

**UNIVERSIDAD DEL ROSARIO**



**EXPLORING ANTICIPATION ROLE ON CONSUMER BEHAVIOR WHILE  
WAITING TO EXPERIMENT A DELAYED PURCHASED PRODUCT**

**GRADUATING PROJECT**

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**RENNES, FRANCE**

**2020**

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## Resumen

La anticipación de un consume futuro es un área la cual no ha sido estudiada a profundidad hasta el momento. A pesar del hecho que durante los últimos años grande estudios sobre el tema han tomado gran relevancia, muy poco se sabe sobre las diferentes emociones que los diferentes consumidores pueden experimentar durante la espera de un consumo futuro. Con el fin de poder investigar estas emociones y comportamientos de los diversos consumidores, este estudio se centra principalmente en el consumo de experiencias hedónicas, las cuales, a diferencia de los productos materiales, tienen un gran impacto psicológico en el consumidor ya que estos son productos que no pueden ser experimentados rápidamente, tales como festivales o conciertos. Durante este estudio, se observará mediante un estudio netno-grafico las diferentes emociones y comportamientos que los futuros consumidores tendrán mientras esperan por la experimentación de un festival. Este consumo hedónico provee suficiente información para distinguir las diferentes etapas durante un tiempo de espera, las cuales pueden afectar tanto positivo como negativamente la futura percepción del consumo final, permitiendo asegurar que este periodo juega un papel crucial al llegar la experimentación final de un producto. De igual forma, este estudio de anticipación distingue diferentes las diferentes emociones que los consumidores experimentan durante este periodo, siendo de gran importancia a la hora de desarrollar estrategias de marketing para incrementar el nivel de “savoring” hacia un evento futuro.

Finalmente, este estudio logra demostrar como las emociones generadas por los consumidores no son estáticas durante el proceso, siendo altamente influenciadas por factores externos como

eventos inesperados durante la espera, comentarios de terceros, demoras o la exposición publicitaria.

**Palabras clave:** Anticipación del consumo, valor del consumo, consumo tardío, comportamiento del consumidor, preparación, emociones anticipatorias, savoring.

### **Abstract**

Anticipation process during a consumption is an area which has been largely studied during the last few years. However, this motion is new in comparison with other ideas that may affect consumer behavior, providing a huge amount of questions without a clear answer yet. In this paper we explore the role anticipation plays inside consumer's head, where we will focus on discovering the different behaviors, feelings and actions they may have during this waiting period, which can be seen as all the process experimented before the final consumption or experience of a product. In order of developing our research, a netno-graphy study will be carried out, which will be focused on a music concert, due that is expected that normal behavior will be highly affected if it is purchased and hedonic service.

**Keywords:** Anticipation, consumption value, delayed consumption, consumer behavior, preparation, anticipatory emotions.

## **EXPLORING ANTICIPATION ROLE ON CONSUMER BEHAVIOR WHILE WAITING TO EXPERIMENT A DELAYED PURCHASED PRODUCT**

### **Introduction**

The way consumers think about the future is very different from the way they make it about the past. This paper explores consumer's anticipation process and the behavior they could experiment during this period of time. Anticipation can be seen as a situation of delayed consumption where a certain period of time elapses between initial thoughts of purchasing decision, and the subsequent use or experimentation of it (Vichiengior, et al., 2019). Mostly, it can be seen as a passive action which brings positive or negative effects to consumers in their purchase perception (Loewenstein, 1987); similarly, other authors suggest that people impose it to themselves voluntarily in order of reaching certain satisfaction goal (Frederick et al., 2002). During this period, consumers start consuming indirectly the idea of experimenting the service or product they want (Chan & Mukhopadhyay, 2010), where preparation and strong emotions play a crucial role on the behavior they have during this anticipation process (Chan & Mukhopadhyay, 2010); being involved in anticipatory behaviors because of the probably anticipatory worries they experiment when thinking about future outcomes (Baumgartner et al., 2008). The same way, it is suggested that these emotions do not only depend on consumers by themselves, it depends on the interactions they have with society, thanks to which, they manage to generate mental images

related to their future experiences, changing their behavior and adapting it to them (Shiv & Huber, 2000).

People are constantly exposed to multiple events and activities during the purchasing process, where the evaluation each consumer have regarding each step of it is different, being certain part of the experience the ones with most importance on the overall evaluation (Zauberman et al., 2006). The role that anticipation plays in the consumer's valuation and satisfaction of their buying experience is crucial (Oliver, 1980). This role is present throughout the entire purchasing process, which begins from the first interaction that the consumer has with the product until their post-purchase valuation of the product (Vichiengior et al., 2019). As a consequence, their experience and final valuation highly depends on the measurement of this process (Oliver, 1980), and on different experiences gained during their previous situations, which, at the end, are influenced by the anticipation period when making a consumption evaluation of an item (Zauberman et al., 2006).

Uncertainty regarding a future consumption is really common, mainly when the evaluation of possible outcomes are hard to make; such as the case of hedonic experiences where the final utility is measured by the satisfaction level consumers got at the end of the experience (Oliver, 1980). During this, individuals emotions are affected by their purchase and consumption experience (Richins, 1997), avoiding them to take decisions without thinking on the possible overcomes they can have (Bagozzi, 1992). Similarly, through this period, consumers may face different emotions mainly guided by different psychological or environmental reasons (Frederick et al., 2002); which can provide us deeper knowledge about the different interactions they have during this waiting time.



However, at the different articles that have been developed regarding the anticipation period of a consumption, it has been used short periods of time, which go between 30 minutes to one week (Chan & Mukhopadhyay, 2010); however very short has been studied in larger periods of time such as this report. Similarly, very little has been studied about the activities done by consumers during this period, where the need of understanding their feelings, emotions and behaviors during it is crucial in order of fulfill their expectations and as consequence, generate a high valuation.

As a consequence, in this paper, we aim to explore the role that anticipation plays on consumers mind during an hedonic purchase service process, focusing only on the anticipation stage and not on the consumption or post-consumption ones. This will help us to understand the feelings that consumers may experiment previously an event, and consequently, understand their touchpoints during the process. Specifically, we aim to explore consumer's behaviors, feelings and thoughts during the anticipation period of an hedonic purchase.

## **Literature review and methodological approach**

### **Anticipation in the consumption**

Consumption is a process that has different stages, which go from the recognition of the need of a certain product until its after-sales service (Zauberman, et al., 2006), where during this process, it is possible to find the anticipation process in several cases. This process can be expressed as a delayed purchase, where there is a waiting time between the purchase of the product and its future experience (Chan & Mukhopadhyay, 2010). Moreover, most authors suggest that it is a process which is presented in almost every single moment during the purchasing activity, which should take place before final consumption takes place, where, it is argued that we are experimenting an anticipation situation since our first awareness for buying a product until the final use of it (Vichiengior, et al., 2019). In the other hand, it is suggested that anticipation period only takes place after the purchasing decision has been made, and not previous it, where exist a period of waiting time until the use of the final product. (Ashman, et al., 2015).

