EMOTIONAL PRODUCTS

Interest of people towards emotional products and in which situation they would buy them

BSC THESIS MARKETING AND CONSUMER BEHAVIOR

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Abstract

People could have a positive attitude and purchase intention towards emotional products. If this is the case, emotional products result in positive consumer response. In earlier research it was found that it was possible to create emotional flower bouquets. The current research was set up to test whether people are interested in such emotional flower bouquets. It was assumed that people's choice for an emotional or non-emotional bouquet was dependent on if you buy flowers for own use or for someone else as a gift. In the current research, the emotional flower bouquet evoked 'happiness', and the non-emotional bouquet was a 'neutral' bouquet. What people evaluated as a neutral, non-emotional, bouquet was found in a small pilot study. The results of the experiment showed that people were not interested in emotional bouquets over non-emotional bouquets. The choice for an emotional or non-emotional bouquet was also not dependent on the occasion of buying flowers. There were factors found that influenced these results. It was found that people liked the non-emotional bouquet over the emotional bouquet, so participants could have made their choice for a bouquet based on liking. Next to that, limitation of age distribution could have played an important role in the findings. The current research gives us insight about people's interest and purchase intention towards emotional products. It is important to enlarge these knowledge about patterns of decision making, because it is useful in marketing practices and product development.

Keywords: emotional bouquets, non-emotional bouquets, gift-giving, products for own use

1. Introduction

Emotions are involved in all human interactions (Desmet, Overbeeke & Tax, 2001). From our personal experiences, we know that positive emotions are preferred above experiencing negative emotions (Fredrickson, 1998, 2001). Emotions also play an important role in consumers intention to buy a product (Desmet et al., 2001). We prefer buying products that make us happy instead of buying products that make us unhappy (Richins, 2013). Businesses respond to this by influencing consumers with their marketing strategy (Verkerke, de Hooge, Hanenberg, 2018). For example, advertising campaigns and free trials are used to generate positive emotions. In the current research we will focus on the role of emotions on consumers purchase intention in the florist industry. We will investigate whether people are interested in emotional bouquets or not and in which situation they would buy such products.

Positive emotions that are related to a brand could be adopted by the product itself (Verkerke et al., 2018). It is effective when the product itself would be a positive emotional product, because branding strategies are expensive, and they do not reach all (potential) customers (Brace, Edwards & Nancarrow, 2002). People could have a positive attitude and purchase intention towards emotional products (Verkerke et al., 2018). If this is the case, emotional products result in positive consumer response. There is no published research that confirms whether it is possible to develop emotional products. However, in the unpublished paper of Verkerke, de Hooge and Hanenberg (2018) it was confirmed that it is possible to create emotional flower bouquets. These bouquets were composed with flowers that generated specific emotions. So, emotion-specific flowers are composed together to make an emotional product. The current research goes further on this by investigating whether consumers are interested in such emotional products. I assume that the demand for emotional flower bouquets depends on the occasion of buying a bouquet of flowers.

Flowers can be bought for many occasions, such as a gift, for personal use or for special occasions like for funerals or when visiting the ill (Demby, 1973). In the current research we will focus on the occasions of personal use and gifts. The occasion to buy a bouquet results in a goal of purchase (Desmet et al., 2001). The goal of the purchase could be for example to make someone else happy with a gift (Scammon, Shaw & Bamossy, 1982). Givers want to express their emotions with a product (De Hooge, 2014). For example, the expression and communication of feelings of love, joy, pride or friendship. The expression of specific emotions influences purchase intention because different gifts can express or communicate other feelings, so people buy a gift that expresses the feeling they want to communicate to someone else. However, a goal of purchase also arises when buying a product for yourself. We want a product that fits to our self-concept, so when buying flowers, people will choose the bouquet that fits to their self (Mittal, 2006). In the current research we will investigate whether people prefer an emotional or non-emotional bouquet, in the case of buying a bouquet for own use or as a gift. I assume that when buying a bouquet for someone else as a gift emotions play a more important role so people will buy an emotional bouquet. When buying a bouquet for own use, emotions are less important. I assume that they do not prefer an emotional product in this situation.

In the current research we want to assess if people are interested in emotional products and in which situation they would buy such products. When it was found that people prefer emotional bouquets, businesses can respond to this by answering these consumers preferences and needs with product development of emotional products. By investigating for which occassion people would buy emotional or non-emotional products, we get more insight in people's interest and purchase intention. After this, we have more information on how emotions play a role in consumer decision making. Patterns in this decision making process

can also be used in marketing practices. New research can be based on the current research, because from our knowledge, there is no published research about emotional products yet.

2. Literature review

Marketing campaigns are effective because they can create a relationship between a product and the consumer (Walker & Olson, 1991). This could have a positive effect on people's purchase intention to the product. Emotions can also play an important role in consumers intention to buy a product (Desmet et al., 2001). Emotions in marketing campaigns are effective, but it would be even more effective when the product itself would be a positive emotional product, because branding strategies are expensive and they do not reach all (potential) customers (Brace et al., 2002). In the unpublished paper of Verkerke, de Hooge and Hanenberg (2018), it was confirmed that it is possible to create emotional products with flowers that generated specific emotions. So, emotion-specific flowers are composed together to make an emotional product. The current research focusses on emotional products in the floral industry.

The floral industry contains the floral product category of flowering, foliage plants and freshcut flowers and greens (Behe, 1993). In the current research we will focus on cut flowers. Cut flowers can be defined as any flower that is cut from a plant, and can be used for decorative use (The flower expert, n.d). To give an impression of the sales in the flower industry, Royal FloraHolland (cooperator of the Dutch flower industry) sold 12.5 billions of flowers and plants in 2016 (Royal FloraHolland, n.d.). In a full developed floral market, the floral purchase per-person would be around 15-20 times per year (De Boon, 1990).

The flower market is subdivided in many specialty markets (Scammon et al., 1982). Consumers buy flowers for personal use, as a gift or for special occasions like for funerals or when visiting the ill (Demby, 1973). The flower market is originally seen as an 'occasion gift market' (Scammon et al., 1982). In the past, people rarely bought flowers for own use, but for friends, family or for special occasions (Belk, 1977). Even though the market was seen as an 'occasion gift market', flowers were only bought as gifts for 2% of all bought gifts. Because

the industry showed no real growth, a change in the market was necessary (Scammon et al., 1982). With economic pressures, the flower industry needed to expand the occasions for people to buy flowers. Later on, the market increased a bit with the 'personal use market'. Overall, the occasion of buying flowers changed in the floral market.

