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Fear for Pleasure: What Drives People To Seek For Experiences That Create Negative Emotions?

MSc Thesis | Jelena Kramarenko

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Abstract

Leisure experiences, such as bungee jumping, white water rafting and hiking in extreme places are growing in their popularity nowadays within ordinary people. These activities are not typical pleasant experiences, but strong in evoking negative emotions such as fear. Understanding of the need for such experiences remains unclear. Therefore, the objective of the research is to study people's willingness to seek for experiences that create negative emotions by analysing their motivations. The research hypotheses were tested by an experiment (N=150) in which level of negative arousal of the experience and type of motivation was manipulated by short videos presented to the participants. For this study we adopted a 2 (intrinsic versus extrinsic motivation) by 2 (low versus high negative arousal) approach. The main outcomes of the study showed that the higher the negative arousal of the experience is sensed the more pleasure people gain from the experience. Intrinsic motivation showed to strengthen the relation of negative and positive emotions. Therefore, if person is intrinsically motivated to participate in the activity that is high in negative arousal, the enjoyment of the experience will be high. The results of participation in experiences that create negative emotions and their implications are discussed.

Key words: Negative experience, intrinsic motivation, extrinsic motivation, negative arousal

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Chapter 1. Introduction

In recent years, more than ever, human beings have displayed desire to participate in experiences known to elicit fear, pain, sadness, or disgust (Andrade & Cohen, 2007; Molz, 2007). People are intentionally seeking for experiences that evoke negative emotions in order to feel good. This seems to contradict with findings indicating that people tend to pursue pleasure and avoid pain (Goldstein, 1980; Schmitt, 2011; Andrade & Cohen, 2007; Higgins, 1997). Skydiving, bungee jumping, white water rafting, volunteer tourism, hiking in extreme places, and bit less extreme experiences such as watching horror movies and eating exotic food have become more popular within people (Bigné, et al., 2005; Caffray, et al., 2000; Diehm & Armatas 2004; Kerr & Mackenzie, 2012; Mkono, 2011; Perkins & Brown, 2012). People who intentionally seek for experiences that create negative emotional have been proven to be motivated by things such as sensation, thrill and risk seeking, to name a few (Kerr & Mackenzie, 2012). Moreover, today's great transportation abilities, information technology and media exposure has not only brought extreme experiences to public's attention but also given an aura of being "cool" (Rosen, 2007).

Today products and services are marketed to people through appeals to their senses, feelings, intellect, curiosity, and self-image rather than to rational, utilitarian notions of value (Schmitt, 2011). Affect and emotions play a vital role in creating experiences and further influences decisions people make. Peoples' feelings depend on what they attend to, which is one of the reasons why experiential purchases have more impact on our feelings than non-experiential ones (Schwarz & Xu, 2011; Van Boven & Gilevich, 2003).

Most of the recent studies in field of emotional experiences have been focusing on general motivations for aversive experiences and activities done by professional athletes such as skydiving or mountain climbing. Studies showed that professionals are motivated by intrinsic motivation such as their own personal goal achievements, adrenaline rush and fear then relief. Professionals were rather little motivated by extrinsic factors such as money (Diehm & Armatas, 2004). There is a gap in the literature regarding to what extent non-professionals are motivated to participate in experiences that create negative emotions. Therefore, the aim of the study is to understand why people seek for experiences that create negative emotions. The objective of the research is to study consumers' willingness to seek for experiences that create negative emotions by analysing their motivations and identity traits. Based on this, the main research question is formulated as follows: *What are the factors that drive people to seek for experiences that create negative emotions?*

The structure of the study is as follows. The second chapter of this study is devoted to the theoretical background. The chapter starts with a description of emotions and their impact on lived experience. Comparison between positive and negative emotion will provide arguments for consideration of negative experiences to be high in arousal, both negative and positive. This argument will be supported by literature. Further, it will be shown that person's motivation plays an important role in determining whether he or she participates in the activity. Two opposed types of motivation will be explored, namely, intrinsic and extrinsic. Then different stages of negative experience will be investigated and analysed with an assumption that in order for people to repurchase an experience that has evoked negative emotions; the experience has to evoke also positive emotions. Therefore, anticipated satisfaction of the negative experience will also be

investigated. Based on the existing literature the hypotheses will be formulated and summarized in the theoretical framework.

The third chapter will describe the study design, manipulations, measures and procedure. All hypotheses will be tested in an experiment with four conditions varying in level of negative arousal and motivation type. The results of the study will be presented in the fourth chapter. Lastly, in the fifth chapter, the study results will be discussed, including potential implications as well as limitations and future research.

