

Patronage, only for happiness? – An analysis on Coexistence of Multiple Consumption Emotions

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Abstract

Consumption emotion is the perceived feeling of customers when they use products or enjoy service. This feeling can exist for a long time in the minds of consumers and influence their purchase decisions. Consumption emotion falls into three categories, namely positive emotion, negative emotion and neutral emotion. During consuming process, customers may experience a variety of emotions. So it is natural to wonder how these emotions influence decision-making of customers when they coexist. Based on previous studies, this research proposes hypotheses and collects 756 valid data with questionnaire method applied. With employment of multiple linear regression models, hypotheses are verified to draw the final conclusions. Positive and neutral emotions can exert significantly positive effect on patronage intention, while negative emotion significantly affects patronage intention in a negative way. Meanwhile, negative influence on patronage intention is conspicuously reflected from interaction of positive and neutral emotions. Interaction of negative and neutral emotions does not generate obvious effect on patronage intention. However, positive effect on patronage intention is observed in interaction of positive and negative emotions. In different retail formats, interaction of consumption emotions exerts different influence on consumers. According to research results, in real business management, negative emotion of customers does not necessarily lead to worse consequence. Customer satisfaction can still be obtained if it is possible for them to experience positive emotion from other aspects.

Keywords: Consumption emotion, Patronage intention, Emotion coexist

1. Introduction

Customer emotion refers to feeling experienced by customers when they use products or enjoy service. This feeling can exist for a long time in the minds of consumers and influence consumer purchasing decisions in the future (Hou, Wu & Hu, 2013). When consumers walk into a retail shop, they begin to consume and enjoy provided service (such as the comfortable environment, convenient transportation, and so on). Therefore, customers will generate relevant emotional experience. In retail related studies, it is usually considered that customer satisfaction can be enhanced only when they feel happy, so they are more inclined to patronize the shop. In this process, emotion is the primary factor in evaluating, organizing and manipulating consumer awareness and causing varying degree of attention (Izard, 2009). Thus studies on consumer patronage follow conception of traditional marketing studies, which involves customer satisfaction and loyalty.

Many scholars drew conclusions from studies on relationship between consumption emotion and customer satisfaction. They believe that consumption emotion is positively related to customer satisfaction. That is to say, positive emotion is able to increase customer satisfaction, while negative emotion reduces customer satisfaction (Westbrook, 1987; Oliver, 1993a; Dube-Rioux, 1990; Dubé, Belanger & Trudeau, 1996; Price, Amould & Deibler, 1995; Foldes, Koletsky & Graham, 1987; Wirtz, Mattila & Tan, 20000). Westbrook (1980) explained that customer satisfaction is not only a perceived phenomenon, but it also includes emotional parts. Of these emotional components, good subjective perception often connects with satisfaction, while negative subjective perception with dissatisfaction

(Westbrook, 1980). However, some scholars hold different views. For example, according to study results of Arnould and Price (1993) and Dubé and Morgan (1996), to a certain extent, negative emotion experienced by customers in consumption process has positive impact on customer satisfaction.

With respect to this conflict, some studies interpret it from the perspective of customers' purchase purposes. For example, Allen (1992) and other scholars found that when a customer feels upset and shy, if he or she purchases products or service not out of his or her own interests, negative emotion is positively related to customer satisfaction. Some other researchers are conducted from the perspective of product type. For example, Krishnan and Olshavsky (1995) discovered that when customers watch horror movies, the negative feeling experienced may lead to higher customer satisfaction.

Based on current studies, analysis from perspective of retail shops is lack of reasonable and reliable explanation. In previous studies, scholars adopted different methods to measure customers' consumption emotions. Some scholars believe that consumption emotion involves two directions of a concept, which is a transition from unpleasantness to pleasantness. It just resembles relationship of negative and positive numbers. Hence these scholars do not distinguish positive and negative emotions in their studies about consumption emotion (Baker, Levy & Grewal, 1992; Mattila & Wirtz, 2000). However, it is considered by other scholars that positive and negative emotions of customers are two independent concepts, which should be measured and observed separately (Price et al., 1995; Wirtz et al., 2000; Wirtz & Bateson, 1999; Bagozzi, Gopinath & Nyer, 1999).