Next to the occasion, people's purchase intention also depends on attitudes towards cut flowers, preference for cut flowers, social-demographic criteria, and perception of flowers (Demby, 1973). First, people's purchase intention depends on attitudes towards cut flowers. Attitude can be formed by floral knowledge, for example. Behe and Wolnick (1991) concluded that a higher level of floral knowledge resulted in more purchasing. These people mostly buy flowers for themselves instead of for other people. From this, we can conclude that the purchase frequency and quantity of flowers is related to attitudes towards flowers. Second, purchase patterns depends on preferences (Demby, 1973). We know that people mostly prefer roses and prefer red over yellow or white flowers (Behe, 1993). People also found nonhomogeneous flower bouquets more attractive than homogeneous bouquets, so consumers choose for bouquets by composition. Third, purchase patterns are related to social-demographic criteria (Demby, 1973). From these criteria, we can make consumer segments. Consumer segments are made by dividing consumers in groups that are similar, based on variables relevant to marketing, like age and income (Bijmolt, Paas & Vermunt, 2004). In the floral industry these segments of consumers have impact on purchase intention. For example, floral purchase increases when income increases, and age is also positively correlated with the purchase of flowers (De Boon, 1990). It peaks at about 45 years, and then purchase declines (Behe, 1993). At last, the perception of flowers is important in purchase patterns of consumers (Demby, 1973). Some people perceive flowers as expensive, while others feel no guilt when buying flowers for own use. These perceptions can influence purchase intention, and the perception of emotions is very important in the floral industry (Kleis, 2016). In the

current research, we will focus on the perception of emotions when purchasing flowers. So we will focus on how emotions play a role in people's purchase intention for emotional products.

2.1. Perception of emotions

Emotions are related to what consumers do, feel and think (Desmet et al., 2001). They arise in relation to judgements and interpretations of events that are important for consumers' well-being (Frijda, 1986; De Hooge, 2014). There are some general rules about the underlying process of emotions (Desmet et al., 2001). Emotions occur after a change in a situation (Ellsworth & Scherer, 2003). Specific patterns of appraisals and the interpretation of a change results in specific emotions, this is called 'the appraisal process' (Desmet et al., 2001). The appraisal process is caused by a stimulus of a product and persons' goals, standards and attitudes (see Figure 1).
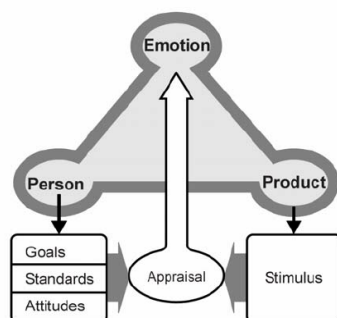

Figure 1: Model of product emotions (Desmet et al., 2001)

The composition of people's patterns depend on three things: people's goals, standards and attitudes (Desmet et al., 2001). Goals are things we want to occur. We evaluate products as desirable when they reply to our goals. When they interfere with our goals, products are undesirable. Emotions go hand in hand with a goal that people want to achieve. These goals can be associated with particular types of behavior. The second factor in the pattern are standards. Standards are our beliefs, norms and agreements of how things should be. Products

that conform our standards will result in positive emotions. Products that conflict with our standards will result in negative emotions. As last, attitudes is about our likings or dislikings. If people like a product they have a different attitude towards it, than if they dislike the product. Patterns of appraisals tells us why particular emotions arise and to which type of behaviors they are related.

Next to the pattern of appraisal, a stimulus also influences the appraisal. Attention can be driven by a stimulus (Mansori, 2016). Stimuli of products could be for example product attributes, price availability or marketing communications. Stimulus of marketing communication could for example result in positive emotions among consumers. Emotions will only result if the person evaluate the stimulus as an important consequence for gaining a specific task.

Emotions can be experienced towards a product before it is bought, and emotions can be evoked after the purchase of a product (Desmet et al., 2001). When people already experience emotions towards a product, they have product associations towards that product. Product association is one type of brand association (Chen, 2001). According to Keller (1993), brand associations can be defined as informational nodes linked to the brand node in memory and holding the meaning of the brand for consumers. The product association towards flowers is that they are expected to express sympathy, contrition, romance or celebration (Heilmeyer, 2001). Because brand associations and product associations differ per person, our emotions can differ towards the same product. On the other hand, flowers also evoke emotions after the purchase of it. Flowers have immediate and long-term effects on social behavior, mood, emotional reactions and an improved memory to both males and females (Haviland-Jones, Rosario, Wilson & McGuire, 2005 ; Richins, 2013). For example, it is found that people judge others more positive when there are flowers around them and we feel less alone when there are flowers around us. Receiving flowers resulted also in a positive

mood among older people (55+). It was shown that women had a more positive mood three days after receiving flowers.

As we can see, emotions play an important role in consumers' intention to buy a product. I assume that people prefer emotional bouquets over non-emotional bouquets because emotional products could result in a positive attitude among consumers towards the product. This positive consumer response would be evoked earlier from an emotional bouquet than a non-emotional, neutral bouquet, because it was supposed that emotional products can communicate and express more feelings and emotions than non-emotional bouquets. The following hypothesis was proposed to test whether people prefer emotional products over non-emotional products:

H1: When people have to choose between an emotional or a non-emotional bouquet, people prefer an emotional bouquet.

2.2. Occasion

Whether or not people prefer emotional products could depend on the occasion of buying flowers (Scammon et al., 1982 ; Huang, 2005). In the current research we will investigate if people prefer the non-emotional or the emotional flower bouquet in the situation of buying flowers for own use or for someone else as a gift. There could be a difference in preference in the two proposed situations because it is known that there is a difference in purchasing behavior between shopping for a gift or purchase for personal use (Gronhaug, 1972). Different types of goals arises whether the purchase was intended to be a gift or for personal use.

2.2.1. Gifts

Gifts are 'services or goods that are voluntarily provided from one person to another person or to a group' (De Hooge, 2014). There are three functions of gift-giving: communication, social exchange and economic exchange (Belk, 1979).