Chapter 2. Theoretical Background

2.1 Positive and Negative Emotions

Peoples' evaluation of an experience is strongly dependent on the comparison between their expectations, the actual lived experience and overall emotional effect of the experience (Gentile et al., 2007). Emotions provide simple but quick and automatic summaries of advantages and disadvantages associated with the experience (Loewenstein, 1999). Therefore, emotions play an important role in determining enjoyment of the actual experience. It has been believed that people tend to pursue pleasure and avoid negative emotions (Goldstein, 1980; Schmitt, 2011; Andrade & Cohen, 2007; Higgins, 1997). People avoid negativity, because with no reward negative emotions are considered as a punishment (Leknes & Teacey, 2010). It simply would not make sense for people to intentionally hurt themselves. Therefore, if it is better to avoid negative emotions, why do people engage in frightening and potentially harmful activities? –Marathon runners, skydivers and mountaineers are apparent examples. Regardless the fact that this type of activity may cause negative emotions; people feel pleasure and satisfaction after successful try. Those experiences that frighten disgust or sadden people are often referred to as experiences that create negative emotions. Yet, there are occasions when such emotion may actually be desired by people. The key factor here is the relief experienced right after the exposure of the negative emotion. This relief acts as a reward (Leknes & Teacey, 2010). People's desire to seek for relief from negative emotions might be the obvious driver to understand risky behaviour (Leknes & Teacey, 2010).

There has been a debate in the literature whether pleasant and unpleasant emotions can be experienced jointly. Russell & Carroll (1999) argue that pleasure and displeasure are mutually exclusive because they describe different quantities along a single dimension. Just as an individual cannot be short and tall at the same time, an individual should not be able to feel unpleasant and pleasant at the same time. On the other hand, several studies have shown that people can experience both positive and negative emotions at the same time (Aaker et al., 2008; Podoynitsyna, et al., 2012; Larsen et al., 2001; Williams & Aaker, 2002; Schimmack, 2001; Hemenover & Schimmack, 2007). For instance, a study carried out by Schimmack (2001) presented evidence that pleasure and displeasure are two separate affects that are reciprocally related, yet not mutually exclusive. Other studies consider pleasure and displeasure as two separate feeling qualities, just as hunger and thirst are two separate feelings, that are sometimes experienced simultaneously (Cacioppo & Berntson, 1994).

Looking at experiences that create both negative and positive emotions, Russell and Carroll's (1999) approach seems to describe the phenomenon better. During these experiences the level of arousal is the same. When people experience positive emotions such as happy and excited or negative emotions such as angry and scared – in both positive and negative emotional stages the level of arousal is high. The same goes for low level arousal when people feel calm and relaxed or bored and depressed (Russell & Carroll, 1999).

2.2 Motivation

In order to understand the driving forces behind human behaviour it is necessary to look at human needs. According to Maslow's (1970) "Hierarchy of needs", a persons' needs range from fundamental needs, such as the need for food, all the way up to the need of self-actualization (Maslow, 1970). When people have satisfied the majority of their fundamental needs they begin to try and fulfil their higher level needs through more creativity, spontaneous acts and problem solving tasks. Experiences that create both positive and negative emotions are great examples of the way to satisfy those types of high level needs. Especially in western societies where people's lives are stable to the point that people have hard time finding the meaning and purpose from their everyday life. This might explain the growing popularity of extreme sports in western countries (Rosen, 2007). Already twenty years ago Roberts (1994) describes this phenomenon as follows:

> "…in a rich and safety-obsessed country like America, land of guardrails, seatbelts, and personal-injury lawsuits, everyday life may have become too safe, predictable, and boring for those programmed for risk taking. In an unsettling paradox, our culture's emphasis on security and certainty—two defining elements of a ''civilized'' society—may not only be fostering the current risk-taking wave, but could spawn riskier activities in the future."

Modern societies are providing people tools to feel too safe. With help of today's medicine and technology there are no surprises waiting for people behind the corner. All risks are minimized from daily life. As a result the safer people feel the more they want to take risks (Rosen, 2007). These risk takers are challenged to satisfy their need to explore the unknown. Studies have shown that besides relief experienced after the negative emotion, people are driven by needs such as sensation-, thrill- and risk-seeking, social motivation, goal achievement, testing personal abilities and overcoming fear (Kerr & Mackenzie, 2012).

These motivational factors can be roughly divided into intrinsic and extrinsic motivations. When people are intrinsically motivated they are driven by their personal wants and needs. People do not need any external rewards to motivate them in their actions. Reward that people gain from intrinsic motivation can be physiological, emotional or cognitive. Extrinsic motivations on the contrary are those that are performed because of the external reward such as money, acceptance or grades, and they can vary in the extent to which they represent self-determination (Ryan & Deci, 2000). In this study the focus is on the comparison of people being either intrinsically or extrinsically motivated. For that reason, the assumption is that when people are seeking for experiences that evoke negative emotions, those with sensation seeking personalities are motivated intrinsically. On the other hand as extrinsic motivation underlines the influence of other people on one's behaviour.

2.2.1 Intrinsic Motivation

Intrinsic motivation refers to doing an activity simply for the enjoyment of the activity itself, rather than for some separate consequence or its instrumental value. Intrinsic motivation assumes that there is a connection between a person and a task; therefore the individual should find the task interesting for himself in order to continue the task (Ryan & Deci, 2000). For instance, studies have shown that professional surfers are more often motivated intrinsically. They put more value on

enjoyment of surfing itself and any other motivation plays a smaller part in driving their actions. Mainly the aspect of having fun with people that have similar interests is relevant and sponsorship for example, is seen as less relevant factor of enjoyment of the activity (Diehm & Armatas, 2004; Loewenstein, 1999).