The limitation of these studies lies in its unipolar characteristics. Most studies treat emotion as a unipolar concept (Kensinger, 2009; Mather & Sutherland, 2009, 2011). Some previous studies pointed out that in customers' consumption process, they may experience positive and negative emotions at the same time. What's more, it is possible for customers to perceived more emotions. These experienced emotions may be different, and sometimes even totally opposite. Evidently, there is insufficient research about effect of these emotions on customers' cognition. In addition, precious studies fail to explain the interaction of coexistent emotions. Some scholars have discovered diversified consumption emotions, such as Havlena and Holbrook (1986), Westbrook and Oliver (1991), etc. However, their studies only confine to one-dimensional analysis on these emotions. That is to say, they mainly studied what factors generate what emotions or the effect a certain emotion on customers. Since multiple emotions are possible to coexist, so they may interact with each other. Moreover, the interaction can more or less exert influence on customers.

From this perspective, this research explores influence of different emotions on customer patronage intention with coexistence of multiple emotions. Firstly, a conceptual literature review is summarized on consumption emotions. Meanwhile, relevant studies on various types of consumption emotions are also reviewed. Secondly, research hypotheses are proposed on the basis of research questions and literature review. Thirdly, through questionnaire survey, about 900 samples are collected, which function as data to conduct tests on hypotheses. Finally, research conclusions are drawn from data analysis.

2. Relevant Research Review

Emotion is used to describe people's state of mind. It is a kind of people's attitude towards objective fact and brain activity originating from external stimulus (Lu & Wei, 2002). As is known that emotion is individual's perceived effect and subjective feeling, characteristics of emotion can be summarized. (1) Diffusion; diffusion of emotion includes intrinsic diffusion and external diffusion. The former one refers to diffusion of individual's personal emotion. When something provokes individual's emotional experience, whether it is positive or negative, this experience will impact the individual's emotional experience on other relevant things. This process is described as Halo Effect in psychology. External diffusion is about influence of individual's emotion on other people's emotion. When individual generates a certain emotion for something, he or she will spread this emotion and direct other people to generate the same perception. This is a kind of external influence of emotion. (2) Empathy; when a person feels a certain sentiment of the other person, he or she can also experience the same sentiment (Zhu, 1989). It refers to a psychological process when one stands in customers' position to perceive their state of mind (their feeling, needs, sorrow and so on). (3) Apparentness; individual's emotion can be reflected from external visible behaviors, such as language, expression, action and various body languages, etc. (4) Complexity; when people are confronted with same things, they may experience positive and negative emotions simultaneously (Bradburn, 1969).

Consumption emotion is customers' psychological reaction resulting from their familiarity with products and service in consuming process (Mano & Oliver, 1993; Richins, 1997). Consumption emotion can be considered as a kind of feeling. This feeling may comes into being during using or consuming process, or it may emerge with process of customers' affective state and emotional variation. Consequently, consumption emotion is a certain kind of emotion

and it also shares the general characteristics of emotion, which are diffusion, empathy, apparentness and complexity.

What are the proper descriptions for consumption emotion? Edwardson (1998) carried out depth interviews with 368 consumers, aiming to find out their consumption emotions during consuming process. There are altogether 220 words used by these interviewees to describe consumption emotions they experienced (Edwardson, 1998). The most frequently used ten words are angry, disappointed, worried, happy, frustrated, satisfactory, irritable, excited, relaxed and indignant. To sum up, consumers' emotions can be generalized into 16 types, namely angry, dissatisfactory, sad, anxious, scared, shameful, lonely, admirable, romantic, fond, quiet, satisfactory, joyous, optimistic, excited and surprised (Richins, 1997). Based on current literatures, three typical classifications are commonly used in academic circle. The first one is two-factor emotion model (Watson, Clark & Tellegen, 1988). In this model, consumption emotion is classified into positive and negative emotions. For example, Baumgartner and James (1987) classified consumption emotion into two categories, namely positive emotion and negative emotion. In positive category, emotions include active, calm, alive, peaceful, cheerful, warmhearted, delighted, happy, joyous, relaxed, lighthearted, at rest, pleased, stimulated, excited; Emotions in negative category contain critical, depressed, disgusted, offended, skeptical, sad, upset, distressed.