The function of communication is about the message of the gift (Belk, 1979). This message get a meaning when the gift is well interpreted by the sender and/or the receiver. It is important that the giver chooses a gift that transfers the right message to the receiver. The goal could be to communicate feelings or emotions of love or joy to someone else (De Hooge, 2014). A thinking-of-you situation activates receiver-related goals (i.e. to make him happy) (Walker & Olson, 1991). In this situation, there is focus on the receiver. The giver can also communicate something about his/herself through the choice of a specific gift, like personal tastes and traits (Schwartz, 1967; Belk, 1979). In this situation, end-goals related to self-expression are activated (i.e. to express my feelings) (Walker & Olson, 1991). Because gifts could be misinterpreted, the giver mostly chooses a gift that is considered as traditionally acceptable or safe (Scammon et al., 1982).

The function of social exchange goes hand in hand with the occasion for gift giving (Scammon et al., 1982). Gifts can maintain or improve relationships. In many situations, gifts serve as a symbol of social support in people's life cycle, for example gift-giving for weddings or graduations (Garbarino, 1963). In some situations there is social pressure to give a specific gift (Mauss, 1954). Gifts for special occasions like a gift for graduation or birth of a baby are gifts for social support in life cycle, and there is social pressure for which gifts to buy for occasions like this. This pressure is partly due to evaluation and comparison of gifts of what is received from another person (Belshaw, 1965). The degree of intimacy between the giver and receiver affect the purchase of a gift (Garbarino, 1963).

Economic exchange is about the exchange of products based on economic decisions. This function plays a role in gift-giving, because people have a pre-specified price range when buying a present (Scammon et al., 1982). This is not (or less) the case when buying products for personal use. It is also confirmed that people spent more money on gifts for special occasions, partly because gifts for special occasions are more expensive.

Emotions play a role in gift giving (De Hooge, 2014). Negative and positive emotions influences gift-giving. Positive emotions result in more prosocial behavior and this increases gift-giving. People use gifts to maintain relationships in case of positive emotions, and in case of negative self-caused emotions to improve relationships. People can communicate feelings of love, care, pride and friendship through gifts. Because emotions play an important role in gift-giving and people can express their feelings with a gift, I assume that emotional bouquets will be preferred in a gift-giving situation. Therefore, the following hypothesis is proposed:

H2: When people need to buy a gift, they will choose an emotional bouquet instead of an non-emotional bouquet.

2.2.2. For own use

Buying products for own use is more about abstract values from products that are important for the self (Oppenheim, 1996). The self is composed by five components: our bodies, our values and character, our succes and competence, our social roles, our traits and our possessions (Mittal, 2006). So, product ownership is one of the subjects that defines people's identity. When buying products we judge the product according to 'this product is so me' or 'this product is not me'. The evaluation of products in this way, offers a view in which products and brands fit to your self. Overall, when consumers buy a product, they choose the product that seems to best fit her self-concept in their mind. So when buying flowers, people will choose the bouquet that fits to their self.

When buying flowers for own use, their is no function for the product to communicate a message to someone else, or for social or economic exchange as it is the case when buying flowers as a gift. When people buy products for own use, their choice is more about how they perceive the product and if this fits to their self. It was assumed that emotions play a less important role when buying products for own use. Therefore, the following hypothesis is proposed:

H3: When people need to buy flowers for own use, they will choose an non-emotional bouquet instead of an emotional bouquet.

3. Pilot study

From earlier unpublished research it was known what people understood as an emotional bouquet (Verkerke et al., 2018). For the experiment in the current research we also had to figure out what people understood as a non-emotional bouquet. A pilot study was done to get an answer on this.

3.1. Method

The respondents who participated in the pilot study were recruited at Wageningen University by walking around at the University in a break. The 25 respondents who participated were all students. All students participated voluntary. For four different bouquets, participants filled in two staments. The four bouquets differed in colour, sort of flowers and way of arranging. One of these bouquets was grey-white, one pastel pink, one bright pink and one green-white (see Figure 2). The following statements were filled in: 'this is a neutral bouquet' and 'this is a happy bouquet'. For all eight statements, participants had to fill in to what extent they agreed with that statement. This was done with a 5-point Likert scale from 'strongly disagree' to 'strongly agree' (see Appendix A).
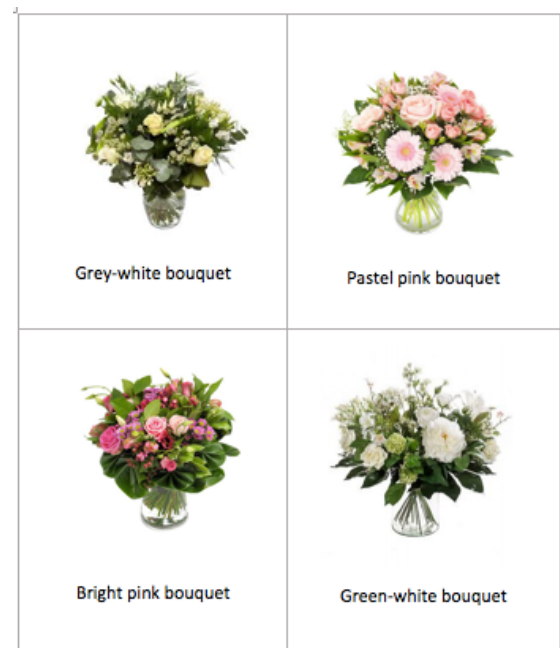

Figure 2: Four bouquets pilot study

3.2. Results

The findings from a repeated measures ANOVA showed if there was overall significance between the means of all bouquets. This is first done with an repeated measures

ANOVA for 'neutral'. The test of within-subjects effects show that the means for the evaluation on 'neutrality' of the four bouquets are significantly different ($F(2.48, 59.56) = 6.70$, $p < .001$). We also checked if the separate comparisons between the four bouquets are significant, for the statement 'this is a neutral bouquet'. There was no difference between the grey-white bouquet and the pastel pink bouquet ($M = 0.88$, $SE = 0.31$, $p > .05$), and between the grey-white and the green-white bouquet ($M = 0.04$, $SE = 0.30$, $p > .05$). There was also no difference between the pastel pink and the green-white bouquet ($M = 0.84$, $SE = 0.32$, $p > .05$), and the pastel pink and the bright pink bouquet ($M = 0.08$, $SE = 0.21$, $p > .05$). However, there was a difference between the grey-white and bright pink bouquet ($M = 0.96$, $SE = 0.32$, $p = .04$), and the bright pink and the green-white bouquet ($M = 0.92$, $SE = 0.24$, $p = .01$).