As was said, consumer anticipation involves a huge amount of different activities and mental processes during the whole period of it (Vichiengior et al., 2019), which may accompany consumer anticipation but are distinct from it, however are inside it. This may include imaginary processes, elaboration, cognitive expectations, savoring, and planning (Aurier & Guintcheva, 2014); nevertheless, in this paper we will focus on the first 4, making special focus on imaginary process and savoring. In this aspect, we can find that imagination is counted as a process, which one is widely represented inside the working memory of a consumer (MacInnis & Price, 1987), being related with a psychological process (Vichiengior et al., 2019). This imaginary process is more focused on representing ideas, feelings and memories from the past, present and future (MacInnis & Price, 1987), than focusing mainly on outcomes like consumer anticipation, being the main difference between them (Vichiengior et al., 2019). An example of this is the imagination a consumer may have about “holidays”, where is possible to imagine them and anticipate the

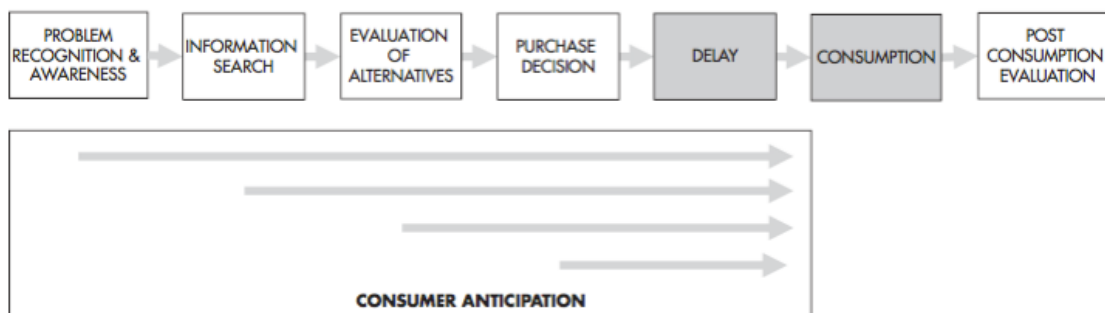
experience of making it, but it is possible to imagine holidays without anticipating them, being static entities (Vichiengior et al., 2019).

Similarly, elaboration is another psychological process which can be explained like “ the extent to which new information in working memory is integrated with prior knowledge structures”(MacInnis & Price, 1987, p. 475). This process focuses on elaborating future outcomes, however, it is not limited to that, it can also elaborate static objects or ideas, differentiating from anticipation process (Vichiengior et al., 2019). Likewise, cognitive expectations are pre-consumption beliefs related with the future performance of a product, providing a reference point for making a final evaluation against the functional performance of it (Boulding et al., 1993; Vichiengior et al., 2019). These expectations are highly related with the anticipation process due of the development of future expectations about a purchase, however, it is more focused on predictions (Koenig-Lewis et al., 2014), differing from anticipation due these are a mental process (Vichiengior et al., 2019). Finally, savoring can be seen as a cognitive process which involves the joy of a current pleasure by the use of a specific consumption experience (Chun et al., 2017). This process, is highly related with the anticipation process (Loewenstein, 1987), being a process which is outcome focused (Vichiengior et al., 2019). However savoring differs from anticipation in the fact that it is possible to savor past, present and future experiences (Chun et al., 2017).

### **Consumer anticipation in consumer decision making stages**

During a long time it has been seen consumption as a process where different stages take place, which one are: pre-consumption, purchase, core consumption experience and post consumption (Tynan & McKechnie, 2009; Zauberan et al., 2006). In the same way, it was proposed a model known as ‘EKB model’ by Engel et al., (1968); which one is known for having five sequential stages that are: problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation. By using this model, it is suggested that consumer anticipation can occur any time before consumptions has been developed, being between the first 3 of them (Vichiengior et al., 2019).

Even though this model is very effective for understanding consumer’s decisions (Ashman et al., 2015); this model focuses in that consumption is developed after purchase decision has been made, forgetting the time existing between both of them (Vichiengior et al., 2019). Consequently, the anticipation period of a future purchase exist between the purchase decision and real consumption (Vichiengior et al., 2019), where consumers are involved in experimenting different feelings and emotions that can affect their vision about it (Figure 1).



**Figure 1. Consumer anticipation and decision making process (2019).** This figure shows the different stages consumers have during their anticipation process, which one goes from the buying awareness and finishes before the consumption of it.

Source: Vichiengior et al., 2019.

## **Imagination role in consumer anticipation**

Imagination plays a crucial role during the anticipation process, where authors argue that during this period, people in order of experimenting faster a future purchase, start to form or developing images about what could occur and what decision to take (Aurier & Guintcheva, 2014; Shiv & Huber, 2000). Also, when anticipating a future event, the uncertainty regarding to it motivates the brain to generate different types of images that stimulate emotions (Van Boven & Ashworth, 2007), being the uncertainty and the imagination players that work together in order of reducing the uncertainty.

Thereby, when visualizing a future purchase, expectation of it and personal goals are vital aspects of consumption vision due that it plays a fundamental role in decision making, planification and motivation (Christensen et al., 2004). Here, imagination is crucial during the anticipation period, where we can argue that consumer imaginations are visions used by them as an scape of reality, which will help them to face it once the experimentation it has been carried out gaining sensation of peace and relax. As Christensen et al. (2004) cited: “The consumption vision is an escape from the dysphoric current reality to an alternative, perfected, mental world. The great dividend of this process was a sense of relaxation and peace” (p.130)

Similarly, it is argued that the uncertainty consumers may experiment regarding to their future purchase is common mainly when there exist a high consumer involvement on it and is hard to evaluate potential outcomes (Bee & Madrigal, 2013). Here fantasy and imagination plays a crucial role, where it is argued that both of them are related due that both can generate positive emotions such as adventure or negative emotions such as scape (Christensen et al., 2004). In this case, due that imaginations do not carry consequences, consumers during their imagination process can be adventurous and are able to see if what is imagined can be desirable or not. Also, Christensen et al (2004) argues that fantasy images are hedonic pursuits, where consumers experiment their vision about a future consumption by imagining a perfect world; here, thanks to the huge important and involvement of the consumer on this hedonic product, they develop a more enjoyable anticipation experience.

Just as with imagination, it is suggested that expectations and imagination are highly related (Koenig-Lewis & Palmer, 2014); where expectations are counted as a reference point used in order of evaluating a performance, however for using it at an anticipation level it is required a greater engagement in service process (Kőszegi, 2010), experimenting a great similarity with imagination process. It has been highly questioned expectations as a unique value, where it is argued that exist a range of values that includes: anticipated, desired and ideal expectations (Swan & Trawick, 1981). Here, expectations count with high difficult to be measured due that consumers may have different feelings and behaviors depending on their previous experience, and as a consequence will develop different images about future events (Boulding et al., 1993).

