“Consumer response to affective versus deliberative advertising appeals: the role of anticipatory emotions and individual differences in savoring capacity”

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Consumer response to affective versus deliberative advertising appeals: the role of anticipatory emotions and individual differences in savoring capacity

Abstract

Earlier work on the role of anticipation for a future consumption experience may have implicitly assumed that consumers are homogeneous in their capacity to generate, intensify, and prolong savoring thoughts about an upcoming pleasurable experience. This study focused on the role of anticipatory emotions and savoring in influencing how consumers respond to the promise of a future consumption experience (Bryant, 2003). The consumer's capacity to savor a future consumption experience showed some degree of promise as a mediator of the influence of anticipatory emotions on appetitive desire. The dynamic interrelationship of these variables was illustrated by the way message recipients responded to the affective versus deliberative format of an advertising appeal (Lowenstein and O'Donoghue, 2007). The results showed that the influence of an affective advertising appeal on consumption impulses was mediated by emotional thoughts of anticipation and pleasure elicited by message recipients. On the other hand, in response to an ad that elicited thoughts of one's deliberation about the consequences of a purchase decision, this type of deliberative appeal did not have a significant influence on consumption impulses. In other words, the results demonstrated the crucial role that emotional thoughts of anticipation and imaginations of future pleasure can play in consumer response to advertising appeals. However, our unique contribution to the marketing literature is our finding that the capacity to savor an upcoming pleasurable event may play an important role in intensifying the consumer's appetitive desire for an advertised product or service.

Keywords: savoring, anticipatory emotions; appetitive desire; consumption impulses; affective/deliberative model; advertising.

Introduction

Consumers are often exposed to advertising appeals for products or services that offer high levels of pleasure and consumption enjoyment like a delightful cruise to the Caribbean or an opportunity to indulge in the pleasure of consuming one's favorite dessert (Mellers & McGraw, 2001). Presumably, these messages can trigger intense anticipatory emotions as consumers engage in imaginations of the consumption experience (Van Boven and Ashworth, 2007). In spite of the emerging literature on the role of consumer anticipation and consumption enjoyment (Baumgartner et al., 2008; Nowlis et al., 2004), much more needs to be discovered about the psychological processes that can be activated by advertising appeals, and how these processes, in turn, can influence appetitive desire and consumption impulses. In this paper, for example, we take a look at the way anticipatory emotions influence appetitive desire and consumption impulses, and the unique way that individual differences in savoring capacity determine how people respond to advertising appeals. Anticipatory emotions represent people's current affective responses to the possible occurrence of a future event that may have positive or negative implications for the self (Baumgartner et al., 2008; Ortony et al., 1988). For example, a person may be asked to rate his/her level of excitement when he/she thinks of an upcoming Caribbean cruise. However, the ability to sustain a high level of anticipatory emotion may vary from person to person depending upon their savoring capacity. Savoring represents a person's willingness and capacity to intensify and prolong the anticipated enjoyment of a future event or consumption experience (Bryant, 2003).

The current paper recognizes that consumers may not be homogeneous in their ability to savor the imaginations of enjoyment of a future consumption experience (Bryant, 2003). Accordingly, it is possible that individual difference abilities in savoring may have a significant influence on the manner in which message recipients respond to advertising appeals. For example, in situations where consumers may have seen an advertisement for a cruise, there may be a delay between the exposure to the ad and the period of deciding whether to actually make a purchase decision. During this decision making period, individual differences in savoring capacity may play an important role in intensifying and sustaining appetitive desire (Bagozzi, 1992), and consumption impulses (Shiv and Fedorihkin, 2002).

In this paper we focus on the extent to which advertising appeals are capable of stimulating anticipatory emotions, appetitive desire and consumption impulses (Bagozzi, 1992; Belk et al.,

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2000). We also examine the interplay between these responses and the savoring beliefs expressed by message recipients (see Figure 1). The dynamic interrelationship of these variables will be illustrated by the way message recipients respond to the affective versus deliberative format of an advertising appeal (Loewenstein and O'Donoghue, 2007).

