceived positive aspects of the negative situation, while others may attempt to re-construe the negative event as positive, or justify the negative event. The latter is similar to positive reappraisal in the Ways of Coping Questionnaire of Folkman and Lazarus (e.g. Folkman, Lazarus, Dunkel-Schetter, DeLongis and Gruen 1986). Positive reinterpretation was present in both guilty and embarrassing consumption experiences.

Guilt

Positive reinterpretation was evident in all ten accounts of a guilty experience. In nearly each case, positive reinterpretation was manifested as justification or rationalization to the self. The informants would describe the guilty experience and almost immediately justify their actions. Christina described her choice to purchase and drink alcohol in front of her children, "I am an adult and I am entitled to drink, and that's the way it is and that's what I tell myself." Michael felt guilty about returning used items, but rationalized, "I decided I am only one person, and they are a huge successful company, and two returns are not going to hurt them anyway." The informants who experienced guilt for making a purchase justified the purchase to themselves, many times both before and after the actual purchase. Megan was debating a purchase of a new shirt, "I kind of felt guilty but I tried to justify it in my thoughts. I thought I really like it, I need it, I should get it for myself." After purchasing a luxury watch, Tom felt

guilty, but then thought, " I hadn't bought myself anything nice in awhile and I thought maybe I did deserve it."

Embarrassment

Positive reinterpretation was also present among embarrassing consumption experiences. Again, many times this occurred in the form of justification or rationalization of the embarrassing event, whether it be making a purchase, a return or having a credit card declined. When Melissa was experiencing embarrassment when purchasing Plan B she told herself, "Don't worry about it, if people didn't need it, the product wouldn't exist." After Michael 's credit card was declined, creating an embarrassing situation he described, "I told myself not to worry about it. It's not the first time someone's credit card has been declined."

Planful Problem Solving

Planful problem solving is an approach coping strategy that occurs when consumers "think about what can be done to deal with a stressful situation, devise a plan of action, and then take the necessary steps to resolve the problem," (Yi and Baumgartner 2004, p. 304). This is similar to an "approach" coping strategy and considered to be a problem-focused coping approach. This type of coping was evident in both embarrassing and shameful consumption experiences.

Embarrassment

Planful problem solving was extremely prominent in the embarrassing experiences described by informants. When these consumers would anticipate feeling embarrassed in a consumption experience they described expending great effort to avoid embarrassment. These consumers would even inconvenience themselves (e.g. cost, time) to lessen embarrassment. Many of the informants who recalled making embarrassing purchases described making a "plan of action" before actually going to the store and making the purchase. For example, Patti described her actions when purchasing cigarettes, "I only go to the Shell station during the day, so I know I won't run into anyone I know. If there other people in the gas station, or if there is a line, I will walk around and pretend to look at food, or get a coke, and wait till there is no one else in there before I will buy them." Debbie described her actions pertaining to shopping for a swimsuit, " I purposely chose to shop at a time when I didn't think there would be many people around." Adam also captured this coping strategy when describing the process he goes through when purchasing pornography. "First, I don't purchase it anywhere near my mother's neighborhood. I wouldn't want her to see me doing that. Once I do get to a store, I'm gonna go in an assess the situation. See who is in the store, and who is working the counter. Then, I'm gonna make a judgment call about whether or not I'm going to make a purchase."

Shame

Planful problem solving was also evident in shameful consumption experiences. In a shame context, planful problem occurred in a variety of ways, ranging from seeking support from others to mentally preparing oneself and making a plan of action before the shameful event took place. When Megan felt ashamed from experiencing a bladder infection because of its connotation to sexual intercourse she coped by educating herself. " I did a lot of research online to find other ways I could get bladder infections, like staying in your swimsuit for too long. I felt less ashamed knowing I could have an explanation without sex." Similarly, Melissa described how she coped after finding out she had to be treated for HPV. "I called my friend who is a doctor to talk about it and she told me the statistics and how normal it is…1 in 4 women will get some

strain…this made me feel much better." Informants also described going through a process of mentally preparing oneself before the shameful experience. The day before he has to get treated for skin cancer, Brian says "I kind of mentally prepare myself before I go. I tell myself I need to go, and that's it's important that I do." Other informants described a plan of action to help them cope with a shameful experience. Debbie stated, " I purposely did not go to the Weight Watchers by my house, even thought it was the most convenient. I didn't want to see anyone."

Acceptance

Acceptance is a coping strategy used by consumers when they get used to the idea something has occurred that cannot be changed (Yi and Baumgartner 2004). This coping strategy was evident only in accounts of shameful consumption experiences. This is not surprising since shame is often tied back to some part of the core self, which likely cannot be changed or controlled. Compared to some of the other coping mechanisms identified to be associated with shame, acceptance may be a more healthy coping strategy. Although these consumers may not like the situation they have come to accept it. Melissa describes her thoughts on HPV as, "I realize I have it, and it's never going away. It's just something I have to deal with I guess." Brian discusses his attitude for being prone to skin cancer spots as, "I understand that I will always have to go back and see her every 6 months. I don't like it, but it's just the way it is." This coping strategy is not limited to health issues. Michael discusses his thoughts on declaring bankruptcy, "I am ashamed, but I realize it will be on my financial records for at least ten years. I hate being reminded of it, but it's over and done, and nothing can be done now."

Intensity and Duration

Intensity and duration are two components used to distinguish negative SC emotions. Indeed, the informants perceived differences between the intensity and duration of these emotions. All ten informants ranked shame as the most intense and longest-lasting emotion. The informants described shame as being a long-lasting very intense emotion. Tom described shame as, "I think the most intense is shame. I guess because it's a personal thing that you can't really relate and talk to other people about, or you don't want to." Christina stated, "Shame definitely lasted the longest. That's the kind of thing that is really personal within you." The majority of informants (8 out of 10) ranked guilt as the next most intense and longest lasting emotion, followed by embarrassment. These consumers described guilt as a moderately intense emotion, and many of them described still feeling guilt about the incident they were describing as they discussed it. Melissa stated, "I felt guilty when I decided to buy it. I still feel guilty when I think about it or talk about it," when asked about the duration of her guilty experience. Embarrassment was the least intense and most fleeting emotion. For these consumers, embarrassment ended as soon as they removed themselves from the situation. Adam stated his embarrassment ended, "as soon as I left the store." Debbie stated her embarrassment ended, "as soon as they put it (swimsuit) in a bag and I left that department."

Emergent Themes

In addition to a priori themes, several new themes emerged from the textual data. These themes have been categorized into two meta-themes: social and cognitive. These meta-themes were chosen because they represent the two primary domains in psychology: social psychology and cognitive psychology. Consistent with social psychology, the two social themes (social presence and impression management) pertain to social influence on the negative SC emotional experiences in a consumption setting. Consistent with cognitive psychology, the three cognitive

themes (social comparison, counterfactual thinking, spotlight effect) relate to cognitive processes associated with the negative SC emotional experience in a consumption setting. These themes are summarized and discussed in more detail below.

Social Presence

Social presence refers to when a consumer is aware of the social presence of others (real or imagined). Social presence had a significant influence on the informants' experiences dealing with negative SC emotions. This is not surprising given these emotions are also considered to be "social emotions." In some instances social presence creates these emotions, while in other instances it intensifies them. Social presence also influenced these consumers' behaviors during the consumption experiences they described. Social presence was evident in all three negative SC emotions.

Guilt

For some of these consumers the presence of others created guilt. For example, Megan felt guilty about her dad disapproving of her purchase of a sweater. "I felt guilty when I was looking at the sweater and my dad was right next to me and asked if I really needed it." Christina experienced guilt for drinking alcohol, but only in the presence of her children. "When I pour a glass, that's when I feel guilty. Because they are watching me do something I tell them is wrong to do."

During guilty consumption experiences social presence also influenced these consumers' behaviors. For example, Megan described hiding items she purchased from her parents, "Sometimes I would try and hide my bags from my mom because she could see what I bought." Similarly, depending on who was going to be visiting her home, Melissa hid some of her possessions from others for fear of what they may think of her. "If certain people come over I will hide some stuff in my house. I feel guilty having a lot of nice things when other people do not, so I just put it up."

Social presence also intensified guilty feelings. When Michael returned his used video card, he felt even guiltier when the salesman was nice and believed him that the item had not been used. Michael described his feelings as, "The service guy was so nice I felt even more guilty than I already did." Tom also provides an instance of social presence intensifying guilt. He describes after showing his girlfriend the expensive watch be bought, "I felt kind of guilty about it and when I came home and showed it off I felt even more guilty about it because the person I was showing it to was like, well that's kind of expensive."

Embarrassment

Social presence was evident during embarrassing consumption experiences. The presence of others both creates and intensifies embarrassment. This is not surprising, given the conceptualization of embarrassment. Christina described her experience of returning used towels as very embarrassing due to the line of people surrounding her. "When I was standing in line and I knew there were people behind me that were going to see me returning these towels, that's when I got really embarrassed. I mean, it's bad enough to have to explain it to the salesperson, but everyone else watching was really embarrassing." James also explained how the presence of others contributed to his embarrassing experience of purchasing condoms, "I mean it's a normal act (sexual intercourse) but just kind of embarrassing when somebody knows it. That's why I get embarrassed purchasing condoms." Melissa describes how she was only embarrassed when

others were around, "No, I wasn't constantly embarrassed. Only if somebody was around or saw the package."

Shame

Social presence intensified shameful experiences. Based on the interviews with the informants, it seems as though shame arises from the perception of a self-failure. However, when others become aware of this self-failure, shame is intensified. For example, Tom describes waiting to see his psychologist, " I mean everybody knows why you are in there. I mean there's shame in that." Adam describes being ashamed because when he went to pick up dinner for his brother his credit card was declined and he couldn't purchase the dinner. He was ashamed he was unable to afford dinner, but was even more ashamed because his family was involved. "This is my family. So, there is a whole lot of shame involved there now because I have to call my brother and tell him that I'm such a screw up and don't have my life together that I can't afford to buy dinner."

Impression Management

Impression management refers to the effort consumers expend to try and manage the way others perceive them (Goffman 1959). Impression management (IM) theory states any individual or organization must establish and maintain impressions that are congruent with the perceptions they want to convey to their public (Goffman 1959). To achieve this, consumers will engage in a variety of behaviors (providing excuses and explanations, ingratiation, self-enhancement) to achieve a desired image. Consumers will construct an image they want to project, and engage in behaviors in order to present that particular image. Impression management was evident in the guilty and embarrassing consumption experiences described by the informants.

Embarrassment

When these consumers experienced embarrassment, they attempted to engage in behaviors to deflect attention from the embarrassing situation and restore a positive self-image. When Michael 's credit card was declined he attempted to provide an explanation to the salesman, "I made up a lie and said my cards had been stolen a few weeks ago and apparently there was some problem with them." Christina also describes impression management when she described returning used towels, "I asked the woman if other people were bringing their towels back too and having the same issues to try and make it seem real – that I was not just some lunatic trying to bring back used towels."

Social Comparison

Social comparison refers to the process of comparing oneself to another on a trait or set of traits (Festinger 1954). Social comparison was evident in embarrassing and shameful consumption experiences. In these instances, it seemed consumers were comparing themselves to others on basic traits (e.g. gender, age) to determine perceived similarity. The results of the comparisons that occurred influenced the emotional experience, many times increasing or decreasing the intensity of the emotion. The results of these comparisons also drove consumer behaviors during the consumption experiences.

Embarrassment

These consumers seemed to make social comparisons to others in the environment when making embarrassing purchases. The informants seemed to feel more embarrassed when

dissimilar others were present. Megan described her discomfort at purchasing tampons from male employees and James discussed how he would not purchase condoms from a female employee. Adam went so far as to leave a store without making his purchase (of pornography) because there was a female vs. male employee working the counter. "I didn't even purchase the magazine because there was a female working and I was just too embarrassed so I bought some candy and a coke and left." Debbie expended a great deal of effort in making social comparisons to ease her embarrassment when swimsuit shopping. "When I took the swimsuits to checkout I looked around at different cashiers. I specifically looked to see if there was an older woman cashier instead of someone younger or thinner, or a male, because then I would feel really embarrassed. Maybe even too embarrassed to buy it."

Shame

Similar to embarrassment, these consumers made comparisons to others during shameful experiences, and felt more shameful when dissimilar others were present. Brian describes how having female doctor influences his shameful experience of being checked and treated for skin cancer. "I think it's a man thing, you know, being exposed to a female even though it's a doctor, you know, it's just feeling awkward and ashamed and all these things." In addition, when describing shameful experiences these consumers described how similar others lessened their shameful experiences. Describing her treatment with breast cancer Lisa says, "There were other women in the room going through the same thing. We were all kind of together so that helped make me feel more comfortable and less ashamed while I was there. You know, compared to a room full of men who don't understand."

Counterfactual Thinking

Counterfactual thinking refers to when a consumer reevaluates a past stressful event and considers alternative outcomes (Niedenthal, Tangney, and Gavanski 1994). Counterfactual thinking was evident in both guilty and shameful consumption experiences. Interestingly, the content of the counterfactuals differed depending on which emotional experience they were describing. More specifically, when describing guilty experiences, consumers often discussed counterfactuals concerning their actions, while when describing shameful experiences, consumers were more focused on themselves.

Guilt

When Adam described feeling guilty for spending a lot of time with a salesperson and then returning the items he stated, "Adam you should have just explained to the person you didn't like it to begin with and you would have had something you wanted and they would have been happy and you would have been happy and everything would have been fine." In addition, Tom discussed his guilt for purchasing a watch, "I told myself I should not have done that. I should have spent the money on something useful, like paying bills. I should not have wasted that money."

Shame

Those who presented counterfactuals when describing shameful experiences focused more on the self than the action. Michael was describing declaring bankruptcy and stated, "What is wrong with me that I was such a failure in managing my finances. How dumb could I be? I should be smarter financially." Adam described failing to be able to afford dinner, saying,

"Wow, how screwed up is your life you couldn't afford to buy dinner. What was wrong you that you allowed yourself to get into that state."

Spotlight Effect

The spotlight effect occurs when individuals believe their actions and appearance are more likely to be noticed, judged, and remembered than is actually the case (Gilovich, Medvec, Savitsky 2000). Individuals are often aware of their own emotions and have the illusion they are transparent to others. This is particularly the case with social blunders, consistent with negative SC emotions. Indeed, the more self-conscious individuals are, the more likely the spotlight effect occurs. The spotlight effect was evident in the embarrassing and shameful experiences described by the informants.

Embarrassment

When describing embarrassing consumption experiences these consumers felt everyone in the store was watching what they were purchasing, making judgments about it, or laughing at them. Debbie described her embarrassment shopping for a swimsuit saying, "I was embarrassed at the fact that I am overweight and other people saw me looking for a swimsuit, and I thought they would imagine me in a swimsuit, and they were probably laughing at me." Megan also felt like she was being noticed and ridiculed when purchasing tampons, "I felt like everyone was laughing at me and it's like they are thinking, 'oh she's using tampons…so it's that time of the month.' Kind of like they are looking at you and laughing at you."

Shame

The spotlight effect was also present during shameful consumption experiences. Michael described waiting for his bankruptcy attorney, "I felt like everyone in the room was looking at me, wondering what I did to get myself in this mess. And, I drive a nice car, and I felt like everyone was probably judging me and thinking about why I was there. Like they were all staring." The spotlight effect was also apparent during Melissa's discussion of her visits to the doctor, "The nurse, I feel like she makes me feel ashamed. I have to go in every 4 months for a pap smear and I feel like, here she is again, she has HPV, she is the HPV girl."

Inconsistencies in A-Priori Themes

Although the a priori themes of action tendencies and coping were present for guilt, the textual data reveal findings to be contrary to literature in social psychology. Coping strategies typically associated with guilt are adaptive and approach-oriented (Tracy, Robins, and Tangney 2007). As indicated in Table 4, prior work suggests when individuals experience guilt they react in a reparative and approach manner. For example, it was expected the action tendencies associated with guilt would be "want to fix the situation" and "make it right." However, this was not the case. Instead, informants described reacting in more of an avoidance manner. As mentioned earlier, when consumers experience guilt they often avoid the situation. Recall, that James avoided the retailer that made him feel guilty for failing to purchase items. He even substituted different brands for his preference because he was intent on avoiding that particular retailer. Also, recall that Diane avoided visiting a restaurant where she complained about bad service.

Much of prior work in social psychology has examined guilt in ongoing and intimate relationships (e.g. Tangney and Dearing 2002). It appears consumption guilt is different. When

consumers are made to feel guilty in a consumption setting, they avoid it. It is plausible intimate relationships are different than the interpersonal relationships described by these consumers. In addition, the type of guilt often examined in psychology is interpersonal guilt (e.g. Tangney and Dearing 2002). However, this study contained several cases of intrapersonal guilt. Perhaps there is a difference in the types of coping mechanisms between inter - and intra-personal guilt. Also, the types of relationships consumers develop with store employees likely differ from close personal relationships. This could potentially also explain these differences.

ABC Framework

The themes have been organized into a framework applicable to the field of marketing. The framework titled "The Role of Negative Self-Conscious Emotions on Affect, Behavior, and Cognition in Consumption" is provided in Table 12. The themes discussed above have been integrated and categorized as being affect, behavior or cognition. Marketers often examine consumers' affective processes, behaviors and cognitions in consumption experiences. Affect refers to the emotional processes experienced by consumers before, during, and after a consumption experience. Behavior refers to the actions of consumers before, during, or after a consumption experience. Cognition refers to consumers' thought processes before, during, and after the consumption experience. As evidenced by the framework, these complex emotions are associated with a number of different behaviors and cognitive processes. Based on this framework, marketers can better understand how these emotions function in all aspects of the consumer consumption experience.

Table 12: The Role of Negative Self-Conscious Emotions on Affect, Behavior, and Cognition in Consumption

	Guilt	Embarrassment	Shame
Affect	Anticipatory Guilt	Anticipatory Embarrassment	Anticipatory Shame
	Regret	Anxious	Anxious
Behavior	Avoidance	Avoidance	Avoidance
	Norm Violation	Norm Violation	Physical Escape
		Physical Escape	Mental Escape
		Planful Problem	Planful Problem Solving
		Impression Management	

Table 12 Continued

Cognition			
	Social Perception	Social Perception	Social Perception
	Social Comparison	Social Comparison	Social Comparison
	Avoidance	Avoidance	Avoidance
	Positive Reinterpretation	Planful Problem Solving	Planful Problem Solving
	Counterfactual Thinking	Positive Reinterpretation	Counterfactual Thinking
		Spotlight Effect	Spotlight Effect
			Acceptance

DISCUSSION

This work offers substantial contributions in all areas of marketing that deal with consumers by creating an integrative, conceptual model of negative SC emotions in the consumption experience. The objectives of this work were to: 1) Introduce, define and identify why negative SC emotions are unique to the consumption experience; 2) Differentiate guilt, embarrassment and shame in the consumption experience; 3) Identify unique antecedents, consequences, and coping strategies for each emotion; and 4) Identify a set of implications for marketing managers, consumer behavior researchers, and consumer welfare advocates. These objectives were achieved using extant work in social psychology and findings from ten in-depth interviews. Prior work in marketing has failed to systematically examine negative SC emotions. To the author's knowledge, this is the first work that has considered all three of these emotions simultaneously to determine how they function in a consumption context, identifying similarities and differences among the three emotions. This work offers both significant theoretical contributions in the field of consumer behavior and significant managerial implications for marketing managers and consumer welfare advocates.

First, this section will discuss the relevance and importance of negative SC emotions in the consumption experience. Second, this section will discuss the similarities and differences found among these emotions in the consumption context. Third, a brief overview of the unique antecedents and coping mechanisms found to be associated with negative SC emotions in the consumption experience is provided. Finally, the section concludes with a summary of implications identified for marketing managers, consumer behavior researchers and consumer welfare advocates.

Issue 1: SC Emotions in Consumption

This research confirms negative SC emotions are present in the consumption experience. All ten of the informants described instances of guilt, embarrassment, and shame during consumption experiences. Consumers experience these emotions in a diverse set of consumption contexts, although consumers did share similar situations when describing a particular emotion. For example, guilt was typically associated with purchasing products or returning products. Embarrassment was usually associated with purchasing embarrassing products (e.g. condoms, tampons, pornography) and shame was mostly associated with seeking healthcare services (e.g. skin care cancer, STD testing, HPV treatment). Based on the textual data, these emotional experiences drove consumer affect, behaviors and cognition. Examining these emotions in the consumption experience offers rich contributions in all areas of marketing dealing with consumers.

As expected and consistent with work in social psychology (Tracy, Robins, and Tangney 2007), these emotions were quite complex. As discussed above, there were several cognitive processes associated with these emotions. In addition to the phenomenology associated with each emotion (thought and feelings that accompany each emotion), consumers described a variety of complex thought processes. Instances of counterfactual thinking, justification and rationalization (both pre - and post-purchase), internal debating, and comparisons of the self to others and the environment were continuously described by informants. This offers implications to consumer behavior theorists.

Issue 2: Similarities and Differences

Extant research in marketing that has examined negative SC emotions often uses the emotions interchangeably. However, this work demonstrates that although these three emotions do share some common elements, they are still quite different. Indeed, as expected, and consistent with work in social psychology, although there are many similarities between the three negative SC emotions, notable differences also exist in consumer consumption experience. These similarities and differences are summarized below.

Similarities

Guilt, embarrassment, and shame are considered to be negative SC emotions. As a set of emotions, these three emotions share similarities. Similarities were confirmed to exist in a consumption context. Social influence significantly impacted all three of these emotions. Perceived social perception was identified as a trigger to all three SC negative emotions. When consumers felt others were forming a negative perception of them as the result of some element of a purchase situation, one of the negative SC emotions emerged. Social comparison was also a common element of negative SC emotions. When a consumer experienced either anticipatory or experiential guilt, embarrassment, or shame, they made comparisons to others in the environment. In many instances this comparison served to decrease or increase the intensity of the emotion. Finally, all three negative SC emotions were associated with avoidance coping. When consumers experience one of these emotions they attempt to escape from it, and attempt to avoid having the experience occur. In addition to these similarities across all three emotions, there are similarities between pairs of these emotions. This is illustrated in Table 12, discussed above.

Differences

Although differentiated in social psychology, negative SC emotions have not been differentiated in marketing. This work confirms guilt, embarrassment, and shame are indeed distinct emotions in the consumer consumption context. In addition to confirming the majority of the a priori themes (e.g. triggers, phenomenology, action tendencies), which highlight differences among the three emotions, emergent themes also illustrate differences among the three emotions. The differences among these emotions are noted below. In addition to similarities among all three emotions, there are also similarities in pairs of emotions.

Guilt

Somewhat surprisingly, guilt in a consumption context was not associated with the complexity of embarrassment and shame. Guilt was not associated with as many cognitive processes or coping mechanisms, compared to embarrassment and shame. In addition, the a priori themes of phenomenology, action tendencies and coping went unsupported. It is likely this lack of support is a result of the context of the situation. In this study, consumers reported mainly instances of intrapersonal guilt (self-focused guilt) as opposed to interpersonal guilt (other-focused guilt). However, interpersonal guilt has often been the focus of studies in psychology. Perhaps the difference between inter-personal and intra-personal guilt accounts for this difference.

Embarrassment

Embarrassment was unique on many dimensions. It was the only emotion where all experiences occurred in public. In addition, consumers described extending a lot of effort to avoid embarrassment. Somewhat surprisingly, embarrassment was associated with almost as many coping mechanisms as shame. In addition, embarrassment was distinguished from the other negative SC emotions based on all of the specified a priori themes.

Shame

Shame was triggered as a result of social perception and stigma. While embarrassment and guilt were also triggered as a result of social perception, stigma remains unique to shame. Interestingly, when discussing shame, eight out of the ten informants described experiences regarding healthcare issues; the remaining two informants described financial failure. In addition, although all three of the emotions were associated with avoidance coping mechanisms, those experiencing shame mentioned wanting to both physically and mentally escape, indicating the darkness and intensity of shame feelings. Indeed, shameful experiences are associated with the greatest number of coping mechanisms. In addition to avoidance, mental and physical escape and planful problem solving, shame was also associated with acceptance. In addition, shame was found to be distinctive based on each of the a priori themes.

Issue 3: Antecedents, Coping and Implications

This work addressed the issues of what triggered negative SC emotions and how consumers manage the stressful issue of negative SC emotional experiences in consumption experiences. As expected, negative SC emotions were associated with very specific triggers in the consumer consumption experience. Based on this research, guilt and embarrassment result from norm violations and social perception and shame stems from social perception and stigma.

In addition, this work uncovered a variety of complex coping mechanisms associated with negative SC emotions in the consumption experience. In total, six coping strategies were identified: general avoidance, mental escape, physical escape, planful problem solving, positive reinterpretation and acceptance. These coping mechanisms drove consumer behaviors before, during, and after the consumption experience. When consumers encounter a stressful situation during a consumption experience the coping strategy often dictates the resulting behavior and attitudes. The unique antecedents and coping strategies, combined with the emergent themes discussed in the results section, allowed the researcher to identify a number of implications in marketing. The implications of negative SC emotions for marketing managers, consumer behavior researchers and consumer welfare advocates are discussed below.

Managerial and Theoretical Implications

This study confirms examining these emotions in a consumption experience offers both managerial and theoretical implications to all areas of marketing dealing with consumers. The implications for research conducted within three specific areas are offered in Table 13. In the following section, specific research topics within each of these three research areas are discussed further.