After that, a repeated measures ANOVA was done for 'happy'. The test of within-subjects effects shows that the means of the four bouquets are significantly different ($F(2.20, 52.60) = 35.70$, $p < .001$). We also checked if the separate comparisons between the four bouquets are significant, for the statement 'this is a happy bouquet'. There was a difference between the grey-white bouquet and the pastel pink bouquet ($M = 1.60$, $SE = 0.25$, $p = .000$), and there was also a difference between the grey-white and bright pink bouquet ($M = 1.64$, $SE = 0.24$, $p = .000$). There was also a difference between the bright pink and green-white bouquet ($M = 1.64$, $SE = 0.22$, $p = .000$), and there was a difference between the pastel pink and the green-white bouquet ($M = 1.60$, $SE = 0.19$, $p = .000$). No difference was found between the grey-white and the green-white bouquet ($M = 0.00$, $SE = 0.27$, $p > .05$), and the pastel pink and the bright pink bouquet ($M = 0.04$, $SE = 0.11$, $p > .05$).

After this, with a paired samples t-test the extent of difference between 'happy' and 'neutral' was tested for all four bouquets (see Table 1).

	Neutral		Happy		Mean difference	t	p
	M	SD	M	SD			
Grey-white	3.60	1.15	2.60	1.19	1.00	3.69	.001
Pastel pink	2.72	0.98	4.20	0.65	-1.48	-6.02	< .001
Bright pink	2.64	1.11	4.24	0.66	-1.60	-6.20	< .001
Green-white	3.56	1.16	2.60	0.91	0.96	4.10	< .001

Table 1: Paired samples t-test on 'happy' and 'neutral' for four bouquets

The results showed that both pink bouquets are less neutral than happy. The bright pink bouquet is less neutral (M = 2.64, SD = 1.11, p < .001) than happy (M = 4.24, SD = 0.66, p < .001). The pastel pink bouquet is also less neutral (M = 2.72, SD = 0.98, p < .001) than happy (M = 4.20, SD = 0.65, p < .001). Both white bouquets are more neutral than happy. The grey-white bouquet can be seen as more neutral (M = 3.60, SD = 1.15, p < .001) than happy (M = 2.60, SD = 1.19, p < .01). The green-white bouquet is less happy (M = 2.60, SD = 0.91, p < .01) than neutral (M = 3.56, SD = 1.16, p < .01). All bouquets significantly differed on how they were evaluated on neutrality and happiness. The grey-white bouquet had the largest mean difference (M = 1.00) comparing the two bouquets evaluated as most neutral.

3.3. Discussion

Overall, the findings showed that the grey-white bouquet and the green-white bouquet were evaluated as most neutral and less happy. When evaluated on the statement of neutrality and happiness, there was no significant difference found in the mean of both bouquets. The pastel pink and bright pink bouquet were evaluated as less neutral and most happy. When evaluated on the statement of neutrality and happiness, there was no significant difference found in the mean of both bouquets. So we found very consistent results. The grey-white and

green-white bouquet were both evaluated significantly less happy than the pastel pink and bright pink bouquet. The grey-white bouquet was evaluated as most neutral, and less happy, and this bouquet had the biggest mean difference for the two bouquets evaluated as neutral. Therfore, this bouquet is used in the following experiment as the non-emotional bouquet.

4. Experiment

The experiment in this study went further on the results of the pilot study. From the pilot study it was concluded that the 'grey-white bouquet' was evaluated as most neutral, and less happy. This bouquet was used in the experiment as the non-emotional bouquet. The emotional happy bouquet was already known from an earlier study of Verkerke, de Hooge & Hanenberg (2018). The colourful flower bouquet in this study is the emotional bouquet (see Figure 3). None of the participants were aware of the fact that one of these bouquets was emotional and one non-emotional.

Figure 3: Emotional bouquet and non-emotional bouquet

4.1. Participants and design

To set up the experiment, a survey in Qualtrics was made (Appendix B). The survey was filled out by 146 people, but after deleting respondents with some missing values, 131 respondents remained. The missing values came through because some respondents quitted the survey before answering all questions. Of the residual respondents, 20 were male, and 111 were female. The average age of all respondents was 27.22 (SD = 12.68). The respondents were recruited by sharing the survey with use of Facebook and WhatsApp. All respondents participated voluntarily. There where two conditions in the experiment: to buy flowers for someone else, and to buy flowers for own use. Questions about these two situations were asked in random order. All participants answered all questions of both conditions, so we are dealing with a within subject design. The independent variables in this study are two occasions to buy a bouquet of flowers. These two are: buy a bouquet of flowers for own use

or buy a bouquet of flowers for someone else as a gift. The emotional bouquet and the non-emotional bouquet are the dependent variables in this study.

4.2. Procedure

When participants started the survey they were first welcomed and instructed that the survey was about consumer's decisions in a flower shop. It was said that there were no right or wrong answers and that responses were only used for this study.

After this, participants had to answer four questions in a randomized order. Two of these questions were intended to test if people had a preference for the emotional or the non-emotional bouquet. The two other questions were intended to show if the situation had influence on which kind of bouquet participants would choose. With these questions, we wanted to *chart people's choice for a bouquet in the two proposed conditions.*

After these four questions in randomized order, participants had to fill in questions for a *manipulation check*. With this manipulation check it was tested if the right emotion was evoked for both bouquets. The emotional bouquet needed to evoke 'happiness', and the non-emotional must evoke no emotion. After these questions, more questions were asked to chart people's choice in the two situations, and if people indicated that the situation influenced them in making a decision.

To test whether other factors than the two situations influenced people's choice for a bouquet, the *construct of liking* was made. The construct tested if people evaluated both bouquets more or less the same on liking. The six questions for manipulation checks, questions to chart people's choice in the two situations, and the questions for the construct of liking were together asked in a randomized order.

The construct of liking was followed up with questions of the *construct of buying behavior.* For this construct, participants filled in how often they buy flowers. This is

interesting to test, because how often people buy flowers could have an impact on participants' answers.

At last, the *construct of difference* and the *construct of similarity* were proposed. For these constructs participants had to indicate to what extent they think the two bouquets were different or the same. The questions of the construct of buying behavior, the construct of difference and the construct of similarity were answered in a random order.

The survey ended up with two demographic questions. When all questions were answered, the respondents had the opportunity to fill in if they had any comments. The survey was completed with a message to thank the respondents for their participation. The email address of the researcher was provided for the respondent, so respondents had the opportunity, after filling in the survey, to ask questions through email if something was not clear yet.