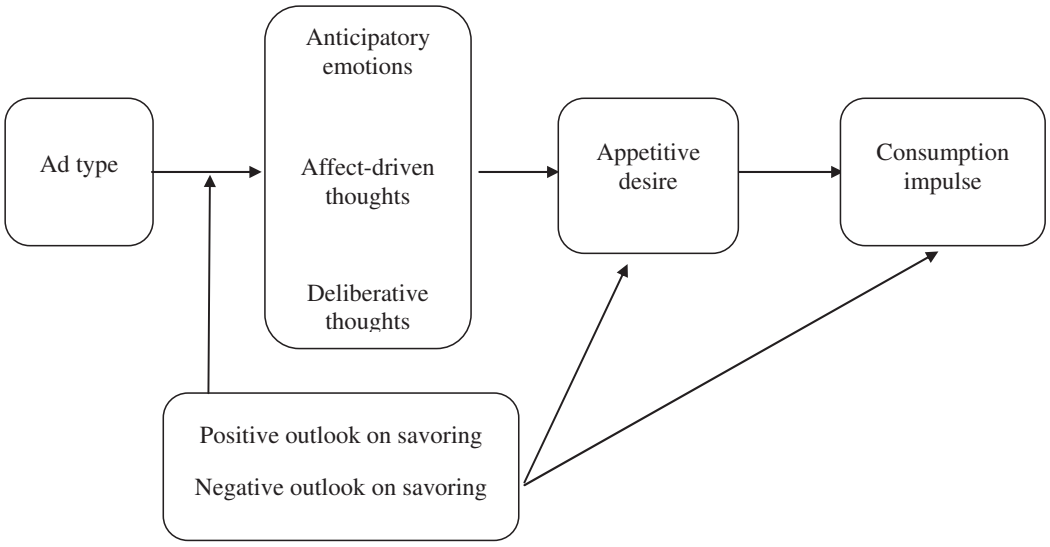

Fig. 1. How advertising and savoring beliefs influence anticipatory emotions, thought patterns, appetitive desire and consumption impulses

1. Theoretical background

1.1. Reactions to anticipated consumption. People report more enjoyment and intense emotions during the process of anticipating, than during retrospection about positive events (Van Boven and Ashworth, 2007; Loewenstein and Prelec, 1993). Future events (e.g., who will win the upcoming football game?) are characterized by more uncertainty than past events, and since uncertainty is known to 'amplify' emotion (Wilson et al., 2005), the anticipation of emotional events in the future can turn out to be more arousing than retrospection of past events (Van Boven and Ashworth, 2007). The reason is that when people are asked to anticipate an event in the future, the uncertainty of that future event motivates the brain to engage in imaginations that stimulate the emotions (Van Boven and Ashworth, 2007). Research has shown that when consumers experience a delay in consuming a product (chocolate), their anticipation of future consumption enjoyment increases particularly when the outcome is positive (Nowlis et al., 2004). Furthermore, when the product is visibly displayed in the presence of the consumer, the vividness of the moment intensifies anticipation, and this in turn increases consumption enjoyment (Nowlis et al., 2004). Another form of vividness that can influence anticipation and savoring is represented in certain dual process models of affect and cognition (Metcalfe and Mischel, 1999; and Loewenstein and O'Donoghue, 2007).

1.2. Dual process models, affective response and consumption impulse. The Hot/Cool framework of Metcalfe and Mischel (1999) proposes a "hot emotional system" of information processing that is emotionally reactive, swift, and spontaneous. The "cool" system, in contrast, is emotionally neutral, contemplative, coherent, and engaged in thoughts associated with self-regulation. In a similar manner, the affective-deliberation model of Loewenstein and O'Donoghue (2007) proposes that a person's behavior is influenced by the interaction of an *affective* system involving emotional processing, and a *deliberative* system that encourages more reflective rationalization and the assessment of one's personal goals and strategic options. The advantage of the affective-deliberative system is that it highlights the interactive relationship between the swift spontaneous affective responses (e.g., emotions, anticipation, savoring and appetitive desire) to environmental stimuli (like sight, smell, or even an emotionally charged advertising appeal). At the same time, the deliberative system activates thought patterns that are the result of strategic deliberations of self-control and self-regulation (Metcalfe and Mischel, 1999; Shiv and Fedorikhin, 2002). For example, thoughts related to self-control when a person is faced with a temptation to spend lavishly on a vacation