Table 13: Implications of Negative SC Emotions in Marketing

Research Area	Research Topics	Implications
Marketing Managers	Consumer Decision-Making Process	Information search and evaluation of alternatives (where, when, how to purchase product) Purchase decision Post-purchase behaviors (hiding products, deceiving)
	Relationship Marketing	Understand how these emotions influence relationship initiation, commitment and dissolution Understand how these emotions influence other key relationship marketing outcomes, such as trust
	Fundamental Marketing Principles	Understand outcomes of consumer avoidance coping (i.e., brand substitution, retailer avoidance, etc).
Consumer Behavior	Memory /cognitive Processing	Counterfactual and prefactual thinking Processing Type (heuristic, systematic, motivated reasoning) Motivated reasoning goals (accuracy, defensive, and impression)
	Coping	Understand the various coping strategies used
	Social influence	Understand social comparison processes Understand role of perceived social judgment Impression management
Consumer Welfare	Protection motivation	Effective health campaigns Social Marketing initiative to reduce stigma Social marketing to promote healthy coping strategies

Marketing Managers

Consumer Decision-Making Process

Negative SC emotions offer rich contributions in consumer behavior. These emotions influenced all aspects of the consumer decision-making buying process. As expected, this study identifies negative SC emotional experiences to be a huge driver of consumer behavior. Consumers expend great effort to avoid these emotions. These consumers determined when,

where, how, and with whom to shop, in order to avoid experiencing negative SC emotions. These emotions also influenced the consumers' purchase decisions, as well as post-consumption decisions, such as whether or not to return an item. As a result, these three emotions influenced nearly all aspects of the consumer decision-making process. It is expected these emotions are instrumental in understanding consumer consumption and post-consumption behaviors. Thus, these emotions should be considered in a variety of contexts. For example, work which examines consumer choice between online retailers and typical brick and mortar retailers would be interesting area to pursue. Consumer may be more likely to shop online and potentially pay more to be able to purchase embarrassing products discreetly. Research examining the consumer search effort, as well as where and when consumers choose to purchase embarrassing products, would be an interesting avenue to pursue. In addition, consumers who feel guilty about purchasing certain items may hide the items. Conversely, consumers who experience shame may purchase certain products as a coping mechanism. Thus, these emotions should be integrated into such work. In addition, these emotions should be considered in post-consumption decisions. Guilty and embarrassed feelings are expected to influence decisions regarding returns, complaining behavior, word-of-mouth and re-patronage intentions.

Relationship Marketing

While consumer-seller relationships have received considerable attention in marketing, prior research has neglected to examine the influence negative self-conscious emotions have on relationship marketing. This is somewhat surprising given one of the seminal pieces in marketing suggests the presence of emotions in buyer-seller relationships, particularly in the commitment and dissolution stage (Dwyer, Schurr, and Oh 1987). They suggest the role of emotions in both the commitment and dissolution stage, stating "termination of personal relationships is a significant source of psychological and emotional stress…" (p. 19). In addition, much extant research has determined that some consumers perceive relationships with brands, service providers, and products to mirror aspects of interpersonal relationships (Aggarwal 2004). Given that negative SC emotions are social emotions, it is expected this group of emotions are relevant to examine in consumer relationships. Specifically, consumers may feel embarrassed or ashamed of their relationships with brands, products or services. Or, perhaps the source of the relationship (e.g. the service provider) may create or cause the consumer to feel one of these emotions. These are just a few of the potential links these emotions have to consumer relationships. Negative SC emotions are expected to influence a variety of relational components and should be examined.

Fundamental Marketing Principles

These emotions offer a wide variety of implications in product, place, price, and promotion. When it comes to embarrassing products, consumers engage in a variety of behaviors to lessen the embarrassing experience. Some consumers choose to purchase online (as opposed to a brick and mortar retailer), offering to pay more in order to make their purchase discreetly, while others would rather pay for an embarrassing product in cash, ensuring the embarrassing product can not be associated with their identity. Other consumers choose to purchase embarrassing products in bulk to lessen the number of times the embarrassing purchase has to be made. Still others may only shop for embarrassing products in certain locations at certain times.

Guilt is also a common marketplace emotion. Consumers often experience guilt when making purchases or returns, or failing to make a purchase. Marketing managers may manage consumer guilt in a variety of ways. For example, training sales employees in effective selling

and customer service will inhibit consumer guilty feelings in regard to failing to make a purchase or making a return. In addition, perhaps guilt associated with certain products could be lessened in managing how these products are promoted and branded.

Shame is present in a consumption experiences pertaining to healthcare. Healthcare professionals and others who work in services associated with shame and stigma (bankruptcy) should receive training on how to lessen consumer shame. Consumers will avoid obtaining these types of services. Service providers are also in a position to help consumers cope with shameful experiences in a more effective manner.

In sum, consumers in the consumption experience commonly experience negative SC emotions. Understanding what creates each of these emotions, how consumers cope with each emotion, and the consequences of each emotion in the consumption experience will allow marketing managers to better tailor the products they offer, how the products are packaged, how to price their products, where to carry their products (e.g. channels of distribution), and how and where to promote the product. In addition, marketing managers will be able to better train their employees so that they don't create these emotions, and can help consumers better cope when these emotions do occur.

Consumer Behavior

Memory and Cognitive Processing

Negative SC emotions are also expected to offer implications in memory and cognitive processing. A person's emotional state has been found to influence various aspects of information processing including encoding, retrieval of information, information processing, evaluation, and judgments. Indeed, findings from this study indicate guilt and shame influenced consumer information processing and memory. Both guilt and shameful consumption experiences were associated with counterfactual thinking. However, the focus of these counterfactuals differed. Consumers who recalled an experience involving guilt presented counterfactuals that described the behavior they engaged in during the experience. Consumers who recalled an experience involving shame described counterfactuals involving the self. This is consistent with work in social psychology (Niedenthal, Tangney, and Gavanski 1994).

In addition, it is expected negative SC emotions will influence the type of processing consumers engage in. Given the relationship of these emotions to the self, consumers will likely engage in a high-involvement processing. It is expected consumers experiencing negative SC emotions are less likely to engage in objective processing, where the motive is to arrive at an accurate conclusion. Instead, it is expected consumers experiencing negative SC emotions are likely to engage in motivated reasoning, a different form of high-involvement processing. Motivated reasoning is defined as "a desire to think about and evaluate information in a way that supports a particular directional conclusion" (MacInnis and DeMello 2005, page 6). Based on the findings associated with this study, consumers were constantly reinterpreting the incident, determined to arrive at a desired conclusion. For example, when consumers described guilty experiences, they justified the incident. They processed the information pertaining to the experience in a way that helped the incident seem rational. In addition, embarrassed consumers processed information in a way that helped to lessen the embarrassing incident.

Coping

As discussed throughout this research, coping is an important component of research on emotions. Extant research has called for research that identifies a relationship between specific emotions and coping strategies. This research has answered this call by identifying the coping strategies associated with guilt, embarrassment, and shame. The findings from this study indicate when consumers experience one of these emotions they may engage in a variety of coping mechanisms. These coping mechanisms verify the typology put forth by Yi and Baumgartner (2004) and offer implications in the field of consumer behavior. By understanding when and how these coping strategies occur, researchers will be able to better understand consumer choice and decision-making.

Social Influence

These emotions offer wide-ranging implications in research examining social influence on consumption experience. This is not surprising given these emotions are considered to be "social" emotions. This study provided ample evidence of the profound influence others have on guilty, embarrassing, and shameful consumption experiences. Social comparison was a common occurrence. The perception of the similarity of others influenced the intensity of the emotion. This is not surprising given individuals are more comfortable around similar others. The results of these comparisons are likely to influence consumer attitudes and behaviors before, during, and after the consumption experience. In addition, the identity of others influences negative SC emotional experiences. Embarrassment occurs when others (real or imagined) are present. However, if the "others" around are friends or family embarrassment may be lessened. In contrast, during shameful experiences if "others" are family or friends perhaps shame is intensified. The influence of others was instrumental in triggering these emotions. Many times consumers would not have experienced guilt without the presence of others. In addition, consumers who experience embarrassment often engage in impression management, in an effort to restore a positive self-image.

Consumer Welfare

Health Campaigns

This work indicates shame is associated with many of the health issues facing society today: obesity, mental illness, and STDs. Often people are hesitant to seek diagnosis and treatment for such issues. Many of these health issues are associated with some form of social stigma, and thus are also associated with varying levels of shame. Prior research in social psychology suggests lessening shame may help promote healthy behaviors (e.g. seeking diagnosis and treatment) and prevent unhealthy behaviors (such as smoking, drinking and driving, or drug use) (de Hooge, Breugelmans, and Zeelenberg 2008). Some of these issues are also associated with guilt. Indeed, marketers have begun to use guilt appeals to reach consumers in PSAs for several issues (e.g. drunk driving, STD testing, child abuse). Understanding shame and guilt will provide consumer welfare advocates with insight into how to more effectively develop and implement health campaigns.

Traditionally, the use of emotional appeals has been very popular among social marketers. While fear has been commonly used in health communications, other negative emotions have yet to be examined. Protection motivation theory suggests fear operates as a facilitator of perceived risk, and, as a result, people engage in protection mechanisms to protect them from a potential harmful situation (Rogers 1985). However, other negative emotions have yet to be examined in

this context. It is expected guilt and shame appeals are also relevant within the protection motivation framework. Such work can demonstrate how guilt and shame influence behavioral intentions to follow recommended behaviors.

CONCLUSION

The objective of this research was to introduce negative SC emotions and demonstrate their relevance to marketing. The integrative framework presented here does just that. This work is the first to systematically investigate negative SC emotions in a consumption context. Findings from this study demonstrate these emotions are indeed present in marketing. Additionally, this work is the first to demonstrate the distinctions between embarrassment, guilt, and shame in a consumption context. Combined with social psychology, the findings from this study demonstrate the wide-ranging implications of negative SC emotions. This work can be used by marketers to better understand consumers' attitudes, choices, and decision-making in a consumption context. In addition, this work offers implications for marketing managers in terms of relationship marketing, as well as which products to offer, where to place them, and how to promote them. Finally, this work offers implications for consumer welfare advocates. Understanding how these emotions function will allow for more effective health campaigns. This work paves the way for Essays 2 and 3, and other empirical work investigating negative SC emotions in consumption.

ESSAY 2: THE ROLE OF NORM VIOLATIONS AND GUILT

INTRODUCTION

Negative self-conscious emotions (guilt, embarrassment, and shame) are common marketplace emotions. Consumers commonly make decisions to avoid experiencing these negative emotions (Tracy, Robins, and Tangney 2007), making these emotions appropriate and important to examine within a consumption setting. Despite this, these emotions have yet to be examined in marketing beyond a cursory viewpoint. Although all three negative self-conscious emotions are considered to be influential in understanding consumer behavior in a variety of contexts, Essays 2 and 3 further explore the negative self-conscious emotion of guilt. This second essay builds upon the framework presented in Essay 1 by examining the antecedents of guilt within the relationship marketing paradigm.

Guilt was chosen for a variety of reasons. First, guilt is considered to be a key motivator of social behavior (Tracy, Robins, and Tangney 2007). Indeed, despite being considered a negative emotion, guilt is considered to be a functional emotion, because it informs individuals they have violated personal or social standards and motivates reparative action (Tangney, Miller, Flicker, and Barlow 1996). When people experience guilt, they want to repair or "fix" the situation. Second, in contrast to the negative self-conscious emotions of embarrassment and shame, guilt is associated with a problem-focused or approach type of coping strategy. When people feel guilty they will engage in behaviors to rectify the situation. Thus, guilt represents a complex, yet common emotion experienced by consumers in the marketplace.

Guilt can manifest itself in different ways. Research in both marketing and psychology has identified both an intrapersonal dimension of guilt (self-focused) as well as an interpersonal dimension (other-focused) (Dahl, Honea, and Manchanda 2005; Tangney 1991). Much of the work to date in marketing has examined intrapersonal guilt. More precisely, in a consumption context, guilt has been linked to overspending (Pirisi 1995), compulsive buying (O'Guinn and Faber 1989), and impulsive buying (Rook 1987). However, research in psychology has demonstrated interpersonal concerns are central to the emotion of guilt. This makes guilt a relevant and interesting emotion to examine within the relationship marketing paradigm.

The overarching purpose of this essay is to examine interpersonal guilt within the relationship marketing paradigm[1]. Two studies were conducted: An exploratory study (Study 1) and an empirical study (Study 2). In general, the purpose of Study 1 was to determine the antecedents of consumer guilt within the relationship marketing paradigm. Specifically, the three objectives of Study 1 were to: 1) Establish the presence of consumer guilt within the relationship marketing paradigm; 2) Identify the antecedents of guilt within the relationship marketing paradigm; and 3) Identify the coping strategies associated with consumer guilt within the relationship marketing paradigm. The general purpose of Study 2 was to identify the nature and magnitude of the relationships between business-to-business (B2B) norm violations, consumer norm violations (CNVs), and consumer guilt. More directly, Study 2 had four specific objectives: 1) Identify which B2B norm violations create CNVs; 2) Identify which CNVs create consumer

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[1] Consumer guilt or guilt will refer to interpersonal guilt throughout the rest of the document.

guilt; 3) Determine if the nature of these relationships changes based on the CNV context; and 4) Determine if the CNV construct mediates the relationship between B2B norm violations and consumer guilt.

This work offers both theoretical and managerial contributions. Theoretically, this work introduces guilt into the relationship marketing paradigm and establishes a critical link between norm violations and consumer guilt. This is the first work to establish the presence of consumer guilt within the relationship marketing paradigm. In addition, antecedents of consumer guilt and coping strategies used in conjunction with consumer guilt are identified. Finally, this work integrates one of the most predominant theoretical frameworks used to understand the evolution and sustainability of relationships in a B2B context into the B2C (business-to-consumer) relationship realm. Thus, this work applies the B2B framework of norm violations into a consumer relationship context. Managerially, this work helps marketers to understand when and why consumers experience guilt so they may train their employees to identify, understand, and respond to consumer attitudes and behavior.

The remainder of this essay is organized around six main sections: Background Summary, Methodology Overview, Study 1, Study 2, Discussion and Conclusion. The background summary provides an overview of guilt and discusses the relevance and importance of guilt in relationship marketing. The methodology overview discusses the two studies that were conducted, providing a brief overview and explanation of each. Next, each study is described in detail, identifying the objectives, data collection procedures, analysis techniques and results of each. Finally, a discussion of the studies findings is outlined. The essay ends with a conclusion.

BACKGROUND SUMMARY

Consumer-created guilt is defined as a negative state a consumer experiences as a result of having engaged in a behavior one believes one should not have done, or as a result of a positive but undeserved event (Dahl, Honea, and Manchanda 2005). Guilt is often tied to morals or personal ethics, and has been described as an emotional state in which the individual holds the belief or knowledge he or she has violated some social custom, ethical or moral principle, or legal regulation (Tracy, Robins, and Tangney 2007). Therefore, it appears guilt occurs when norms are violated, making guilt a particularly appealing and relevant concept to examine in the context of relationship marketing.

From both an academic and practitioner point of view, relationship marketing has become one of the most prevalent topics studied in the marketing discipline. Indeed, the development and success of relationships among buyers and sellers has become a key strategy used by practitioners and a key tenet in marketing research. The importance of building marketing relationships is apparent in many empirical findings. For example, firms that build and maintain effective relationships among customers experience positive word of mouth, increased customer commitment, increased customer loyalty (Palmatier, Dant, Grewal, and Evans 2007), increased sales and customer share, lower costs and higher prices (Palmatier, Scheer, Benedict, and Steenkamp 2007; Ziethmal, Parasuraman, and Berry1985). Consequently, understanding the effectiveness of various relationship marketing efforts and strategies is important.

Relationship marketing is particularly important to examine for service businesses. The services marketing literature has explored customer-service provider relationships more

thoroughly than other research streams in marketing because of the unique characteristics of both relationships and services (see Bendapudi and Berry 1997; Price and Arnould 1999). Strong customer relationships in the service industry are particularly important because of their inherently interpersonal focus. This makes interpersonal guilt a particularly interesting emotion to examine within a service context. In addition, the service industry is an ideal context in which to examine guilt because of the high frequency and degree of interpersonal interaction that occurs between the customer and service provider. Finally, many consumers forge communal or commercial relationships with their service providers, making it an appropriate emotion to examine within the relationship marketing domain (Price and Arnould 1999). In sum, this work will examine consumer guilt within the relationship marketing paradigm in a B2C service context.

METHODOLOGY OVERVIEW

Two studies were conducted. Study 1 consisted of several in-depth interviews to verify the existence of consumer guilt in a relationship marketing context and to identify its potential antecedents and coping mechanisms. Specifically, Study 1 had three objectives: 1) Determine if consumers experience guilt within a relationship marketing context; 2) Identify what triggers consumer guilt in a relationship marketing context; and 3) Identify how consumers cope with guilt in a relationship marketing context. To achieve these objectives, the critical incidence method was employed (Bitner, Booms, and Tetreault 1990). This methodology offers a significant benefit, because it collects data from the respondent's perspective and in his or her words (Gremler 2004). The critical incidence technique is appropriate given it provides a means to gain knowledge about little known phenomena or when an in-depth understanding is desired, which was the case here (Bitner, Boons, and Tetreault 1990; Gremler 2004). In addition, this technique has been successfully used in a variety of consumer research and services marketing studies (e.g. Bitner, Booms, and Tetreault 1990; Reynolds, Folse, and Jones 2006).

Next, an empirical study (Study 2) was conducted to examine the conceptual model that was developed based on findings from the Study 1. Study 2 had four specific objectives: 1) Identify which B2B norm violations create CNVs; 2) Identify which CNVs create consumer guilt; 3) Determine if the nature of these relationships change based on the CNV context; and 4) Determine if the CNV construct mediates the relationship between B2B norm violations and consumer guilt. These objectives were achieved by collecting survey data and analyzing the data using structural equation modeling.

STUDY 1: EXPLORATORY STUDY

As part of a class project, undergraduate students were trained to recruit, conduct, and transcribe interviews with two non-student adults over the age of 25 years. This process was conducted over the course of three months. Students were educated in consumer behavior theory and market research theory and practice throughout these three months. In addition, students were extensively trained on interviewing techniques. To prepare for the out-of-class interviews, students participated in several sessions on proper interview techniques and conducted two practice interviews in class. Students were also asked to complete a practice interview outside of class. Following this practice interview, a class discussion was devoted to identifying issues that were encountered during the practice interviews and determining potential solutions to these

issues. Students did not conduct the formal interviews until they felt comfortable doing so. Students were provided with a copy of the interview guide (see Appendix 6) at the beginning of the three months. The interview guide was created based on the specific objectives of this study. First, to determine if guilt occurs, respondents were asked to recall a time when they felt guilty before, during, or after a service experience. They were asked to describe the experience in detail. These procedures are consistent with the critical incidence technique, which is often used to identify and better understand the phenomena of interest in areas that have yet to be systemically explored (Bitner, Booms, and Tetrault 1990; Reynolds, Folse, and Jones 2006).

Respondents were instructed to keep the incident described in the first section in mind throughout the duration of the interview. To explore the potential antecedents of guilt and to identify how consumers cope with guilt, respondents answered additional questions designed to determine what triggered the guilty experience, as well as to determine if and how consumers coped with the experience (specific questions are provided in the Interview Guide, see Appendix 6). In accordance with objectives 2 and 3 of this study, the purpose of these open-ended questions was to enhance understanding of the antecedents and coping mechanisms of guilt.

A total of 52 students produced 104 interviews. The interviews lasted between 30 minutes and one hour. Consistent with accepted procedures, students took notes during the interview process, and they submitted their notes and a written summary of the interview for each informant (Lincoln and Guba 1985). Approximately 20% of the respondents were contacted to ensure the validity of the interviews, also as suggested in prior research (Reynolds, Folse and Jones 2006). All those informants contacted verified their participation and correctly answered specific questions asked about the interview. The sample was 60% female and 40% male. The ages of the respondents ranged from 25 to 66 years of age.

The researcher conducted an initial screening of each interview transcript. The purpose of the initial screening was to select interviews that successfully met the criterion specified by the researcher. The researcher specified four conditions each interview must meet: 1) The interviewer must have followed directions; 2) The interview must be complete; 3) The interview must contain a description of guilt (as opposed to other negative emotions); and 4) The guilty experience described must have occurred in a relationship marketing context. The researcher read through each interview transcript to identify interviews that met all four of these conditions. From this initial screening, 80 of the 104 interviews were deemed usable for textual analysis, as they met the criteria specified by the researcher.

Textual Analysis

This final set of 80 interviews produced approximately 320 pages of textual data. Both the researcher and a second trained coder who was not involved with the research or aware of the research questions independently coded the textual data. The researcher provided the second coder with the transcribed interviews and both coders (researcher and second trained coder) analyzed the text according to content analysis procedures, a data-driven technique to assess emerging themes from narrative text (Spiggle 1994). First, the researcher randomly chose five interviews to be analyzed for the purpose of ensuring both were in agreement on coding procedures. Both coders independently analyzed the five interviews to identify emerging themes. After the analysis of the initial five interviews, the coders met to discuss findings, discuss any disagreements and reach solutions. After meeting to discuss the initial five interviews, the coders

independently analyzed the remaining interviews. Each coder had three goals throughout the analysis: 1) Identify emerging themes; 2) Conceptualize the themes; and 3) Identify verbatim examples to represent each theme. The coders met twice during this process, once after the next 35 interviews had been analyzed and once again after the remaining 40 interviews had been analyzed. During these meetings the coders would discuss findings, work through any disagreements, and reach solutions for all interviews. Any disagreements that arose were solved through discussions between coders. The coders reached 100% inter-rater reliability (Cohen 1960). The resulting themes, along with conceptualizations and verbatim examples drawn from the interviews are summarized in Table 15, and include: rudeness, complaining behavior, consumer role failure, consumer betrayal, consumer switching, consumer communication failure, approach coping, and avoidance coping. From these initial individual themes, the researcher identified three meta-themes: general norm violations, consumer relational norm violations, and coping. These themes are discussed in detail below.

Results

The first objective of this study was to determine if consumers experienced guilt within a relationship marketing paradigm in a service context. Verbatim examples from the interviews revealed guilt to be a commonly experienced emotion within this context. The second objective of this study was to identify potential antecedents of consumer guilt within the relationship marketing paradigm in a service context. Findings from the interviews revealed consumer norm violations (CNVs) were responsible for triggering guilt within a relationship marketing context[2]. More specifically, two divisions of CNVs emerged: general consumer norm violations and consumer relational norm violations. The third objective of this study was to identify potential coping strategies employed by consumers to manage guilty service experiences. Results reveal two coping mechanisms were used: approach coping and avoidance coping. These results are summarized in Table 15 and expanded upon below.

Presence of Consumer Guilt

Results from the interviews indicated interpersonal consumer guilt was indeed present within the relationship marketing paradigm. All 80 interviews indicated a consumer guilty experience within a relationship marketing service context. Consistent with theory in psychology and findings from Essay 1, consumer guilty experiences were characterized by the phenomenology or feelings of guilt, remorse, and regret (Tracy, Robins, and Tangney 2007). Interestingly, approximately 96% of respondents used at least one of these feelings when describing their guilty experiences, while 89% mentioned at least two of the three words. Finally, approximately 5% of respondents felt guilty before the service experience, while 95% felt guilty before and after. In sum, consumer guilt is evident within the relationship marketing paradigm.

Antecedents of Consumer Guilt

The second objective of this study was to determine why consumers experience guilt in a relationship marketing context. Results from the study revealed consumers experience guilt as the outcome of engaging in norm violations. Several consumer norm violations (CNVs) were

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[2] Relationship marketing context will refer to a consumer-brand/service relationships, not business-to-business or consumer-product relationships.

identified. Additional examination of these themes allowed for two meta-themes to emerge: general norm violations and consumer relational norm violations. These are discussed next.

General Norm Violations

General norm violations refer to common behavioral norm violations that can occur regardless of whether or not there is an established relationship with the service provider. Two general norm violations were identified as antecedents of guilt. These are complaining behavior and rudeness.

Complaining Behavior

Complaining behavior is defined as a customer expressing dissatisfaction after a service failure (Bearden and Mason 1984). Prior work has identified negative emotions, including guilt, that play a role in understanding consumer non-complaining behavior (Stephens and Gwinner 1998). Extant literature has identified that consumers may engage in one of two types of complaining behaviors: direct complaining (complaining directly to the service provider) and indirect complaining (complaining to others such as family and friends about the incident). Results from Study 1 indicate consumers experienced guilt after engaging in either type of complaining behavior (see Table 14).

Table 14: Study 1 Results

META-THEMES	SUB-THEMES	CONCEPTUALIZATION	EXAMPLES
General Norm Violations		When a customer engages in a behavior(s) that contradicts normative customer behavior.	
	Complaining Behaviors	When a consumer seeks redress or expresses their dissatisfaction to the service provider after he or she had an unsatisfactory service experience (Bearden and Mason 1984).	"I got mad and raised my voice at the worker. I used some expletives that made me guilty." "I proceeded to be really short and rude with the guy on the phone. It turns out it was a courtesy call from Best Buy reminding me of some coupon deals I had that were about to expire. I felt guilty I was so rude."

Table 14 Continued

	Rudeness	When a consumer engages in rude, inconsiderate, and or disrespectful behaviors directed at a service provider during a service experience.	"I insisted on calling the company the following day to tell them of the complications we had with this man. I felt guilty reporting him when I know he was qualified for his repair services but wasn't providing the right customer service." "I spoke with the manager and I was complaining about how bad the service was and how inconvenient the whole situation was. I felt guilty about complaining." "I got made and raised my voice at the worker. I used some expletives that made me guilty."
Consumer Relational Norm Violations		When a customer behaves in a manner that contradicts established norms in his/her relationship with the service provider.	
	Role Failure	When the consumer fails to engage in the expected obligations associated with his or her role during an exchange.	"I felt bad because she (salesperson) was very persistent and wanted to assist me find a dress, and she spent a lot of time with me. Then, I left without buying anything, and I felt guilty not making a purchase after she spent all that time with me." "I felt like I violated the relationship because I guess the relationship between us is that she is a nail person and I'm a customer. She does my nails and I am supposed to tip her for it. I felt guilty when I didn't have enough to tip her."
	Betrayal	When the customer violates the relationship by being unfaithful/disloyal to the service provider.	I felt guilty because I felt like I betrayed her, I gave the business to someone else, gave my money to someone else." "I felt like I betrayed him by choosing to eat at another sandwich shop when his is convenient and well-priced."