## **Savoring role in anticipation period**

As was said previously, consumer anticipation may imply different type of mental activities (Vichiengior et al., 2019), where one of the most relevant, impactful and studied at this paper, due of its important role in consumers anticipation feelings, is ‘savoring’. Many authors highlight the fact and the importance that savoring implies on consumer anticipation (Dixon et al., 2017; Loewenstein, 1987; Vichiengior et al., 2019); for this reason, many definitions regarding savoring has been developed. This way, Loewenstein & Elster (1992) define savoring as a process by which is gotten positive utility from the anticipation of a positive, desirable and future event; being it a process always related with the anticipation of pleasant future consumption. Similarly, (Chun et al., 2017) suggest that savoring is a cognitive process which generate actual pleasure and positive feelings from a target consumption-experience; and it also has be expressed as a representation of consumer’s capacity and willingness for intensifying the enjoyment and positivism of a future consumption of a certain product or service (Bryant, 2003). Nonetheless, Loewenstein, (1987) argues that when anticipating a consumption it is possible to experiment negative utility consumption which he named as ‘dread’.

In addition with the previous definition of savoring, many author argue that consumers are homogenous during the experimentation of it, where they develop a same level of pleasure and thoughts about an upcoming pleasurable experience (Nowlis et al., 2004). In the other hand, other authors suggest that consumers are not homogenous when savoring the imagination of a future consumption (Bryant, 2003; Moore, 2010); arguing that the savoring capacity regarding the

experimentation of these type of events plays an important role “in intensifying consumer’s appetitive desire” (Moore, 2010. P, 96); being highly affected by the exposition to an advertising of a product or event to consume (Moore, 2010). During this period, differences on savoring capacities of different individuals generate different intensification and maintenance of the appetite desire and consumption desire (Bagozzi, 1992; Shiv & Fedorikhin, 2002); similarly, the different savoring capacities that each consumers have can generate a significant influence on the way they react to publicities and adds regarding their future consumption (Moore, 2010).

Similarly, regarding savoring, Bryant (2003) developed a scale called “savoring through the anticipation” assuring that before a future positive event may occur, consumers start developing positive and negative feelings at the present situation. At this scale, it is possible to identify consumers with a positive or negative perspective towards savoring (Bryant, 2003); being these different perspectives the ones who have a big influence on how consumers enjoy this process (Bryant & Veroff, 2017). This way, for consumer to generate positive feelings during the savoring process, taking the maximum approach of it, is necessary that each individual has the ‘will to hope’ of searching for positive feelings (Bryant & Veroff, 2017; Moore, 2010). Here is argued that consumer capacity of savoring a future consumption has a high influence on the different emotions that they will experiment during the waiting period, affecting, consequently, the appetitive desire and imagination towards the consumption (Bagozzi, 1992). This way, if the savoring capacity is strong, the emotions will be positive and if is weak, emotions will be negative, generating ‘dread’ (Loewenstein, 1987).



## **Hedonic vs Non-hedonic experiences in anticipation**

Hedonic products play a crucial role during the anticipation period of a future consumption, due that are products which provide higher evaluation and generate deeper emotion on consumers involved (Chan & Mukhopadhyay, 2010), besides that hedonic experiences, in comparison with possessions tend to produce more enduring satisfaction (Kumar et al., 2014). Here, it has been argued that during anticipation of an hedonic product or service, the happiness and pleasure an individual experiment is higher (Vichiengior et al., 2019); being able to increase the final evaluation of it (Loewenstein, 1987). The same way, Experiential purchase tends to provide a higher level of happiness than a material purchase activity, mainly guided by the hedonic characteristic of it, due for this reasons it is argued that waiting time invested for experiences is more positive than the one invested in possessions (Kumar et al., 2014). Likewise, it is argued that people experiment a higher level of happiness and enjoyment from anticipating experiential purchases, due of the constant expectation about the future, than waiting for receiving a material good (Kumar et al., 2014) .

Similarly, other authors assure that the feelings and emotions consumers experiment during a purchase is better ranking when more experiences such as hedonic products are involved instead of routinely and evaluative ones (Zauberman et al., 2006). Here, during the anticipation, as was said previously, imagination and predictions about the future is fundamental. This way, when consumer purchase an hedonic experience, their evaluations are more positive because their participation in predicting possible future sceneries generate more positive emotions, relying more on future changes and the end of the experience (Zauberman et al., 2006). Moreover, is argued that

when an experience is hedonic, consumers are more involved on keep improving constantly their purchase experience than with routinely ones (Zauberman et al., 2006). Here, the experiences consumer can have during the purchase can be seen as happier than material purchase due that they evoke comparisons, are more associated with the self (Carter & Gilovich, 2010) and develop more social connection (Caprariello & Reis, 2013); which in summary means a bigger promotion and development of social behaviors.

In contrast, routinely products and services make reference to those normal and common purchases, where consumer develop different anticipated consumption behaviors, which are more focused on problem solving behaviors such as planning, gathering information and preparing (Vichiengior et al., 2019); meaning that they do not generate deep psychological process and emotions are not highly affected during this period (Harrison & Beatty, 2011). Here, evidence has shown that some individuals develop more positive sensations when a routinely product is purchased instead of an hedonic one, where even if consumers think that experiential purchase are less durable than material goods, arguing that this last could last forever while the first one will become a simple memory, psychologically is no the true (Kumar et al., 2014). Is more enjoyable and pleasurable an experiential purchase over a material one, mainly because when we think about a material good, the images that arise are concrete, however, when people think about an hedonic product like vacations, the mind will have certain details and other thought will be focusing on higher level considerations such as the purpose of the event or the connection with other people; being these abstract thoughts about experiences the ones that generate more gratification (Kumar et al., 2014).

Nevertheless, it is argued that is common to find positive experiences in waiting a material purchases like with experiences ones; however, there is a significant different between the amount of enjoyment people derive from waiting both purchase (Kumar et al., 2014). Here, waiting for a material purchase can have positive and negative characteristics, being impatient; the negative feeling the most experimented by consumers. On the contrary, as was said previously, the level of enjoyment associated with anticipating an hedonic purchase are more related with excitement, happiness and pleasantness (Kumar et al., 2014).

### **Waiting role on affecting consumers sensations at preconception time**

The emotions and feelings consumers may experiment during the anticipation of future consumption may either increase or decrease, being positive or negative, depending on the waiting time passed between the purchase of a product or service and its future final consumption (Chan & Mukhopadhyay, 2010); providing a conclusion that it can be positive or negative on affecting consumers emotions.

Regarding to the negative emotions experimented by consumers, is possible to say that the waiting time before experimenting a desirable event or product can be usually seen as an averse and tiring experience, mainly due that when a purchase has been done by a consumer, he prefer to consume it as soon as possible instead of waiting for a later opportunity (McClure et al., 2004). Thus, during this, the extended waiting time develops feelings of stress on consumer, due of a high anxiety accumulation, which one would be less in a shorter period of time(Nomikos et al.,

1968); letting the conclusion that in order of reducing the anxiety during this period is better to undertake a task faster (Caplin & Leahy, 2001). These changes on consumers emotions when experimenting a delayed consumption may be due of the consumers desire of avoiding uncertainty about their future, preferring to enjoy immediately consumption and as a consequence, avoiding probable unconformities and dislikes associated with the deferral of consumption (Frederick et al., 2002).