1.3. Predictions and hypotheses. Logically, the affective-deliberation model should allow marketing researchers to examine whether variations in the descriptions of an affect-laden product/service can significantly influence the generation of anticipatory emotions (Pieters, Baumgartner and Bagozzi, 2008; Van Boven and Ashworth, 2007; Nowlis et al.,

2004); savoring (Bryant 2003), appetitive desire, and consumption impulses (Bagozzi, 1992; Belk, Ger, and Askegaard, 2003). Simultaneously, one can monitor cognitive reactions like *deliberative thoughts* about self-control and the rationalizations of one's intended actions (Loewenstein and O'Donoghue, 2007). Advertising messages that are designed to engage the affective system (Shiv and Fedorikhin, 2002) will stimulate *affect-driven thoughts* (e.g., 'the ad made me imagine the fun I will have on that spring break vacation'). It is therefore expected that vivid affective appeals will activate stronger anticipatory emotions and affect-driven thoughts than messages that appeal to deeper cognitive deliberations and rationalizations (Moore et al., 1995; Bagozzi and Moore, 1994; Loewenstein and O'Donoghue, 2007). Affective responses, in turn, may have an impact on consumption impulses (Shiv and Fedorikhin, 2002). In summary, based on the literature discussed so far (Metcalfe and Mischel, 1999; Loewenstein and O'Donoghue, 2007; Shiv and Fedorikhin, 2002), the following relationships can be expected: (a) Advertising appeals that target the affective processing system should elicit stronger anticipatory emotions and affect-driven thoughts than messages that stimulate the deliberative processing system; (b) Advertising appeals that stimulate the *deliberative* processing system should elicit more thoughts that represent the cognitive rationalizations about self control and caution than messages that stimulate the affective processing system. (c) Advertising appeals that stimulate the *affective* processing system will have a more significant influence on consumption impulses than messages that stimulate the deliberative processing system. (d) Unlike deliberative thoughts, affect-driven thoughts of anticipation and pleasure will be so strong that their influence will mediate the effect of affective appeals on consumption impulses. We propose the following specific hypotheses:

H1a: The influence of ad type on appetitive desire will be mediated by anticipatory emotions.

H1b: The influence of ad type on consumption impulses will be mediated by affect-driven thoughts.

H1c: The influence of ad type on consumption impulses will be mediated by deliberative thoughts about the consequences of consumption.

Even though emotionally charged advertising appeals are likely to elicit affect-driven thoughts of anticipation and savoring pleasure, it is possible that people may differ in their capacity to indulge in savoring thoughts (Bryant, 2003; Bryant and Veroff, 2006). The next section takes a closer look at the savoring construct, its measurement, and the manner in which differences in the pattern of savoring beliefs impact appetitive desire and consumption impulses (Bagozzi, 1992; Belk et al., 2000; Cepeda-Benito et al., 2000).

1.4. Individual differences in beliefs about savoring. Savoring is associated with one's yearning, imaginations and anticipations of enjoyment of any experience of pleasure (Bryant and Veroff, 2006). It is defined as a process of "generating, intensifying, and prolonging enjoyment through one's own volition" (Bryant, 2003, p. 176). One of the key issues about savoring is that human beings may possess the ability to manage this form of positive emotion by their capacity to regulate it and to sustain it (Bryant and Veroff, 2006). Individual differences in one's ability to savor a positive experience is an important issue for marketing. To illustrate, if a consumer is unfamiliar with North American hockey, it may be difficult to gain pleasure from anticipation of an upcoming game if that consumer is doubtful whether or not he or she will enjoy the game. The availability of a scale to measure individual differences in savoring seems central to the concerns of marketing researchers and practitioners who need to understand how anticipation and the belief in one's capacity to savor the pleasure to be derived from future events may stimulate and sustain appetitive desire. For example, without the capacity to anticipate and savor the pleasure to be enjoyed from a future event, consumers may lack the motivation to book vacations to a foreign country several months in advance, or to try a new restaurant one has never visited before.