Table 14 Continued

	Switching	When the customer permanently leaves the original service provider and begins using a new service provider.	"My husband wanted a cheaper dentist, so we switched even though I really like this guy because he took his time, was professional and friendly. We switched because he got too expensive and I felt guilty because I left." "I chose a different financial advisor, and I had been with the previous one for about 15 years, so I felt pretty guilty about it because we had established a relationship."
	Communication Failure	Intentionally misleading or withholding pertinent information about the relationship.	"I think she felt that I was a long-time customer and I never complained about the wait so she didn't understand why I just stopped going to her." "Finally one day I decided I would find someone else. I felt guilty because I didn't tell her what was going on. I left without explanation."
Coping		Consumers' attempts to manage stressful situations	
	Approach	Active efforts aimed directly toward the source of stress, including all cognitive and behavioral efforts directed at instrumentally changing the environmental condition.	"I did feel like fixing it. I sent her an email apologizing and explaining why I went somewhere else." "I felt the urge to make up for my misbehavior so I called the gift shop and I asked them to deliver the biggest basket of fruit the next morning."
	Avoidance	Attempt to deal with the stressful situation by mentally or physically withdrawing from the source of stress.	When I would walk into the mall I would make sure she did not see me because I would feel embarrassed and ashamed. I would walk around the hair salon to completely avoid her." "Yes, I avoid going back to the salon. I was going to bring my grandson there the other day when I realized I couldn't do that."

Several consumers felt bad when they complained to the service provider. For example, Charlie, age 32, described feeling guilty after complaining about bad service in a restaurant. He described, "We received terrible service. It took 45 minutes for the food to come; she never checked on us and never even refilled our drinks. So, we asked to speak to the manager and complained. Then, I felt guilty because I didn't want her to get into trouble." Consumers also felt guilty complaining indirectly to friends and family. Kim, 58, described her bad experience with an attorney. She perceived him to be rude, overpriced, and not thorough. She also thought he was demeaning. After telling many of her friends and family members she felt guilty for "making him sound bad, I don't want to be responsible for any failing of his business."

Rudeness

In addition to complaining behavior, findings from the interviews revealed consumers felt guilty after engaging in rude behavior. Based on the verbatim examples from the interviews, rudeness is conceptualized as a consumer engaging in rude and inconsiderate behavior during a service encounter. Rude behavior can either be directed to a specific individual (e.g. service provider, another customer) or in general. For example, Carol, 38, described being rude to a service provider, "I felt guilty because I was really rude to him. You are not supposed to treat people like that and I should have been more patient."

Consumer Relational Norm Violations

In addition to the general norm violations discussed above, several consumer relational norm violations were identified. Consumer relational norm violations refer to engaging in behaviors that violate the expectations of the established relationship between the consumer and the service provider. As indicated in Table 14, the specific consumer relational norm violations uncovered during the textual analysis were: consumer role failure, consumer betrayal, consumer switching, and communication failure.

Consumer Role Failure

As indicated in Table 14, consumer role failure refers to a consumer feeling they have failed to act in accordance with expectations of being a customer. This norm violation encompassed a wide variety of behaviors, including, but not limited to, spending time with a salesperson and then failing to make a purchase, not tipping a service provider, being late to an appointment, and failing to show up to an appointment. For example, John, 35, described feeling guilty after spending time with a car salesman and then not purchasing a car, "After he showed us everything, we asked him if there were any Mitsubishi dealers around. We saw the look on his face like we had just cheated on him. I felt really bad then we left." Stacy, 45, described a guilty experience after failing to tip her massage therapist, "I felt really bad that I didn't tip her. I felt like I violated the understanding that as her customer I am supposed to give her a tip."

Consumer Betrayal

Consumer betrayal (see Table 14) refers to when a consumer violates the relationship by being unfaithful or disloyal to the service provider. This is similar to consumer switching in the consumer leaves the service provider, but in this case the consumer comes back to the original service provider. This was an extremely common theme when consumers described why they felt guilty. Many consumers described "cheating" or "betraying" their service providers by going to another service provider for a variety of reasons. For example, Thomas, 45, described his guilty feelings after going to a different service provider because his service provider was out of town. He stated, "I feel that even though my barber was going out of town a week prior to the wedding,

I still should have given Dudley my business. After all, my satisfaction and respect for my barber should have come before my selfish thoughts." In addition, Theresa, 32, described her guilty experience when trying someone new. She said, "I felt guilty when I cheated on Lisa (her cleaning lady). It wasn't that I wasn't satisfied; I just wanted to try someone new. I felt terrible after I went to the other person."

Consumer Switching

As indicated in Table 14, consumer switching refers to when a consumer permanently switches from one service provider to another. Consumers commonly described their guilt after switching from one service provider to another. This occurred regardless of whether the consumer felt justified in the switching behavior. For example, many consumers made the decision to switch from one service provider to another because the original provider became inconvenient (e.g. change of locations, higher prices). Despite the rationale, consumers still felt guilty. Susan, 50, described her guilt for changing dentists, "I had a dentist I went to for 15 years or so and then he changed his prices. My husband wanted to go to a cheaper dentist, so we switched even though I really liked this guy because he took his time, was professional, and very friendly. I felt very guilty." In addition, Jason, 26, described switching from one mechanic to another, "I felt terrible about switching but I just wasn't happy with the service. I think he was overcharging me. Still, I felt really bad about switching on him, he probably expected me to come back."

Consumer Communication Failure

Finally, consumer communication failure refers to when consumers intentionally fail to share pertinent information about the relationship with the service provider. This occurred in a variety of situations. The most common occurrence was when the consumer was unhappy and planned to dissolve the relationship. However, the consumer did not share any aspect of the situation with the service provider, failing to communicate: 1) they were unhappy; 2) why they were unhappy; and 3) they planned to dissolve the relationship. Mary, 41, described her unhappiness with her housekeeper. She described how the housekeeper failed to pay attention to details, and didn't fulfill the duties they agreed upon. Mary even purposely put food on the kitchen floor to see if the housekeeper would clean it up. Eventually she fired her housekeeper, but felt guilty for failing to share her dissatisfaction beforehand. "I don't feel guilty for letting her go because she wasn't doing her job. I feel guilty because she probably didn't know why I let her go. I should have had a talk with her and explained what I wanted done instead of just letting her go. She probably didn't know what she was doing wrong and I feel guilty about that." Amanda, 28, also described how keeping information from her hair stylist. She stated, "I decided to leave him for a variety of reasons. He wasn't taking his time and he never listened to what I wanted. But, I just left and he doesn't know why. I should have taken the time to explain to him. Instead he thinks I left for no reason and I feel guilty for that."

Consumer Coping Mechanisms

As indicated in Table 14, coping was the third meta-theme identified. Coping refers to an individual's attempt to manage stressful situations. Lazarus and Folkman (1984) define coping as "constantly changing cognitive and behavioral efforts to manage specific external or internal demands that are appraised as taxing or exceeding the resource of the person" (p. 141). Two types of coping mechanisms were found to be associated with guilty service experiences: approach and avoidance.

Approach Coping

"Approach coping" refers to the strategies used when the consumer directly approaches the source of stress and attempts to alleviate it by engaging in "direct and objective attempts to manage the source of stress" (Duhacheck 2005, p. 44). Consumers who utilize this type of coping strategy may engage in problem solving and analyze the situation before making a plan of action. Instead of avoiding the source of stress, the consumer directly confronts it, attempting to manage the situation. In guilty service experiences, this was associated with apologizing, providing explanations to the service provider, and even taking efforts to correct the situation. As summarized in Table 14, many consumers would offer apologies for their behavior or try to justify it. Ryan, 28, described apologizing to his mechanic after being rude to him. He stated, "I felt guilty after taking my bad day out on him. I knew I was wrong and so after I paid I went and found him and explained that I just found out I was getting a pay cut and I was sorry I was rude, that it wasn't his fault." Lisa, 43, felt so guilty toward her home healthcare nurse she bought her a gift. She described, "I didn't tell her I wasn't happy with the times she was coming, and then I called to complain which wasn't fair. I felt so bad afterward I called her supervisor back to tell her I would be happy to work with her schedule and then I bought her some gourmet cupcakes to make up for it."

Avoidance Coping

"Avoidance coping" refers to when consumers "attempt to create psychic or physical distance between oneself and the stressor" (Duhacek 2005, p. 46). A consumer engaging in an avoidance coping strategy may engage in denial or avoidance, and engage in behaviors to take their mind off of the situation. This type of coping strategy was evident in guilty service experiences. Consumers mentally and/or physically avoid the source of stress, which in this case was the service provider. Many times consumers would avoid returning to the service provider altogether. For example, both Matt (age 43) and Deana (age 34) described how, after they switched service providers, they avoided the doctor's office and the salon altogether. Instead of switching to a doctor or stylist in the same office or salon, they felt the need to switch entirely. Deana said, "I felt guilty enough leaving, I would have felt even more guilty to switch to someone in the same salon. I just avoided the entire situation." Matt stated, "I actually wanted to go to a doctor in the same office. However, I didn't want to run into Dr. Smith so I didn't. I feel guilty even thinking about it."

Discussion of Study 1

This study served three purposes: 1) Identify if guilty experiences were present within a relationship marketing context; 2) Identify what triggers guilt in a relationship marketing context; and 3) Identify how consumers cope with guilt in a relationship marketing context. These objectives were achieved using findings from several in-depth interviews and are discussed below.

Objective 1: Guilty or Not?

The first objective was to establish if consumer guilt occurs in a relationship marketing context. Although guilt is considered to be a commonly experienced emotion, it has only been examined from a cursory point of view in the marketing literature. This study examines the presence of interpersonal guilt, or guilty feelings as the result of how one's actions influence another in a consumption experience. In particular, this work examines how guilt functions in a

relationship marketing context. The study confirms guilt to be a common emotion experienced within the relationship marketing paradigm.

This work extends prior work that has examined interpersonal guilt in marketing. Dahl, Honea, and Manchanda (2005) examined the interpersonal aspect of guilt in a retail context. They found a social connection with a salesperson could produce feelings of guilt when a consumer does not foster that relationship by making a purchase. In addition, they found guilt motivates consumers to engage in reparative actions (e.g. spend more money) during future purchases in order to reciprocate that connection and resolve their feeling of guilt. These findings are consistent with findings from the current work. Guilt is present in a relationship marketing context and often consumers experience guilt from engaging in behaviors that violate societal and relational norms. Consumers are then motivated to repair this relationship. These issues are discussed next.

Objective 2: Why Does Guilt Occur?
Findings from this study reveal consumers experience guilt after engaging in a variety of social and relational norm violations. The norm violations that were identified are summarized in Figure 2: rudeness, complaining behavior, consumer role failure, consumer betrayal, consumer switching, and consumer communication failure. It is not surprising findings reveal guilt to be created by CNVs, as guilt is commonly conceptualized as feeling bad after having engaged in some moral violation (Tangney and Dearing 2002). The norm violations are discussed in more detail below.

General Norm Violations
Social norms refer to behavior expectations within a society or group (Gibbs 1981; MacNeil 1980). Norms are derived from the field of sociology, and have been defined as "the rules that a group uses for appropriate and inappropriate values, beliefs, attitudes, and behaviors" (Perkins and Berkawitz 1986; Berkawitz and Perkins 1987; Sherif 1972). Social norms indicate the established and approved behaviors in a situation. These vary and evolve based on a variety of factors, including culture, age, and social group (Sherif 1972; Perkins and Berkawitz 1986). Engaging in normative behavior is generally associated with group acceptance while violating norms risks one from becoming alienated from the group (Perkins and Berkawitz 1986; Berkawitz and Perkins 1987). The general norm violations identified from Study 1 (complaining behavior and rudeness) are considered to be consumer general norm violations. Both behaviors deviate from what is expected by customer behavior in a relationship marketing context.
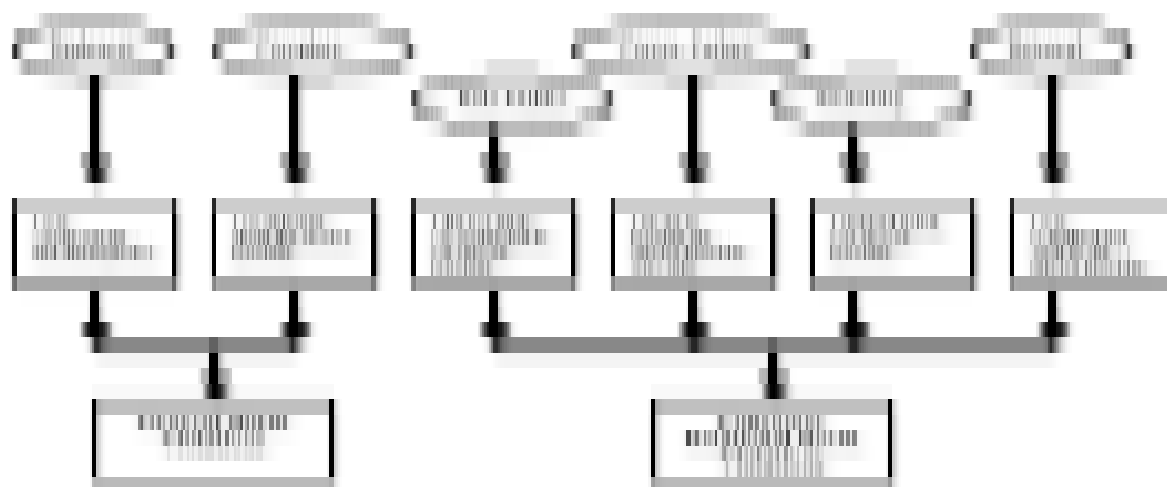
Figure 2: Why Guilt Occurs

Consumer Relational Norm Violations

The use of relational norms is one of the predominant theoretical perspectives used by marketing researchers when examining the development and maintenance of successful customer relationships in a business-to-business (B2B) context (Palmatier, Dant, and Grewal 2007). Relational norms evolve when parties contemplate bilaterally committed strategies and goals and a long-term orientation (MacNeil 1980). Such norms contribute to the exchange partners' strategic ability to develop long-term, committed, trusting, value-creating associations that are difficult and costly to imitate. Researchers have demonstrated strong relational norms positively affect exchange performance (Cannon, Achrol, and Gundlach 2000; Lusch and Brown 1996; Palmatier, Dant, and Grewal 2007; Siguaw, Simpson, and Baker 1998). While this research addresses consumer behavior issues, examination of research conducted in the B2B context is helpful in further understanding the results of Study 1. Examining research of norms in a B2B context provides a perspective from which to study the newly identified CNVs.

Several relational norms have been established in the B2B literature. An exhaustive literature search reveals the most commonly examined relational norms in the marketing literature are solidarity, mutuality, and flexibility. However, other norms are also commonly examined include information sharing, role integrity, and harmonization of conflict. The conceptualization of these norms is summarized in Table 15.

Table 15: Summarization of B2B Norms

Norm	Conceptualization	Citation(s)
Solidarity	Exchange party places high value on the relationship and believes the relationship to be important.	Cannon, Achrol, and Gundlach 2000; Heide and John (1992)
Mutuality	Degree to which a particular relationship is based on mutual benefit and trust.	Kaufman and Dant (1992)

Flexibility	Good faith of adaptation of the terms of exchange in light of unforeseen and or changed circumstances that confront parties to an agreement; Party's willingness to make changes or adopt to changing circumstances and new conditions	Cannon, Achrol, and Gundlach 2000; Heide and John (1992)
Information Sharing	Exchange partners will provide information to the partner; the expectation parties will provide useful information to exchange partner; the expectation parties will provide useful information to an exchange partner.	Heide and John (1992)
Role Integrity	Extent to which exchange party enacts his or her respective roles (including adhering to habits, customers, internal rules, social exchange, and expectations).	Brown et al. 2009; Gundlach, Achrol, and Mentzer 1995; Kaufman and Dant 1992
Harmonization of Conflict	Degree to which parties attempt to reach mutually satisfactory compromise or resolution for conflict.	Cannon, Achrol, and Gundlach 2000.

Although several relational norms have been identified in the B2B literature, the examination of relational norms in consumer relationships is lacking. This is surprising given their widely documented influence on building and maintaining successful relationships (Palmatier, Dant, and Grewal 2007). Results of this work suggest consumer norms are indeed present in consumer relationships with service providers and, when consumers do violate these norms, the guilt they experience drives attitudes and behaviors. Even more interesting is the CNVs identified in this work are indicative of the broader B2B norm violations summarized in Table 15. Indeed, although these constructs were derived from the B2B relationship marketing literature (e.g. Cannon, Achrol, and Gundlach 2000; Heide and John 1992; Kaufman and Dant 1992; Palmatier, Dant, and Grewal 2007), a thorough review of the conceptualization of the B2B norms and the verbatim examples provided by the interviews indicate the B2B norms were indicative of the newly identified CNVs.

Objective 3: How do Consumers Cope with Guilt?

The third objective of this study was to determine how consumers cope with guilty experiences in a relationship marketing context. As discussed throughout this work, coping is an important component of emotions. Extant research has called for research identifying a link between specific emotions, contexts, and coping strategies. This research has answered this call by identifying how consumers cope with guilt in a relationship marketing context. The findings from this study indicate that when consumers experience guilt in a relationship marketing context they engage in either approach or avoidance coping strategies. These coping mechanisms verify prior typologies of coping (Duhacheck 2005) and offer both theoretical and managerial implications within the relationship marketing paradigm. By understanding when and how each

of these coping strategies occurs, researchers will be able to better understand consumer choice and decision-making within the consumer relationship marketing paradigm.

STUDY 2: ANTECEDENTS OF CONSUMER GUILT

Study 1 revealed guilt is indeed a common emotion experienced by consumers within the relationship marketing paradigm. Furthermore, and perhaps most importantly, Study 1 revealed guilt did indeed arise after consumers engaged in behaviors that violated the normative expectations of the *relationship* with the service provider (consumer relational norm violations). An exhaustive literature review indicates these consumer violations are indicative of norms commonly examined in B2B relationships (for a review see Table 15 above). Thus, findings from Study 1 demonstrate that the constructs of consumer guilt, consumer norm violations (CNVs), and B2B norm violations are present in a consumer relationship marketing context. In addition, results from Study 1 suggested that the nature of the relationships among these constructs warrant further investigation.

Therefore, the purpose of this study was to empirically examine the nature and magnitude of the relationships among B2B norm violations, CNVS, and consumer guilt within the relationship marketing paradigm (see Figure 3). The four objectives of Study 2 were to: 1) Identify which B2B norm violations create CNVs; 2) Identify which CNVs create consumer guilt; 3) Determine if the nature of these relationships change based on the CNV context; and 4) Determine if the CNV construct mediates the relationship between B2B norm violations and consumer guilt.

The Conceptual Model

The conceptual model presented in Figure 3 was developed based on findings from Study 1 and theory grounded in the fields of both social psychology and marketing. As indicated in Figure 3, it is expected the four B2B norm violations of solidarity, flexibility, role integrity, and flexibility will lead to CNVs, which in turn will affect consumer guilt. The B2B norm violation of solidarity refers to a bilateral expectation that a high value is placed on the relationship, and prescribes behaviors directed toward relationship management (Cannon, Achrol, and Gundlach 2000; Heide and John 1992). The B2B norm violation of flexibility implies good faith modification and adaptation of the substance and terms of exchange in light of unforeseen and/or changed circumstances (Boyle, Dwyer, Robicheaux, and Simpson 1991; Gundlach et al. 1995). The B2B norm violation of role integrity refers to the extent to which dyadic roles are complex and extend beyond transactions (Gundlach et al. 1995; Kaufmann and Dant 1992). The B2B norm violation of information sharing refers to a bilateral expectation that parties will proactively provide information useful to the partner. The CNV construct captures the extent to which a relational norm is violated in a given situation. Finally, consumer guilt is conceptualized as a negative state a consumer experiences as a result of having engaged in a behavior he or she believes he or she should not have (Tangney and Dearing 2002).

Exogenous Constructs

The model hypothesized four B2B norm violations as exogenous constructs: solidarity norm violation, role integrity norm violation, flexibility norm violation, and information sharing norm violation. Each of these constructs was derived from extant research that examines norms within the relationship marketing paradigm in a B2B context (Cannon, Achrol, and Gundlach 2000; Heide and John 1992; Kafuman and Dant 1992). These B2B norms reflect expectations

about attitudes and behaviors that exchange parties have in working cooperatively together to achieve mutual and individual goals. Together, these relational norms identify behaviors important in developing and sustaining the relationship. The four exogenous constructs in this conceptual model represent *violations* of such norms. Each construct was modified from its original conceptualization in a B2B context to represent a norm *violation* and to be applicable in a B2C service context. The specific items used to measure each construct are provided in Table 16. Each construct is detailed below.

- The solidarity norm violation assessed the degree to which the consumer felt the behavior described in the CNV scenario was consistent with treating the relationship with the service provider as important (Cannon, Achrol, and Gundlach 2000; Kaufman and Dant 1992).
- The flexibility norm violation assessed the degree to which the consumer felt the behavior described in the CNV scenario failed to reflect a willingness to make changes and adapt to new circumstances for the service provider (Boyle et al. 1991; Heide and John 1992; Kaufman and Dant 1992).
- The role integrity norm violation assessed the degree to which the consumer felt the behavior described in the CNV scenario was consistent with the service provider's expectations of the relationship (Kaufman and Dant 1992).
- The information sharing norm violation determined the degree to which the imagined behavior described in the CNV scenario reflected the consumer's willingness to share important information with the service provider (Heide and John 1992).
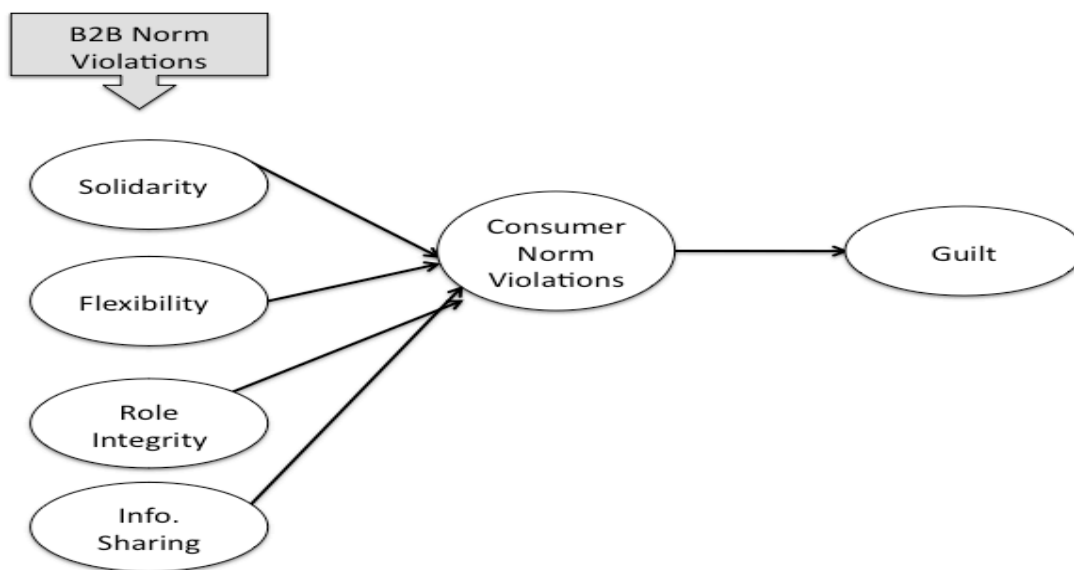
Figure 3: Conceptual Model

Endogenous Constructs

The model hypothesized two endogenous constructs: CNVs and consumer guilt. The endogenous construct of CNV was conceptualized as a latent construct capturing the extent to which a relational norm is violated in a given situation. Three items were used to capture the construct with the content of the items geared to capture the perceptions to which a specific

expectation or norm is violated. Specifically, three items found to be descriptive of the CNVs were derived from Study 1 and were validated in prior studies (see Appendix 7 and 8). The construct of consumer guilt is also an endogenous construct. This construct assessed the extent to which the respondent experienced guilt as a result of imagining the self engaging in unwarranted behavior (Tangney and Dearing 2002). The items used to measure these constructs are summarized in Table 16.

Table 16: Summary of Construct Measures

CONSTRUCTS	SCALE ITEMS	CITATION
Guilt	I felt guilty I felt remorseful I felt bad I felt regret	Marshall, Sanftner and Tangney (1994)
Solidarity Norm Violation	I was not committed to preserving a good working relationship with my service provider. I neglected to act like this relationship is important to me. I failed to act like this relationship is important to me.	Heide and John 1992
Role Integrity Norm Violation	I did not follow the rules I knew applied to me. I failed to meet the service provider's expectations of how I should act. I did not follow through with what was expected of me. I failed to do things expected of me in this situation.	Kaufman and Dant 1992
Flexibility Norm Violation	I failed to be flexible in dealing with this service provider. I did not make adjustments to cope with changing circumstances (e.g. price, location). I did not work with this service provider when an unexpected situation arose.	Lusch and Brown 1996
Information Sharing Norm Violation	I did not provide information helpful to the service provider. I was hesitant to provide information to my service provider. I did not provide my service provider with information about changes and events that may influence our relationship.	Heide and John 1992
Consumer Role Integrity Norm Violation	I did not keep my promises to my service provider. I was not reliable. I was irresponsible.	
Consumer Betrayal Norm Violation	I cheated on my service provider I was not faithful to my service provider.	

	I was not loyal to my service provider.

Table 16 Continued

Consumer Switching Norm Violation	I abandoned my service provider.
	I cast my service provider aside.
	I stranded my service provider.
Consumer Communication Failure Norm Violation	I kept secrets from my service provider.
	I was not forthcoming.
	I failed to disclose pertinent information to my service provider.