Most questions were asked in a random order. This was done to test if the order of questions have had an influence on participants' answers or not. All questions were answered on a 5-point Likert scale ranging from 'totally disagree' to 'totally disagree', unless indicated otherwise.

4.3. Measures

4.3.1. Chart people's choice for a bouquet in the two proposed conditions

To test H1, H2 and H3, there were four questions asked. Two questions tested in which situation participants chose an emotional or non-emotional bouquet. Participants had to answer: 'Which of these two bouquets would you buy when you need to buy a bouquet of flowers for someone else as a present?'. Participants could choose between the non-emotional or emotional bouquet. The next question was: 'Which of these two bouquets would you buy when you need to buy a bouquet of flowers for own use?'. Participants could choose between

the non-emotional or emotional bouquet. Two other questions were asked about respondents'
preference for both bouquets. For both the emotional and non-emotional bouquet, the
following question was proposed: 'To what extent do you prefer this bouquet?'. Participants
had to indicate their preference for both bouquets on a 10-point scale, from 'totally not prefer'
to 'strongly prefer'.

After questions for manipulation checks, more questions were asked to chart people's
choice in the two situations. Participants had to evaluate the following statements: 'I would
buy this bouquet for someone else as a present', 'I would buy this bouquet for own use', and
'The situation (buying flowers for own use/for someone else) influences me in my choice for
a bouquet. These questions were asked twice, once for the emotional and once for the non-
emotional bouquet.

4.3.2. Manipulation check

The manipulation check was done to check if both bouquets evoked the right
emotion, namely happy for the emotional bouquet and neutral for the non-emotional bouquet.
All questions of the manipulation check were asked twice, once for the emotional, and once
for the non-emotional bouquet. The manipulation check for emotions was done with three
questions: 'This is a neutral bouquet', 'This is a happy bouquet' and 'This bouquet evokes
emotions to me'.

4.3.3. Constructs

The *construct of liking* was set-up to test if people evaluated both the emotional ($\alpha =$
0.60) and non-emotional ($\alpha = 0.51$) bouquet more or less the same on liking. This was done
with the following three questions: 'I like this bouquet', 'The colour of this bouquet
influences my choice for a bouquet', 'I like the flowers used in this bouquet'. When the

question about the effect of colour on people's choice was left out, the reliability became better, for both the questions about emotional ($\alpha = 0.74$), and the non-emotional bouquet ($\alpha = 0.77$). Therefore, in this study the colour of flowers was analysed separately as a new construct ($\alpha = 0.55$).

The *construct of buying behavior* ($\alpha = 0.59$) was set-up to test how often people buy flowers. This was done with the following questions: 'How often do you buy flowers for own use?', and 'How often do you buy flowers for someone else as a present?'. Participants could answer both questions with: 'never', '1-10 times a year', '10-20 times a year', '20-30 times a year', or 'more than 30 times a year'.

The *construct of difference* and the *construct of similarity* was first analysed with a factor analysis. It was found that one component explained 49.93% of the variance (eigenvalue = 1.997, $\alpha = 0.56$). The answers on 'to what extent do you think these bouquets were the same' and 'to what extent do you think these bouquets are comparable' can be combined together as a new variable. The second component explained 69.94% of the variance (eigenvalue = 0.800, $\alpha = 0.34$). The answers on 'to what extent do you think these bouquets were different' and 'to what extent do you think these bouquets were divergent' can be combined together as a new variable.

4.3.4. Demographic questions

Finally, two demographic questions were asked. Respondents first need to fill in their age. After that, they filled in their sex. On the last page of the survey, participants had the opportunity to fill in any comments about the survey or research.

4.4. Results

4.4.1. Did randomization have an influence on participants' answers?

The first analysation of the data was to see whether randomization had an influence on all participants' answers. This was done with independent samples t-tests. For all independent samples t-tests, the answer that participants gave were the dependent variables and the randomization flow the independent variable. Randomization had no influence on answers in the choice for an emotional or non-emotional bouquet in the situation of buying a bouquet as a gift (t (129) = -0.60, p > .05) or in the situation of buying a bouquet of flowers for own use (t (129) = -0.17, p > .05). The order of questions about the extent of preference for the emotional bouquet (t (129) = -0.17, p > .05) and the non-emotional bouquet (t (129) = -0.90, p > .05) also had no influence on respondents' answers.

The questions for manipulation checks were also asked in a random order. Randomization did not have an effect on respondents answers in most cases (see Appendix C). Randomization only had an influence on the statement 'this bouquet evokes emotions to me' when participants answered this statement about the emotional bouquet (t (129) = -2.36, p = .02), on the statement 'the situation influences me in my choice for a bouquet' when answering it for the emotional bouquet (t (129) = -2.32, p = .02) and on the same statement answering it for the the non-emotional bouquet (t (129) = -3.14, p = .002). For all other questions for manipulation checks, randomization did not influenced participants' answers (all ps > .05).

The questions for constructs were also asked in a random order. Randomization did not have an effect on respondents answers in most cases (see Appendix D). Randomization only had an influence on the question 'this is a beautiful bouquet' when participants' answered this statement about the non-emotional bouquet (t (129) = -2.64, p = .01). For all other questions for constructs, randomization did not influenced participants' answers (all ps

> .05). Because randomization had an influence on only a few questions, it could be that these outcomes were due to chance and not due to the manipulation of asking questions in a random order.

4.4.2. Manipulation check

To check whether people really evaluated the emotional bouquet as happy and not neutral, and the non-emotional bouquet as neutral and not happy, manipulation checks were done with the paired samples t-test. There was a significant difference between the neutral and happy emotions evoked by the emotional bouquet (t (130) = -27.80, $p < .05$). Participants evaluated the emotional bouquet less neutral (M = 1.86, SD = 0.70, SE = 0.06) than happy (M = 4.47, SD = 0.67, SE = 0.06). There was also significant difference between the neutral and happy emotions evoked by the non-emotional bouquet (t (130) = 9.03, $p < .05$). Participants evaluated the non-emotional bouquet more neutral (M = 3.74, SD = 1.01, SE = 0.09) than happy (M = 2.71, SD = 0.85, SE = 0.07).