1.5. The savoring through anticipation construct. Bryant (2003) developed the 'Savoring through Anticipation' scale on the notion that before the occurrence of a positive future event, people tend to look forward to this event, and by doing so, they generate positive feelings in the present. Some scale items were worded from a positive perspective (e.g., "Before a good thing happens, I look forward to it in ways that give me pleasure in the present") and others were worded from a negative perspective ("It's hard for me get very excited about fun times before they actually take place"). This design of the measures allows researchers to identify people who have a positive versus negative perspective toward savoring, and these individual differences in perspectives may have a significant influence on consumer's capacity to indulge in the pleasures of savoring a future event or experience (Bryant, 2003; Bryant and Veroff, 2006). For example, the capacity to savor a future enjoyment assumes that people must have the desire to intensify and prolong their

positive feelings (Bryant and Veroff, 2006), and this process should significantly influence appetitive desire and consumption impulses (Bagozzi, 1992; Belk et al., 2000; Cepeda-Benito, 2000). Advertising messages that target the affective processing system with images that activate the imaginations should be effective in stimulating people with a positive outlook on savoring, but not those respondents with a negative outlook on savoring (Bryant and Veroff, 2006; Bryant, 2003; Bagozzi and Moore, 1994).

1.6. Predictions and hypotheses associated with savoring. The following relationships are likely to occur: (a) Since the capacity to savor is routed in desire to engage in expanding the boundaries of the imaginations (Bryant, 2003) advertising messages that target the affective processing system (Loewenstein and O'Donoghue, 2007; Shiv and Fedorikhin, 2002), will have a stronger influence on respondents with a positive rather than a negative outlook on savoring; (b) Compared to those with a negative outlook on savoring, respondents with positive outlook will be more positively disposed to the generation of anticipatory emotions; (c) Positive savoring respondents will be more likely to generate affect-driven thoughts than those with a negative savoring outlook; (d) Because of their tendency to ruminate about the negative consequences of a future event (Bryant, 2003), negative savoring respondents will be more likely to generate deliberative thoughts than those with a positive savoring outlook; and finally (e) People with a positive outlook on savoring will report stronger levels of appetitive desire and consumption impulses than those with a negative outlook (Bagozzi, 1992; Belk et al., 2000; Cepeda-Benito et al., 2000); (f) The effect of anticipation on appetitive desire will be mediated by positive thoughts about savoring.

2. Method

2.1. Participants, study design, and procedure. One hundred undergraduates (50% female) were told that the experimenter was interested in their attitudes about a pre-test version of a new magazine that was soon to be introduced to university campuses in the USA. In one experimental condition, participants were exposed to the affective version of the advertisement, and in the other condition, participants saw the deliberative version of the advertisement.

2.2. Pre-test. A pretest of the two target advertisements was conducted with a sample of students who were exposed to both the affective (emotional) and deliberative (non-emotional) advertisements. Participants indicated the strength of their emotional reaction to both advertisements while also rating the extent to which the ad seemed to be factually oriented. In keeping with our expectation, participants who were exposed to the affective ad condition exhibited significantly stronger levels of emotion, than those who were exposed to the deliberative advertisement *($M_{Affective}$ =7.36 vs. $M_{Deliberative}$ = 2.68, $p < .0001$).* Participants in the affective ad condition felt that the ad seemed less factually oriented than those in the deliberative ad condition *($M_{Affective}$ =2.68 vs. $M_{Deliberative}$ = 4.38 $p < .0001$).*