Study Overview

Study 2 had four objectives: 1) Identify which B2B norm violations create CNVs; 2) Identify which CNVs create consumer guilt; 3) Determine if the nature of these relationships change based on the CNV context; and 4) Determine if the CNV construct mediates the relationship between B2B norm violations and consumer guilt. To achieve these objectives it was necessary to take two steps: 1) Conduct a pretest, and 2) Conduct a main study. The first step was to conduct a pretest. Based on Study 1 findings and previous pretests (see Appendix 7 and 8) specific CNV scenarios were created to represent each CNV (this process is described in more detail below). The primary purpose of the pretest was to ensure the construct validity of each of these scenarios. The second step in achieving the objectives was to conduct the main study. The primary purpose of the main study was to examine both the measurement and structural models of the conceptual framework presented in Figure 3. This section will outline the procedures of both the pretest and main study, as well as describe the development of the CNV scenarios.

Procedures

Both the pretest and main study were conducted using an online survey software program. The respondents were first exposed to a page describing the nature of the study. Next, participants read a summary of the study, which described the study objectives and defined key concepts of the study (guilt, service experience, service provider). Respondents were informed the researcher was interested in how consumers react in various service experiences. In addition, respondents were told they would be asked to think of a service provider. The definitions of both service and service provider were provided. A service was defined as: "Something that is done for you. It is considered intangible, as you can't touch or own it, once the service is given it is gone." Examples of services were provided (e.g. salon services, mechanics services, doctor's offices, home repair, gyms). A service provider was defined as "the PERSON (not the organization) you interacted with during your service experience." Examples of service providers were provided (e.g. hair stylist, mechanic, house keeper, repair person, doctor, personal trainer). Respondents were then informed their responses would be kept confidential.

Prior research has demonstrated an individual's behavior toward an exchange partner can be influenced by whether or not a communal or exchange relationship is made salient (Aggarwal 2004; Aggarwal and Zhang 2006; Clark 1986). Therefore, consistent with the objectives of the study, after reading the cover sheet, participants were primed to think of a service provider with

whom they had a relationship and had been using for at least six months. To strengthen the priming, the respondent was then asked to provide the service provider's first name, and to answer questions regarding the length of the relationship as well as how frequently the respondent and service provider interact. After providing this information respondents were instructed to keep this service provider in mind for the duration of the survey. Respondents were then randomly exposed to and read one of the four norm violation scenarios and were asked to imagine engaging in the behaviors described in the scenario in regard to the service provider they had thought of. The practice of asking participants to imagine themselves engaging in behaviors provided in scenario descriptions is commonly used to address research objectives within a service context (see Dong, Evans, and Zou 2008). After reading the scenario, respondents were exposed to questions to measure guilt, each of the B2B norm violations, each of the CNVs, and the covariates.

CNV Scenarios

The scenarios were developed based on extant literature, the results from Study 1, and findings from previous pre-tests (see Appendix 7 and 8). The scenarios and corresponding scenario check measures are provided in Table 17. All of the scenario check measures were measured using a 7-point Likert scale with endpoints of strongly disagree/strongly agree. To avoid introducing a potential confound concerning the respondents current or past satisfaction with the service provider, each scenario began with the following statement: "Overall you are happy and satisfied with the service you have been receiving. You are completely satisfied with the service you are receiving and have nothing to complain about." The scenarios developed to represent each CNV are described in more detail below.

Consumer Role Failure

Consumer role failure refers a consumer failing to engage in the expectations associated with his or her role during an exchange. As noted in Table 17, the consumer role failure scenario included a variety of behaviors that are inconsistent with normative customer behavior, including not showing up for the appointment and not calling to cancel the appointment. The scenario check measures include: "I did not keep my promise to the service provider," "I was not reliable," and "I was irresponsible" (see Table 17).

Consumer Betrayal

As described in Table 17, consumer betrayal refers to a consumer violating the expectations of the relationship by being unfaithful or disloyal to the service provider. Accordingly, the consumer betrayal scenario described a situation where the consumer is unfaithful to the service provider by going to a new service provider, but then returns to the original service provider. As indicated in Table 17, the scenario check measures include: "I cheated on my service provider," "I was not faithful to my service provider," and "I was not loyal to my service provider."

Consumer Switching

Consumer switching refers to a consumer leaving the original service provider and using a new service provider (with no intention to ever return to the original service provider). As indicated in Table 17, the switching scenario described when a consumer stopping using one service provider and starting using a new service provider. The scenario check measures for the switching scenario include, "I abandoned my service provider," I cast my service provider aside," and "I stranded my service provider."

Consumer Communication Failure

Consumer communication failure refers to the consumer failing to convey important information pertinent to the relationship to the service provider. As shown in Table 18, the consumer communication failure scenario focused on the consumer intentionally withholding important information from the service provider. Specifically, this scenario described a consumer who has decided to dissolve the relationship with the service provider. However, instead of telling the service provider about this decision, the consumer acts as though he/she will be back to visit the service provider again. The scenario check measures for the consumer communication failure scenario include: "I kept secrets from my service provider," "I was not forthcoming," and "I failed to disclose pertinent information to the service provider."

Table 17: Consumer Norm Violation Scenarios and Checks

CNVs	Conceptualization	Scenario	Scenario Checks
Role Failure	When the consumer fails to engage in the expected obligations associated with his or her role during an exchange.	In your relationship with this service provider, there are things you expect them to do: provide the service when agreed upon and in a timely manner, charge you fair prices, keep other promises made to you and be respectful. The service provider also has expectations of YOU, the customer: show up for your appointments and be on time, pay for your service as agreed upon, keep your promises to the service provider and show them respect as well. Now, assume that you fail to show up for an appointment for no reason, not even bothering to call to cancel. You simply do not show up. You later learn that they stayed late waiting for you and were very worried when you did not show up. Also, they even turned down other business because they thought you were coming......	I was not reliable. I failed to keep my promise to my service provider. I was irresponsible.

Table 17 Continued

Betrayal	When the customer violates the relationship by being unfaithful/disloyal to the service provider.	Assume that you decide to try someone new just for the heck of it - even though **you fully intend to go back** to your original service provider. When you go back, they can tell you have seen someone else and seem **visibly upset** about it. You can tell that they are bothered by what you did, they seem so upset you wonder if your relationship will ever be the same again........	I cheated on my service provider. I was not faithful to my service provider. I was not loyal to my service provider.
Switching	When the customer leaves the original service provider and begins using a new service provider.	Assume that after your last visit to your service provider you decide to end your relationship and start using someone new. You really don't know what prompted you to change, you just want to switch to a new provider. You have no intentions of ever going back. Later, you find out the service provider has noticed you haven't been back in some time and is at complete loss, wondering where you went and what went wrong.....	I abandoned my service provider. I cast my service provider aside. I stranded my service provider.
Comm. Failure	When the customer fails to share information important to the service provider.	Assume that you have decided to stop seeing this service provider, but still need to go back one time before stopping. When you go to your next appointment you know very well it will be the <u>last time </u>you see them. However, when you are there that final visit, you don't tell them you won't be back, explain your decision, or say goodbye. <u>You just don't say anything</u>. Instead, you act like nothing is changing, discussing future appointments even though you know you won't be back. You never say goodbye and fail to provide an explanation to your service provider about your decision to leave.	I kept secrets from my service provider. I was not forthcoming. I failed to disclose pertinent information to my service provider.

Pretest

The primary purpose of the pretest was to ensure validity of the CNV scenarios. More specifically, the objectives were to examine the construct validity of each of the CNV scenarios by carefully examining each of the scenario check measures (Cook and Campbell 1979; Perdue and Summers 1986). This process is described in more detail below. The pretest was conducted using 186 adult respondents. Participants from a subject pool at a major state university were used to develop a panel that would serve as the sample for the pretest. Undergraduate students who were enrolled in an introductory marketing class were asked to recruit three adult non-students to complete the survey. They received points for all three adults who completed the survey. The average age of the respondents was 36 years; approximately 56% were female and 44% were male.

Scenario Checks

The purpose of the pretest was to establish construct validity for each CNV scenario (Cook and Campbell 1979). The first step in examining the construct validity of the scenarios was to assess the statistical differences across the scenarios. Although the scenarios were not conditions of a manipulated variable, the goal was to demonstrate that each scenario reflected the specific construct it was intended to and was distinct from the other scenario constructs (Perdue and Summers 1986). To accomplish this, all four scenarios were simultaneously assessed using a multivariate analysis of variance (MANOVA). First, the Wilks' lambda and statistical significance level (alpha a) were assessed to determine whether the overall significance between groups (in this case the scenarios met the statistical criterion of .05) (Hair et al. 2006). The multivariate results revealed a significant main effect for the CNV scenarios [Wilks' λ =.52; F (4, 179) =11.12; $p < .001$], indicating the scenarios were significantly different from each other. Based on these results, the scenarios passed the first step of establishing construct validity.

The second step in determining the construct validity of the scenarios was to investigate the univariate results to examine the convergence and divergence of the relationships between the scenarios and scenario check measures (Hair et al. 2006). More specifically, the univariate results were examined to determine which scenario check measures exhibited differences across each of the four scenarios. All of the individual tests were highly significant ($p < .05$), with the exception of consumer switching ($p > .05$). These results indicated significant differences among each scenario and scenario check measures for the consumer role failure, consumer betrayal, and consumer communication failure scenarios. Indeed, a close examination of univariate results revealed all scenarios (with the exception of consumer switching) passed the second step of establishing construct validity.

The third step in determining the construct validity of the scenarios was to examine the scenario check measure mean scores for convergence and divergence (Hair et al. 2006). The mean scores for each scenario check measure was examined across each consumer norm violation to determine if the scenarios were positively correlated with their corresponding scenario check measures. More specifically, the relationships between each scenario and the corresponding scenario check measures were examined to ensure that the check measure mean score of each scenario was the highest for the corresponding scenario. For example, for the betrayal scenario, the mean scores were examined to determine whether the betrayal scenario check measure mean score was the highest for those in the betrayal condition. The mean scores are reported in Table 18 and are discussed in more detail below.

Table 18: Pre-Test Scenario Check Mean Scores

Scenarios	Betrayal SC	Role Failure SC	Communication Failure SC	Switching SC
Betrayal	4.21	4.63	4.27	4.44
Role Failure	3.49	5.83	3.66	4.61
Communication Failure	3.78	5.14	4.35	5.08
Switching	3.37	5.58	4.00	4.86

As indicated in Table 18, those who viewed the betrayal scenario reported the highest mean scores on the betrayal scenario check measure [M=4.21; F=19.83; $p < .001$]. In addition, those who viewed the role failure scenario reported the highest means scores for the role fail check measure [M=5.83, F=27.62; $p < .001$]. Those who viewed the communication scenario reported the highest means scores for the communication check [M=4.35; F=9.83; $p < .001$). However, those who viewed the switching scenario did not report the highest means scores for the switching check measure (M=4.86; F = .63; $p > .05$). These results demonstrate the scenario checks for the consumer betrayal scenario, consumer role failure scenario, and consumer communication failure scenarios passed the third test for convergent validity. These results suggest that the betrayal, role failure and communication failure scenarios and their corresponding scenario check measures have adequate construct validity.

Main Study

The primary purpose of the main study was to examine both the measurement and structural models of the conceptual framework presented in Figure 3 to address the following objectives: 1) Identify which B2B norm violations create CNVs; 2) Identify which CNVs create consumer guilt; 3) Determine if the nature of these relationships change based on the CNV context; and 4) Determine if the CNV construct mediates the relationship between B2B norm violations and consumer guilt. This section will first discuss the measurement model and discuss the measurement properties of the conceptual model. Next, the structural model of the conceptual framework in Figure 3 will be discussed. Finally, the structural model test for mediation will be presented and discussed.

Sample

The main study sample consisted of 525 adult respondents. Seventeen responses were thrown out for incompletion, leaving a sample size of 508. Consistent with the pretest, undergraduate students at a major university that were members of a subject pool recruited adult non-student participants for credit. The mean age of participants was 38 years. The sample was 54% female and 46% male. The procedures were identical to those described above.

Scenario Checks

Results of the pretest indicated the consumer role failure, consumer betrayal , and consumer communication failure scenarios successfully established construct validity[3]. For the main study, the CNV scenarios were assessed using the same items gathered in the pretest and following the same conservative procedure advocated by Perdue and Summers (1986) to establish construct validity. Consistent with procedures in the pretest, the goal was to demonstrate that each scenario reflected the specific construct it was intended to and was distinct from the other scenario constructs (Perdue and Summers 1986). Consistent with the pretest results, the multivariate results revealed a significant main effect of CNVs [Wilks' λ = .43; F (3, 505) = 41.71; p > .001], indicating the scenarios were significantly different from each other (Hair et al. 2006). Next, a close examination of univariate results revealed each scenario passed the test for establishing construct validity. Finally, the mean scores for each scenario check measure were examined. As shown in Table 19, for the betrayal scenario check, those that viewed the betrayal scenario reported the highest mean scores [M = 3.43; F = 9.08; p < .001]. In addition, those that viewed the role failure scenario reported the highest means scores for the role fail check measure [M= 5.91, F= 107.20; p <. 001] (see Table 19). Finally, those that viewed the communication failure scenario reported the highest mean scores for the communication failure check [M=4.26; F = 10.98; p < .001). These results demonstrate the scenario check measures successfully established construct validity.

Table 19: Scenario Check Mean Scores

	Betrayal SC	Role Failure SC	Communication Failure SC
Betrayal Scenario	3.43	4.20	3.46
Role Failure Scenario	2.87	5.91	3.83
Communication Failure Scenario	3.23	4.84	4.26

Measurement Model

After ensuring the scenarios were successful, the model fit and measurement properties were examined. This was accomplished by conducting a Confirmatory Factor Analysis (CFA) to examine how well the measured variables represent the constructs in the model. The model fit of four models was examined: 1) A combined model (data pooled from all three conditions); 2) Betrayal Model; 3) Role Failure Model; and 4) Communication Failure Model. All four models exhibited good model fit based on the fit statistics (see Table 20) and the model fit criteria discussed below.

Model Fit

To assess the measurement model validity several fit indices were examined. First, two absolute fit indices were examined: Chi-square Statistic (χ2) and Root Mean Square of Approximation (RMSEA). Absolute fit indices provide a direct measure of how well the model reproduces the observed data (Hair et al. 2006). The most commonly examined fit statistic is the

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[3] The CNV of consumer switching was not included in the main study because it did not demonstrate construct validity in the pretest.

χ2. The χ2 is a statistical measure of difference used to compare the observed and estimated covariance matrices (Hair et al. 2006). Good model fit is illustrated by no significant differences between the observed and estimated matrices. As shown in Table 20, there were significant differences between the observed and estimated matrices for all four models. However, although the χ2 is significant (p < .001), which can indicate poor model fit, this is a common occurrence in large sample sizes (Bollen 1989). This is why the χ2 is difficult to use as the sole indicator of model fit. Thus, other fit indices were also examined. Next, the ratio of χ2 to degrees of freedom was examined. As shown in Table 20, the ratio of all models was within the accepted range of 2 to 5 (Marsh and Hovecar 1985). The RMSEA was also examined. The RMSEA represents the square root of the average of the covariance residuals (Hair et al. 2006). Although 0.00 represents a perfect fit, the criterion for an acceptable RMSEA is .08 (Hu and Bentler 1999). As shown in Table 20, the combined model met this criterion. The other three models were slightly above the recommended criterion of .08 (Hu and Bentler 1999). However, the RMSEA of these three models were deemed sufficient based on existing criterion (Hair et al. 2006). Next, two incremental fit indices were examined: Confirmatory Fit Index (CFI) and the Tucker Lewis Index (TFI). The incremental fit indices were examined to determine how well the models fit relative to the alternative baseline models. Both the CFI and TLI range in value from 0-1, with higher values indicating better model fit (Hair et al. 2006). CFI and TLI values of less than .90 are considered to exhibit poor model fit (Hair et al. 2006). As shown in Table 20, all four models exhibit good fit based on both CFI and TLI fit indices. In sum, all four models demonstrated good model fit.

Table 20: Measurement Model Fit Statistics

Fit Statistic	Combined Model	Betrayal Model	Role Failure Model	Communication Failure Model
χ2	1321.40, df = 645, p < .000	461.46, df = 215, p < .000	422.25, df = 215, p < .000	443.01, df = 215, p < .000
χ2 / DF	2.05	2.14	2.00	2.06
RMSEA	.052	.09	.08	.10
CFI	.93	.92	.93	.92
TLI	.92	.91	.91	.90

In addition to examining model fit, it is also important to examine the convergent validity of the model. Convergent validity can be determined by examining factor loadings, the variance extracted and reliability. The standardized factor loading estimates should be a minimum of .50 (Hair et al. 2006). Unidimensionality and standardized factor loadings of at least .70 on hypothesized constructs indicate convergent validity. In addition the Average Variance Extracted (AVE) of each construct was examined. The AVE should be .50 to suggest adequate convergent validity (Hair et al. 2006). As shown in Table 21, all constructs exhibited AVEs above .50. Finally, reliability was assessed by computing each construct's composite reliability (Baumgarner and Homburg 1996; Steenkamp and Van Trijp 1991). Acceptable reliability is indicated by a composite reliability above .70 (Fornell and Larcker 1981). As shown in Table 21, the reliability of each construct meets this criterion. Furthermore, convergent validity was supported by significant paths of all items on their hypothesized construct (ρ < .000) (Table 21).

Table 21: Measurement Properties and Standardized Loadings

Construct and Final Items	Composite Reliability/AVE Constructs, and Standardized Loadings			
	Combined Model	Betray Model	Role Fail Model	Comm. Fail Model
Solidarity Norm Violation	.95/.83	.95/.83	.95/.83	.96/.83
Was not committed to preserving a good relationship…	.83	.83	0.83	0.83
Neglected to act like this relationship was important…	.96	.95	.96	0.96
Failed to act like this relationship is valuable….	.96	.96	.95	0.96
Did not make an effort to maintain a relationship…	.89	.89	.88	0.89
Role Integrity Norm Violation	.96/.87	.96/.87	.96/.87	.96/.88
Did not follow rules…	.86	.86	.86	.86
Failed to meet service provider's expectations….	.95	.94	.95	.94
Did not follow through with what was expected of me….	.97	.96	.96	.98
Failed to do the things expected of me in this situation…	.96	.96	.96	.96
Flexibility Norm Violation	.93/.77	.93/.76	.93/.79	.93/.76
Failed to be flexible…	.87	.88	.87	.87
Did not make adjustments to cope with changes…	.87	.87	.87	.87
Was not flexible in accommodating this service provider…	.93	.93	.92	.93
Did not work with this service provider….	.86	.86	.91	.86
Information Sharing Norm Violations	.91/.73	.91/.74	.91/.64	.91/.82
Did not provide helpful information…	.87	0.87	.86	0.86
Was hesitant to provide information….	.82	.86	0.82	0.83
Did not provide information about changes…	.87	.86	0.86	0.86
Failed to frequently provide service provider with useful information…	.85	.87	0.85	0.86
Guilt				
Guilty	.88	.86	0.85	0.86
Bad	.85	0.84	0.84	0.84
Regret	.88	0.88	0.92	.88
Remorse	.90	0.90	0.88	0.90

Table 21 Continued

Consumer Norm Violations				
Betray				
I cheated on my service provider.		0.76		
I was unfaithful to my service provider.		0.93		
I was not loyal to my service provider.		0.93		
Role Fail				
I was not reliable.			0.95	
I did not keep my promise.			0.95	
I was irresponsible.			0.90	
Communication Failure				
I kept secrets from my service provider.				0.78
I was not forthcoming.				0.87
I kept pertinent information from my service provider.				0.83

Discriminant Validity

In addition to convergent validity, discriminant validity must be established in each model. Discriminant validity is the extent to which each construct is distinct from the other constructs in the model. Discriminant validity for each model was assessed by three procedures: the AVE versus squared intercorrelation test, correlation confidence interval test, and the chi-square difference test. The constructs in the measurement model successfully passed all three tests, and, thus, were deemed acceptable. These procedures and results are elaborated below.

The most conservative and most stringent test of discriminant validity is the AVE versus squared intercorrelation test. This test is conducted by comparing pairs of constructs. Specifically, the AVE of each construct is compared to the pair's squared correlation (Fornell and Larcker 1981). Discriminant validity is supported if the lowest AVE is higher than the squared correlation between constructs. This indicates each construct explains a greater amount of variance in the data than the variance shared between constructs. All construct passed this conservative discriminant validity (see Table 21 for loadings and Table 22 for correlations).

The correlation confidence interval test calculates the confidence interval around the correlation between two constructs by multiplying the standard error of the covariance by 1.96 and adding the result to the correlation. If the confidence interval includes 1, the constructs fail discriminant validity (Smith and Barclay 1997). The four constructs (B2B norm violations) passed this test of discriminant validity. Finally, the chi-square difference test involves running a series of nested confirmatory models in which the correlations between constructs of interest are constrained to 1. The chi-square change (1 df) of the models is examined. If the constrained model results in significantly worse fit then discriminant validity between the constructs is

supported (Anderson and Gerbing 1988). The four constructs also passed this test. Therefore, since these four constructs passed all three tests of discriminant validity, the measurement model is deemed acceptable.

Table 22: Correlations Among Constructs

Solidarity	1			
Flexibility	.71a .65b .64c .75d	1		
Role Integrity	.75a .70b .64c .83d	.66a .64b .45c .72d	1	
Info. Sharing	.77a .68b .72c .85d	.68a .74b .71c .80d	.68a .69b .64c .75d	1

 a = combined model
 b = betrayal model
 c = role failure model
 d =communication failure

In sum, to ensure the measurement model was valid and reliable, several tests were performed on both the combined and group models. Both models indicated good model fit by demonstrating acceptable absolute and incremental fit indices and unidimensionality. In addition, all items loaded well on their hypothesized constructs, with loadings above .70. Finally, both models passed all three of the tests for discriminant validity. Therefore, the measurement model was determined to be valid and reliable, and ready to move on to structural analysis.

Structural Model #1: Primary Model
The structural model was examined to determine the nature and magnitude of the relationships between constructs in conceptual model (see Figure 4). The relationships shown in Figure 4 were examined in four models: the combined model, the betrayal model, the role failure model, and the communication failure model. First, the structural model goodness-of-fit results are discussed. This is followed by separate descriptions of individual structural path results for each model. Then, mediation tests are performed. These results are discussed last.

B2B Norm Violations
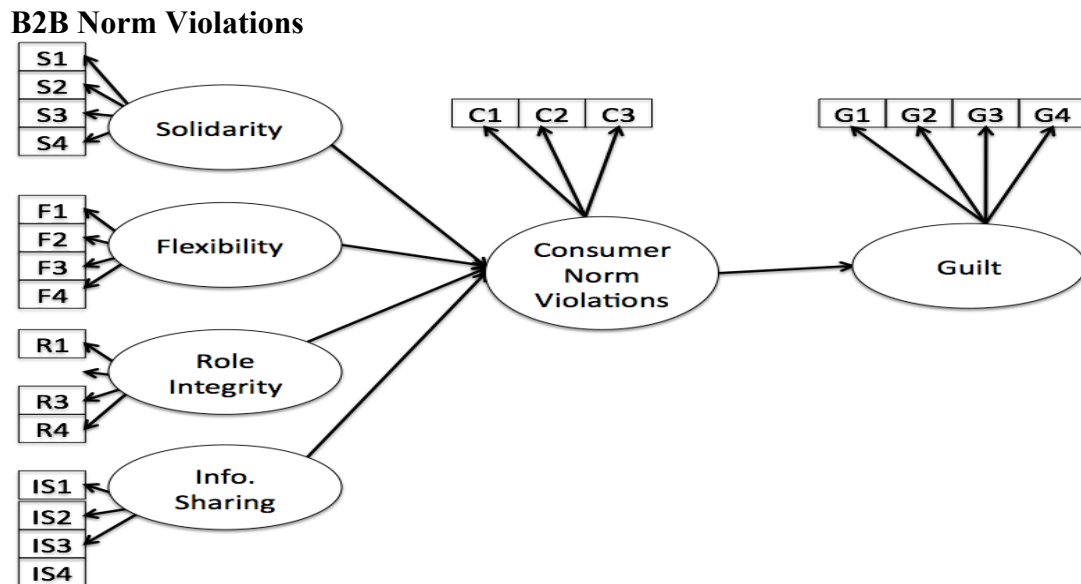
Figure 4: Structural Model

Structural Model Fit

Table 23 reports the structural model fit statistics for the four models. Using the same criteria used to examine the measurement model fit, results indicate the data fits the model well for all four models. Although the $\chi2$ was significant, which can be a signal of poor model fit, this is a common occurrence in large sample sizes (Bollen 1989), and does not necessarily mean the models exhibited poor fit. For this reason other fit indices were examined. The ratios of chi-square to degrees of freedom were within the accepted ranges of 2 to 5 for all models (Marsh and Hovecar 1985). The combined and role failure models met the .080 criterion for RMSEA (Hu and Bentler 1999). The betrayal and communication failure models were slightly above the ideal RMSEA criterion, but were acceptable. The values for CFI and TLI follow the recommended levels suggested for good model fit. Overall, these results indicate good model fit. Therefore, individual path results can be examined in greater detail.

Table 23: Structural Goodness of Fit Indices

Fit Statistics	Combined Model	Betrayal Model	Role Failure Model	Communication Failure Model
$\chi2$	1364.12, p < .000	481.91, df = 219, p < .000	427.33, df = 219, p < .000	454.50, df = 219 p < .000
$\chi2$ / DF	2.08	2.20	2.0	2.07
RMSEA	.05	.09	.08	.10
CFI	.92	.92	.93	.92
TLI	.92	.91	.92	.90

Structural Model Relationships

Consistent with the objectives of the main study, the purpose of examining the different models was threefold: 1) Determine which B2B norm violations create the CNV construct; 2) Identify which CNVs create consumer guilt; and 3) Determine if the model functions differently based upon the CNV scenario. To address these objectives, the structural paths of each model were examined. Table 24 contains a summary of the structural paths that were found to be significant in each of examined models. As shown in Table 24, the B2B norm violations of solidarity, information sharing, and role integrity created CNVs. The B2B norm violation of flexibility failed to produce CNVs in any of the examined models. In addition, as shown in Table 24, all three of the CNVs (betrayal, role failure, and communication failure) created guilt. Finally, as shown in Table 24, the conceptual model did function differently based upon the CNV context. Indeed, the CNV context determined which of the three B2B norm violations created CNVs. The differences of each model are discussed in more detail below.