Nevertheless, it seems too simple for researchers to classify consumption emotions only according to "positive-negative" standard. In empirical research on service marketing, researchers can hardly distinguish positive and negative emotions (Babin & Griffin, 1998). In order to distinguish customer emotions clearly, Mehrabian and Russell (1974) measured emotion with establishment of two separate dimensions, including "pleasant-unpleasant" and "excited-clam". According to this viewpoint, emotion is fundamentally derived from different activation of appetitive motivation system and defense motivation system. It is composed of pleasure dimension and arousal dimension. Pleasure indicates which motivation system is activated by emotional stimuli. Arousal reflects the activation degree of each motivation system. Later, Russell (2003) further supplemented his emotion classification (seen Figure 1).

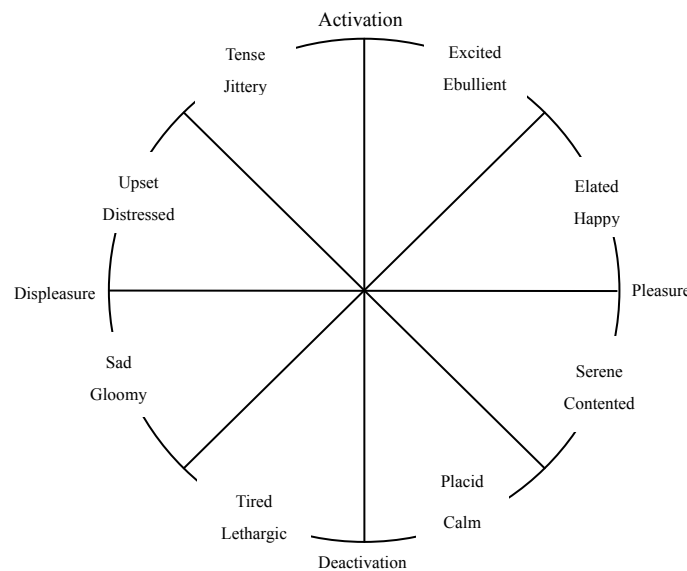


Figure 1. Russell Emotion Classification

Compared with two-factor model, Russell's "Pleasure-Arousal" emotion model incorporates the "excited-calm" dimension, distinguishing various consumer emotions in a more accurate way.

The second classification is PAD three-dimensional model proposed by Mehrabian and Russell (1974). Although Russell's classification gains plenty of support, some other scholars hold that this model fails to reflect consumers' emotional reaction to external stimulating factors. Therefore, on the basis of "Pleasure-Arousal" model, Mehrabian (1980) designed "Pleasure-Arousal-Dominance" scale (PAD scale) (Mehrabian, 1980). This scale does not measure consumers' consumption emotion for products or service. Instead, it only measure people's emotional reaction to external stimulus. In other words, PAD model does not measure consumption emotion itself, but only measure customers' pleasant feelings and arousal state (calm or excited) under external stimulus. Meanwhile, instead of

measuring “positive” and “negative” in previous two-dimension, PAD scale discusses consumers’ emotional variation at a deeper level.

The third classification is four-dimensional model proposed by Izard (1977). He divided emotions into four dimensions, including pleasant degree, convinced degree, excited degree and nervous degree. In his later explanation for this theory, Basic Emotion Theory was proposed. According to this theory, basic emotion or discrete emotion is commonly existent in human beings. These basic emotions include basic positive emotions like interested, happy and basic negative emotions like sad, angry, disgusted and sacred, etc (Ekman, 2003; Izard, 2009).

He believed people have 8 to 11 types of basic emotions (see Table 1).

Table 1. Izard Intervallic Emotion Classification and Descriptive Adjectives

Emotion type	Descriptive Adjectives	Emotion type	Descriptive Adjectives
interested	attentive	disgusted	dislike
	dedicated		disagreeable
	alert		sick
pleasant	pleased	contempt	disparaging
	happy		scornful
	joyous		mocking
surprised	amazed	fearful	frightened
	stunned		scared
	astonished		terrified
sad	depressed	shy	bashful
	sad		shy
	grief		ashamed
angry	displeased	guilty	penitent
	frenzied		apologetic
	furious		self-condemned

On the whole, whatever classification is adopted, the consumption emotions can be categorized into the following types. The first one is positive emotion, which mainly expresses the consumer’s positive sentiments, such as pleased, pleasant and happy, etc. The second category refers to negative emotion, which delivers the consumer’s negative sentiments, such as angry, displeased and sad, etc. The third type is neutral emotion, which cannot be described as positive or negative. However, the neutral emotion can be taken not only as positive emotion, but also as negative emotion, such as surprised, stunned, etc.