In the other hand, it is suggested that the waiting time consumers experience for consuming a product or service has benefits due that it can generate savoring; here, they are involved in doing experimental purchases before it can happen, generating a high positivism mainly on experimental purchases (Loewenstein, 1987). An example of it is with hedonic experiences such as a concert or a festival, where future events count with a higher level uncertainty than present or past events. Here, (Moore, 2010) assures that uncertainty role is to amplify emotions regarding to the future; making the waiting time of anticipating future events a more excitement process than the one of past or present ones (Van Boven & Ashworth, 2007)

### **Intrinsic motivations during the anticipatory period**

Intrinsic motivations is another important actor in affecting consumer activities. This one is seen as the way consumers develop an activity or take decision guided more because it generates intern satisfaction than because of the possible outcomes (Chan & Mukhopadhyay, 2010); having autonomy and perceived control as main actors. Here, autonomy represents the capacity of election consumers have during a purchase and perceived control makes reference to the length of delay of it (Deci & Ryan, 1985).

As was said before, usually, at the different articles that have been developed regarding the anticipation period of a consumption, it has been used short periods of time during it which go between 30 minutes to one week (Chan & Mukhopadhyay, 2010); however very short has been studied in larger periods of time such as this report. Nevertheless, Deci & Ryan (1985) argues that a possible effect of these larger periods of time is that consumers may generate a loss on their perceived control. Indeed, this loss of perceived control can generate a negative intrinsic emotions, due that because of the waiting time uncertainty increases (Frederick et al., 2002).

Regarding the autonomy of choice, it has been shown that when consumer have freedom of choice, they experiment positive emotions regarding a delay (Chan & Mukhopadhyay, 2010). In this case, when consumers are able to make their own choices regarding to hedonic experiences, their pre-consumption positive emotions increase, but not for long periods of time, decreasing the delay increases (Chan & Mukhopadhyay, 2010). For this reason, is important to say that relation between positivism or negativism and delay in the time depends on a consumption with a high inherent interest.

As a consequence, as was previously argued, intrinsic motivation will increase if there is autonomy of choice. Even so, when the anticipation time has larger delays time, a loss of perceived

control will be experimented, reducing the positive feelings generated by the autonomy choice (Chan & Mukhopadhyay, 2010)

### **Emotions role in consumer behavior**

Historically, the marketing area has uses emotions for explaining consumers behaviors, such as continuous explanations regarding the influence of emotions on the buying process of hedonic products (Yu & Dean, 2001), or the work advertising makes on consumer consumption and brand development (Koenig-Lewis & Palmer, 2014). For this reason, constant critics have been done against client satisfaction process in marketing area, which usually focuses on evaluating cognitive aspects instead of involving emotional behaviors (McFadden, 1986), providing as excuse that behavioral aspects count with a higher difficulty on the evaluation than rational indicator (Koenig-Lewis & Palmer, 2014)

Moreover, emotions are prerequisite conditions for generating motivations, here, some emotions can evoke high motivations toward an especial event by themselves, while others do not have the capacity of doing so and need other emotions (Koenig-Lewis & Palmer, 2014). Due of this, it is argued that not all the emotions work the same way, they are different constructs with different effects on people reactions (Koenig-Lewis & Palmer, 2014). The literature of consumer behavior has demonstrated that positive and negative emotions are very different and can generate different answers regarding a certain purchase (Holbrook & Batra, 1987).

Emotions are experienced during all the consumption stages, including the problem recognition, all the anticipatory stages, consumption and post consumption (Koenig-Lewis & Palmer, 2014); and help to understand the antecedents and outcomes of consumer satisfaction (Koenig-Lewis & Palmer, 2014). Commonly, emotions are registered during a determined period of time, but these can change during it, affecting constantly the vision consumers have towards certain product (O'Neill & Palmer, 2004). Subsequently is important to make a division between emotions developed in different stages and the anticipatory emotions which are focused on prospective consumption situations and is mainly present when consumers afford contradictory information regarding a future consumption (Bee & Madrigal, 2013).

### **Anticipatory emotions in consumer behavior**

As was said in the last section, emotions play a crucial role in any individual when they need to make any decision (Bagozzi, 1992; Di Cagno et al., 2019); where these have their origin in past, present or future events experiences (Di Cagno et al., 2019). During all the purchasing stages consumers experiment a huge amount of emotions, but they develop more intense emotions during the anticipation period than during the post stages of it (Van Boven & Ashworth, 2007). These anticipatory emotions are answers to beliefs that individuals have regarding the future

(Caplin & Leahy, 2001); similarly, Di Cagno et al. (2019) suggest that they are feelings experienced by consumers who are waiting an upcoming event. Also it has been argued that anticipatory emotions can be acute, where in most cases, the consumer emotions towards certain important event are more vivid and more extreme than those experimented during the event itself (Andrykowski et al., 1985). During this pre-consumption period, thanks to the huge uncertainty about the future, feelings such as hopefulness, anxiety and suspense are common to be experienced. (Caplin & Leahy, 2001). At this period, it is possible to experiment pleasure and unpleasant feelings, where, pleasure that occur during the ‘savor’ are commonly delayed by consumers, while unpleasant moments occurring during ‘dread’ are tried to be done in short periods of time (Loewenstein, 1987). However, the several models used to determine anticipatory emotions do not take into account the anxiety because is predicated on an uncertain future (Caplin & Leahy, 2001).

**Anxiety emotions working as a defense system against unpleasable outcomes.** In order of understanding this emotion, is important to understand that anxiety can be seen as an anticipatory and averse emotion, which denotes a large section of negative emotions such as tension or uneasiness for anticipating a dangerous future (Caplin & Leahy, 2001); and which is commonly experimented when individuals have extended waiting time (Nomikos et al., 1968)

Similarly as in the last paragraph, when a consumers feel anxiety, it is related with a scape response because of the fear about what can occur on the future, being fear and worry common sensations (MacLeod et al., 1991). Consequently, anxiety is an anticipatory emotion which can be



seen as a complement of risk aversion due that is produced as a psychological defense against dangerous future events. Here, anxiety responds to possibilities even if the probabilities of occurring an event are small, (Caplin & Leahy, 2001); making individual reaction to any future hedonic experience working as a defense system, being the desire of reducing the main trigger consumers have to take different decisions during this anticipatory time.

When a consumption decision about a future product has been procrastinated for a long period by taking more time than the expected to be experimented, the higher levels of anxiety start generating negative emotions which can threaten the positive levels of pleasure developed during the anticipation period; this situation is called 'choice reversal' (Di Cagno et al., 2019). It is argued that the most delayed time consumers need to wait for consuming an experience, generates a bigger accumulation of anxiety, transforming totally consumers emotions (Nomikos et al., 1968), here when a consumer knows they will experiment an event or will consume an item, the existence of fear is common and is reduced for certain time before it increases radically before the experimentation of the event (Caplin & Leahy, 2001).

However, there has been studied which focuses on knowing if extra information regarding a future event, such as advertising appeals, helps to reduce anxiety or increasing it. Here, has been argued that additional information regarding a future experience initially will increase the anxiety levels, but subsequently it decreases after (Janis, 1982). This way, due that information affects anxiety levels, consumers tend to search for extra information in order of reducing it, but other prefer not to look for it due that are scared these levels of anxiety may increase (Caplin & Leahy, 2001). For this reason, is not widely accepted that all consumers can benefit from the same

information, where in most cases, most of them experiment an increase on their anxiety levels (Caplin & Leahy, 2001).