2.3. Stimuli. Ads in both test conditions were similar in length and mentioned the same amenities and activities. Both advertisements featured the Oasis Palm Beach Spa & Resort in Cancun, Mexico and included the following statement: "All-inclusive Price for $1,119 (includes flight, hotel, food, and drinks)." The *deliberative* version of the ad emphasized the factual information about the physical amenities by stating that vacationers will be able to visit the beach to relax and get a tan. The *affective* version embellished the same features by describing each of the amenities with evocatively enriched depictions of the pleasure to be experienced during the vacation. This was done by mentioning the level of relaxation to be gained with an opportunity to feel the warm sand between your toes and to achieve a glowing tan that would be the envy of your friends. These vivid descriptions were designed to facilitate higher levels of imagination, anticipation and savoring of the pleasure to be experienced using the facilities. Both versions of the ad ended with the statement: "Join your friends in the wonderful, unforgettable festivities of Spring Break with Oasis Palm Beach Resort."

2.4. Procedure. The target ad was embedded in the pre-test 'magazine' booklet which contained a collection of other articles and advertisements. To disguise the identity of the target ad, participants were asked to read each of the articles and the ads, and at the bottom of each page, they were provided with a scale to indicate the strength of their attitudes to each feature of the magazine. After viewing this sample magazine, participants were then asked to indicate their attitudes towards spring break, their attitude towards the financial impact of spring break, and also the extent to which the advertisement elicited various emotional responses. Participants completed the 8-item 'Savoring the future' portion of the Savoring Beliefs Inventory (SBI, Bryant 2007).

2.5. Measures. *2.5.1. Savoring beliefs.* Table 1 displays the positive and the negative worded measures of savoring beliefs about anticipating the future. Appetitive Desire (α = .87) was measured

using the following four items using 1-9 point (Strongly Disagree/Strongly Agree) scales (Cepeda-Benito, 2000; Belk et al., 2000): "I have a strong desire to go on a tropical spring break"; "The ad made me long for a tropical spring break"; "The ad makes me have a strong urge to go on a tropical spring break"; "My desire for spring break is so intense, I imagine myself there". Consumption Impulses (α = .73) was measured with the following 1-9 point (Very Unlikely/Very Likely) scales (Shiv and Fedorihkin, 2002) after being asked about the likelihood that they would do the following things when they saw the ad: "Take a spring break vacation"; "Take a weekend get-away to a tropical location"; "Go on a spring break vacation in the near future". Anticipatory Emotions (α = .93) were measured with the following 1-9 point scales: "When you think about what your spring break will be like, how happy does it make you?" Not happy/Very happy; "How happy will this upcoming spring break make you?" Not happy/Very happy; "How much will you enjoy this upcoming spring break?" Not enjoy/Enjoy; "How much fun will this upcoming spring break be?" No Fun/Lots of Fun (Bagozzi, Baumgartner and Pieters, 1998; Baumgartner, Pieters and Bagozzi, 2008; Van Boven and Ashworth, 2007).

2.5.2. Affect-driven thoughts (α = .79) were measured with 1-9 point strongly disagree/agree statements about the ad: "The ad made me think about just the pleasures of going on a tropical spring break"; "The ad made me anticipate going on a tropical spring break".

2.5.3. Deliberation thoughts (α = .76). Similarly, in response to the exposure to the ad, participants responded to the following statements: "The ad made me consider the fact that going on a tropical spring break to be an unwise financial decision"; "The ad made me think about my personal finances" (Shiv and Fedorihkin, 2002).