We also checked the data with a paired samples t-test within the conditions. There was a significant difference between the emotional and non-emotional bouquet evaluated on neutrality (t (130) = -15.38, $p < .05$). The emotional bouquet (M = 1.86, SD = 0.70, SE = 0.06) was evaluated as less neutral than the non-emotional bouquet (M = 3.74, SD = 1.01, SE = 0.09). There was also a significant difference between the emotional and non-emotional bouquet evaluated on happiness (t (130) = 16.53, $p < .05$). The emotional bouquet (M = 4.47, SD = 0.67, SE = 0.06) was evaluated as more happy than the non-emotional bouquet (M = 2.71, SD = 0.85, SE = 0.07). The manipulation on the evoked emotions for both bouquets was succesful.

To check if the emotional bouquet really evokes emotions and the non-emotional bouquet evokes no emotions a paired samples t-test was done. There was a significant

difference on how much emotions are evoked by the emotional bouquet (M = 3.50, SD = 0.96, SE = 0.08) and non-emotional bouquet (M = 3.21, SD = 0.90, SE = 0.08); t (130), = 2.74, p < .05. Participants indicated that the emotional bouquet evoked a bit more emotions by them than the non-emotional bouquet.

4.4.3. Chart people's choice for a bouquet in the two proposed conditions (answer H1, H2, H3)

To see whether people were more interested in an emotional or non-emotional bouquet, a repeated measures ANOVA was done. The test of within-subjects effects show that there was no preference for one of the two bouquets (F(1.00, 130.00) = 0.044, p > .05). The emotional bouquet (M = 5.75, SD = 2.25) was reported as slightly less prefered than the non-emotional bouquet (M = 5.81, SD = 2.28). It was assumed that people would choose for an emotional bouquet instead of a non-emotional bouquet if they could choose. The findings did not support this assumption.

According to the predictions, the choice for an emotional bouquet or a non-emotional bouquet depends on the situation. It was assumed that people would buy a non-emotional product for own use, and would choose for an emotional bouquet in case of gift-giving. The data showed that when buying a bouquet of flowers for someone else as a gift, 66 respondents chose the emotional bouquet and 65 respondents the non-emotional bouquet. When buying a bouquet of flowers for own use, 61 respondents chose the emotional bouquet and 70 the non-emotional bouquet. The results of the McNemar test showed that 50 participants chose the emotional bouquet in both the situation of gift-giving and in the situation of buying a bouquet of flowers for own use. 54 Participants chose the non-emotional bouquet in both the situation of gift-giving and in the situation of buying a bouquet of flowers for own use. Only 11 participants chose the non-emotional bouquet in case of gift-giving, and the emotional

bouquet in case of buying a bouquet for own use. Only 16 participants chose the emotional bouquet in case of gift-giving and the non-emotional bouquet when buying a bouquet for own use. After analysing the results with the McNemar test, it was found that both assumptions were not supported. The choice of people between the emotional and non-emotional bouquet was not significantly different in the two situations (p = .441). We can reject the hypothesis of equality here (chi-square = .593), so we can conclude that distributions of the variables are the same.

From a paired samples t-test we found there was a difference between the means for the emotional bouquet when buying it as a present or for own use (t (130) = 5.05, p < .05). People would buy more often the emotional bouquet for someone else as a gift (M = 3.47, SD = 0.96, SE = 0.08), than to buy the emotional bouquet for own use (M = 3.07, SD = 1.24, SE = 0.11). It was assumed that the emotional bouquet would be chosen when buying flowers for someone else, so this assumption is supported. The results of the paired samples t-test on the non-emotional bouquet, showed that there was a difference between the means for the non-emotional bouquet when buying it as a present or for own use (t (130) = 4.16, p < .05). People would buy the non-emotional bouquet more often for someone else as a gift (M = 3.37, SD = 1.09, SE = 0.10), than to buy the non-emotional bouquet for own use (M = 3.01, SD = 1.22, SE = 0.11). However, it was assumed that people would buy the non-emotional bouquet more often when buying a bouquet of flowers for own use, so this assumption was not supported.

We also checked the data with a paired samples t-test within the conditions. There was no significant difference for choosing the emotional or non-emotional bouquet as a present (t (130) = 0.61, p > .05). Participants indicate that they would buy the emotional bouquet more (M = 3.47, SD = 0.96, SE = 0.08) than the non-emotional bouquet (M = 3.37, SD = 1.09, SE = 0.10) as a gift. There was also no significant difference for choosing the emotional or non-

emotional bouquet for own use (t (130) = 0.33, p > .05). Participants would buy the emotional bouquet (M = 3.07, SD = 1.24, SE = 0.11) also a bit more than the non-emotional bouquet (M = 3.01, SD = 1.22, SE = 0.11) for own use. However, participants indicated that the situation (buying flowers for own use or as a gift) influenced them in their decision for a bouquet (M = 3.67, SD = 0.97, SE = 0.9)

4.4.4. Constructs

The first component was the *construct of liking*. With a paired samples t-test it was analysed how people evaluated the flower bouquets on liking. There was a significant difference between the emotional and non-emotional bouquet on how beautiful people evaluated them (t (130) = -2.20, p < .05). The emotional bouquet was evaluated as less beautiful (M = 3.42, SD = 1.05, SE = 0.09) than the non-emotional bouquet (M = 3.73, SD = 0.97, SE = 0.09). Next to that, people also evaluated the sort of flowers in the bouquets. There was also a significant difference between how beautiful participants evaluated the sort of flowers used in both bouquets (t (130) = -1.48, p < .05).The flowers in the emotional bouquet were evaluated less beautiful (M = 3.71, SD = 0.92, SE = 0.08) than in the non-emotional bouquet (M = 3.88, SD = 0.76, SE = 0.07). We also analysed if people were influenced by the colour of the emotional or non-emotional bouquet. Participants indicated that the colour of the flower bouquet influenced them a lot in the choice for a bouquet. There was no significant difference between the two bouquets in if the colour influenced people in their decision for one of the two bouquets (t (130) = 1.77, p > .05). People were influenced a little bit more in their choice for the colours of the emotional bouquet (M = 4.18, SD = 0.63, SE = 0.06) than for the non-emotional bouquet (M = 4.07, SD = 0.69, SE = 0.06).

The second component was the *construct of buying behavior*, questions about this construct were evaluated with a paired samples t-test. Participants' indicated that they did not

buy flowers that often. There was no significant difference in how often people buy flowers for own use or for someone else as a present (t (130) = -1.22, p > .05). People bought a bit less flowers for own use (M = 2.08 , SD = 1.66, SE = 0.15), than as a present (M = 2.22, SD = 0.68, SE = 0.06).