Table 24: Structural Paths of Models

Structural Path	Combined Scenario Model	Betrayal Scenario Model	Role Fail Scenario Model	Communication Failure Scenario Model
Solidarity → CNVs	.216*	.150	.303*	.353
Flexibility → CNVs	.048	.030	.046	.138
Info. Sharing → CNVs	-.084	-.063	-.231***	.311**
Role Integrity → CNVs	.660*	.499*	.642*	.197***
CNVs → Guilt	.816*	.633*	.801*	.781*

p< .001 **p< .05 *** p<.010

Combined Model

In the combined model only two of the four B2B norms drove the consumer norm violations experienced by consumers: solidarity and role integrity. Flexibility and information sharing failed to produce CNVs. Thus, the solidarity and role integrity norm violations were responsible for facilitating consumer norm violations that produced guilt.

Betrayal Model

As shown in Table 24, only one B2B norm violation produced consumer betrayal: role integrity. Recall that consumer betrayal refers to when a consumer violates the service provider relationship by being unfaithful or disloyal. The results here indicate violating role integrity captures this phenomenon, which then creates guilt in a betrayal context.

Role Failure Model

Three of the four B2B norm violations contributed to consumers experiencing consumer role failure: role integrity, information sharing, and solidarity (see Table 24). Consumer role failure refers to when a consumer fails to engage in expected behavior. The results indicate violating solidarity, role integrity, and information sharing produce consumer norm violations, and, thus, guilt in a role failure context. Given the broad conceptualization of consumer role failure, it is not surprising three of the four B2B norm violations produced significant paths in this model.

Communication Failure Model

As shown in Table 24, two of the three B2B norm violations contributed to consumers experiencing consumer communication failure: role integrity and information sharing. Thus, in a

consumer communication failure context, violating role integrity and information sharing produce CNVs, which fosters guilt.

Conclusions

In sum, several conclusions can be drawn. Solidarity, role failure, and information sharing norm violations did create or were representative of the construct of CNV. Flexibility failed to produce CNV in any of the tested models. All three of the CNVs (consumer betrayal, consumer role failure, and consumer communication failure) did produce consumer guilt. Finally, the conceptual model shown in Figure 4 did vary based on the consumer norm violation context being examined. More specifically, different combinations of the B2B norm violations were responsible for driving CNV, which fostered guilt (as shown in Table 24). The consumer role failure condition produced the most significant paths (four out of five). The consumer communication failure norm condition produced three significant paths, while the consumer betrayal norm condition model produced the fewest number of significant paths (two out of five). The combined model produced three out of five significant paths. Interestingly, only two paths were significant across all of tested models: role integrity → CNVs and CNVs → guilt.

Structural Model #2: Test for Mediation

The fourth objective of the main study was to determine whether CNVs mediated the relationship between the B2B norm violations and consumer guilt for the combined model, as well as for each CNV context. To test for mediation, a direct path was added from each exogenous variable (each B2B norm violation) to consumer guilt. These added paths, allowed to vary across groups, permitted scrutiny of the mediating role of CNVs (see Figure 5). To assess the mediating role of CNV the following steps were employed: 1) Examine whether there is a significant correlation between each of the B2B norm violations (solidarity, role integrity, flexibility, and information sharing) and consumer guilt; 2) Determine if there is a significant correlation between each of the B2B norm violations and CNV; and 3) Determine if there is a significant correlation between CNV and consumer guilt (Kenny and Baron 1986). This process is described in more detail below.
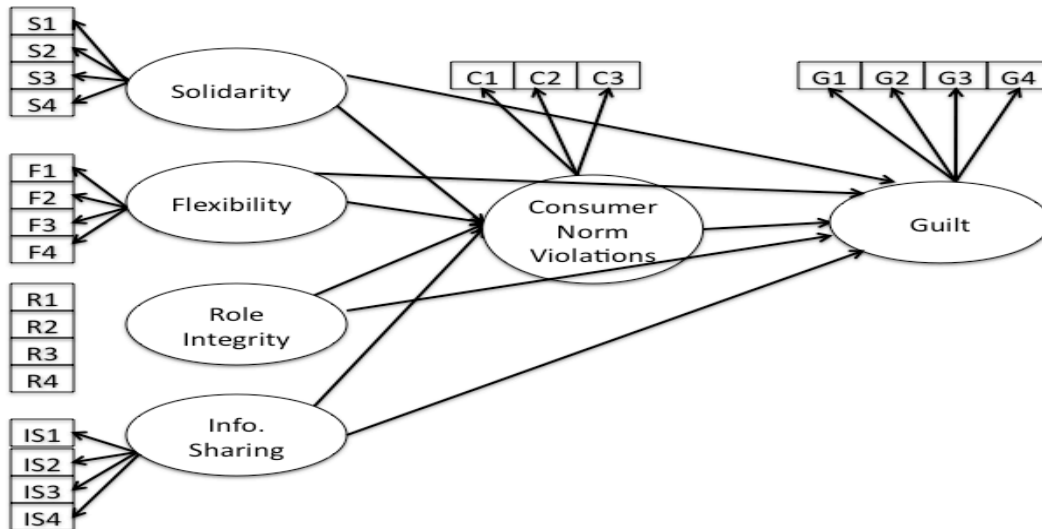

Figure 5: Structural Model to Test for Mediation

First, the model fit statistics were examined (see Table 25). The addition of the direct paths from each exogenous variable (B2B norm violations) to consumer guilt did slightly improve the model fit of both the combined and group modes. However, a slight improvement was expected and is common with the addition of paths to the model (Hair et al. 2006). To determine whether the effect of the B2B norm violations on consumer guilt was fully mediated by CNVs; as well as to determine the causal ordering among constructs, a series of mediation tests were performed for each exogenous construct on consumer guilt by comparing two nested models: the initially proposed model (see Figure 4) and a model with additional paths added from each B2B norm violation to guilt (see Figure 5). More specifically, the model was examined to determine if the direct relationship between the B2B norm violations and consumer guilt was reduced. If the path was reduced somewhat, partial mediation had occurred; if reduced entirely, full mediation had occurred. As shown in Table 26, the CNV construct fully mediated three out of the four models: the combined model, the consumer role failure model, and the consumer communication failure model. Mediation did not occur in the consumer betrayal model. Each model is discussed in more detail below.

Table 25: Comparison of Model Fit Results Original and Mediation Models

Model	χ^2	χ^2 / DF	CFI	TLI	RMSEA
Combined Original	623.79	2.85	.96	.95	.07
Combined Mediated	545.68	2.53	.97	.96	.06
Group Original	1364.15	2.07	.91	.92	.05
Group Mediated	1323.29	2.05	.92	.91	.05

Table 26: Structural Path Loadings

Structural Path	Combined Model	Betrayal Model	Role Fail Model	Comm. Fail Model
Solidarity → CNV	.22**	.15	.30***	.39
Flexibility → CNV	.05	.04	.06	.12
Role Integrity → CNV	.62*	.49*	.64 *	.13
Info. Sharing →CNV	-.10	.08	.30***	.31***
CNV → Guilt	.39*	.38*	.71*	.08
Solidarity → Guilt	.03	.07	.04	.09
Flexibility → Guilt	.03	.15	.09	.06
Role Integrity → Guilt	.04	.32***	.05	.35
Info. Sharing → Guilt	.48*	.22***	.13	.27

* p< .001   **p < .05   *** p < .10

Combined Model

The structural loadings and significance of the loadings from the original model (provided in Table 22) were compared to the new model. The comparison indicated the B2B norm violations of both role integrity and solidarity to CNV remained significant with the addition of the new paths. However, the direct path from role integrity to guilt was also significant (p < .001). These results suggest CNVs fully mediated the relationship of solidarity on guilt and partially mediated the relationship of role integrity on guilt.

Betrayal Model

The only significant B2B norm violation → CNV path in the original (primary) structural model was role integrity. This path remained significant despite the addition of the direct paths from each exogenous variable to consumer guilt. Although the paths from information sharing and role integrity were moderately significant (p < .10), they failed to meet the statistical requirements of p < .05 (Hair et al. 2006). Thus, these findings indicate the CNV construct fully mediated the relationship between role integrity and guilt in the betrayal context.

Role Fail Model

As shown in Table 26, the comparison of the structural loadings and significance of the loadings from the original (primary) structural model (provided in Table 22) to the new model indicate the role integrity → CNV path, the solidarity → CNV path, and the information sharing → CNV path remain significant with the addition of the direct paths. Although the significance level of solidarity dropped from p = .003 to .022, it remained significant. None of the added direct paths were significant. These results indicate the CNV construct fully mediated the relationships of role integrity, solidarity, and information sharing with consumer guilt in the consumer role failure context.

Communication Failure Model

The addition of the direct paths from each exogenous variable to consumer guilt changed how the conceptual model functioned in a consumer communication failure context. First, the path from role integrity → CNVs was no longer significant. Second, the significance level of the path from information sharing → CNVs was reduced to p = .10. Interestingly, the addition of the direct paths from the B2B norm violations to guilt produced a model with no significant paths in the consumer communication failure context.

<u>Conclusions</u>

A structural model was tested to examine whether CNVs served as a mediator. The results discussed above indicate the CNV construct fully mediated both the consumer betrayal and consumer role failure models. In addition, the CNV construct partially mediated the combined model. Empirically, these findings demonstrate that mediating affect of CNV in these models. Even more importantly, these findings reveal CNV scales better reflect the phenomena of interest. This is discussed in more detail below.

DISCUSSION

The overarching purpose of this essay was to examine interpersonal guilt within the relationship marketing paradigm. Indeed, this work demonstrates interpersonal guilt does arise in consumer relationships. One of the most notable conclusions of this essay is consumer norm violations (CNVs) do create consumer guilt within a relationship marketing setting. Specifically, findings from Study 1 and Study 2 identified three consumer relational norm violations: consumer betrayal, consumer role failure, and consumer communication failure.

This work establishes an antecedent framework by which others can examine consumer guilt within the relationship marketing paradigm. This was achieved by integrating the theoretical paradigm of norm violations, which is commonly used as the foundation for understanding B2B relationships, into a consumer relationship context. Therefore, this work enhances the understanding of consumer relationships for both practitioners and market researchers. Although

both B2B norm violations and CNVs do produce consumer guilt, findings from Study 2 reveal CNVs to be a more appropriate way to measure consumer guilt within the relationship marketing paradigm. Finally, this work highlights how guilt functions in each consumer norm violation context.

Study 1

Study 1 had three objectives: 1) Determine if consumer guilt is present in a relationship marketing context; 2) Identify what triggers consumer guilt in a relationship marketing context; and 3) Identify how consumers cope with guilt in a relationship marketing context. These objectives were achieved using findings from several in-depth interviews. Implications of these findings are discussed below.

Does Guilt Occur?

The first objective of this essay was to determine if consumer interpersonal guilt exists in a relationship marketing context. Interpersonal guilt refers to guilt that occurs as the result of how one's actions or inactions impact another individual. This work indicates interpersonal guilt to be a very common occurrence within a relationship marketing context. In particular, the current work demonstrates this type of guilt to be profound in a service context, where consumers have developed relationships with their service providers. Thus, this work confirms consumer guilt does occur in a service context and demonstrates the relationship marketing paradigm is an appropriate and important context to examine consumer guilt. Identifying the presence of guilt in consumer relationships with service providers offers managerial implications. Service providers need to understand guilt is a common occurrence in relationships with consumers. By understanding that guilt occurs, service providers can mitigate the guilty experience before it can be detrimental to the relationship.

Why Does Guilt Occur?

The second objective of this essay was to identify what triggers consumer guilt in a relationship marketing context. Interestingly, this work reveals consumer guilt arises from CNVs. More specifically, these findings reveal when consumers engage in behaviors they believe to be general behavioral norm violations or relational norm violations they experience guilt. General norm violations refer to violations that can occur with or without a relationship with a service provider. Complaining behavior and rudeness were identified as two general norm violations that create consumer guilt in a relationship marketing context. Consumer relational norm violations refer to norm violations that ignore the expectations of a consumer's relationship with a service provider. Consumer betrayal, consumer role failure, consumer communication failure, and consumer switching were identified as relational CNVs.

Identifying norm violations as an antecedent to consumer guilt offers substantial contributions in the field of relationship marketing. Indeed, norm violations are one of the primary theoretical perspectives used to examine relationship marketing (Palmatier, Dant, and Grewal 2007). However, to date, norm violations have only been examined in a B2B context. This is the first work to examine norm violations in a B2C context. This offers implications for marketing managers and service providers. Understanding when and why consumers experience guilt allows practitioners to instigate training programs for their employees to anticipate and alleviate consumer guilty experiences.

Coping

The third issue to be addressed in the first study was to determine how consumers cope with guilt. Results from this study indicate consumers use both approach and avoidance coping strategies when they experience guilt. In general, coping refers to individual's attempts to manage stressful situations. More concisely, Lazarus and Folkman (1984) define coping as "constantly changing cognitive and behavioral efforts to manage specific external or internal demands that are appraised as taxing or exceeding the resource of the person" (p. 141). "Approach coping" refers to the consumer directly approaching the source of stress and attempting to alleviate it by engaging in "direct and objective attempts to manage the source of stress" (Duhacheck 2005, p. 44). Consumers who engage in this type of coping strategy may engage in problem solving and analyze the situation before making a plan of action. Instead of avoiding the source of stress the consumer directly confronts it, attempting to manage the situation. "Avoidance coping" refers to a consumer's "attempt to create psychic or physical distance between oneself and the stressor" (Duhacek 2005, p. 46). A consumer engaging in an avoidance coping strategy may engage in denial or avoidance, or engage in behaviors to take their mind off of the situation.

These results confirm prior work on coping, which suggests both coping strategies to be common in the marketplace, and further suggests approach and avoidance coping are not mutually exclusive (Duhacheck 2005). Consumers can engage in both types of coping processes simultaneously. Although these findings were not explored beyond Study 1, they pose interesting research questions for future research: When are consumers more likely to engage in approach versus avoidance coping? Are certain service types more prone to elicit one type of coping versus another? What is the role of the type of relationship (length, level of interaction, etc.). These research questions should be further explored in order to enhance the understanding of how guilt functions in a relationship marketing context.

Study 2

Norm violations are one of the primary theoretical perspectives used to study relationship marketing (Palmatier, Dant, and Grewal 2007). As a result, only the four relational consumer norm violations (CNVs) antecedents were chosen as the constructs of interest in moving forward to further examine guilt in a relationship marketing context.[4] Study 2 had four objectives: 1) Identify which B2B norm violations create CNVs; 2) Identify which CNVs create consumer guilt; 3) Determine if the nature of these relationships changes based on the CNV context; and 4) Determine if the CNV construct mediates the relationship between B2B norm violations and consumer guilt. Objectives were accomplished by the collection and analysis of the proposed relationships in four different models: 1) The combined model that consisted of data pooled across all CNV contexts; 2) The consumer betrayal model which consisted of data from those who were exposed to the betrayal scenario; 3) The consumer role failure model, which consisted of data from those who were exposed to the role failure scenario; and 4) The consumer communication failure scenario, which consisted of data from those who were exposed to the communication failure scenario.

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[4] The general norm violations of rudeness and complaining behavior were not examined beyond Study 1.

Findings reveal three of the four B2B norm violations were responsible for creating CNVs: solidarity, role integrity, and information sharing. Flexibility failed to produce CNVs in any of the tested models. Given the broad conceptualization of both the solidarity and role integrity constructs, it is believed these constructs captured the effect of flexibility. Results also revealed all three CNVs (consumer betrayal, consumer role failure, and consumer communication failure) were responsible for creating consumer guilt. Interestingly, the conceptual model did function differently based upon the CNV context being examined. Finally, results indicated the CNV construct did serve as a mediator in three of the four models tested (combined model, consumer role failure model, and consumer betrayal model). The findings of each of the study's objectives are discussed for each examined model below.

Combined Model

Two B2B norm violations were responsible for creating CNV in the combined model: solidarity and role integrity. Of the four B2B norm violations examined, these two constructs had the broadest conceptualizations. The results suggest, when the data was combined or pooled across all CNV contexts, these two constructs captured the effects of information sharing and flexibility. Further, based on the amount of variance role integrity predicted in the model, role integrity appears to be a key driver of the conceptual model. In addition, the CNV construct created consumer guilt. An examination of the mediating role of CNVs indicated the CNV construct fully mediated the relationship between solidarity and guilt and partially mediated the relationship between role integrity and guilt.

Betrayal Model

Only one B2B norm violation was responsible for creating CNV in the consumer betrayal context: role integrity. Betrayal refers to a consumer violating the relationship by being unfaithful to the service provider. It appears role integrity is the best B2B norm to capture this violation and explain why guilt occurs in a betrayal scenario. In addition, the mediation analysis indicated CNVs fully mediated the relationship between role integrity and guilt, suggesting the CNV construct to be a more appropriate measure to examine norm violations in a consumer betrayal context.

Role Failure

This model exhibited the best model fit; it had the most number of significant paths (four out of five) in the model. The B2B norm violations of solidarity, role integrity, and information sharing each contributed to the CNV construct, which triggered guilt. Role failure refers to a consumer failing to engage in expected behaviors of the relationship. These results suggest the three B2B norm violations best explain why consumers feel they have violated norms in the role failure context. The test for mediation indicated CNVs fully mediated the relationship between the three B2B norm violations and guilt. Thus, CNVs are the best set of constructs to explain why consumers feel guilty in a role failure context.

Communication Failure

Results indicate information sharing explained why consumers experienced CNVs and guilt in a communication failure context. This is not surprising given information sharing is conceptualized as providing information to the exchange party and consumer communication failure is conceptualized as failing to provide information that is important to the relationship with the service provider. Role integrity also contributed to this model, although the statistical significance of this path was above the minimum recommendations (Hair, Black, Babin, and

Anderson, 2010). In addition, of all the examined models, this model was the only one to change dramatically with the addition of the direct paths from the exogenous variables to consumer guilt in the mediation analysis. Interestingly, when the direct paths were added to this model, the significance of the information sharing and CNV path disappeared. However, none of the direct paths accounted for this effect, as none of the direct paths were significant either.

Overall Conclusions

Examination of these four models leads to four interesting conclusions. First, norm violations do give rise to consumer guilt in a relationship marketing context. Second, both sets of norms violations (B2B and CNVs) created consumer guilt. Third, the relationships between B2B norm violations, the CNV construct, and consumer guilt do vary depending on the CNV context. Fourth, although both sets of norm violations do produce consumer guilt, the mediation results suggest CNVs are more appropriate to use. Specifically, these measures are more appropriate to use than the B2B norms for research exploring consumer relationships with brands and service providers. These constructs are much more specific than the B2B norm violations, which were originated and conceptualized to represent more broad relationships in a B2B context. It appears specific behaviors such as cheating, being unfaithful, being late, failing to call and cancel an appointment, not explaining to your provider why you are unhappy, and not telling your provider you are leaving are much better at capturing why consumer guilt occurs than the very wide-ranging B2B norm violations.

CONCLUSION

The overarching purpose of this essay was to determine how guilt functions within the relationship marketing paradigm. Through the completion of two studies this purpose was achieved. Based on findings from these two studies, this essay has offered both theoretical and managerial contributions.

This essay offers three rich theoretical contributions. First, this work introduces guilt into the relationship marketing paradigm. Findings from this essay reveal consumer guilt to be an important consideration when examining how consumer relationships function. This extends the seminal work of Fournier (1998) who begun to establish the presence of consumer relationships through her work on consumer brand relationships. In addition, this work extends the work of Berry (1995), Gremler and Gwinner (2008), and Price and Arnould (1999) who have begun to examine how consumer relationships function in a service context. Second, this work identifies consumer norm violations as responsible for creating interpersonal guilt in a relationship marketing context. Specifically, findings from this research identify three types of consumer norm violations that create consumer interpersonal guilt. Third, this work integrates the relational marketing paradigm into consumer behavior and consumer relationships, which contributes to extant work on examining consumer relationships with brands and service provider. By combining key constructs from the B2B relational paradigm into consumer relationships, this work establishes an antecedent framework to examine consumer guilt in relationships.

This work also offers managerial contributions. Specifically, this work helps managers understand why and when consumers experience guilt and how they cope with this guilt within the relationship marketing context. Understanding how guilt functions is important so that marketing managers may train their service employees to identify and react to consumer attitudes

and behavior, as well as assist consumers to cope in a manner which does not threaten the relationship between the consumer and service provider or the consumer and the firm.

ESSAY 3: CONSEQUENCES OF CONSUMER GUILT

INTRODUCTION

From both an academic and practitioner point of view, relationship marketing has become one of the most prevalent topics studied in the marketing discipline. Indeed, the evolution and sustainability of relationships among buyers and sellers has become a key strategy used by practitioners and a key tenet in marketing research. Hence, it is important to examine the dynamics that contribute to successful relationships. Essay 2 identified an antecedent framework of interpersonal consumer guilt[5] within the relationship marketing paradigm. As noted in Essay 2, guilt is defined as a negative state that a consumer experiences as a result of having violated some moral standard (Tangney and Dearing 2002). Findings from two studies in Essay 2 demonstrated that the three consumer relational norm violations of consumer betrayal, consumer role failure and consumer communication failure created consumer guilt. While understanding the antecedents of consumer guilt offers both theoretical and managerial implications, considering the consequences of guilt remains imperative to more fully determine how consumer guilt functions within the relationship marketing paradigm.

The overarching purpose of this essay is to extend the work in Essay 2 by exploring the consequences of guilt within the relationship marketing paradigm (See Figure 6 below)[6]. More specifically, this essay has three objectives: 1) Test a conceptual model that examines the direct impact of consumer guilt on affective and normative commitment and the direct impact of affective and normative commitment on the behavioral intentions of word-of-mouth (WOM) and patronage intentions; 2) Determine if the constructs of affective and normative commitment mediate the relationship between guilt and the behavioral outcome measures of WOM and patronage intentions; and 3) Identify if the relationships between guilt and the outcomes measures of affective commitment, normative commitment, WOM and patronage intentions differ across relationship type. Consistent with Essay 2 these objectives were achieved by gathering survey data and using structural equation modeling to analyze the data.

This work offers both theoretical and managerial contributions. It contributes to extant work on consumer relationships by identifying the theoretical explanation between guilt and the relevant relationship outcomes of WOM and patronage intentions. More specifically, the emotional connection between the consumer and service provider (affective commitment) as well as the psychological bond between the consumer and service provider (normative commitment) explain the impact of guilt on these two behavioral outcome measures. Thus, affective and normative commitments are mechanisms responsible for the link between guilt and behavioral outcomes. Managerially, this work identifies how consumer guilt impacts the relationship between consumers and service providers. These findings reveal the consequences

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[5] The terms "consumer guilt" or "guilt" will refer to interpersonal guilt throughout the remainder of the document.

[6] Consistent with Essay 2 the service context refers to the relationship between a consumer and the service provider. The service provider is defined as the person who provides the service to the consumer, rather than the business.

of consumer guilt, and suggest managers should better train service employees to identify and respond to consumer guilty experiences. In addition, it demonstrates that managers should consider the importance of affective and normative commitment. Encouraging employees to cultivate consumer commitment to the service provider might mitigate the impact of the guilty experience before it can be detrimental to the long-term relationship. Finally, the examination of consumer guilt across high and low commercial relationships allows service providers to see that both types of relationships can be impacted by the presence of guilt.

The remainder of this essay is organized around five main sections: conceptual model, methodology, results, discussion, and a conclusion. The conceptual model section provides an overview of the proposed relationships provided in Figure 6. The methodology section discusses the data collection procedures, sample, and measures used in the empirical study. Next, the results section reports the findings of the hypothesized relationships. The discussion section summarizes these findings and offers implications of these findings. Finally, the essay ends with a conclusion.
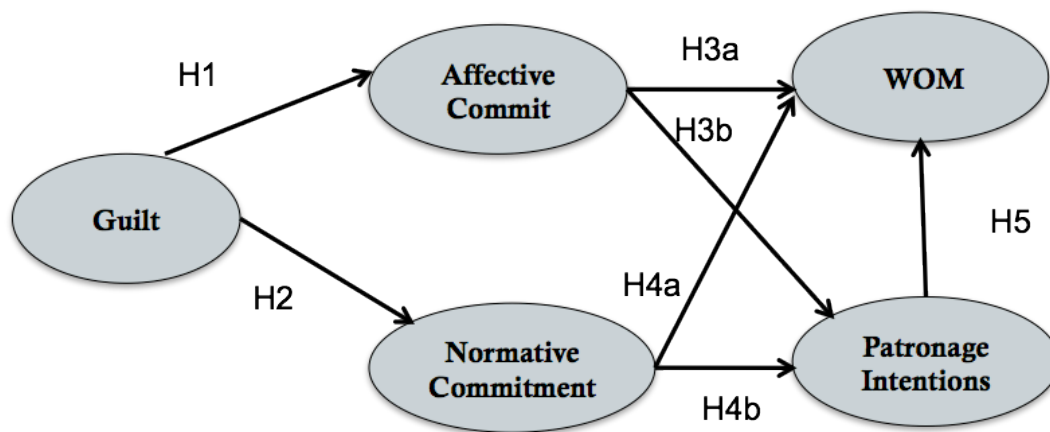
Figure 6: Conceptual Model: Consequences of Consumer Guilt

CONCEPTUAL MODEL

As shown in Figure 6, it is expected that consumer guilt will lead to both affective and normative commitment, which in turn will affect WOM and patronage intentions. In addition, consistent with the objectives stated above, the model proposes that the constructs of affective and normative commitment will mediate the relationship between guilt and the behavioral intentions of WOM and patronage intentions. Consumer guilt is conceptualized as a negative state that a consumer experiences as a result of having violated some moral standard (Tracy, Robins and Tangney 2007). Affective commitment is conceptualized as commitment based on positive emotional attachment, while normative commitment is defined as commitment based on moral obligation (Allen and Meyer 1990). WOM is defined as the likelihood that a customer will spread positive information about a seller to others (Palmatier, Dant, Grewal and Evans 2007). Patronage intention is defined as the likelihood of making future purchases from the service

provider (Lam, Venkatesh, Erramilli, and Murthy 2004). The proposed relationships among these constructs are discussed below.