3. Results

3.1. Manipulation checks. To determine whether the affective ad was perceived to be emotional versus factual and information oriented, participants were asked the extent to which they agreed with the following statement using 1-9 point (Strongly disagree/Strongly agree) scales: "The ad provided me with a lot of factual information"; Participants were asked to rate the ad along the following semantic differential 1-9 point scale anchored by 'Informative' to 'Emotional'. Message recipients exposed to the affective ad considered this ad to be more emotionally oriented than those who were exposed to the deliberative ad, $M_{Affective}$ = 6.362.82 vs. $M_{Deliberative}$ = 3.84), F (1,98) = 47.69, p < .0001). Conversely, participants responding to the deliberative ad rated that ad as more thinking-oriented than those exposed to the affective ad $M_{Affective}$ = 3.88 vs. $M_{Deliberative}$ = 5.54), F (1,98) = 16.89, p < .0001). The manipulation checks have therefore confirmed that the two versions of the ad were perceived as intended.

3.2. Hypothesis 1a results. H1a predicted: Ad Type → anticipatory emotions → appetitive desire. Using the Barron and Kenny (1986) criteria for mediation, the following regressions were performed: First, the predictor (Ad Type) did have a significant impact on the mediator, anticipatory emotions (β = -.87, *t* = - 3.26, p < .0001), and on the outcome variable, appetitive desire (β = -.87, *t* = -2.50, p < .002). The mediator was also significantly related to appetitive desire (β = .30, *t* = 2.39, p < .01). But when mediator was included as a controlling variable in the equation, the previously significant effect of ad type on appetitive desire was reduced to marginal significance, (β = -.67, *t* = -1.86, p < .07), while the effect of the mediator on appetitive desire was marginally significant (β = .225, *t* = 1.72, p < .08). Thus, anticipatory emotions did not completely mediate the influence of ad type on appetitive desire.

3.3. Hypothesis 1b results. *3.3.1. Affect-driven thoughts* H1b predicted: Ad type → affect-driven thoughts → consumption impulses. First, ad type significantly predicted affect-driven thoughts (β = -1.34, *t* = -3.75, p < .0001), and consumption impulse (β = 2.56, *t* = 2.62, p < .01). Second, the mediator (affect-driven thoughts) significantly predicted consumption impulses (β = .42, *t* = 4.15, p < .0001). However, when mediator was included as a controlling variable in the equation, the previously significant effect of ad type on consumption impulse was completely eliminated, *p* = .24). The mediator, however, still remained a strong predictor of consumption impulse (β = .42, *t* = *4.15*, *p* < .0001), Sobel Z = 2.96, p < .002.

3.4. Hypothesis 1c results. *3.4.1. Deliberative thoughts* H1c predicted that the influence of ad type on consumption impulses will be mediated by deliberative thoughts about the consequences of consumption. First, the predictor (Ad Type) did have a negative impact on the mediator, deliberative thoughts (β = .27, *t* = 2.71, p < .008), and on the outcome variable, consumption impulse (β = -2.56, *t* = -2.62, p < .01). Second, the effect of mediator on consumption impulse was also significant (β = -.21, *t* = -2.14, p < .03). However, when mediator was included as a controlling variable in the equation, the effect of ad type on consumption impulse was not affected and

remained significant, $p < .03$). Meanwhile, the effect of the mediator on the dependent measure was no longer significant ($\beta = -.22$, $t = -.21$, $p = .14$). Therefore, thoughts related to cognitive deliberation were not strong enough to mediate the effect of ad type on consumption impulses.

Table 1. Factor loadings for positive and negative outlook on savoring

Savoring beliefs factors	Factor loading	Factor loading
Positive outlook on savoring ($\alpha = .72$); eigenvalue = 2.83; % variance = 40.47%		
Before a good thing happens, I look forward to it in ways that give me pleasure in the present	.77	
I feel a joy of anticipation when I think about upcoming good things	.70	
I can enjoy pleasant events in my mind before they actually occur	.73	
I can make myself feel good by imagining what a happy time that is about to happen will be like	.65	
Negative outlook on savoring ($\alpha = .82$); eigenvalue = 4.90; % variance = 18.16%		
For me, anticipating what upcoming good events will be like is basically a waste of time		.67
It's hard for me to get very excited about fun times before they actually take place		.76
When I think about a pleasant event before it happens, I often start to feel uneasy or uncomfortable		.83

