

Investigating Key Drivers of Customer Emotions

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Abstract

With the understanding that customer emotions are key predictors of subsequent customer behaviors has come the understanding that identifying specific drivers of customer emotions is of paramount importance to the modern day firm. Moreover, it is not just the traditional service firm that has acknowledged the importance of emotions. For example, emotions have been studied in diverse environments including the classroom (Eastman et al. 2011), brand communities (Schouten et al. 2007), etc.

The purpose of this research is to study the causes of elevated emotions in a specific type of service environment – a sports context. This represents an exciting context to study customer emotions because of the financial impact of sports on the economy. For example, it is estimate that sports contribute more than 14.3 billion dollars and 456,000 jobs a year (Burrow 2013).

Utilizing content analysis this research found that major categories of elevated emotions from the fan perspective. Important implications of this research include devising the most efficient advertising campaigns, best practices for in-game marketing, and providing an overall taxonomy of what impacts elevated emotions for sports fans.

References

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Relevance to Marketing Educators, Researchers and Practitioners: This research should contribute to the growing body of literature that evaluates how firms can influence emotional experiences with their customers.

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