Relationship Marketing

Customer retention is a strategic imperative for most organizations, as it is consequential for current and future profitability (Anderson and Mittal 2000). Not surprisingly, marketing managers want to understand how to retain customers (Bolton, Lemon, and Bramlet 2006; Gustafsson, Johnson, and Roos 2005) and minimize the loss of customers through the customers' decision to terminate the relationship (Dwyer, Schurr, and Oh 1987; Jap and Anderson 2007; Wagner and Friedl 2007). Thus, examining attitudinal and behavioral factors that are representative of customers' intentions toward the relationship is important for both marketing scholars and practitioners. Commitment has been associated with the decision to terminate or continue a relationship (Morgan and Hunt 1994). Moreover, Gundlach, Achrol, and Mentzer (1995) argue that high commitment levels curtail exploration of alternatives and therefore reduce termination. Therefore, it is important to explore how guilt impacts the attitudinal construct of commitment and its corresponding behavioral construct of patronage intentions. In addition, word-of-mouth (WOM) has been identified as a construct that represents both attitudinal and behavioral dimensions of loyalty, and is commonly examined in the relationship marketing paradigm (Palmatier, Dant, Grewal, and Evans 2007). Thus, this work also explores how consumer guilt impacts WOM. These constructs are discussed in more detail below.

__Commitment__

Customer commitment is regarded as a key variable in understanding marketing relationships. Indeed, commitment is regarded as a central construct in relationship marketing (Garbarino and Johnson 1999; Gundlach, Achrol, and Mentzer 1995; Morgan and Hunt 1994; Palmatier, Dant, and Grewal 2007). Gundlach, Achrol, and Mentzer (1995, p. 78) propose commitment to be the "essential ingredient for successful long-term relationships" and Morgan and Hunt (1994, p. 23) suggest "commitment among exchange partners as key to achieving valuable outcomes." Customer commitment has been found to influence a number of outcomes, including customer retention, word-of-mouth, acquiescence, and loyalty in service contexts (Fullerton 2003; Lam, Venkatesh, Erramilli, and Murthy 2004; Price and Arnould 1999). These findings suggest customer commitment to be an important construct to examine.

Commitment is commonly defined as a desire to maintain a relationship (Moorman, Deshpande, and Zaltman 1992; Morgan and Hunt 1994) and as a "pledge of continuity" from one party to another (Dwyer, Schurr, and Oh 1987). In marketing, some studies have taken a unidimensional approach to the commitment construct (e.g. Morgan and Hunt 1994) while others have treated it as a multidimensional construct (e.g. Gruen, Summers, and Acito 2000; Gundlach, Achrol, and Mentzer 1995; Harrison-Walker 2000). As indicated in Figure 6, this study used a two-component model of conceptualization of commitment: affective and normative commitment – based on the theoretical and empirical work in organizational behavior (Allen and Meyer 1990). Consistent with prior work (Allen and Meyer 1990; Gruen, Summers, and Acito 2000) the affective component of commitment is based on positive emotional attachment (Allen and Meyer 1990) and is defined as the degree to which the consumer is psychologically bonded to the service provider based on how favorable he/she feels about the service provider (Gruen, Summers, and Acito 2000). The normative component of commitment is based on moral obligations toward the service provider (Allen and Meyer 1990) and is defined as the degree to

which the consumer is psychologically bonded to the service provider on the basis of the perceived moral obligation to maintain the relationship with the service provider. Both of these components are discussed in more detail below.

Affective Commitment

Affective commitment is built on the "affective or organizational attachment to the organization such that the strongly committed individual identifies with, is involved in, and enjoys membership of the organization" (Allen and Meyer 1990, p. 2). Affective commitment is rooted in shared values, belongingness, dedication and similarity (Achrol 1997; Bendapudi and Berry 1997; Pritchard, Havitz, and Howard 1999). Although the affective commitment component was developed in the organizational behavior field, it can be applied in situations when there is a relationship between a buyer and a seller (Gruen, Summers, and Acito 2000). Marketing scholars have frequently made explicit reference to the affective nature of customer commitment, in that it represents an enduring desire to maintain a valued relationship (Morgan and Hunt 1994). In addition, in their seminal piece, when Morgan and Hunt (1994) demonstrated commitment was a key mediating role in the marketing discipline, commitment was operationalized as affective commitment, and was measured using Allen and Meyer's (1990) affective commitment scale.

It is expected that consumer guilt will facilitate affective commitment within a relationship marketing context. As demonstrated in Essay 2 consumer guilt arises as the result of consumer norm violations. When consumers engage in behaviors that are inconsistent with the established norms of the relationship with the service provider, guilt occurs. Findings from Essay 2, as well as extant research in the field of social psychology, suggest guilt is associated with adaptive approach coping behaviors, making guilt a reparative emotion (Tracy, Robins, and Tangey 2007). Indeed, when people experience guilt they want to fix or repair the situation. Thus, it is expected that when consumers experience guilt they will be motivated to rectify or fix the situation. This pattern of behavior has been documented in a retail consumption context (Dahl, Honea, and Manchanda 2005). Dahl, Honea, and Manchanda (2005) found that when consumers experienced guilt in a retail setting they sought to engage in reparative actions (making a purchase) during future interactions with the salesperson. In a relationship marketing context it is expected consumers will repair the situation by renewing their affective commitment to the service provider. After a consumer engages in a norm violation and experiences guilt, it is expected that he/she will enhance feelings of affective commitment in order to restore balance to the relationship. Thus, the following hypothesis is offered:

H1: Guilt is positively related to affective commitment.

Normative Commitment

Normative commitment refers to the degree to which a customer is psychologically bonded to the service provider on the basis of his or her sense of obligation to the service provider (Allen and Meyer 1990). The felt obligation is typically developed from a social pressure to perform in a certain manner or conform to certain standards of behavior (Meyer and Allen 1990). Consistent with extant relationship marketing literature (e.g. Cannon, Achrol, and Gundlach 2000; Heide and John 1992; Kaufman and Dant 1992), social bond theory suggests that when relationships are formed between two parties relational norms are established (e.g. Burke and Reitzes, 1991). These norms guide and dictate behavioral expectations of the parties in the

relationship. The norm of reciprocity has been identified as a central component of normative commitment (Allen and Meyer 1990) and is found in many types of relationships (e.g. friendships, exchange) (see Aggarwal 2004; Cannon, Achrol, and Gundlach 2000; Dant and Kaufman 1992; and Price and Arnould 1999). Findings from Essay 2 suggest that if consumers violate such an expectation within a relationship marketing context they will want to fix or repair the situation. It is expected that when consumers experience guilt in a relationship marketing context their feelings of moral obligation to the service provider will be enhanced. Consumer normative commitment will serve as a way to repair the relationship. Thus, the following hypothesis is offered:

H2: Guilt is positively related to normative commitment.

Behavioral Intentions: Patronage Intentions and Word-of-Mouth

Both market researchers and practitioners recognize word-of-mouth (WOM) to be one of the most powerful forces in the marketplace (e.g. Henricks 1998; Silverman 1997). WOM behavior consists of providing potential customers with information about a company, product or service. Positive WOM refers to customers sharing positive information about a company or service provider. WOM tends to be highly persuasive and, in turn, to be extremely effective. WOM has been widely established as an outcome of customer commitment (Morgan and Hunt 1994; Price and Arnould 1999). Indeed, the link between commitment and WOM has a lengthy tradition of research in services marketing (Anderson 1998; Bansal and Voyer 2000).

Customer retention is an important area of investigation in marketing scholarship in that the relationship marketing paradigm is focused on identifying ways to improve retention rates (McKenna 1991). As with WOM, the construct of patronage intentions is typically considered to be an indicator of attitudinal loyalty (Lam et al. 2004). It is defined as the likelihood of making future purchases from the service provider (Lam et al. 2004). A substantial body of research has established commitment to be a precursor to predicting consumer's behavioral intentions to return to the service provider (e.g. Gremler and Gwinner 2000).

In sum, it is expected that customers who feel affectively and normatively committed in the relationships to their service providers act as advocates for the service providers (Gremler and Gwinner 2000; Price and Arnould 1999). More specifically, it is expected that higher levels of affective and normative commitment should result in higher levels of consumer behaviors that are reciprocal in nature. Extant literature suggests that consumers may respond in ways that they feel will directly help the service provider, such as spreading positive WOM and remaining loyal to the organization (Fullerton 2003). Thus, the following hypotheses are offered:

H3: Affective commitment is positively related to a) WOM and b) patronage intentions.

H4: Normative commitment is positively related to a) WOM and b) patronage intentions.

Many loyalty scales include both WOM and patronage intentions. Several studies have found a positive correlation between patronage intentions and WOM (see Palmatier et al. 2007; Price and Arnould 1999). When consumers are likely to return to the service provider they are also likely to spread positive WOM. Thus, as theory dictates, patronage intention is expected to be positively related to WOM. The following hypothesis is offered.

H5: Patronage intention is positively related to WOM.

The Mediating Role of Commitment

Most research in the relationship marketing paradigm has conceptualized the effects of relationship marketing as fully mediated by one or more relational constructs of trust, commitment, relationship satisfaction or relationship quality. Indeed, customer commitment has been identified as a key, mediating variable in the relationship marketing paradigm (Morgan and Hunt 1994; Palmatier, Dant, and Grewal 2007). Morgan and Hunts's (1994) seminal article argues that commitment is the critical precursor to improving financial performance and building strong relationships. Customer commitment to a seller has been found to mediate the effects of a number of background variables, including quality, shared values, communications, and trust on a number of behavioral intentions, including customer retention, advocacy, and acquiescence (Morgan and Hunt 1994). This implies that customer commitment to the service provider would be a very important driver of customer loyalty and behavioral intentions in services industries. Thus, it is expected that the affective and normative components of commitment will mediate the relationship between guilt and the outcome measures of WOM and patronage intentions. The following hypotheses are forwarded:

H6A: Affective commitment will mediate the relationship between guilt and the behavioral outcomes of WOM and patronage intentions.

H6B: Normative commitment will mediate the relationship between guilt and the behavioral intentions of WOM and patronage intentions.

Relationship Type

Marketing scholars have examined different types of relationships. Although different types of relationships have been examined (e.g. Dwyer, Schurr, and Oh 1987) this current research examines commercial relationships, or friendships that form in a service setting (Price and Arnould 1999). This type of relationship is appropriate to examine in a service context. First, some services research suggests that certain service encounters are comparable to a meeting among friends, and are based on social aspects rather than the functional aspects of a merely economic transaction (Price, Arnould, and Tierney 1994; Price and Arnould 1999; Siehl, Bowen, and Pearson 1992). Second, other research on services notes that consumers often consider retailers as friends and appreciate the relational benefits of service providers (Goodwin and Gremler 1994; Gwinner, Gremler, and Bitner 1998; Reynolds and Beatty 1999). In sum, the characteristics and recurrent nature of service encounters can launch friendly and social exchanges that can develop into friendships, making commercial relationships appropriate to examine.

As discussed in Essay 2, norms are critical to the development of successful relationships. This is also the case for commercial relationships. Examining the norm of reciprocity, or the expectation that people will respond to each other in kind, is a useful way to further conceptualize and explain the nature of commercial relationships. Friendships can vary along a continuum from agentic to communal. Agentic relationships are "based on the joint activities and projects, characterized by fairly explicit individual rights and "tit" for "tat" reciprocity," (Price and Arnould 1999, p. 40). On the other hand, communal relationships are characterized by

mutual responsibilities and generalized reciprocity. Communal relationships are enhanced by emotional attachment and maintained through shared commitment and loyalty (Aggarwal 2004; Rawlins 1992). Price and Arnould (1999) found that personal service relationships evolved toward a more communal orientation, such that consumers who interact with a service provider in high frequency or over an extended period of time are more likely to view that person as a friend and develop a commercial relationship. In addition, they found that commercial friendships, similar to other friendships, involve affection, intimacy, social support, loyalty, and reciprocal gift giving. Finally, they found that commercial friendship is strongly correlated with relational outcomes, including satisfaction, WOM and patronage intentions.

In addition to Price and Arnould (1999), Aggarwal (2004) has also examined communal relationships. Specifically, he compared the norms of communal and exchange relationships. He described exchange relationships to be focused on the transactional elements of the exchange, while communal relationships extend to consider the well being of others'. More specifically, exchange relationships are those in which people give benefits to others in order to get back a comparable benefit (e.g., a relationship between business partners). In such relationships, people are concerned with how much they receive in exchange for how much they give; they like to share rewards in proportion to their inputs. Conversely, communal relationships are those in which people take care of others' needs and have a genuine concern for their well being (e.g., relationships with friends and family members). In such relationships, people take a perspective that transcends an emphasis on self-interest alone; they keep track of their partner's needs.

Different types of relationships between consumers and their brands and service providers have been established (Aggarwal 2004; Price and Arnould 1999). Each type of relationship is associated with its own unique characteristics and operates in different ways. It is expected that the relationship type will moderate the hypothesized relationships discussed above. More specifically, it is expected that those in more commercial relationships will experience higher levels of affective and normative commitment, be more likely to spread positive WOM, and will have higher patronage intentions. In contrast, it is expected that those in less commercial relationships will experience lower levels of affective and normative commitment, be less likely to spread positive WOM, and will have lower patronage intentions. Thus, the following hypotheses is forwarded:

> H7: Relationship type will moderate the proposed relationships in Figure 6. More specifically, the proposed relationships in the model will be stronger for those in high commercial relationships with their service providers than those in low commercial relationships with their service providers.

METHODOLOGY

Study Overview
The overarching purpose of this study is to examine the consequences of consumer guilt in the relationship marketing paradigm. More specifically, this essay has three objectives: 1) Test a conceptual model that examines the direct impact of consumer guilt on affective and normative commitment and the direct impact of affective and normative commitment on the behavioral intentions of WOM and patronage intentions; 2) Determine if the constructs of affective and

normative commitment mediate the relationship between guilt and the behavioral outcome measures of WOM and patronage intentions; and 3) Identify if the relationships between guilt and the outcomes measures of affective commitment, normative commitment, WOM and patronage intentions differ across relationship type. To achieve these objectives survey data was collected from 508 non-student adults. The data was analyzed using structural equation modeling. The paragraphs below will outline and discuss the research methodology of this essay. First the measures used to represent the constructs in the conceptual model will be discussed. This will be followed by a discussion of the procedures and sample of the study.

Measures

The six constructs in the model were measured by a total of 22 items. As depicted in Figure 6 (above) the constructs include: guilt, affective commitment, normative commitment, WOM, and patronage intentions. Although not included in the conceptual model depicted in Figure 6, relationship type is also included in the model as a moderator of the hypothesized relationships. Each of these constructs has been examined extensively in the marketing literature, allowing the researcher to identify existing items to specify the constructs. To maintain content and face validity, published scales were utilized in their original form when possible. See Table 27 for a list of all the items. All items were measured using Likert scales (1 = strongly disagree to 7 = strongly agree) unless otherwise noted.

Exogenous Construct

The only exogenous construct in the conceptual model is consumer guilt. Consumer guilt is conceptualized as when a consumer believes, justified or not, that he or she has violated a moral standard and is responsible for that violation (Tangney and Dearing 2002; Tracy, Robins and Tangney 2007). Consistent with Essay 2 guilt was measured using an existing scale comprised of four items from social psychology. The items included; guilt, bad, remorse and regret (Marshall, Sanftner, and Tangney 1994).

Endogenous Constructs

The proposed model contained a total of four endogenous constructs: affective commitment, normative commitment, word-of-mouth, patronage intentions. The items used to measure these constructs are summarized in Table 27 and are discussed below.

Affective commitment refers to the psychological bond based on affective liking and identification (Allen and Meyer 1990). A scale was identified and modified from extant literature (Allen and Meyer 1990) to assess the respondent's attachment and sense of belonging to the service provider. Specifically, the following four items were used to capture affective commitment: "I feel like part of this service provider's family," "I feel emotionally attached to this service provider," "This service provider has a great deal of meaning to me," and "I have a strong sense of belonging to this service provider.

Normative commitment refers to a psychological bond based on moral obligation (Meyer and Allen 1990). The same multi-component scale used to measure affective commitment was adopted and modified to measure normative commitment (Allen and Meyer 1990). Specifically, the following items were used to capture normative commitment: "I continue to give this service provider my business because I feel a moral obligation to remain," "If I got a better offer from a different provider, I would not feel it was right to leave this service provider," "It would be

unethical to switch service providers," and "I continue to give this service provider my business because it is important that I remain loyal."

Positive WOM refers to the likelihood that a customer will make positive comments about the service provider to others (Palmatier, Dant, Grewal, and Evans 2007). A scale that had been previously validated in a service provider context to measure WOM was used in this study. Specifically, three items were used to measure WOM: "I would recommend this service provider to others," "I would say positive things about this service provider to others," and "I would recommend this service provider to someone who asks my advice" (Price and Arnould 1999).

Patronage intentions refer to the consumer's intention to make future purchases from the service provider. Patronage intentions were measured by three items derived from extant research: "For my next purchase I would consider this service provider to be my first choice," "I plan to visit this service provider again," and "All else being equal, I intend to use this service provider again" (Dodds, Monroe, and Grewal 1991).

Moderating Construct

Relationship type was also included as a moderating construct. More specifically, four items were used to measure the extent to which the relationship between the respondent and service provider was commercial: "It feels like I am meeting with one of my friends when I go to this service provider," "I feel like I know this service provider well," "I am able to share my thoughts with this service provider," and "This service provider seems to care about me" (Price and Arnould 1999).

Table 27: Summary of Construct Measures

Construct	Items	Citation
Guilt	I felt bad. I felt guilty. I felt remorse. I felt regret.	Marshall, Sanftner, and Tangney 1994
Affective Commitment	I feel like part of this service provider's family. I feel emotionally attached. This service provider has a great deal of meaning to me. I have a strong sense of belonging.	Allen and Meyer 1990

Table 27 Continued

Normative Commitment	I continue to see this service provider because my loyalty is important. I give this service provider my business because I feel a moral obligation. I feel obligated to remain a customer of this service provider. I remain a customer of this service provider because I should be loyal.	Allen and Meyer 1990
WOM	I would recommend this service provider to others. I would say positive things about this service provider to others. I would recommend this service provider to someone who asks my advice.	Price and Arnould 1999
Patronage Intentions	For my next purchase I would consider this service provider to be my first choice. I plan to visit this service provider again. All else being equal, I intend to use this service provider again.	Dodds, Monroe and Grewal 1991
Relationship Type	It feels like I am meeting with one of my friends when I visit this service provider. I feel like I know this person well. I am able to share my thoughts. This service provider seems to care about me.	Price and Arnould 1999

Procedures

The data collection for this study was the same as the data collection for Study 2 in Essay 2. Thus, the procedures for this study are identical to those described in Essay 2. The respondents were first exposed to a page that described the nature of the study. Next, the respondents read a summary of the study, including a study overview and were provided with key definitions of constructs. Respondents were then asked to think of a service provider they had been using for at least six months and were instructed to keep this service provider in mind throughout the duration of the survey. To strengthen the priming, the respondent was asked to provide the service provider's first name, and to answer questions regarding the length of the relationship as well as how frequently the respondent and service provider interact. After providing this

information respondents were instructed to keep this service provider in mind for the duration of the survey. Respondents were then randomly exposed to and read one of the three norm violation scenarios described in Essay 2. They were asked to imagine engaging in the behaviors described in the scenario in regard to the service provider they had thought of. After reading the scenario respondents were exposed to questions to measure guilt, affective commitment, normative commitment, WOM, patronage intentions, relationship type, and covariate measures.

Sample

Since the data collection for this study was the same as study 2 in Essay 2, the sample and sample characteristics are identical to those that were reported in Essay 2. The sample consisted of 508 non-student adults. Participants from a subject pool at a major state university were used to develop a panel that would serve as the sample for the pretest. Undergraduate students who were enrolled in an introductory marketing class were asked to recruit three adult non-students to complete the survey. They received points for all three adults who completed the survey. The average age of the respondents was 38 years; approximately 54% were female and 46% were male.

RESULTS

This section is organized around five main parts: guilt checks, measurement model evaluation, structural model evaluation, test for mediation, and test for moderation. First, it was necessary to ensure that there were no significant differences in the level of guilt elicited by the scenarios[7]. The results of this test are reported first. Next, the measurement properties of the model are presented and discussed. Then, the findings from the structural model are reported. This is followed by a discussion of the test of mediation. This section concludes with findings from the test for moderation.

Guilt Checks

Before the measurement model could be evaluated it was necessary to ensure construct validity for the construct of guilt. The construct of consumer guilt was elicited by having respondents read and imagine themselves engaging in the behaviors described in one of the three consumer norm violations (consumer betrayal condition, consumer role failure condition and consumer communication failure condition) described in Essay 2. Although each of the three scenarios was successful in producing consumer guilt, the question of how much guilt each scenario produced needs to be examined. This was important to confirm there that there would be no confound effects in the measurement and structural models (Perdue and Summers 1986). To accomplish this task all three scenarios were simultaneously assessed as independent variables on the dependent variable of guilt using an analysis of variance (ANOVA) (Hair et al. 2006). First, it was necessary to interpret the F statistic to assess whether there were significant differences between the scenarios. The F statistic indicated that there was a significant difference between at least two of the scenarios [$F (2, 382) = 115.76$; $p < .001$). To assess the differences among the three scenarios post hoc tests were employed (Hair et al. 2006). Specifically, the Tukey's honestly significant difference (HSD) method was used as its result is relatively conservative in nature (Hair et al. 2006). As shown in Table 28, the role failure scenario (M =

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[7] The procedures and scenarios used in this study are identical to those in Essay 2.

5.90) is significantly different from both the betrayal scenario (M = 3.34) and the communication failure scenario (M = 3.76). As indicated by the means, the role failure scenario produced a significantly higher level of guilt than the betrayal and communication failure scenarios. As a result, the 132 subjects who were exposed to the role failure condition were deleted from the sample, leaving those who were exposed to either the betray scenario or the communication failure scenario. The new sample size was 253 non-student adults. The reduced sample had an average age of 38 and was 52% female and 48% male.

Table 28: Summary of Post-Hoc Tests for Norm Scenarios

Condition (I)	Condition (J)	Mean Difference (I - J)	St. Error	Sig.
Betrayal	Role Failure	-2.57	0.179	0.000
	Comm. Failure	-0.42	0.187	0.066
Role Failure	Betrayal	2.57	0.179	0.000
	Comm. Failure	2.15	0.189	0.000
Comm. Failure	Betrayal	0.42	0.187	0.066
	Role Failure	-2.15	0.189	0.000

Measurement Model Evaluation

After assessing the construct of consumer guilt for validity, the measurement model was considered. Consistent with the analysis conducted in Essay 2, to assess the unidimensionality, reliability, and validity of the proposed model, a confirmatory factor analysis (CFA) was conducted. The CFA analysis was conducted using structural equations (Anderson and Gerbing 1988) with Amos software, applying the maximum likelihood method. The model was exposed to several tests to establish model fit. The results of the CFA are presented below.
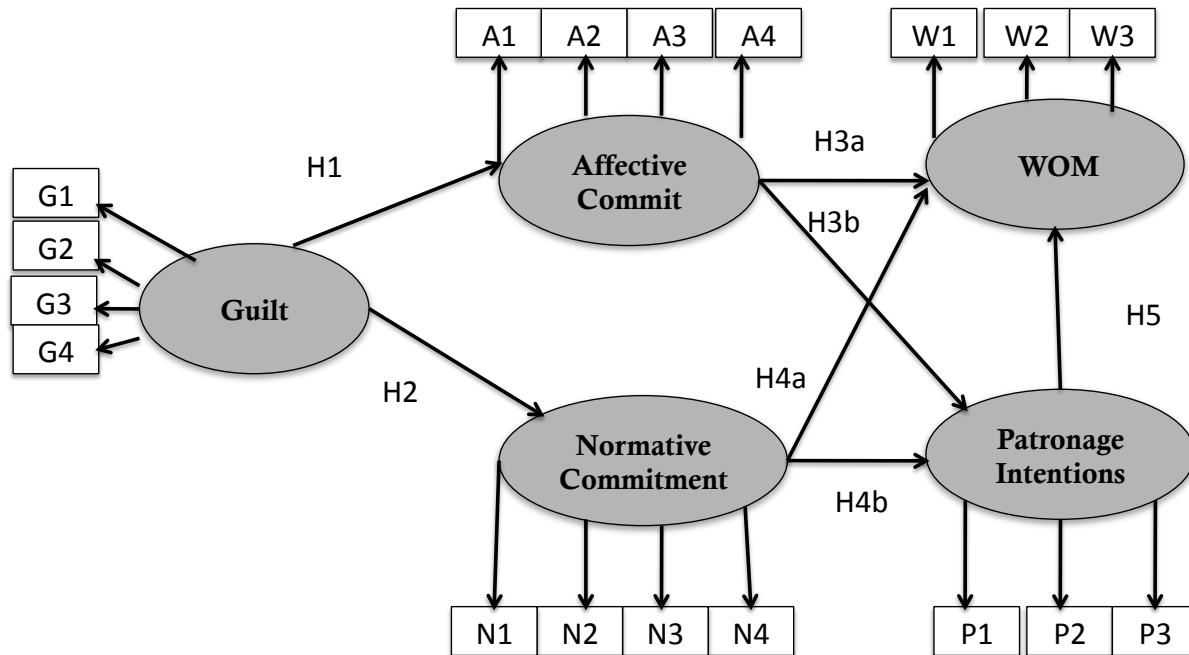
Figure 7: Measurement Model

Model Fit and Convergent Validity

To assess the measurement model fit several fit indices were examined. First, two absolute fit indices were examined: Chi-square statistic ($\chi2$) and RMSEA. Absolute fit indices were examined to establish how well the model reproduces the observed data (Hair et al. 2006). Although the $\chi2$ is significant ($p < .001$) which can indicate poor model fit, this is a common occurrence in large sample sizes (Bollen 1989) and is why it is necessary to examine other fit indices. As indicated in Table 29, the ratio of chi-square to degrees of freedom is within the accepted range of 2 to 5 (Marsh and Hovecar 1985). The RMSEA was also examined. As shown in Table 29, the model was slightly above the recommended criterion of .08 (Hu and Bentler 1999). However, the RMSEA was deemed sufficient based on existing criterion (Hair et al. 2006). Next, two incremental fit indices were examined: CFI and the TLI. The incremental fit indices were examined to determine how well the models fit relative to the alternative baseline models. Both the CFI and TLI range in value from 0-1, with higher values indicating better model fit (Hair et al. 2006). As shown in Table 29, the model exhibited good fit based on both CFI and TLI fit indices. In sum, the model fit was deemed acceptable.