Table 2. Relationship between savoring beliefs and anticipatory emotions, affective/deliberative thoughts, appetitive desire, and consumption impulse

Savoring belief outlook	Ad type	Anticipatory emotions	Affect-driven thoughts	Deliberative thoughts	Appetitive desire	Consumption impulse
Positive savoring	F = 6.54, P<.01	$\beta = .38$, $t = 2.16$, $p < .03$	$\beta = .83$, $t = 3.34$, $p < .001$	$\beta = -.15$, $t = -.61$, $p = .54$	$\beta = .80$, $t = 2.99$, $p < .003$	$\beta = .49$, $t = 1.8$, $p < .07$
Negative savoring	F=1.05, p =.31	$\beta = -.42$, $t = -2.9$, $p < .004$	$\beta = .23$, $t = .88$, $p = .38$	$\beta = .53$, $t = 2.92$, $p < .004$	$\beta = .33$, $t = 1.3$, $p = .19$	($\beta = .008$, $t = .03$, $p = .97$).

3.5. Savoring results. *3.5.1. The role of positive versus negative outlook on savoring.* Table 1 shows the factor loadings of the 'savoring the future' dimension of the SBI (Bryant, 2003). As expected, the positive and negative perspectives on savoring beliefs loaded on two separate factors. *Positive savoring* ($\alpha = .72$) and *Negative savoring* ($\alpha = .68$) accounted for 40.47% and 18.16% of variance, respectively. Table 2 shows how people with positive versus negative beliefs on savoring differ with respect to: Ad type, Anticipatory Emotions, Affective/Deliberation Thoughts, Appetitive Desire, and Consumption Impulse. First, *Ad Type*: people with a positive savoring outlook responded more favorably (M = 5.43) than those with a negative outlook (M = 5.04) to the affective ad than to the deliberative ad (F= 6.54, p< .01). Second, *Anticipatory Emotions*. While people with positive beliefs about savoring were positively disposed toward the generation of anticipatory emotions ($\beta = .38$, $t = 2.16$, $p < .03$), people with a negative outlook on savoring displayed a negative disposition toward the generation of anticipatory emotions ($\beta = -.42$, $t = -2.9$, $p < .004$). Third: *Affect-driven vs. Deliberative Thoughts*. People with positive savoring beliefs were positively disposed to generate affect-driven thoughts (e.g., "the ad made me think about the pleasures of going on a tropical spring break"). ($\beta = .83$, $t = 3.34$, $p < .001$). Whereas, those who identified with a negative outlook on savoring were not significantly associated with these types of positive emotional thoughts ($\beta = .23$, $t = .88$, $p = .38$). With respect to deliberative thoughts (e.g., "the ad made me think about the consequences of going on a spring break"), we found that people with a positive outlook on savoring did not engage in this type of thinking ($\beta = -.15$, $t = -.61$, $p = .54$). In contrast, those with a negative outlook on savoring were far more likely to indulge in deliberations about the financial consequences of taking an expensive spring break ($\beta = .53$, $t = 2.92$, $p < .004$).

3.6. Mediation hypothesis: anticipatory emotions → positive savoring → appetitive desire. First, anticipatory emotions did have a significant influence on the mediator, *Positive Outlook on Savoring* ($\beta = .12$, $t = 2.16$, $p < .03$), and on the outcome variable, appetitive desire ($\beta = .30$, $t = 2.39$, $p < .01$). Second, the effect of mediator on appetitive desire was also significant ($\beta = 76$, $t = 3.04$, $p < .003$). However, when mediator was included as a controlling variable in the equation, the effect of appetitive desire was affected and remained significant ($p < .02$). Meanwhile, the effect of anticipatory emotions on appetitive desire

was reduced to marginal significance (β = .24, t = *1.92*, p < .06), while the effect of positive savoring on appetitive desire remained significant (β = .50, t = 2.19, p < .003). Therefore, the ability of positive outlook thoughts on savoring to mediate the influence of anticipatory emotions on appetitive desire was shown to be marginally significant. Negative savoring had no significant influence on appetitive desire (β = .38, t = 1.3, p =.19), and therefore there was no mediation effect.