### **Positive anticipatory emotions**

However, not all anticipatory emotions are aversive (Caplin & Leahy, 2001), where is possible to find most of positive emotions during the pre-consumption period. One positive emotion can be the ‘suspense’, which one can be defined as “the pleasure experienced immediately prior to the anticipated resolution of uncertainty” (Caplin & Leahy, 2001, p.73); being a positive emotion based on the importance the overcome of the event may have. This emotion is the trigger of why individuals in certain events trust more in their favorites teams, singers, etc.; because these actors increases the interest they have on the overcome and generate positive feelings (Caplin & Leahy, 2001).

Just as suspense, another positive emotion we are able to find during the pre-consumption period is ‘hope’, which one is seen as a prospect of a future desirable result that generates positive behaviors towards the future (Bee & Madrigal, 2013). However, this emotions is highly related with another negative one that is ‘fear’, which one is a prospect of a future non desirable result that produces unfavorable behaviors (Bee & Madrigal, 2013). Here, emotions of hope and fear are anticipatory emotions which ones are mainly based on past experiences and help the consumer to

understand what different sceneries can occur with future consumption events (Bee & Madrigal, 2013), and are more predominant during the anticipation of future event than outcome based emotions such as joy and anger (Bee & Madrigal, 2013)

### **Role of advertising in anticipatory emotions**

Consumers are constantly exposed to different type of advertisement about products or services which offer high pleasure such as holidays in Thailand, possibility of consume delicious food or going to an especial concert (Mellers & McGraw, 2001). For this reason, is possible to understand that these different messages are a strong tool for triggering anticipatory emotions for the reason that they start generating images about it, experiencing them as an ideal world (Christensen et al., 2004)

By his part, Moore (2010) argues that anticipatory emotions are reflects of actual consumer's behavior regarding possible sceneries of a future consumption, mainly an hedonic experience, and which can have both positive and negative effects for the experience and for the consumer. In this case, Moore (2010) argues that if several persons think about a future event to be consumed, their level of high positive emotions vary depending on each person because they count with different savoring capacity and affective goals.

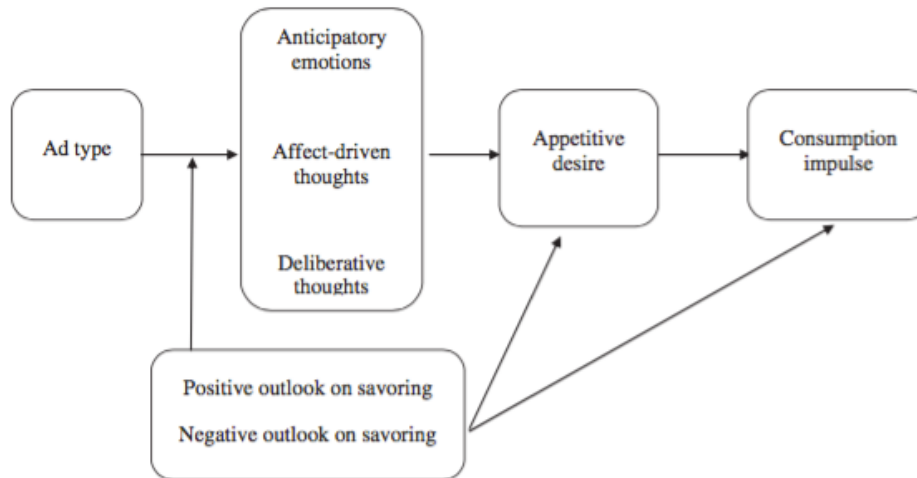
Similarly, he says that advertising is able to stimulate diverse type of emotions, feelings and desires on consumers head, generating an interaction between different types of advertising appeal and consumer answers. Here, is possible to notice how the different type of publicities affect the anticipatory emotions and savoring capacity of consumers; these, consequently, affect the appetitive desire and finally the consumption impulse will change. However, is crucial to understand that as was said before, consumers are not homogenous when savoring a future experience, for this reason consumers can have a positive outlook on savoring or a negative one; which will be defined by the respond they have to the advertising appeal (Figure 2) (Moore, 2010).

**Advertising appeal role in affecting consumer's affective system.** As was said before, adds are designed for attacking consumer affective system (Shiv & Fedorikhin, 2002), by highly managing their positive and negative emotions towards a future consumption. Here, imagination participate as an important actor, where the exposition to advertising activate images of possible experiences and consequences, increasing the impact of the advertising message over common deliberation and rationalization of ideas (Bagozzi & Moore, 1994).

Here, as with savoring, where is argued that not all consumers are homogenous and that these savoring capacities are affected by advertising appeal, it has been demonstrated that 'affection' plays an important role on consumers, where affective expectations influence their satisfaction and positivism (Koenig-Lewis & Palmer, 2014). Here, is argued that emotions and feelings during the anticipation period, respond similarly to the affective format of an advertising

appeal (Loewenstein & O'Donoghue, 2007); where advertising appeals are commonly designed for involving consumer affective system (Shiv & Fedorikhin, 2002). This way, different feelings and emotions consumers can experiment during this period, will be ruled by the affect they have regarding to their purchase, being the affective advertising messages, and related with this purchase, those publicities which will generate the strongest positivism and appetitive desire (Loewenstein & O'Donoghue, 2007).

Consequently, affective advertising appeals regarding hedonic experience, in comparison with deliberative appeals, play an important role on influencing consumption impulses due that these generate different levels of savoring on message recipients (Moore, 2010). Likewise as was said before, intensity on anticipatory emotions regarding an advertising of future hedonic event is highly related with the positive or negative perspective consumer have about savoring, influencing existing emotions during the anticipation period (Van Boven & Ashworth, 2007). Here, a positive perspective towards savoring generate a higher appetitive desire and enjoyment than a negative perspective towards it (Moore, 2010).



**Figure 2. Advertising and savoring influence on anticipatory emotions:** This figure shows the effect advertising can have in the anticipatory emotions of consumers during their anticipatory stage, where the savoring of this advertising can generate positive or negative feelings towards the final consumption.

Source: Moore, 2010.

### Positive and negative aspects of the anticipation period

As was already argued previously, during the pre-consumption period is possible to find both positive and negative results (Loewenstein, 1987); which can have a great impact on the future satisfaction of the consumer towards certain purchases (Oliver, 1980). These feelings depend mainly on the congruence degree between the waiting period and the objectives expected to achieve during the purchase (Vichiengior et al., 2019), where, consumers can behave in different ways in order to increase their satisfaction level or in order of reducing their stress level (Kumar et al., 2014).