3. Research Model and Hypotheses

Some scholars hold that positive and negative emotions are a bipolar concept. They are independent and impossible to coexist (Baker et al., 1992). However, emotion is a constant variation process with its varied and complicated characteristics. Since emotion itself is abstract, the consumer’s emotion is between the two poles at a certain moment. Thus, during consuming process, they may experience positive and negative emotions at the same time, as well as the neutral emotion. Since these emotions intertwine with each other, is there any impact on the consumer’s cognition?

Firstly, the positive emotion is always connected with good results (Weiner & Russell, 1979). Consumption emotion will affect consumers’ cognition on commodities and other things. Meanwhile, it also exerts influence on their purchase decision and behavior. On the foundation of Russell’s “Pleasure-Arousal” emotion theory, Mehrabian and Russell (1974) introduced the dimension of “approach intention” and established M-R model. In this model, Mehrabian and others pointed out that in pleasant environment, the consumer has intention to approach; on the contrary, in unpleasant environment, the consumer tends to avoid.

Therefore, relevant theoretical hypotheses are proposed:

H1 Positive emotion positively influences patronage intention

H2 Negative emotion negatively influences patronage intention

In previous studies, arousal emotions are usually treated as neutral emotion. Being aroused means the state of being very awake, alert, excited, energetic and vigorous (Thayer, 1989). Failing to be aroused indicates weary, lazy, relax and tired. Moderate arousal is possible to cause dynamic feeling, but extreme arousal will consequently result in nervous and uneasy state (Thayer, 1989). Meanwhile, in relevant research on emotion, arousal is considered as

emotional intensity factor. “Arousal” plays a crucial role in influencing the customer’s purchase decision. The influence is exerted through its impact on information identification, storage and reading process. Arousal at high level is beneficial to continued recognition and rapid response to simple stimuli (Hamilton, Fowler, Landolt & Porlier, 1989). That is to say, it is in favor of identification and coding for storing long-term information. However, due to high-level arousal, the information maybe cannot be read in a short time after coding. Thus high-level arousal affects reading of short-term memory in a negative way. In addition, in complicated cognitive tasks, the cognitive performance can be enhanced through increasing from low-level arousal to arousal at moderate level. As the arousal level continues to increase, cognitive performance turns out to decline, which takes on an inverted U-shaped curve. Thus increasing of arousal level will relatively increase response frequency to environmental cues, but it also reduce available amount of short-term memory. This is because faster sampling rate may increase interference. Moreover, high-lever arousal is beneficial to reading of long-term memory by increasing rate of contact between internal and external environment and learning contents. The consumer may have impulse to purchase with influence of stimulating factors. The stimulation will increase arousal level and at this stage, the consumer’s short-term memory function will firstly suffer damage. When arousal level is higher than moderate level, cognitive performance begins to decline from the perk of the inverted U-shape curve. Then the consumer is inclined to quickly make purchase decision. Since high-level arousal facilitates rapid response and continuous identification to simple stimuli, it also plays a positive role in forming of the consumer’s purchase motive.

Therefore, the following research hypothesis is proposed.

H3 “Arousal” emotion exerts positive influence on patronage intention.

In M-R model, “arousal” can be interpreted as the consumer’s emotional excitation with external influence. Originally, the consumer does not have purchase desire. However, with stimulating effect, they decide to purchase or become fond of the commodities or service. Finally, this feeling may be reflected from consumers’ behaviors like purchase or more attention. Based on this, some scholars find that increasing of pleasure and arousal generates effect on purchase intention (Baker et al., 1992). That is to say, arousal emotion acts as an amplifier, whether it is to positive emotion or to negative emotion (Izard, 1977; Tomkins, 1980; Oliver, 1989). Mattila and Wirtz (2000) ever stated that combination of arousal and pleasure will increase the consumer’s approaching intention and purchase impulse. Empirical researches of Wirtz and other scholars also supported this conclusion (Wirtz et al., 2000).