With a paired samples t-test it was checked whether the two bouquets were evaluated as *different or the same*. There was a difference in participants' evaluation on how similar or different the bouquets were (t (130) = -2.51, p < .05). Participants evaluated the two bouquets more different (M = 4.19, SD = 0.69, SE = 0.07) than the same (M = 1.84, SD = 0.69, SE = 0.06).

4.5. Discussion

From the findings it can be confirmed that the emotional bouquet was evaluated as more happy than neutral, and the non-emotional bouquet as more neutral than happy. So people evaluated the two bouquets succesful on the emotion that they had to evoke. The assumption that the choice for a bouquet was dependent on the occasion was not supported. Participants did not indicated that they preferred one bouquet over the other. There was also no preference for one of the two bouquets in the situation of buying flowers for own use or for someone else as a gift. Around half of the participants chose the emotional bouquet in case of gift-giving and for own use, and half of the participants chose the non-emotional bouquet in case of gift-giving and for own use. Next to that, we can conclude from the findings that people buy more flowers as a gift than for own use. It was found that both the emotional and the non-emotional bouquet were bought more often as a gift and for own use. All these findings could be influenced by some factors. For example, participants could have made their choice based on liking. Participants indicated that they liked the non-emotional bouquet more than the non-emotional bouquet.

5. General discussion

The current research focussed on people's interest towards emotional products. People could have a positive attitude and purchase intention towards emotional products (Verkerke et al., 2018). It saves a lot of money when the product itself would be emotional, because nowadays, expensive branding strategies are used to evoke positive feelings among people (Brace, Edwards & Nancarrow, 2002). There is no published research that showed that it is possible to develop emotional products. However, this research went further on the unpublished paper of Verkerke, de Hooge and Hanenberg (2018). It this paper, it was confirmed that it was possible to make emotional products with flowers by combining flowers that generated specific emotions. In the current research we studied whether people preferred emotional flower bouquets over non-emotional flower bouquets *(H1)*. In this study, it appears that people do not have a preference for emotional over non-emotional bouquets. In addition, it was assumed that the situation for buying a bouquet of flowers for own use or as a gift influenced people in the choice for a non-emotional or an emotional bouquet. From literature, it was known that emotions play an important role in gift-giving. With gifts, people can express specific emotions or feelings (De Hooge, 2014). Because emotions are important in gift-giving, it was assumed that people would prefer emotional bouquets in the situation of buying a bouquet of flowers for someone else as a gift *(H2)*. When buying flowers for own use, people are focussed on whehter the product fits to their self-concept in their mind. So people always choose a product that fits to their self (Mittal, 2006). Emotions were less important here, so it was assumed that people would choose non-emotional bouquets in the situation of buying a bouquet of flowers for own use *(H3)*. From the current research, it was clear enough to conclude that the situation does not influence whether people would buy an emotional or non-emotional bouquet.

From literature, we know that the choice for a product, so people's purchase intention, could also depend on a lot of other factors (Demby, 1973). First, the preference for cut flowers could have had an impact on the findings. The influence of this factor on the findings was tested with the construct of liking. The emotional bouquet was evaluated as less beautiful than the non-emotional bouquet. The flowers used in the emotional bouquet were also less preferred than the flowers in the non-emotional bouquet. This could be declared, because the non-emotional bouquet was particularly composed with roses, and from literature we know that people prefer roses over other sort of flowers (Behe, 1993). Next to that, participants indicated that the colour of a flower bouquet influenced them a lot in the choice for a bouquet. Social-demographic criteria could also have had an impact on the findings. The average age of respondents who participated in this study was 27.22 years old. Overall, a lot of students filled in the questionnaire and they indicated in the survey that they do not buy flowers that often. We also know from literature that age is positively correlated with the purchase of flowers (De Boon, 1990). The limitation of age distribution could have played an important role in the findings. Therefore, the findings are not good enough to generalize the conclusions for the whole population. The perception of flowers could also have had a big impact in this study. In this study, there was a focus on perception of emotions. The perception of emotions for both bouquets could have differed strongly among people because people have different goals, standards and attitudes (Ellsworth & Scherer, 2003). It could have been that people already had a specific product association towards one of the two bouquets. However, the association that both bouquets certainly had to evoke was confirmed. In the current research we found that participants evaluated the emotional bouquet less neutral than happy and the non-emotional bouquet more neutral than happy. Overall, we can say that there are a lot of factors that could have influenced people's decision in the current study.

In the current research it was found that people do not have a preference for emotional bouquets over non-emotional bouquets. The situation for buying flowers for own use or someone else also has no impact on people's choice. The current research contributed to more insight in people's interest and purchase intention towards emotional products. It was never researched before whether people were interested in emotional flower bouquets. Although it was found that people do not prefer emotional flower bouquets over non-emotional flower bouquets, it is important to do more research about it. This first study is not enough to conclude that people are not interested in emotional bouquets. Further research can be made more extensive, because there is a lot unknown about emotional products and the patterns of the decision making process for emotional products. Outcomes could be for example very different when other emotional and non-emotional bouquets were used, because people maybe evaluate these bouquets different on liking. In the current research we found that liking influenced people in their choice for a bouquet. Outcomes could also be different when the age distribution of participants was more divergent, because older people could have a different preference or insight towards emotional bouquets. This could be the case because older people buy flowers more often, and age is positively correlated with the purchase of flowers (De Boon, 1990). It is also interesting to investigate whether other products, apaert from flowers can also be transformed into emotional products. More insight in emotional products can be used in marketing practices and product development. Marketing campaigns are expensive, so it would be more effective when positive feelings towards products can be obtained by making emotional products. The detection of more possibilities for making emotional products could maybe evoke a new market. For example, when emotional products would be developed towards products that people will buy for special occasions. Products like these are more expensive, and people would spent more money on products for special occasions (Scammon et al., 1982). When people evaluate emotional products this way,

businesses can make bouquets more expensive and they can yield more profit. So research like this is necessary for detecting areas for product development. With product development we can constantly answer people's preferences and needs, and retailers can make more profit out of it.

Taken together, there is still a lot to discover about emotional products. From the current research we can conclude that emotional flower bouquets were not preferred over non-emotional flower bouquets. The insights about emotional products is maybe as complicated as emotions are in general.