### **Positive role in anticipation process ( tangibility and time as triggers for positive role in anticipation process)**

Some authors identify that the anticipation can play a positive and a negative role in purchasing process (Loewenstein, 1987) . Here, it is said that anticipation towards the purchase of a service is more positive and generates greater satisfaction than towards the purchase of a tangible product (Kumar et al., 2014). In this case, users prefer to quickly obtain tangible products, while when purchasing a services they prefer to have a delayed consumption (Kumar et al., 2014). This is due of several reasons such as the consumers need to avoid uncertainties in the future (Frederick et al., 2002) or due to psychological reasons within the head of consumers, where they feel that intangible experiences usually are more satisfactory than obtaining a tangible product(Kumar et al., 2014). For this reason, it is possible to argue that mainly due to the amount of expectation generated by intangible consumption waiting time, it is generated a greater amount of utility (Kumar et al., 2014)

Similarly, as was explained previously, anticipation may play a positive role in the purchase process mainly when hedonic products are consumed (Chan & Mukhopadhyay, 2010). Here, we can say that the anticipation of experiencing a product which the consumer feels closely related plays a fundamental role in the positivism of the person towards waiting. This way, we observe how intrinsic motivations are governing the level of positivism that a person feels during the period

of anticipation (Chan & Mukhopadhyay, 2010), where people who are guided by their own needs and have their own decision-making capacity manage to enjoy the process of delayed purchases (Zauberman et al., 2006).

Moreover, it is thought that the degree of positivism the consumer has during the period of anticipation depends largely on their imagination degree on how their future experience with the purchased product or service will be (Vichiengior et al., 2019). Here it is specified that anticipation is inevitably related to the imagination process (Loewenstein, 1987), where consumers are constantly building mental images on the results of their final decision (Shiv & Huber, 2000). This degree of imagination is driven by two main aspects which correspond to the memory of past events (Vichiengior et al., 2019) and the expectations wanted to reach when experimenting a purchase (Shiv & Huber, 2000).

By his part, was already exposed that it is possible to think that the level of “savoring” that a consumer may have during a period of anticipation (Loewenstein, 1987), depends largely on the level of perceived utility of the contemplation and imagination of future event. Here, consumers are guided by the large amount of existing information and begin to “savoring” the anticipation process, which let them feel new emotions such as happiness and nerves (Caplin & Leahy, 2001). Moreover, due of the high imagination levels during this period, consumer can experience “suspense” , which can be seen as a positive emotion, due that consumers believe that something positive will happen during their purchase activity, and as a consequence, they start interacting with others in order to increase their savoring (Caplin & Leahy, 2001). Hence, consumers start having a prosocial behavior, where the interaction with other consumers in the same situation provide them a more pleasurable experience (Kumar et al., 2014)



**Negative role in anticipation process ( autonomy, waiting time and imagination as triggers for negative role in anticipation).** On the other hand, the anticipation period can generate negative effects on consumer's behavior, where the term "dread" is used to describe negative results during this process (Loewenstein, 1987). This negative view of anticipation is closely related to those factors that generate positive utility for consumers. Here, we see how those non-hedonic products have a close relationship with the negative effects experienced by consumers (Zauberman et al., 2006), where we identified how purchase made by third parties or where consumer autonomy is very low, makes of their evaluation decrease considerably (Chan & Mukhopadhyay, 2010) and generate feelings of frustration and impatience (Loewenstein, 1987).

Likewise, the low utility given by consumers to the anticipation period is guided by the waiting time between the beginning of their anticipation until their final experimentation (Chan & Mukhopadhyay, 2010). Here, it is ensured that despite the intrinsic feelings the consumer may have, the prolonged delay of their final experimentation plays a negative role in the degree of satisfaction (Loewenstein, 1987). In addition, authors argue that imagination does not only provides positive feelings during pre-consumption, it can also negatively affect the behavior of the consumer during the anticipation period (Dixon et al., 2017), where in a large extent, the bad experiences that a consumer may have had in past activities (Shiv & Huber, 2000), combined with the waiting time consumers have for overthinking, can affect their behavior during the anticipation period.

Along with the imagination, expectation and waiting time highlighted at the previous paragraphs, in this period it is ensured that consumer tends to experience different types of emotions related to uncertainty and fear (Caplin & Leahy, 2001), where, in most cases, the feelings

experienced during the anticipation can become much stronger than those achieved during the final realization of the event (Lazarus, 1966). An example of this is when consumers anticipate their next holidays, where in case of not counting them as a routine experience, consumers will start to generate huge expectations about their future activities, which in most cases, are so big that they can get disappointed when holidays arrive (Parrinello, 1993). In this case, uncertainty is seen as the degree to which a person must face a poorly understood situation (Baxter & Montgomery, 1996), which may vary depending on the degree of intrinsic motivation that the consumer have when experimenting a certain purchase (Vichiengior et al., 2019). This feeling of uncertainty manages to generate a feeling of anxiety in the consumers (Vichiengior et al., 2019). , which increases in relation to the amount of waiting time (Caplin & Leahy, 2001). Because of this, people begin to look for information on the item purchased, in order to reduce the degree of uncertainty towards the future and as a result understand more clearly what possible results they can expect (Vichiengior et al., 2019).

## **Methodology**

This study is driver by two main objectives. 1) The first one is to investigate the different emotions consumers develop during a pre-consumption period of an hedonic experience, while 2) the second one is to discover if these emotions generate high levels of positivism on individuals in long anticipating periods, such as nine months. During this research the ‘research onion’ was used

as a route map for describing the process that was developed. Here is possible to find: the philosophy, approach to theory development, methodical choice, strategy, time horizon and techniques that was used during the research in order of facilitate the information for the reader (Figure 3). Therefore, a single method of research design was adopted (Saunders & Lewis, 2012); where the approach is underpinned by a critical realism research philosophy, which has a large focus on providing explanations about what is seeing or founded and generate a subjective explanation about the different sensations regarding to it (Archer et al., 2013). For critical realistic researchers, is not only important what is apparently correct, it is also important to understand what is hidden behind this apparently result (Archer et al., 2013).

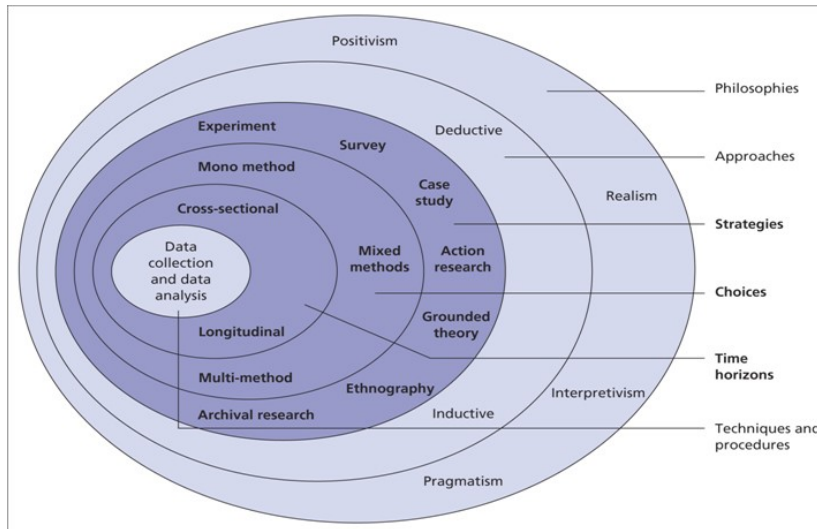
Among the single method strategy that was explained in the last paragraph, this study follows an exploratory research (Creswell et al., 2004), where the outcomes at the end of the research are not exactly known because it is a more data-drive project than theory one; making the study more flexible and evolving being possible to change some ideas during the process, including data analysis techniques, due that the focus of it can change easily (Archer et al., 2013). Similarly, during the research an abduction approach is developed, being the observation of an unexpected situation the main trigger and different theories on how this could have happened are used in order of understating the event (Van Maanen et al., 2007); and consequently more unexpected observations will be uncovered. Here, the report looks to search for emotions during the anticipation period and consequently provide some explanations in an overall conceptual framework (Saunders & Lewis, 2012).