Consequently, following hypotheses are proposed.

H4 Interaction of arousal emotion and positive emotion will positively impact patronage intention.

H5 Interaction of arousal emotion and negative emotion will negatively impact patronage intention.

Because there is little research on coexistence of positive and negative emotions, it is difficult to define the influence of positive and negative emotions interaction on patronage intention. The following hypothesis is proposed.

H6 Interaction of positive and negative emotions exerts influence on patronage intention, with uncertainty of effect direction.

4. Research Design

4.1 Variable Selection and Measurement

4.1.1 Explained variable

The explained variable is patronage intention, which is represented by PA. With reference to research of Grewal et al. (2003), this research employs three questions for measurement. (1) I like shopping in this store. (2) I often go shopping in this store. (3) I am willing to recommend this store to my relatives and friends.

4.1.2 Explanatory variable

Although consumption emotion varies constantly under various stimulations, emotion is stable and can be measured at a specific time and location. Factor analysis method is commonly adopted in researches on positive emotion. Firstly, pleasure-interest emotional factors are extracted. Then it comes to merging of pleasure-interest emotional indicators (Oliver, 1993). Thirdly, overall positive emotional factors are extracted (Dubé & Morgan, 1996; Mano & Oliver, 1993).

Positive emotion (represented by PL)

In emotion scales of Plutchik (1984), Izard (1977) and Mehrabian and Russell (1974), there are measuring items about positive emotion. Based on the three scales, this research extracts six items, namely satisfactory, pleasant, joyous, at ease, content and happy. Before survey, pretest is conducted to verify effectiveness and reliability of the six items. With 453 questionnaires distributed, Cronbach α is calculated to be 0.922, proving relatively high

reliability of the six items in measuring positive emotion.

Negative emotion (represented by UP)

In terms of calculation of negative emotion, one approach is to conduct research from the overall perspective (Westbrook, 1987; Dubé et al., 1996; Price et al., 1995; Oliver, 1993; Dubé, 1990), and the other is based on inscriptive attribute of negative emotion (Westbrook, 1987; Folkes et al., 1987). In inscriptive empirical research on negative emotion, Oliver (1993b) classifies negative emotion into three types, namely environmental attribute (sad, afraid and anxious), self-attribute (guilty and shy) and other attributes (scornful, angry and so on) (Oliver, 1993). In his research, each concrete negative emotion indicator is included in emotions of different attributes. All these indicators are integrated together to form the complete negative emotion.

Since the negative emotions included in Oliver's (1993b) research covers a wide range, this research is based on his measurement items to conduct relative test under China context. Through delivering of 298 questionnaires, four items are derived with confirmatory factor analysis. These items are nervous, care about surrounding, disappointed and worried. Cronbach α is verified to be 0.703, which indicates reliability of these items in measuring negative emotion.

Neutral emotion (represented by AR)

In previous studies, arousal emotions are usually treated as neutral emotion. Therefore, in this research, arousal emotion is adopted to measure neutral emotion.

With respect to emotional measurement, this research adopts scale of Ishibuchi Junya (2005). This scale is selected because it is established on the basis of measurement of retail stores, which is similar to consumer's going shopping for emotional experience. The following three items are included in this measurement scale: I feel thrilled; I feel excited; I feel in high spirits. Through test on consumers in Chinese retail stores, Cronbach α is calculated to be 0.842, proving relatively high reliability to measure arousal emotion.

4.1.3 Control variable

Distance to store

Distance is a major factor in influencing consumers' patronage behaviors and intention. That is to say, the physical and space distance from consumer to store plays an important role in influencing the consumer's choice on store (Fotheringham, 1988; Davis, Peyrefitte & Hodges, 2012). So it is necessary to control this variable in research. Questionnaire is applied to exert control on samples to ensure the distance to store within 12-25 minutes (by walking, public transportation or private car).

Store image

Store image is critical in choice on store, because this indicator, to a large extent, relates to store satisfaction (Malhotra, 1983). Therefore, in choosing samples, stores selected should not differ obviously in terms of consumers' impression evaluation. From dimension of price, service and convenience, the store samples are relatively selected and controlled.