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Appendix A: Pilot study

Dit is een neutraal boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een vrolijk boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een neutraal boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een vrolijk boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een neutraal boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een vrolijk boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een neutraal boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Dit is een vrolijk boeket:

0	0	0	0	0
Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens

Appendix B: Experiment

Welkom bij dit onderzoek!

Dank u wel dat u mij wilt helpen in mijn onderzoek. Mijn onderzoek gaat over welke beslissingen mensen maken in een bloemenwinkel. Er zijn geen goede of foute antwoorden. Uiteraard wordt uw anonimiteit gewaarborgd. Alle antwoorden zullen uitsluitend gebruikt worden voor mijn onderzoek. Het onderzoek duurt maximaal 5 minuten.

Situatieschets:

Stelt u zich voor dat u in een bloemenwinkel bent om een boeket te kopen voor **iemand anders als kado**. Kijk alstublieft naar deze twee boeketten alsof u werkelijk in de bloemenwinkel staat. In de bloemenwinkel heeft u keus tussen twee boeketten.

Welke van de twee boeketten zou u kopen, als u een boeket koopt voor iemand anders als kado?

Situatieschets:

Stelt u zich voor dat u in een bloemenwinkel bent om een boeket te kopen voor **uzelf**. Kijk alstublieft naar deze twee boeketten alsof u werkelijk in de bloemenwinkel staat. In de bloemenwinkel heeft u keus tussen twee boeketten.

Welke van de twee boeketten zou u kopen, als u een boeket koopt voor uzelf?

In welke mate heeft u voorkeur voor dit boeket?

Helemaal geen voorkeur									Heel erge voorkeur	
0	1	2	3	4	5	6	7	8	9	10

Mate van voorkeur

In welke mate heeft u voorkeur voor dit boeket?

Helemaal geen voorkeur									Heel erge voorkeur	
0	1	2	3	4	5	6	7	8	9	10

Mate van voorkeur

Beantwoord onderstaande vragen over dit boeket:

	Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens
Dit is een neutraal boeket	○	○	○	○	○
Dit is een vrolijk boeket	○	○	○	○	○
Dit boeket wekt emoties bij mij op	○	○	○	○	○
Ik zou dit boeket voor iemand anders kopen als kado	○	○	○	○	○
Ik zou dit boeket voor mezelf kopen	○	○	○	○	○
De situatie (boeket kopen voor mezelf/voor iemand anders) beïnvloed mij in mijn keuze voor een boeket	○	○	○	○	○

Beantwoord onderstaande vragen over dit boeket:

	Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens
Ik vind dit een mooi boeket	○	○	○	○	○
De kleur van het boeket beïnvloed mijn keuze voor een boeket	○	○	○	○	○
Ik vind de bloemen in dit boeket mooi	○	○	○	○	○

Beantwoord onderstaande vragen over dit boeket:

	Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens
Dit is een neutraal boeket	◯	◯	◯	◯	◯
Dit is een vrolijk boeket	◯	◯	◯	◯	◯
Dit boeket wekt emoties bij mij op	◯	◯	◯	◯	◯
Ik zou dit boeket voor iemand anders kopen als kado	◯	◯	◯	◯	◯
Ik zou dit boeket voor mezelf kopen	◯	◯	◯	◯	◯
De situatie (boeket kopen voor mezelf/voor iemand anders) beïnvloed mij in mijn keuze voor een boeket	◯	◯	◯	◯	◯

Beantwoord onderstaande vragen over dit boeket:

	Helemaal niet mee eens	Niet mee eens	Neutraal	Mee eens	Helemaal mee eens
Ik vind dit een mooi boeket	○	○	○	○	○
De kleur van het boeket beïnvloed mij in mijn keuze voor een boeket	○	○	○	○	○
Ik vind de bloemen in dit boeket mooi	○	○	○	○	○

Hoe vaak per jaar koopt u voor uzelf bloemen?

○ Nooit

○ 1 - 10 keer per jaar

○ 10 - 20 keer per jaar

○ 20 - 30 keer per jaar

○ > 30 keer per jaar

Hoe vaak per jaar koopt u voor iemand anders bloemen als kado?

○ Nooit

○ 1 - 10 keer per jaar

○ 10 - 20 keer per jaar

○ 20 - 30 keer per jaar

○ > 30 keer per jaar

In hoeverre vind u deze twee boeketten...

	Helemaal niet	Niet	Neutraal	Wel	Helemaal
..Hetzelfde?	○	○	○	○	○
..Verschillend?	○	○	○	○	○
..Vergelijkbaar?	○	○	○	○	○
..Uiteenlopend?	○	○	○	○	○

Ik ben een:
○ Man
○ Vrouw

Wat is uw leeftijd (in jaren)? Ik ben...jaar

Ik wil u hartelijk bedanken voor uw deelname aan dit onderzoek!

Indien u nog opmerkingen zou willen maken over dit onderzoek, of andere suggesties zou willen geven, dan kunt u deze hieronder invullen.

Voor vragen of opmerkingen kunt u contact opnemen met Stefanie Langelaan via het volgende email adres: stefanie.langelaan@wur.nl

Dank u wel voor uw tijd!

Bedankt voor uw tijd om aan deze enquête deel te nemen.
Uw antwoord is geregistreerd.

Appendix C

	Emotional bouquet			Non-emotional bouquet		
	Df	t	p	**Df**	t	p
This is a neutral bouquet	129	1.29	>.05	129	-0.12	>.05
This is a happy bouquet	129	-0.91	> .05	129	-0.81	> .05
This bouquet evokes emotions to me	129	-2.36	.02	129	-1.29	> .05

Table 2: Effect of randomization on questions for manipulation checks

Appendix D

	Emotional bouquet			Non-emotional bouquet		
	Df	**t**	**p**	**Df**	**t**	**p**
This is a beautiful bouquet	129	0.20	> .05	129	-2.64	.01
The colour of the bouquet influences me in my decision for a bouquet	129	-0.78	> .05	129	-1.28	> .05
I like the flowers in this bouquet	129	-0.74	> .05	129	-1.59	> .05
How often do you buy flowers for own use?	129	0.79	>.05			
How often do you buy flowers for someone else?	129	1.83	> .05			
These bouquets were the same	129	1.35	>.05			
These bouquets were different	129	-1.0	> .05			
These bouquets were comparable	129	-0.69	> .05			
These bouquets were divergent	129	0.023	> .05			

Table 3: Effect of randomization on questions for constructs