Moreover, is important to understand that the study is merely a qualitative research due that no statistical analysis is developed (Silverman, 2016). Here, commentaries from different

people in social medias are collected and transcribed and a comparison between different them is made, searching for different type of emotions. For this qualitative investigation was selected multiples commentaries on different social medias during the anticipation of a future consumption of a music festival called “Estereo Picnic”, due that this product is an hedonic experience. This different data was collected by using a netno-graphy approach due that let us conducting an ‘internet mediated observation’, where no personal contact or interaction is done with the consumer (Saunders & Lewis, 2012). Also, this approach let us understand the constant interaction people with other individuals during this anticipatory period, making of this interactions triggers that can affect constantly their behaviors (Frederick et al., 2002); being this emotions more transparent than in other approaches. Furthermore, the data was collected in different periods of time, starting from nine months before the event and finalizing one day before its realization; making a longitudinal study, letting the study to keep being developed over different periods of time (Saunders & Lewis, 2012).

Facebook, Instagram and Twitter were selected for using this study for several reason. To begin with, social media have become one of the most used tools by different type of people, without discrimination of age or nationality, and as a consequence, provide us a large number of samples with non-discriminatory information. Secondly, people interact constantly with other individuals by these medias, being able to communicate every thinking they have without being scared about consequences, providing us a richer and more transparent information. Thirdly, individuals are constantly paying attention to their social media, which let the study to reach the correct emotions on the correct time when any advertising appeal or communication from the festival organizers publish. Fourthly, as was said before, people interact constantly with each other, providing us enough information about how this interactions can influence on other’s behaviors

and emotions. Finally, everything what is published on social medias, stay on them forever due that are storage on the 'cloud', letting to compare easily previous emotions with actual emotions and find out any change on the sequence.



**Figure 3. The research onion:** This figures shows the different decision methods for developing an research and how in order of getting a deeper analysis of the study, going from philosophical vision to more technical one.

Source: Saunders et al., 2007

## Data collection

“Estereo Picnic festival” which took place in the city of Bogota, Colombia; between the 22 of August 2018 and 4 of April 2019, was chosen as candidate for developing this study due that is an hedonic experience that generate high levels of enthusiasm every year. Here, was important to find an event which generates a high delayed consumption for exploring consumers emotions during large periods of time, being this event perfect for the research due it takes place every year. Similarly, it was highly crucial to find an experience that generates high volume of interaction on social media, coinciding that the festival is very active on social medias during whole the year by promoting news about future events; besides of counting with millions of followers.

During the first stage of the study, different posts from Estereo Picnic Festival official on Facebook was followed over a period of eight months, being 22 of August the first time was posted something related with the festival and concluding on 4 of April of the next year that correspond to night before the festival was carried out. Once the first announcement of the next festival, immediately after the previous festival was over, over 10 thousand commentaries were published; which were copied and saved the most relevant of them into a document with the objective of making a further analysis of it. Similarly, during the period of the next eight months different post were published and the process was constantly repeated for generating a big data base. Is important to highlight that during this netno-graphy process, the confidentiality of the participants were respected, following the ethic research principles (Saunders & Lewis, 2012).

At the recompilation of the data, it was developed a categorization-codification process of the data obtained, which was divided into different meaningful categories. Here, the first step was to make a division between the different postings made by Stereo Picnic, providing them a meaningful name for facilitating its study. Similarly, different emotions consumers experimented

during the different periods were studied and categorized into small sets for facilitating their use. Thirdly, was counted the amount of positive and negative emotions in order of categorizing them for understanding the consumer positive or negative perceptions towards certain event. Finally, the different postings, which were recollected in different periods of time, were codified inside consumer decision making stages in order of making a further study of the different emotions consumers have in the different stages (table 1). During this phase, it was checked carefully each commentary or post of different individuals and subsequently were divided into smaller areas or categories; being more relevant for our investigation. Is crucial to understand that were collected over 600 of commentaries and posts from different individuals in different periods of time; all of this in order of assuring a proper saturation, where after several similar answers the collection was over (Bazeley & Jackson, 2013); and having any possibility of losing important information.

## **Findings**

Many consumer's commentaries during different periods of time were used for developing the research. Here, was founded that during the first period of time related with the announcement of the festival where mainly positive perceptions were founded. Here, the main emotions founded where those related with hope and excitement, being the commentaries regarding possible artist or past experiences the ones with more presence; making of imagination to play an important role in visualizing the ideal world they would like to experience (Christensen et al., 2004). Similarly, the second moment of the study was the announcement of the date when tickets would be able to be

bought, which was founded of having a small negative perspective from consumers. Many consumers started immediately to express emotions related with anger and interest, guided by high prices of the tickets and previous experiences on other events, where people with certain type of affiliation to a national bank have an important priority; moreover of other drawbacks during their purchasing activity such payment difficulties on internet or not delivered gifts. However, emotions regarding with interest were able to be founded, where many ex individuals looks to experience it again or new ones search for an opportunity of doing so.

Official start of ticket selling was announced on the festival social media and in contrary to what was expected, generated a more negative perspective than positive. Emotions like happiness and anxiety were founded on people who could buy the ticket on time, or in those who prospected to buy it someday; however, other emotions like desperation, and anger were more common to find being the ticket shortage, internet mischance or excessive high prices the main problems experimented by them. Nevertheless, once the post for the official date of the lineup was announced, a huge positive perspective towards the event took place. Here, emotions regarding to possible artist were present, being expectation desperation and hope the most common ones due of the huge anxiety towards them. Nonetheless, once the official lineup was showed, a huge decrease on consumers perspectives was founded, where even if excitement was founded regarding the artist, constant fight between individuals about which artist they expected to have had bigger participation; making comparisons with the competition and generating emotions of disappointment like Alvaro Davila quoted “What a shitty line up t, they charged like never before and disappointed like never before, what a sadness that this clowning has been the supposed 10 super years of stereo picnic, thank goodness today is Roger Watters to pass the cob of that weak post”.



Announcement of the official line up per day was posted next with their main sponsor called Grupo Aval, a corporate group who recently had made a mistake during the construction of a bridge, causing multiple deaths. Here, the role the sponsor played in transforming consumers perspectives into negatives ones is crucial. Emotions regarding anger and disappointment took place, where many consumers showed their disapproval against the sponsor, like Velandia “argues I was going to go but the Aval group sponsors them so thank you ...”. In the contrary, during the next stages a sensation of high positivism was founded on individuals, which main driver is the different strategies of advertising appeal the company used. At this strategies different post about different artists were published, generating sensation of happiness and excitement again, attacking mainly the intrinsic motivations of consumers and showing them the expected image of the festival.