4.2 Data Collection

There are seven selected store samples in Changchun (China), including department stores and supermarkets. With purpose to avoid influence of business gathering on consumers' perception, the seven stores are all independently set up. Pretest is also carried out, which finds that consumers' impression on these stores has no obvious difference in terms of price, service and commodities. There are altogether 1000 questionnaires delivered with 812 of them recovered. The recovery rate reaches 81.2%. Of all questionnaires recovered, 756 of them are effective, with effective rate reaching 93.1%. The sample distribution in stores can be seen in Table 2.

Table 2. Sample Distribution

Store Code	Numbers of effective sample
G	88
H	62
O	163
P	13
W	171
Y	182
B	77
Total	756

5. Empirical Analysis

5.1 Descriptive Statistics of Data

Table 3 and Table 4 are descriptive statistics of samples and main variables respectively. In order to guarantee constructs and data suitable for further analysis, internal consistency reliability, convergent validity and discriminant validity should be tested. Cronbach α of various structural variables are calculated with all values above 0.8, indicating reliability of measurement. AVE value and CR is applied to test on convergent validity. AVE of all structural variables are calculated to be above 0.5 with CR greater than 0.7. Thus good convergent validity is proved between each construct (Fornell & Larker, 1981). In terms of discriminant validity, it is tested through comparison of AVE square root and correlation coefficient between corresponding constructs. If AVE square root is greater than correlation coefficient between two constructs, then the two constructs are proved to have good discriminant validity. According to results of Table 3 and Table 4, measurement model in this research has good internal consistency reliability, convergent validity and discriminant validity.

Table 3. Descriptive Statistics of Samples

Indicator		Data result
Gender	Male	39.6%
	Female	60.4%
Age	≤19	6.2%
	20-29	65.2%
	30-39	16.0%
	40-49	7.0%
	≥50	4.9%
	unfilled	0.7%
Education	vocational college or below	27.2%
	Bachelor	61.1%
	Master or above	10.3%
	unfilled	1.3%
Monthly income	≤ 999 RMB	7.9%
	1000-1999 RMB	26.9%
	2000-2999 RMB	28.4%
	3000-3999 RMB	18.4%
	≥4000 RMB	15.9%
	unfilled	2.5%

Table 4. Descriptive Statistics and Correlation of Variables

Variable	Mean	Standard deviation	Minimum	Maximum	Cronbach α	CR	PL	AR	UP	PI
Positive emotion (PL)	3.44255	.6519442	1	5	.903	.9294	.8295			
Arousal emotion (AR)	2.974505	.8166318	1	5	.842	.9054	.630**	.8730		
Negative emotion (UP)	2.392378	.8312282	1	5	.801	.7996	.096**	.466**	.7996	
Patronage (PI)	3.834875	.7367519	1	5	.854	.8562	.505**	.314**	.002	1

Note: ** indicates significant above 0.5. The bold numbers in diagonal of the table is AVE square root. The rest are correlation coefficient between constructs. CR is composite reliability.

5.2 Hypotheses testing

In order to confirm hypotheses, it is necessary to conduct a multiple regression analysis. The regression results are shown in Table 5. In model 2, 3 and 4, interaction items of positive and negative emotions, of positive and neutral emotions and of negative and neutral emotions are added respectively. In model 5, test is carried out with all three interaction items added simultaneously.

Table 5. Multiple Regression Results of Consumer Emotion and Patronage Intention

Variable	Model 1	Model 2	Model 3	Model 4	Model 5
Intercept	0.000 (15.24)	0.000 (10.71)	0.000 (5.96)	0.000 (13.04)	0.000 (7.22)
lgPL	0.000 (11.57)	0.001 (3.33)	0.000 (5.91)	0.000 (10.99)	0.000 (3.94)
lgAR	0.338 (0.96)	0.189 (1.32)	0.376 (0.89)	0.211 (-1.25)	0.046 (2.00)
lgUP	0.017 (-2.39)	0.000 (-4.09)	0.019 (-2.35)	0.001 (-3.36)	0.000 (-4.57)
lgPL*lgUP		0.000 (3.69)			0.002 (3.15)
lgPL*lgAR			0.537 (-0.62)		0.035 (-2.12)
lgAR*lgUP				0.007 (2.71)	0.511 (0.66)
R ²	0.2478	0.2611	0.2481	0.2550	0.2660
AD-R ²	0.2448	0.2572	0.2441	0.2510	0.2601
F-value	82.67	66.44	62.04	64.35	45.30

* The number in brackets t value.