Table 29: Measurement Model Fit Results

Fit Statistic	Model Results
$\chi2$	390.56, p < .000
$\chi2$/DF	3.10
RMSEA	.085
CFI	.94
TLI	.92

It was also important to examine the convergent validity of the model. This was accomplished by examining the unidimensionality of constructs, the significance of each hypothesized path, and assessing the reliability of each construct. Unidimensionality of each construct was supported by good model fit and loadings of at least .70 on hypothesized constructs. Furthermore, examination of modification indices did not suggest any substantive cross-loadings between constructs. Convergent validity was supported by significant paths of all items on their hypothesized constructs ($\rho < .000$) (see Table 30). Reliability was assessed by computing each construct's average variance extracted (AVE) and composite reliability (Baumgartner and Homburg 1996; Steenkamp and van Trijp 1991). Acceptable reliability is indicated by an AVE of at least .50 and a composite reliability above .70 (Fornell and Larcker 1981). All constructs exhibited AVEs above .50 and composite reliabilities above .70 (see Table 30)

Table 30: Measurement Properties and Standardized Loadings

Constructs and Items	Composite Reliability/AVE Loadings and Standardized Loadings
Guilt	**0.96/.67**
I felt guilty.	0.81
I felt bad.	0.78
I felt remorse.	0.80
I felt regret.	0.87
Affective Commitment	0.94/.82
I feel like part of this service provider's family.	0.90
I feel emotionally attached to this service provider.	0.91
This service provider has a great deal of meaning to me.	
I have a strong sense of belonging to this service provider.	0.89
Normative Commitment	0.93/.65
I continue to give this service provider my business because loyalty is important.	0.76
I continue to give this service provider my business because I feel a moral obligation.	0.87
I feel obligated to remain a customer of this service provider.	0.81
If I got a better offer from a different service provider, I would not feel it was right to leave this service provider.	0.85
WOM	0.96/.92
I would recommend this service provider to others.	0.96
I would say positive things about this service provider to others.	0.95
I would recommend this service provider to someone who asks my advice.	0.98

Table 30 Continued

Patronage Intentions	0.96/.91
For my next purchase I would consider this service provider to be my first choice.	0.91
I plan to visit this service provider again.	0.98
All else being equal I intend to use this service provide again.	0.97

Discriminant Validity

Discriminant validity was assessed by the three procedures used and described in Essay 2: the AVE versus squared intercorrelation test, correlation confidence interval test, and the chi-square difference test. The first test was the AVE versus squared intercorrelation test. All construct pairs passed this conservative test for discriminant validity (see Table 30 for standardized loadings and Table 31 for correlations). Next, the correlation confidence interval test was performed (Smith and Barclay 1997). The five constructs passed this test of discriminant validity. Finally, the chi-square difference test was conducted (Anderson and Gerbing 1988). All five constructs also passed this test. The measurement model successfully passed all 3 tests, and thus demonstrated discriminant validity.

Table 31: Correlations Among Constructs

Construct	Guilt	AC	NC	WOM	PI
Guilt	1				
Affective Commitment (AC)	0.57	1			
Normative Commitment (NC)	0.49	0.75	1		
WOM	0.32	0.53	0.45	1	
Patronage Intentions (PI)	0.38	0.61	0.53	0.85	1

Summary of Measurement Model

To ensure the measurement model was valid and reliable several tests were performed. Overall, the model fit indices revealed the model displayed good fit. In addition, all items loaded well on their hypothesized constructs, with loadings above .70 and passed all three of the tests for discriminant validity. On the basis of these tests, the measurement model was determined to be valid and reliable and ready for the structural model to be assessed.

Structural Model Evaluation

The structural model was examined to determine the nature and magnitude of the relationships between the constructs in the conceptual model (see Figure 6, above). This first part of this section will describe the structural model goodness-of-fit results. Next, the results of H1 – H 5 are discussed.

Structural Model Goodness-of-Fit

Table 32 reports the structural model fit statistics. To assess the structural model fit, several fit indices were examined. The $\chi 2$ was significant ($p < .001$). Again, although the $\chi 2$ was significant, this is not unusual (Bollen 1989) and does not necessarily indicate poor model fit. As shown in Table 32, the ratio of chi-square to degrees of freedom is within the accepted range of 2 to 5 (Marsh and Hovecar 1985). The RMSEA was also examined. As shown in Table 32 and consistent with the measurement model fit, the RMSEA was slightly above the recommended criterion of .08 (Hu and Bentler 1999). Although at the lower end of the accepted range, the RMSEA was sufficient (Hair et al. 2006). Next, the CFI and the TLI were examined. As shown in Table 32, the model exhibited good fit based on both CFI and TLI fit indices. Overall, the fit indices indicate the model was reasonably consistent with the data. Therefore, individual path results can be examined in greater detail**.**

Table 32: Structural Model Goodness of Fit Statistics

Fit Statistic	Results
$\chi 2$ (129)	490.8, p < .000
$\chi 2$ / DF	3.81
RMSEA	.01
CFI	.93
TLI	.91

Structural Relationships

The hypothesized paths in the model were tested using AMOS software with the maximum liklihood estimation. The structural model estimates are used to verify the hypothesized relationships. The results of the hypothesized relationships are summarized in Table 33. As indicated in Table 33, all but one of the hypothesized relationships were significant at the .05 statistical level. More specifically, all of the hypothesized relationships were supported with the exception of H4B. As hypothesized, guilt did have a positive significant effect on both affective commitment ($B = .62$, $p = .000$) and normative commitment ($B = .54$, $p < .000$), which demonstrate support for hypotheses 1 and 2, respectively. Affective commitment had a positive significant effect on both WOM ($B = .50$, $p < .000$) and patronage intentions ($B = .54$, $p < .000$), which confirms hypotheses 3A and 3B, respectively. Hypothesis 4A postulated that normative commitment would have a significant positive impact on WOM. However, as shown in Table 34 this was not the case. Thus, this model failed to confirm hypothesis 4A ($B = .10$, $p = .085$). However, as expected in hypothesis 4B, normative commitment did have a positive direct effect on patronage intentions ($B = .20$, $p = .000$), which demonstrate that hypothesis 4B was supported. Finally, as predicted, patronage intentions did have a significant positive effect on WOM, which support hypothesis 5 ($B = .80$, $p = .000$). In addition to examining the hypotheses, it is interesting to examine the multiple squared correlations, which indicate how much variance the model explains for each construct. Guilt accounts for 37.5% of the variance of affective commitment and 29.4% of the variance of normative commitment. The model explained about

71% of the variance in WOM and about 35% of the variance of patronage intentions, respectively.

Table 33: Structural Model Results

H	Antecedent	Outcome	Loading	Sig.	Support
H1	Guilt	AC	.62	.000	Yes
H2	Guilt	NC	.54	.000	Yes
H3A	AC	WOM	.50	.000	Yes
H3B	AC	PI	.54	.000	Yes
H4A	NC	WOM	.10	.085	No
H4B	NC	PI	.20	.004	Yes
H5	PI	WOM	.80	.000	Yes

Conclusions

A structural model was tested to examine how consumer guilt impacted the outcome variables of affective commitment, normative commitment, WOM, and patronage intentions. The results discussed above indicate that consumer guilt positively impacts both affective and normative commitment, which influence WOM and patronage intentions. There was also a positive relationship between WOM and patronage intentions. These findings demonstrate that consumer guilt does impact these key relationship marketing variables and should be considered when examining consumer relationships.

Test for Mediation

The second objective of this essay was to determine whether the constructs of affective and normative commitment served as mediators in the relationship between guilt and the outcome measures of WOM and patronage intentions. Consistent with the procedures used in Essay 2, to test for mediation a direct path was added from the exogenous variable (guilt) to the outcome measures of WOM and patronage intentions. These added paths, allowed to vary across groups, permitted scrutiny of the mediating role of both affective and normative commitment. To assess the mediating role of affective and normative commitment several steps were undertaken. First, the model fit statistics were examined. As shown in Table 34, the addition of the direct paths from the exogenous variable of consumer guilt did not improve the model fit. Next, to determine whether the effect of consumer guilt on the outcome measures of WOM and patronage intentions was mediated by affective and normative commitment a series of mediation tests were performed. More specifically, two nested models were compared: the initially proposed model and a model with additional paths added from consumer guilt →WOM and from consumer guilt → patronage intentions. As shown in Table 35, the direct paths between guilt → affective commitment and guilt → normative commitment were not significant (p > .10). The other paths

of the model remained significant with the addition of the direct paths, with the exception of normative commitment → WOM (which is consistent with the results discussed above). These results indicate that the constructs of affective and normative commitment fully mediated the relationship between guilt and the outcomes of WOM and patronage intentions.

Table 34: Comparison of Model Fit Results Original and Mediation Models

Model	χ2	χ2 / DF	CFI	TLI	RMSEA
Original Model	490.8	3.81	.93	.91	.01
Mediated Model	490.6	3.86	.93	.90	.10

Table 35: Structural Path Loadings

Structural Path	Combined Model
Guilt → AC	.61*
Guilt → NC	.54*
AC → WOM	.38**
AC → PI	.48*
NC → WOM	.03
NC → PI	.20**
PI → WOM	.83*
Guilt → WOM	.03
Guilt → PI	.02

Conclusions

A structural model was tested to examine whether affective and normative commitment served as a mediator in the relationship between consumer guilt and the outcome measures of WOM and patronage intentions. The results discussed above indicate that both the affective commitment construct and the normative commitment construct fully mediated the relationship between consumer guilt and the outcomes of WOM and patronage intentions. Empirically, these findings demonstrate that mediating effect of these constructs among the proposed relationships in this model. Even more importantly, these findings reveal affective and normative commitment to be key variables in understanding guilt in consumer relationships.

Test for Moderation

In order to address objective 3 of this essay and determine whether there are any statistically significant differences among the type of relationship, it is necessary to test the moderating effect of relationship type using multi-group analysis (Hair et al. 2006). Multi-group moderation analysis focuses on the similarities and differences between the structural paths in the model, determining differences in the relationships between the groups, involves comparing the chi-squares of an unconstrained model and a constrained model. The unconstrained model is a compilation of both group models in which the structural estimates are freely estimated and allowed to differ across groups. The constrained model is a compilation of both group models in which the structural path estimates are constrained to be equal across the groups (e.g., the guilt → affective commitment coefficient is constrained to be equal in both the low and hi commercial

relationship groups. If the constrained model exhibits a significantly higher chi-square than the unconstrained model (i.e., worse fit), the assumption of equal structural paths across all groups cannot be supported, and therefore, moderation is possible. Specific structural paths can also be tested for moderation in this way (Hair et al. 2006).

When moderation tests were performed the multi-group analysis revealed that the less and more commercial relationship type models were not significantly different. The unconstrained model (χ_2 (258) = 662.9, ρ < .000; RMSEA = .079, CFI = .91, TLI: .90) compared to the constrained model (χ_2(256) = 669.1, ρ < .000; RMSEA = .078, CFI = .91, TLI = .90) did not show significantly better fit ($\Delta\chi_2$(7) = 6.70, ρ = .461). Thus, hypothesis 7 was not confirmed. The structural loadings and significance for the paths in both models are provided below in Table 36. As shown in Table 36, the only difference between the low commercial and high commercial group was in the path from normative commitment → patronage intentions. In the low commercial group this path was not significant (p < .10); however in the high commercial group this path was significant at (p = .000). However, this was the only difference between the low and high commercial groups.

Table 36: Summary of Moderation Test

Paths	Low Commercial	High Commercial
Guilt → AC	.50, p = .000	0.54, p = .000
Guilt → NC	.48, p = .000	0.49, p = .000
AC → WOM	.049, p = .358	0.026, p = .746
AC → PI	.390, p = .000	0.23, p = .020
NC → WOM	.52, p = .306	0.33, p = .708
NC → PI	0.20, p =.014	0.39, p = .000
PI → WOM	0.85, p = .000	0.67, p = .000

Conclusions

A test for moderation was conducted to examine whether the relationships above vary based on type of relationship (low or high commercial). The results discussed above indicate that the relationships in the model did not vary based on type of relationship. The positive relationships among consumer guilt and the outcomes of affective commitment, normative commitment, WOM and patronage intentions remained for those in both low and high commercial relationships.

DISCUSSION

This essay illustrates the importance of considering consumer guilt in the relationship marketing paradigm. Indeed, this work demonstrated consumer guilt does impact key relationship marketing variables. One of the most notable conclusions of this essay is that resolution of interpersonally motivated consumer guilt manifests itself in relationship – enhancing behavior as guided by the consumption context; namely, guilt drives reparative action that works toward achieving balance in the relationship with the service provider. In this instance consumers repaired their guilt by enhancing their affective and normative commitment, which facilitated WOM and patronage intentions. By demonstrating how guilt functions in the relationship marketing paradigm, the findings of this work established a framework by which others can examine consumer guilt within the relationship marketing paradigm.

This essay had three objectives: 1) Test a conceptual model that examines the direct impact of consumer guilt on affective and normative commitment and the direct impact of affective and normative commitment on the behavioral intentions of WOM and patronage intentions; 2) Determine if the constructs of affective and normative commitment mediate the relationship between guilt and the behavioral outcome measures of WOM and patronage intentions; and 3) Identify if the relationships between guilt and the outcomes measures of affective commitment, normative commitment, WOM and patronage intentions differ across relationship type. These objectives were achieved and are discussed in more detail below.

Guilt and Outcome Measures

The first objective of this essay was to determine the nature of the relationship between guilt and the outcome measures of affective commitment, normative commitment, WOM, and patronage intentions. Consistent with extant work in social psychology, the findings from this work indicate that consumer guilt generated an obligation to repair the relationship. In addition, findings from this study reveal that the obligation to repair the relationship manifests itself in attitudes and behavioral intentions aimed at the service provider. More specifically, the guilt that consumers experience motivated them to become more affectively and normatively committed to the service provider. Affective commitment then gave rise to both WOM and patronage intentions. Normative commitment facilitated patronage intentions. The proposed relationship between normative commitment and WOM was not confirmed. This suggests that when a consumer feels normatively committed to a service provider they only feel an obligation to be committed - not to express positive WOM. These findings offer theoretical contributions to the field of marketing and relationship marketing. More specifically, this work demonstrates how guilt impacts important outcomes in the relationship paradigm. The findings from this work demonstrate that guilt should be considered in the relationship marketing paradigm, as it has the potential to influence consumer relationships. In addition, this work indicates that affective and normative commitment function differently in consumer relationships.

Managerially, this work demonstrates consumer guilt does impact a number of outcomes important to customer retention and loyalty – commitment, WOM, and patronage intentions. Such variables are critical to examine, as marketing managers want to retain customers and minimize the loss of customers through the customer's decision to terminate the relationship. This work indicates consumers cope with guilt by enhancing their affective and normative commitment. Affective commitment then gives rise to positive WOM and patronage intentions, while normative commitment gives rise to patronage intentions. Thus, affective and normative

commitment function differently. This has important ramifications for marketing management of consumer relationships because marketer activities can build multiple forms of commitment, which have differing effects.

The findings of this work suggest marketing managers should train their service employees in ways to increase affective commitment, and implement such strategies when it is evident consumer guilt has occurred. In addition, service employees should be aware of normative commitment, and that some consumers remain loyal as the result of guilt. In such instances the consumer may grow increasingly unsatisfied with the relationship because of the obligation they feel to remain. Service providers should be educated about the nature of such relationships. By understanding how guilt functions, service providers can mitigate the guilty experience before it can be detrimental to the relationship.

Commitment as a Mediator

The second objective of this essay was to determine if the constructs of affective and normative commitment mediate the relationship between guilt and the behavioral intentions of WOM and patronage intentions. Findings revealed that affective and normative commitment did explain the relationship between guilt and the outcomes of WOM and patronage intentions. This provides evidence of the intervening role of affective and normative commitment between guilt and relational outcomes. It also demonstrates the importance of examining a multiple-component model of commitment (Allen and Meyer 1990), particularly in the relationship marketing service context. Understanding relationships in the service industry are particularly important as the result of their interpersonal nature, and these findings suggest affective and normative commitment to be key constructs in understanding customer loyalty to service providers.

Relationship Type

The third objective of this essay was to determine if the relationships proposed in the conceptual model vary based on relationship type. Findings revealed that this was not the case. However, this may be attributed to the nature of the relationships that were examined in this work. Respondents participated in the study thinking of a relationship with a service provider who they had been using for at least six months. Therefore, there may not have been much variance among the type of relationships that respondents thought of. Although this work failed to establish guilt to function differently based on relationship type, it is still expected that examining relationship type could enhance the understanding of how guilt functions in the relationship marketing paradigm. Future work should continue to examine how relationships function depending on the type of relationship. In addition to examining the degree of a commercial relationship, relationship stage (Dwyer, Schurr, and Oh 1987) should also be examined[8]. In their seminal piece, Dwyer, Schurr, and Oh (1987) identified that relationships are dynamic and develop along a continuum of relationship stages. Relationships at the beginning of the continuum are much different than the committed relationships at the end of the continuum. Extant research has determined that relational behaviors, mediators, and outcomes vary based on relationship stage (Walz 2008). Thus, it would be interesting to examine how guilt functions across relationship stage.

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[8] Relationship stage was not examined in the current work because the sample size of each stage (group) was not adequate.

CONCLUSION

The overarching purpose of this essay was to determine the consequences of consumer guilt within the relationship marketing paradigm. Through the completion of an empirical study this purpose was achieved. Based on findings discussed above, this research offers both theoretical and managerial implications, which are discussed below.

This essay offers substantial theoretical contributions. Consistent with Essays 1 and 2, the results of this work indicate consumer guilt is an important consideration when examining consumer relationships. This work contributes by identifying the theoretical explanation between guilt and other relational outcomes. More specifically, this work establishes the link between guilt and the following relationship marketing outcomes: affective commitment, normative commitment, WOM, and patronage intentions. In addition, this work contributes to extant literature by demonstrating the role that both affective and normative commitment play in the relationship between guilt and the behavioral intentions of WOM and patronage intentions; affective and normative commitment are the mechanisms responsible for understanding the association between consumer guilt and behavioral intentions. In sum, this work offers a framework that can assist academics and practitioners to understand how guilt functions in the relationship marketing paradigm, and which highlights the importance of examining both affective and normative commitment in B2C relationships.

This work also offers managerial contributions. Specifically, this work helps managers understand how consumers cope with guilt and identifies some of the consequences of consumer guilt within the relationship marketing paradigm. Understanding how guilt functions is important so that marketing managers may train their service employees to identify and react to consumer attitudes and behavior affiliated with guilty experiences, as well as assist consumers to cope in a manner which does not threaten the relationship between the consumer and service provider or the consumer and the firm.

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APPENDIX 1: THE CONSUMPTION SET

Emotion	Descriptors
Anger	Frustrated, Angry, Irritated
Discontent	Discontent, Unfulfilled, Discontented
Worry	Nervous, Worried, Tense
Sadness	Depressed, Sad, Miserable
Fear	Scared, Afraid, Panicky
Shame	Embarrassed, Ashamed, Humiliated
Envy	Envious, Jealous
Loneliness	Lonely, Homesick
Romantic Love	Sexy, Romantic, Passionate
Love	Loving, Sentimental, Warm-Hearted
Peacefulness	Calm, Peaceful
Contentment	Contented, Fulfilled
Optimism	Optimistic, Encouraged
Joy	Happy, Pleased, Joyful
Excitement	Excited, Thrilled, Enthusiastic
Surprise	Surprised, Amazed, Astonished
Other	Guilty, Proud, Eager, Relieved

Source: Richins (1997)

APPENDIX 2: SELF-CONSCIOUS FRAMEWORK
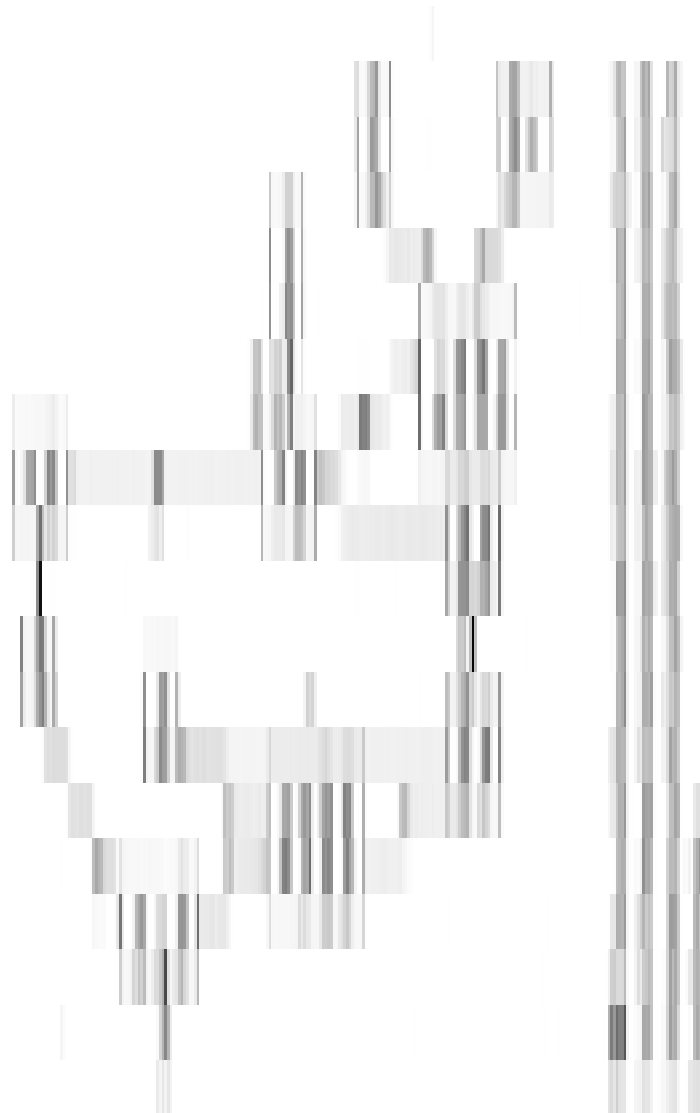
APPENDIX 3: ESSAY 1 INTERVIEW SCRIPT

Introduction

First, I want to thank you for volunteering your time. I really appreciate it. I am interested in how negative emotions influence our everyday lives as consumers and consumption experiences. Consumption experiences are anything to do with a product or service. A product is something tangible. Examples include clothing, cars, cosmetics, household items, etc. A service is an intangible product. Examples include salons, car services, banking, doctor's visits, plumbers, etc.

Today, I would like to talk about 3 specific emotions: embarrassment, guilt and shame. The purpose of these interviews is for me to better understand these emotions, and how they influence consumer thoughts, feelings and behaviors during consumption experiences.

Before we get started, let me tell you about the interview format.

The interview should last no longer than an hour. I will have some general questions to get us started, but I would like us to mainly just have a conversation. Anything you say will be kept strictly confidential. Your name will never be associated with any of your comments.

It would be very helpful for me to record the interview so I don't lose any information – but only with your permission. Is this OK?

Do you have any questions before we begin?

Embarrassment

> Please think of a time when you experienced embarrassment during a consumption experience. You can have experienced this embarrassment before, during, or even after the experience. Tell me about this experience.
>> o [If can't provide an example, provide examples: credit card declined, purchasing certain items, tripping in the store)

> Let them tell the story

> Verify if the emotion was before, during or after the consumption experience.

Probes (As Needed)

> So what brought this embarrassment on? What was going on?
>> o Determine if there was other people present/or they were thinking about other people.

> What were you thinking while this was happening?
> How did you feel during this experience?
>> o Feel about the self and the product/service
>> o Determine if other emotions (regret, anger, etc) arose after embarrassment

➢ What did you do while you were experiencing this embarrassment?

➢ How did you handle the situation?
  ○ Coping: maybe get at the two main types of coping if needed

➢ What did you do after you felt embarrassed?

➢ Did this influence how you felt about the product or service? If so, how?
  ○ Think about use of product, returned products, patronage intentions, word of mouth, complaining behavior, commitment, satisfaction

➢ How long did this experience last?

➢ Overall do you feel it was a positive or negative experience?

➢ How long have you used this product/service?
  ○ Determine what "stage" in the relationship with brand, product or service.

Guilt

Now we are going to discuss guilt. Guilt is an emotion that usually occurs after some we engage in some sort of behavior or action. Can you think of a time when you experienced guilt before, during, or after a consumption experience?

  ○ [If can't provide an example, provide examples: buying something you don't need or can't afford, rude to salesperson, making a return)

➢ Let them tell the story

➢ Verify if the emotion was before, during or after the consumption experience.

Probes (As Needed)

➢ So what brought this guilt on? What was going on?
  ○ Determine if they were thinking about themselves or others/

➢ What were you thinking while this was happening?

➢ How did you feel during this experience?
  ○ Feel about the self and the product/service
  ○ Determine if other emotions (regret, anger, etc) arose after feeling of guilt.

➢ What did you do while you were experiencing this guilt?

➢ How did you handle the situation?
  ○ Coping: maybe get at the two main types of coping if needed

➢ What did you do after you felt guilt?

➢ Did this influence how you felt about the product or service? If so, how?
   o Think about use of product, returned products, patronage intentions, word of mouth, complaining behavior, commitment, satisfaction

➢ How long did this experience last?