4. Discussion

This study focused on the role of anticipatory emotions and savoring in influencing how consumers respond to the promise of a future consumption experience (Van Boven and Ashworth, 2007; Bryant, 2003). The consumer's capacity to savor a future consumption experience showed some degree of promise as a mediator of the influence of anticipatory emotions on appetitive desire (Bagozzi, 1992; Belk et al., 2000). The dynamic interrelationship of these variables was illustrated by the way message recipients responded to the affective versus deliberative format of an advertising appeal (Lowenstein and O'Donoghue, 2007). The results showed that the influence of an affectively driven advertising appeal on consumption impulses was mediated by emotional thoughts of anticipation and pleasure elicited by message recipients. On the other hand, in response to an ad that elicited thoughts of one's deliberation about the consequences of a purchase decision, this type of deliberative appeal did not have a significant influence on consumption impulses. In other words, the results demonstrated the crucial role that emotional thoughts of anticipation and imaginations of future pleasure can play in consumer response to advertising appeals.

However, our unique contribution to the marketing literature is our exploration of the notion that the capacity to savor an upcoming pleasurable event may be an important mechanism that intensifies the consumer's interest, desire, and consumption impulse (Bryant, 2003). We tested whether the intensity of one's anticipatory emotions for an approaching event will be significantly related to a person's positive versus negative outlook on savoring, and whether the valence of this outlook on savoring will be strong enough to mediate the influence of anticipation (Van Boven and Ashworth, 2007) on appetitive desire. The results showed that a positive outlook on savoring, that is, one's capacity to savor, generate and prolong enjoyment marginally mediated the influence of anticipatory emotions on appetitive desire. In contrast, the more negative the outlook on savoring, the lower the level of anticipation for the enjoyment of a future event and the lower one's appetitive desire for a future experience of pleasure. This is expected since people with a negative outlook on savoring will find it difficult to develop strong appetitive desire for a future pleasurable experience.

This paper contributes to the extant literature (Nowlis et al., 2004) by showing that consumers may not be homogeneous in their ability to savor and anticipate the enjoyment of a consumption experience (Bryant, 2003), and therefore, these individual difference abilities may have a significant influence on the manner in which message recipients respond to the affective versus the cognitive characteristics of advertising appeals. For example, it is very important for marketing and advertising practitioners to maintain contact with consumer audiences in order to boost the level of anticipation for an approaching event so that a more intense level of savoring can be maintained. Without this sustained level of anticipation, consumers, particularly those who have a negative outlook on savoring the future, may lose the capacity to visualize, imagine, and savor the pleasure of future consumption. This can have a crucial impact on the success of advertising campaigns since sales may can actually rise just prior to the approach of a major event if advertising, publicity, and other promotional activity can be specially designed to stimulate savoring and anticipatory emotions.

Limitations and future research

This study was limited because we only targeted one type of service and our sample was limited to only one segment of consumers – college students. Future research should test other types of products and services. Nowlis et al. (2004) tested in a very limited way the role of anticipation for a highly desired snack of chocolate. It is possible that consumers who have the capacity to engage in yearning and savoring a delectable, delicious and gustatory experience may actually prove to be more loyal customers of the restaurants that can continue to delight and satisfy (Bryant and Veroff, 2006). Since the scale that measures positive outlook on savoring through anticipation is only four items, this measure should be enhanced and adapted by marketing researchers in order to segment and target those consumers who may possess a positive outlook on savoring. These consumers may possibly prove to be the 'cherished segment' to be pursued by advertisers and merchants, because they are presumably more motivated to engage in savoring the future enjoyment of a

consumption experience, and may therefore be more likely to respond to advertising with higher levels of appetitive desire. This consumer segment is possibly more likely to remain interested in making the final booking, for example, of a planned event like a cruise or an expensive vacation. More tightly controlled behavioral experiments need to be conducted so that the true influence of savoring may be determined.

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