From results in table, positive emotion, negative emotion and neutral emotion all influence patronage intention significantly. Positive and neutral emotions have significant impact on patronage in a positive way, while negative emotion in a negative way. Results of model 2 illustrates there exists interaction between positive and negative emotions. Meanwhile, the interaction significantly affects patronage intention in a positive way. As is shown in results of model 3, interaction of positive and neutral emotions does not significantly influence patronage intention. Results of model 4 show that interaction of negative and neutral emotions exerts significantly positive influence on patronage intention.

According to results of model 5, if the consumer experience positive, negative and neutral emotions at the same time, positive and neutral emotions significantly affect patronage intention in a positive way. Therefore, hypotheses 1 and 3 are verified. In addition, negative emotion significantly impact patronage intention in a negative way. Based on this point, hypothesis 2 is verified.

Interaction of positive and neutral emotions significantly influences patronage intention, but the influence is exerted in a negative way, which is opposite to what is stated in hypothesis. Thus hypothesis 4 is partly proved. It is believed that when the consumer has experienced positive emotions, like pleasant, happy, etc, more neutral emotions like arousal may leads to excessive pleasantness. In such circumstance, negative effect is generated. This conclusion is consistent with research of Thayer (1989), who found that when consumers experience excessive emotions, they will feel unrest and anxious, with negative effects produced.

Interaction of negative and neutral emotions does not influence patronage significantly. Therefore, the hypothesis 5 fails to be proved.

Interaction of positive and negative emotions exerts significant influence on patronage intention in a positive way. Then hypothesis 6 is confirmed. It concludes that when consumers experience positive and negative emotions at the same time, interaction of the two emotions positively influences patronage intention.

5.3 Analysis on Format Difference

Due to format cognition, consumers may have different perceptions for various formats. Thus the samples are classified into department stores and supermarkets to test influence of consumption emotion.

Table 6. Multiple Regression Results of Consumer Emotion and Patronage Intention in Department Stores

Variable	Model 1	Model 2	Model 3	Model 4	Model 5
Intercept	0.000 (11.42)	0.000 7.21	0.061 (1.88)	0.000 (10.62)	0.001 (3.31)
lgPL	0.000 (7.52)	0.132 (1.52)	0.000 (6.25)	0.000 (7.08)	0.000 (4.02)
lgAR	0.303 (1.03)	0.164 (1.39)	0.001 (3.34)	0.110 (-1.60)	0.006 (2.78)
lgUP	0.015 (-2.44)	0.002 (-2.90)	0.038 (-2.08)	0.000 (-3.83)	0.001 (-3.36)
lgPL*lgUP		0.013 (2.50)			0.114 (1.59)
lgPL*lgAR			0.002 (-3.17)		0.000 (-3.67)
lgAR*lgUP				0.002 (3.18)	0.070 (1.82)
R ²		0.2684	0.2760	0.2761	0.3040
AD-R ²		0.2646	0.2679	0.2680	0.2922
F-value		32.56	33.84	33.85	25.70

Table 6 reflects multiple regression results of consumer emotion and patronage intention in department stores. In model 2, the results show that positive emotion interacts with negative emotion. Moreover, the interaction obviously affects patronage intention in a positive way. Model 3 reveals that interaction of positive and neutral emotions significantly influences patronage intention with negative effect. In model 4, significant positive influence on patronage intention is observed in interaction of negative and neutral emotions. With respect to model 5, when the consumer experiences positive, negative and neutral emotions simultaneously, positive and neutral emotions exert a significant positive effect on patronage intention. Negative emotion significantly affects patronage intention in a negative way. In test for interactive effect, only interaction of positive and neutral emotions significantly influences patronage intention with positive effect. However, significant effect on patronage intention cannot be observed in interaction of positive and negative emotions and of negative and neutral emotions.