➢ Overall do you feel it was a positive or negative experience?

➢ How long have you used this product/service?
   o Determine what "stage" in the relationship with brand, product or service.

Shame

Now we are going to discuss shame. Shame is an emotion that usually occurs when we feel bad some aspect of ourselves. Can you think of a time when you experienced shame before, during, or after a consumption experience?

   o [If you can't afford to buy things you need/want, if you are uncomfortable with how you look/weight trying on clothes or thinking of going shopping for clothing; seeking treatment for some medical conditions)

➢ Let them tell the story

➢ Verify if the emotion was before, during or after the consumption experience.

Probes (As Needed)

➢ So what brought this shame on? What was going on?
   o Determine if they were thinking about themselves or others.

➢ What were you thinking while this was happening?

➢ How did you feel during this experience?
   o Feel about the self and the product/service
   o Determine if other emotions (regret, anger, etc) arose after feeling of shame.

➢ What did you do while you were experiencing this shame?

➢ How did you handle the situation?
   o Coping: maybe get at the two main types of coping if needed

➢ What did you do after you felt shame?

➢ Did this influence how you felt about the product or service? If so, how?
   o Think about use of product, returned products, patronage intentions, word of mouth, complaining behavior, commitment, satisfaction

➢ How long did this experience last?

➢ Overall do you feel it was a positive or negative experience?

➢ How long have you used this product/service?
  o Determine what "stage" in the relationship with brand, product or service.

Closing

That was my last question. Is there anything else you would like to share with me, perhaps something I didn't ask? Do you have any questions for me?

Would it be OK to contact you again if I have any follow-up questions?

Thanks for your help!

APPENDIX 4: INFORMANT INFORMATION SHEET

First, thank you for volunteering to participate in this study.

I am currently interested in better understanding the role emotion plays in our everyday lives as consumers. More specifically, I'm interested in understanding if three different emotions are felt during consumption experiences and how they influence our thoughts, feelings and behaviors before, during, and after a consumption experience.

A consumption experience is defined as any experience related to a product or service.

- o A **product** is any tangible item. In other words, a product is something you can touch, taste, smell, or see. Examples include: clothing, cars, medication, cosmetics, etc.
- o A **service** is an intangible product. You can't really touch it, take it with you, or own it. Once the service is given, it's gone. Examples include: salon, car service, yard service, doctor office, tax service, etc.

Here are just a few examples of consumption activities:

- ➢ Buying and/or using specific products or services
- ➢ Shopping online
- ➢ Shopping at the store
- ➢ Having any interaction with a service provider (salon, car service, etc)
- ➢ Buying anything
- ➢ Returning an item

During the interview, I will be asking you to come up with EACH:

1. A time when you felt embarrassed before, during or after a consumption experience.
2. A time when you felt guilty before, during or after a consumption experience.
3. A time when you felt ashamed, before, during, or after a consumption experience.

It would be very helpful if you could begin to think of these examples now – before the interview. To help you with this task, a definition and example of each emotion is provided below:

Embarrassment: feeling uncomfortable or awkward after being exposed in a way you don't like. Some examples during consumption may include: your credit card being declined, purchasing certain items in public, or tripping in a store.

Guilt: negative emotion that usually arises after you engage in some behavior or action. Some examples may be: purchasing something you do not need or can't afford, being rude to a salesperson, making a return, not leaving a big enough tip.

Shame: a negative emotion that usually occurs when you feel bad about some aspect of yourself. Some examples may include: not being able to afford something you want or need, feeling uncomfortable about your weight/looks while trying on clothing or thinking about shopping for

clothing, seeking treatment for some medical conditions, purchasing products you know are bad for you (especially if someone saw you make the purchase).

Please let me know if you have any questions. Again, thank you very much for your time!! See you soon.

APPENDIX 5: SUMMARY OF INFORMANT EXPERIENCES

	Embarrassment	**Guilt**	**Shame**
Megan	Purchasing tampons	Overconsumption	Treatment for bladder infection
James	Purchasing condoms	Failure to purchase	STD testing
Melissa	Purchasing the Plan B (morning after pill)	Overconsumption	Treatment for HPV
Adam	Purchasing pornography	Making a return	Financial failure
Christina	Making a return	Purchasing alcohol	Treatment for breast cancer
Michael	Credit card decline	Making a return	Financial failure
Debbie	Purchasing swimsuit	Undeserved Merit	Weight watchers
Tom	Credit card decline	Overconsumption	Seeing a psychologist
Karen	Cashier demeaning her purchase of cigarettes/purchasing	Leaving a service provider	Being rude
Brian	Purchasing hemorrhoid cream	Making a return	Treatment for skin cancer

APPENDIX 6: ESSAY 2 INTERVIEW GUIDE

Interview Introduction

I am working on an assignment where we are trying to understand the different emotions that consumers might experience before, during, and after service encounters. A service is something that is done for you -- you can't really touch it or own it; once the service is given, it's gone. Examples include: salon services, car service, yard service, doctor office, tax service, hotels, cable and phone service, airlines, etc.

I'm really interested in seeing when and why you might feel **GUILT** in a consumer's service experience. (Let respondent see the definition of guilt and examples provided below).

GUILT

Main Themes:

  ➢ Centered around actions/thoughts of actions

  ➢ A "moral" emotion

People experience guilt when they have negative feelings due to something they **think, do, OR think about doing or saying something about the service provider** that they feel is **"wrong."**

 You can feel guilt even if no one else knows about what you do or think because it goes against what **you** think is "right and wrong." You feel guilt because it goes against how you think you should act toward the service provider.

Examples of Guilt During Service Experience:

  ➢ Purchasing a service you do not need or cannot afford
  ➢ Being rude to a salesperson or acting rudely during the service encounter
  ➢ Not tipping enough
  ➢ Thinking about being rude
  ➢ Thinking about going somewhere else.

Many people confuse guilt with embarrassment and shame. However, guilt is different from both of these emotions. It is very important that you can understand and can distinguish guilt from these other emotions. It will be helpful to briefly discuss these other emotions, so you can understand how guilt differs.

EMBARRASSED

Main Theme(s):

  ➢ Public: people must either be in public or think of themselves in a public context to experience embarrassment.

➢ Short-lived: embarrassment is generally short-lived and is not as painful or intense as guilt or shame.

People feel embarrassed when they **feel awkward or uncomfortable and self-conscious after being exposed in a way they don't like.** Typically people are either in public, or they are thinking about themselves in public.

Examples of Embarrassment in a Service Experience:

➢ Tripping and falling during the service encounter
➢ Having your credit card declined
➢ Saying something rudely and having someone overhear it
➢ Someone you are with acting rudely
➢ Going to the hairstylist with dirty hair or going to get a massage and without showering/shaving beforehand.

SHAME

Main theme(s):

➢ Feeling there is something "bad or wrong" about you as a person

➢ NOT necessarily an action you engaged in; more of an aspect of yourself.

Shame is a painful emotion that occurs when people feel **bad about themselves or some aspect of who they are,** not necessarily an action they engaged in. **Shame is about whom you are**, and feeling bad or ashamed about some part of who you are – whether it be a physical attribute (weight) or an internal trait (personality, mental illness, bad in math).

Examples:
➢ Not able to afford some service
➢ Feeling bad about having to seek medical treatment for an STD
➢ Having to seek a service because of something you are ashamed of

REGRET

Theme (s):

➢ Some action you chose, but would like to change if possible

➢ It doesn't have to be something bad, but you wish you had chosen a different course of action.

➢ Can be an outcome of other emotions, such as guilt and embarrassment.

People experience regret when they **wish they would have taken a different course of action** (than what they did), but is no longer available.

Examples:

➢ Wishing you had chosen a different service provider

➢ Wishing you had remembered to pay the service provider on time, so you didn't get a late fee.

I am very interested in the emotion of guilt. (Let interviewee see the definition of guilt and examples provided below).

> **Guilt**: negative emotion that usually arises after you engage in some behavior or action, or think about engaging in some behaviors or actions. Some examples may be: purchasing something you do not need or can't afford, being rude to a salesperson, making a return, not leaving a big enough tip, thinking about being rude or thinking about leaving a bad tip.

Think about a time when you felt **GUILTY** before, during, or after an **EXPERIENCE** with a service provider. It can also be a time that you simply **FELT** guilty for **THINKING** about something related to the service provider.

➢ If the respondent cannot think of a time, ask them: **What would make you feel guilty before, during or after a service experience?**

PART ONE

Question 1) Please describe this experience (Make sure to get lots of detail here!!)

> **Probes:**
> **a. Why did you feel guilty?**
> > i. What do you think the service provider would think you did wrong?
> > ii. Betray someone or something? How? Why or Why not?
> > iii. Act unfairly about something /toward someone? Explain. Why or Why not?
> > iv. Violate some aspect of the agreement or relationship? How? Why or Why not?
> > v. Failed to share in my responsibility to this relationship? Why or Why not?
>
> **b. What did you do during this experience?**
> > i. Thinking anything? What?
> > ii. Need to escape or hide? Why or Why not?
> > iii. Avoid the service provider? Why or Why not?
> > iv. Go back to the service provider? Why or Why not?
> > v. Feel bad about yourself? Why or Why not?
> > vi. Feel like "fixing" the situation? Why or Why not?
>
> **c. Were you feeling any other emotions during this time?**
> > i. Anger? Why or Why not?
> > ii. Frustration? Why or Why not?
> > iii. Worried or anxious? Why or Why not?

      iv. Embarrassed? Why or Why not? If yes, please ask them to explain what about the experience made them feel embarrassed.

      v. Ashamed? Why or Why not? If yes, please ask them to explain what about the experience made them feel ashamed.

      vi. Regret? Why or Why not? If yes, please ask them to explain what about the experience made them feel regret.

PART 2: For the Interviewer (YOU) to Complete:

Based on the discussion thus far, please complete the following questions. Please mark next to the response that seems to fit the interviewee's responses.

1. **Was the respondent referring to an experience about:**

   a. A specific person the interviewee seems to know and interact with on a regular basis: _____

   b. A specific person the interviewee spoke of in general terms, maybe the interviewee doesn't know the person's name, seems the interviewee doesn't interact with this person on a regular basis: _____

   c. A staff or group of people at the service provider: _____

   d. The organization in general: _____

2. **Was the respondent describing anticipatory or existential guilt? Please choose one.**

   a. **Anticipatory:** the interviewee described a situation where he/she did NOT actually do anything, or engage in any specific behaviors which made them feel guilty, but the THOUGHT about engaging in behaviors that would make them feel guilty: _____

   b. **Existential:** the interviewee described a situation where he/she actually did something, or engaged in some BEHAVIOR(S) that caused guilty feelings:_____

PART 3

1. **Think about when this experience was actually happening. Did this incident influence your satisfaction with the experience? If so, how?**
   a. More satisfied? Why?
   b. Less satisfied? Why?
   c. Feel bad about yourself?

d. Feel bad about the service provider?
e. Feel bad after the service?
f. Feel bad during the experience?

2. **Now please reflect on <u>THE TIME THAT HAS PASSED SINCE THIS INCIDENT OCCURRED</u>. Do you think this incident has influenced the relationship you have with this service provider? How?**

   o **For people who described an experience they only THOUGHT about (so they didn't actually do anything), ask them if they thought it would influence their relationship with the service provider.**

      a. Have you /Would you go back since? Why or Why not?
      b. Feel uncomfortable going back? Why or Why not?
      c. Feel like you had to go back even if you didn't want to? Why or Why not?
      d. Plan on going back? Why or Why not?
      e. Looking for alternatives? Why or Why not?
      f. Told other people about the incident?
      g. Told other people about the service provider?
      h. Think differently about the service provider? How so?

3. **Do you think this experience has influenced the way you think about this service provider? If so, how?**

   a. Obligated? Why or Why not?
   b. Committed? Why or Why not?
   c. Unfavorable? Why or Why not?
   d. Favorable? Why or Why not?
   e. Would recommend to others? Why or Why not?
   f. Have positive things to say? Why or Why not?
   g. Have negative things to say? Why or Why not?

INTERVIEW PART 4

1. **Please tell me a little about your experiences with this service provider.**

   a. Why did you choose this person/company?

   b. What do you like about this person/service?

   c. What do you dislike about this person/service?

   d. Do you consider yourself to have a relationship with this person/company?
      i. If Yes, why?
      ii. If No, why?

e. Do you have friends that also use this service provider?

f. Do you see this person/company on a regular basis? Explain.

g. About how many times do you think you have seen this person/company for this particular service?

2. Give the interviewee a copy of this question.

Customer relationships with companies typically evolve through a number of phases over time. Please consider the following stages and identify which best describes your current relationship with the service provider you are describing in this interview.

Awareness: I've never been to this organization/person, but I am <u>aware</u> of what it is.

Exploration: I've been to this organization/person to <u>"try it out." </u>When I go here, I'm asking myself, "What do I like and dislike about this place?" (You may go to other places for the same service).

Expansion: I've been here enough to know that, in general, I prefer it over other places. (You usually go here, but you might go to other places too).

Continuing: I always go here even though I am aware of other company's that provide the same service. <u>I plan on continuing</u> to go here in the future.

Dissolution: I was a customer of this organization/person, but I <u>no longer go there </u>and do not expect to go there again.

3. I'm going to ask you a few more questions about your experiences with this service provider. Again, I'll state a few phrases. Think about your experiences with this service provider, and let me know if you strongly disagree, disagree, are neutral, agree, or strongly agree.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think of this service provider as a friend.					
It feels like I'm meeting with one of my friends.					
I feel like I know this person/organization well.					
I am able to share my thoughts.					
This service provider seems to care about me.					

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4. Please provide the following information about the service provider we have been discussing.

Overall, how do you feel about this service provider?				
Unfavorable 1	2	3	4	**Favorable** 5

5. I'm going to ask you a few more questions about your experiences with this service provider. Again, I'll state a few phrases. Think about your experiences with this service provider, and let me know if you strongly disagree, disagree, are neutral, agree, or strongly agree.

This service provider…….	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Provides high quality service					
Is reliable					
Provides a good value to customers					
Provides satisfaction to customers					
Is qualified					

6. Okay, now I'm going to ask you a few questions about your thoughts about the person(s) you see and interact with during your service experience versus the organization itself. Please answer the following questions. (Mark the response the person indicates).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel the same way about the person I interact with at this organization as the organization itself.					
I tend to care more about the specific person I interact with here, rather than the organization itself.					
The person I interact with is merely a reflection of the organization itself.					

APPENDIX 7: ESSAY 2 PRETEST 1

Purpose

Findings from the exploratory study in Essay 2 revealed that six different norm violations produced consumer guilt: rudeness, complaining, consumer betrayal, consumer role failure, switching, and consumer communication failure. These norm violations were categorized into two meta-themes: general norm violations and consumer norm violations (CNVs). In addition, several B2B norm violations were identified as being indicative of the CNVs that were identified: solidarity, role failure, flexibility, and information sharing. The purpose of this pretest was to twofold: 1) Determine the relationship among the general norm violations and CNVs on B2B norm violations; and 2) Identify the impact that B2B norm violations and CNVs have on consumer guilt.

Procedures

To achieve the objectives of this study the critical incidence method was employed (Bitner, Booms and Tetreault 1990). This method is appropriate given the purpose of the study, which was to examine consumer guilt, which there was little known about (Bitner, Booms and Tetreault 1990). The respondents were first exposed to a page describing the nature of the study. Next, participants read a summary of the study, which described the study objectives and defined key concepts of the study (guilt, service experience, service provider). Respondents were informed the researcher was interested in how consumers react in various service experiences. In addition, respondents were told they would be asked to think of a service provider. The definitions of both service and service provider were provided. A service was defined as: "Something that is done for you. It is considered intangible, as you can't touch or own it, once the service is given it is gone." Examples of services were provided (e.g. salon services, mechanics services, doctor's offices, home repair, gyms). A service provider was defined as "the PERSON (not the organization) you interacted with during your service experience." Examples of service providers were provided (e.g. hair stylist, mechanic, house keeper, repair person, doctor, personal trainer). Respondents were then informed their responses would be kept confidential. Next, the respondents were asked to think of a time when they experienced guilt with a service provider. They were asked to write about the incident, including as much detail as possible. After describing their guilty experience the respondents were exposed to and answered questions to measure guilt, each type of B2B and CNV, and covariate measures.

The study sample consisted of 162 undergraduate students at a major university who were members of a subject pool and completed the study for credit. The mean age of participants was 21 years. The sample was 52% male and 48% female. The measures of this study were the same as reported those reported in Table 22 of this document.

Results

To determine the relationship between general norm violations and CNVs on B2B norm violations several regression equations were run. Specifically, four regression equations were

run, using general norm violations and CNVs to predict each B2B norm violation. The results are summarized in the tables below.

Table 37: Predicting Solidarity

Predictors	R	R square	Standard Error	F-Value	Sig.	Standardized Beta	T-Value	Sig.	Tolerance	VIF
	.372	.139	1.18997	7.41	0.00					
Betrayal						-.197	-2.28	.024	.842	1.187
Rudeness						-.237	-2.94	.004	.961	1.10
Switching						-.156	-1.80	.070	.830	1.21

Table 38: Predicting Role Integrity

Predictors	R	R Square	Standard Error	F-Value	Sig.	Standardized Beta	T-Value	Sig.	Tolerance	VIF
	.480	.231	1.38997	20.86	0.000					
Role Fail						-.428	-5.73	.000	.992	1.008
Rudeness						-.194	-2.42	.010	.992	1.080

Table 39: Predicting Flexibility

Predictors	R	R Square	Standard Error	F-Value	Sig.	Standardized Beta	T-Value	Sig.	Tolerance	VIF
	.323	.104	1.40383	8.09	0.000					
Complain						-.261	-3.25	.001	1.000	1.000
Betrayal						-.194	-2.42	.010	1.000	1.000

Table 40: Predicting Information Sharing

Predictors	R	R Square	Standard Error	F-Value	Sig.	Standardized Beta	T-Value	Sig.	Tolerance	VIF

	.341	.116	1.47815	14.05	0.000					
Betrayal						-.272	-3.34	.001	.965	1.036
Communication Failure						-.162	-1.99	.048	.965	1.036

Table 41: Summary of Relationships

Relational Norms	Pre-Test Results
Flexibility Exchange Party's willingness to make changes or adapt to changing circumstances and new conditions (Heide and John 1992)	Complaining Consumer Betrayal (p=.10)
Solidarity Exchange party places high value on the relationship and believes the relationship to be important. (Heide and John 1992)	Consumer Betrayal Rudeness Switching
Role Integrity Ensure that the customer enacts in his/her respective roles, (including adhering to habits, customs, internal rules, social exchange, and expectations. (Brown et al. 2009)	Consumer Role Failure
Information Sharing: Expectation parties will provide useful information to an exchange partner. (Heide and John 1992)	Betrayal Communication Failure

Guilt

In addition, regression equations were run to determine the impact of each type of norm violation (B2B and CNV) on consumer guilt. The results are summarized in the tables below and the findings are discussed in more detail below.

Table 42: B2B Norm Violations Predicting Consumer Guilt

Predictors	R	R Square	Standard Error	F-Value	Sig.	Standardized Beta	T-Value	Sig.	Tolerance	VIF
	.425	.181	1.06071	15.33	.000					
Role Integrity						.313	3.81	.001	.876	1.142
Information Sharing						.198	2.41	.017	.876	1.142

Table 43: CNV Predicting Consumer Guilt

Predictors	R	R Square	Standard Error	F-Value	Sig.	Standardized Beta	T-Value	Sig.	Tolerance	VIF
	.204	.042	1.14298	6.14	0.14					
Role Failure						.204	2.45	.014	1.000	1.000

Overall Conclusions

As demonstrated in the finding above in Tables 37-41 there was a significant relationship between each B2b norm violation and at least one CNV. The general norm violation of rudeness was also present in some of the B2B norm violations. Thus, it appears that B2B norm violations are indeed indicative of the CVNs that were identified in the exploratory in Essay 2. However, as shown in Tables 42 and 43, neither norm violation type was a good predictor of guilt. Although the findings in Table 42 indicate the results to be significant at the $p < .001$ level, the R2 = .181, meaning that violations of role integrity and information sharing explaining only 18% of the variance for consumer guilt. As shown in Table 43, the regression equation using CNVs to predict guilt was not significant ($p > .010$). This was surprising given the findings of the exploratory study in Essay 2. It was determined that the lack of findings between norm violations and consumer guilt was the result of the study design. In asking respondents to think of a past guilty experience, respondents were answering questions based on a situation that had already been coped or dealt with. As a result, this method was not successful in capturing consumer guilt because the guilty experience had already passed. Thus, it was determined that a consumer guilty experience would have to be created in future studies.

APPENDIX 8: ESSAY 2 PRETEST 2

The results of Essay 2 Pretest 1 indicated that using a critical incidence technique was not appropriate for capturing the construct of consumer guilt in the present tense. Thus, it was decided that four scenarios would be created to represent each B2B norm violation in order to create consumer guilty experiences. The purpose of this study was to examine the construct validity of scenarios that were created to represent each B2B norm violations.

This study was conducted using the same online survey software program as the first pretest. The procedures are identical to those described on pages 73 of this document. The only difference was that the respondents were randomly exposed to one of four B2B norm violation scenarios, as opposed to one of the CNV scenarios. The B2B norm violation scenarios and their corresponding scenario check questions are discussed below.

The scenarios were developed based on extant relationship marketing literature and findings of pretest 1. The scenarios and corresponding scenario check measures are provided in Table 44 below. All of the scenario check measures were measured using a 7-point Likert scale with endpoints of strongly disagree/strongly agree. To avoid introducing a potential confound concerning the respondents current or past satisfaction with the service provider, each scenario began with the following statement: "Overall you are happy and satisfied with the service you have been receiving. You are completely satisfied with the service you are receiving and have nothing to complain about."

Table 44: Consumer Norm Violation Scenarios and Checks

B2B	Conceptualization	Scenario	Scenario Checks
Role Integrity Failure	Extent to which exchange party fails to enact his or her respective roles (including adhering to habits, customers, internal rules, social exchange and expectations). (Gundlach, Achrol and Mentzer 1995).	In your relationship with your service provider, the service provider has certain obligations to fulfill. These include: ➢ Showing up to provide the service ➢ Charging fair prices, ➢ Keeping promises made to you ➢ Respecting you As a customer in the relationship with your service provider, you are also expected to fulfill certain obligations: ➢ Showing up to your appointments, ➢ The ability to pay for your service ➢ Keeping promises to your service provider ➢ Respecting your service provider Imagine if you violated one of these violations:	Did not follow rules. Failed to meet service provider's expectations. Did not follow through with what was expected of me.

Table 44 Continued

Solidarity Failure	Exchange party fails to place high value on the relationship and believes the relationship to be important. (Cannon, Achrol and Gundlach 2000)	You decide that although you like the service provider you described above you would like to try a different (new) provider. This new service provider does a good job, but you decide you want to go back to your original service provider. When you go back, he/she can tell that you have been to someone else and is upset about it.	Was not committed to preserving a good relationship. Neglected to act like this relationship was important. Did not make an effort to maintain a relationship.
Flexibility Failure	Exchange party fails to make changes or adopt to changing circumstances and new conditions. (Cannon, Achrol and Gundlach 2000).	The service provider you have described above has decided to move to a different location. The new location will be more inconvenient for you to drive to. Instead of adapting to your service provider and driving to the new location, you decide that the new location is too inconvenient and that you will start looking for a new service provider that is more convenient.	Was not flexible in accommodating this service provider. Did not make adjustments to cope with changes for this service provider. Failed to be flexible.

Table 44 Continued

Information Sharing Failure	When exchange partners fail to provide useful information to the exchange partner.	Recently, you decided to stop going to your service provider. Instead of explaining why you decided to stop going, you don't say anything at all. Instead you simply "pick up and leave." You never say goodbye and you fail to provide an explanation to your service provider about why you decided to leave.	Did not provide helpful information to this service provider. Was hesitant to provide information to my service provider. Did not provide information about changes to this service provider.
			Did not make an effort to maintain a relationship.

Results

The construct validity of each B2B norm violation scenario was assessed using the same procedures discussed on pages 76 and 77 of this document, and as advocated by Perdue and Summers (1986). Consistent with procedures in discussed on pages 76 and 77, the goal was to demonstrate that each B2B norm violation scenario reflected the specific construct it was intended to and was distinct from the other scenario constructs (Perdue and Summers 1986). The findings are summarized in Table 45 and discussed below.

Table 45: B2B Norm Violation Scenario Check Mean Scores

Scenarios	Solidarity Failure SC	Role Integrity Failure SC	Flexibility Failure SC	Information Sharing SC

Solidarity Failure	3.35	4.42	4.27	4.44
Role Integrity Failure	3.50	4.38	3.66	4.41
Flexibility Failure	3.23	3.82	3.45	3.22
Information Sharing Failure	3.37	3.72	3.28	3.38

As indicated in Table 45, those who viewed the solidarity scenario failed to report the highest mean scores on the solidarity scenario check measure [M=3.25; F=2.83; p > .05]. In addition, those who viewed the role integrity failure scenario failed to report the highest means scores for the role integrity fail check measure [M=4.38, F=3.62; p > .10]. Those who viewed the flexibility failure scenario did not report the highest means scores for the flexibility failure check [M=3.45; F=4.83; p >.10). In addition, those who viewed the information sharing failure scenario did not report the highest means scores for the information sharing failure check measure (M=3.38; F = 2.63; p > .10). These results demonstrate the scenario checks for the B2B norm violation scenarios did not pass the test for convergent validity.

Overall Conclusions

As indicated in Table 45, none of the B2B norm violation scenarios passed the test for construct validity. This is likely due to the very broad conceptualizations of these constructs. It appears that each of these constructs is too comprehensive to differ significantly from the others. As a result of these confounding effecting, the B2B norm violation scenarios cannot be used. This pretest contributed to Essay 2 by demonstrating that it would be better to develop scenarios that represent the CNVs in order to capture consumer guilt.

VITA

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