During the next stage, the company published about the dead of an invited artist, which one was one of the main important at the event. As is expected, this event generated one of the biggest negative perception from the individuals towards the event. The emotions founded almost during all the period were intrigue, worry, disappointment, trust and uncertainty; where consumers were intrigued about the replacement the event could get, anger against the reaction of other consumers arguing that they do not care about the life of an human being, worried for money refund and disappointment due that most of them go to the event because of this artist. This process of negative perspective toward the event was changed once the event could find a replacement to the deceased artist. During this period the highest level of positive perceptions where founded, with emotions of surprise, happiness and excitement.

Finally, the announcement of the two last days of the event were published; where mainly positive emotions were founded. Consumers during this period developed happiness due the large consumption delayed time was almost over, generating preparatory behaviors few days before the beginning of it; being the savoring in the highest levels of all the anticipation process.

During the research, as was said previously, the different posts were categorized into the different decision making stages; by taking into account that all these stages from problem recognition until delay time before purchasing count like consumer anticipation ones (Vichiengior et al., 2019). Here, the study found that is impossible to correctly identify each one of these stages for the amount of consumers used; nevertheless, the categorization of the different stages was carried out taking into account the different times when consumers could have made their decisions, as can be seen in table number 1.

In the study of the table 1, it can be observed how the different stages have different emotions, both positive and negative. In this paper we observe that the consumers anticipatory feelings depend to a large extent, on the waiting time, but also on the interaction they have with other consumers due that this can change their opinion easily regarding a future consumption and with the future product to be experienced. This way, it is necessary to say that advertising appeals play a drastic role in consumer emotions, where, as it was shown, it constantly changed the negative emotions of consumers, by informing solutions to various problems; in addition to motivating their intrinsic feelings.

Moreover, is possible to figure out that emotions are commonly found during the diverse anticipation stages, where the levels of positivism and negativism do not follow a pattern, in fact, these react to several stimulus that consumers experience during the anticipation period; depending

highly on waiting time, social interactions and advertising appeals the role of generating a positive anticipation period.

**Table 1.**

**Emotions during the consumer anticipation process (2020)**

Events on social medias published	Consumers emotions	Consumer's positive or negative perception during the interaction	Consumer decision making stage
1. Frist post of Estereo Picninc Festival	Hope Excitement	Low positive perception	Problem recognition: 1)
2. Anoucement of soon tickets selling period	Anger Interest	Low negative perception	
3. Official start of tickets selling	Hapiness Anger Desperation Anxiety	Low positive perception	Information Search: 1) , 2), 3), 4), 5)
4. Post of soon date for Line up official anoucement	Expectation Hope Desperation	High positive perception	Evaluation of alternatives: 1, 2), 3), 4), 5), 6), 7), 8)
5. Official Line Up anoucement	Disappointment Hapiness Excitement	High negative perception	
6. Advertising posting of the event	Hapiness Anger Disappointment	Low positive perception	Purchase decision: 3), 4), 5), 6), 7), 8), 9)
7. Line up for day anoucemet. Grupo Aval is showed as sponsor	Anger Disappointment	High negative perception	Delay : 4), 5), 6), 7), 8), 9), 10), 11), 12), 13), 14), 15), 16), 17), 18), 19), 20)
8. Official anoucement of Line Up per day	Excitement Information research Desperation	High positive perception	
9. Anoucement of 100 days to go for the event	Hapiness Excitement	High positive perception	
10. Advertising about participat artists	Hapiness Excitement	High positive perception	
11. Advertising about participat artists	Hapiness Excitement	High positive perception	
12 & 13. Death of one main participant artist	Intrigue Worry Anger Disappointment Trust Uncertainty	High negative perception	

Different emotions experimented by consumers during their anticipation process, catalogued in smaller sets for studying their behavior during the different stages at the making stage.

Source: Author's own work

## Conclusions and practical recommendations

## **Research contribution**

This research contribute to the area of marketing mainly on the study done related with emotions during the anticipatory period. Here, was studied different factors that can affect the development of different emotions or that can generate new ones during the anticipation process . A finding that was developed is that emotions during the pre-consumption period are not static, which means that they can have variations depending on the situation experienced during the waiting time before a consumption. At this moment, many factors can affect an anticipatory emotions such as the social interaction individuals have with other consumers. Interactions between people on social media provide a large amount of information, which in most cases is not true, logical or socially correct, affecting consumer behaviors positively or negatively, without caring the predisposition consumers have of savoring a consumption.

Another factor that affect consumers anticipatory emotions regarding an hedonic experience is the reputation that a certain part of the product may have. During the study the festival suffered from negative emotions due of one sponsor they counted with, reducing consumer predisposition of consuming and as a consequence the future satisfaction about the experience.

Finally, the main contribution of this research is the identification of different emotions at different consumer decision stakes, as long as it is within the bounds of anticipation. During the research we could fin how positive and negative emotions are found during the whole process of anticipation. However, during the first three stages of this period, consumers tend to experiment

more negative emotions than positive ones. Here, during the problem recognition period emotions founded are more related with hope, uncertainty, expectation and excitement. Secondly, during the information research period is the most common emotions are desperation, anger, expectation, hope, and excitement. Similarly, during the evaluation of alternatives consumers experiment anger, uncertainty, risk, suspense, and excitement. In the other hand, was found that during the purchase decision time most of the emotions have a positive perspective such as happiness, excitement and joy. However, during this period is possible to generate negative experiences if consumers faces many problems for developing the purchase like anger and anxiety.

Finally, during the delay period, emotions are more influenced by multiples factors like social behaviors, advertising, waiting time or accidents, such as the death of an artist); making impossible to determine if the consumer will experiment commonly negative or positive emotions, depending highly on the abilities of the company on managing these obstacles.

### **Manager implications**

This study focuses on the role that anticipation period before a consumption has been developed on consumers emotions; being a vital part in marketing, sales, logistic or strategy area inside a company because it can affect individual behaviors previous a consumption, and as a consequence it can affect the consumption evaluation once it has been done.

During this study, managers can learn how to interact with consumers when the delay time before experiencing a product or event is large. Here, managers will have a view of the role consumer anticipation process have during the multiple consumer decision making stages. Similarly, will understand the role imagination plays in affecting consumer emotion during the pre-consumption period and how these consumers enjoy the process of retarding a consumption because they are able of savoring it. Here, advertising appeals are crucial for maintaining consumers in the savoring process, where during a large period of waiting time many difficulties can occur and they need to prepare for avoiding consumers to generate negative emotions and as a consequence, once the consumption time arrive the valuation of it will be bigger.

### **Limitations and further directions**

It has been studied that people emotions during the anticipation process are easily influenced by their social interactions, however is necessary to study deeper at what level consumers are really influenced by positive or negative commentaries of third-parties. This is a very important fact since during technological advances they have created bots, which are robots that make comments on different social networks with a specific purpose. These bots often generate negative comments towards different publications, in order to sabotage a political party or a competing company. In this way, taking into account that consumers are highly influenced by

their social interactions, it would be necessary to study what role these bots play in the anticipatory feelings of the consumer and to what extent they can affect them.

Moreover, other further study to realize is to understand how a good management after a catastrophe, like an artist dead, can impact generate a totally change from consumers emotions towards an event. This way, study the influence the constant advertising appeal consumers receive from a catastrophe generates on them stronger positive feelings toward a future consumption or negative ones.

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