Table 7. Multiple Regression Results of Consumer Emotion and Patronage Intention in Supermarkets

Variable	Model 1	Model 2	Model 3	Model 4	Model 5
Intercept	0.000 (10.37)	0.000 (7.99)	0.000 (6.35)	0.000 (8.13)	0.000 (6.78)
lgPL	0.000 (8.57)	0.006 (2.75)	0.019 (2.36)	0.000 (8.24)	0.203 (1.28)
lgAR	0.769 (0.29)	0.604 (0.52)	0.074 (-1.79)	0.696 (-0.39)	0.864 (-0.17)
lgUP	0.351 (-0.93)	0.002 (-3.06)	0.338 (-0.96)	0.262 (-1.12)	0.020 (-2.34)
lgPL*lgUP		0.004 (2.93)			0.014 (2.47)
lgPL*lgAR			0.049 (1.97)		0.487 (0.70)
lgAR*lgUP				0.391 (0.86)	0.296 (-1.05)
R ²	0.2368	0.2532	0.2444	0.2383	0.2561
AD-R ²	0.2310	0.2456	0.2366	0.2305	0.2447
F-value	40.55	33.15	31.61	30.58	22.33

Table 7 shows multiple regression results of consumer emotion and patronage intention in supermarkets. From data results, in model 2 positive emotions interacts with negative emotion. This interaction leads to a significantly positive effect on patronage intention. Model 3 reveals that interaction of positive and neutral emotions significantly influences patronage intention with positive effect. In model 4, there is no obvious effect on patronage intention in interaction of negative and neutral emotions. Results in model 5 indicate that if the consumer experiences positive, negative and neutral emotions simultaneously, positive and neutral emotions fail to impact patronage intention

significantly. However, Negative emotion significantly affects patronage intention in a negative way. In test for interactive effect, only interaction of positive and negative emotions significantly influences patronage intention with positive effect. However, significant effect on patronage intention can not be observed in interaction of positive and neutral emotions and of negative and neutral emotions.

6. Implications on Management and Future Research Direction

Consumption emotion is consumers' psychological experience when they enjoy a product or service. How consumers experience and what they experience are great concerns for academic circle and business operators. In this basis, the research explores consumers' patronage intention on retail stores, with discussion about effect of various consumption emotions on consumers. In addition, with more and more complicated consumption emotions, the consumer usually experiences different emotions. It is necessary to find out consumers' different reactions to coexistence of various emotions. Through model analysis, the following conclusions are drawn.

Firstly, the most prominent part of this research lies in analysis for impact of emotional interaction on consumers when positive, negative and neutral emotions coexist. It is found that with joint effect of positive and negative emotions, the consumers' perception on patronage intention tends to be significantly positive. It is easy to find that even if the consumer has negative emotion, under help of positive emotion, consumers' experience can still be enhanced. Therefore, in actual operation and management, negative feeling of the consumer does not necessarily generate worse outcome. It is possible to make customers feel satisfactory if they can experience positive emotions from other respects. Besides, interaction of positive and neutral emotions also shows positive influence on patronage. This conclusion further confirms M-R model, indicating neutral emotion may play the role of a regulated variable. Finally, interaction of negative and neutral emotions does not significantly affect patronage intention.

Secondly, Similar to previous study results, positive, negative and neutral emotions all play a significant role in influencing patronage intention. This conclusion supports viewpoints of Oliver and some other scholars in terms of consumption emotion. They believe that positive emotion positively influences consumers, while negative and neutral emotions influence consumers in negative and positive way respectively (But as for respective results analysis, in department stores, neutral emotion positively influences consumers, while in supermarkets, neutral emotion does not have obvious influence on consumers).

Thirdly, consumption emotion analysis in different formats is conducted. In department stores, interaction of positive and neutral emotions significantly influences patronage intention with negative effect. In supermarkets, interaction of positive and negative emotions leads to a significantly positive effect on patronage intention. In department stores, the main target of consumers is to pursue happiness. Thus all various emotions can influence consumers, of which positive emotions are especially crucial. In supermarkets, consumers focus on completing purchase tasks, so if they feel unhappy, perceived negative emotions are more likely to cause influence on them.

There also exist limitations in this research. On the one hand, this research only analyzes influence caused by interaction of positive, negative and neutral emotions. However, emotions experienced by consumers are different in terms of degree. Whether emotional experience of varying degrees may exert different influence on consumers deserves further analysis and discussion. On the other hand, this analysis on retail format is conducted with precondition of format attribute differences. However, even in the same format, there exists disparity of high, medium and low-end. Further research remains to be carried out in the future on whether the disparity also exerts influence on consumers.

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