When a person is intrinsically motivated, their personality influences their behaviour. Studies have shown that there are pairs of opposite motivations that can provide an experience based understanding of personality, individual differences and shifts in emotions and motivation (Sandseter, 2010). The most relevant pair relating to aversive experiences is risk-taking behaviour, which consists of the contrasting personalities of sensation avoiders and sensation seekers. Avoiders are characterized by being serious-minded, goal-oriented, sensible, cautious, and arousal-avoiding, while sensation seekers are characterized by being playful, activity-oriented, adventurous, thrill-seeking, and arousal-seeking. Sensation seeker is someone who likes to be social with many people, seeks thrill and excitement, takes chances, is optimistic and enthusiastic, and easily laughs and shows their feelings (Sandseter, 2010).

Moreover, people noticeably vary in their need for consistency. People are willing to tolerate fear and unpleasant experiences and even suffer in order to enjoy the positive feelings brought on by relief. In fact, it is conceivable that people who can fully anticipate relief of the aversive experience may even prefer heightened levels of negative arousal (Andrade & Cohen, 2007). Cialdini et al., (1995) found that people low in preference for consistency prefers to be spontaneous and avoid congruence with prior statements or behaviour. Therefore, people with low need for consistency potentially tend to seek more for aversive and sensational experiences. Sensation seeking is a personality trait defined by the search for experiences and feelings that are varied, novel, complex and intense and by the readiness to take physical, social, legal, and financial risks for the sake of such experiences. Risk is not an essential part of the trait, as many activities associated with it are not risky. However, risk may be ignored, tolerated, or minimized and may even be considered to add to the excitement of the activity (Larsen & Buss, 2008). Abuhamdeh & Csikszentmihalyi (2012) suggest that among the key conditions associated with the enjoyment of aversive activities is the presence of relatively difficult challenges that nevertheless are not beyond the participant's perceived capacities.

2.2.2 Extrinsic Motivation

Although intrinsic motivation is clearly an important type of motivation, most of the activities people do are not, strictly speaking, intrinsically motivated. This is especially the case after early childhood, as the freedom to be intrinsically motivated becomes increasingly reduced by social demands and roles that require individuals to assume responsibility for non-intrinsically interesting tasks (Ryan & Deci, 2000). Dimensions of extrinsic motivation include external regulation, referring to behaviour controlled by external sources (Diehm & Armatas, 2004). Studies have shown that people tend to form their opinions on consumption practises based on intrinsic cues, however people with low levels of knowledge relevant to the experience are also more vulnerable to the influence of extrinsic cues (Veale & Quester, 2009).

Extrinsic motivation does not necessarily refer to completely external motivation. People can perform actions with the feeling of pressure in order to avoid guilt or anxiety or to attain ego-enhancements or pride. A classic form of this kind of motivation is ego involvement, in which a

person performs an act in order to enhance or maintain self-esteem and the feeling of worth (Ryan & Deci, 2000). Although the reward is internal to the person, behaviour can be driven by external factors. Extrinsic motivation is present when the individual comes to value and judge the behaviour as important to the self, and performs it out of choice (Diehm & Armatas, 2004; Loewenstein, 1999; Ryan & Deci 2000). Extrinsically motivated behaviours are not naturally interesting to people and therefore they should be externally provoked.

There are several types of external motivations; money, punishment and sponsorship, to name a few. In this paper, the focus is on social influence as external reward. Social influence can be seen as a big motivator in experiences that create both positive and negative emotions, because people tend to go out for dinner, watch a movie or go on vacation in the company of other people. It is typical for people to share hedonic consumption activities (Raghunathan & Corfman, 2006). It can be assumed that people not only experience things together but at the same time they influence each other. One of the major reasons that can drive people towards certain behaviours is that people are valued by others to whom they feel or would like to feel connected, whether that be a family, a peer group, or a society. A hobby such as mountain climbing identifies the hobbyist as unique and perhaps as a whole range of other things as well: brave, crazy and strong. Such identification can potentially be very helpful in an urban environment where impressing others may be desired. People tend to care how they appear to others and attempt to appear to be that which will win recognition and approval from others (Rosen, 2007).

Looking into the memory of experiences and material purchases in general, experiences tend to make consumers much happier. Bowen and Gilovich (2003) found that social value is greater with lived experiences because other people tend to value stories of people experiences more that seeing their material purchases. Furthermore, people with higher need to belong generally tend to perform behaviour that will make them look better in the eyes of others, more often. Also social media platforms such as Facebook, Twitter and YouTube are getting more and more important to help consumers plan and enjoy their experiences. Consumers are using technology more intensively than ever to talk about their holidays, show pictures and videos, exchange ideas about possible holiday trips and seek opinions and reviews of destinations, attractions and countless other activities. (Berlin I.T.B., 2012)

Often people tend to underestimate influence of others. People have fundamental need to believe that they make their own decisions. Interestingly studies have shown that about forty present of travellers said social network comments influenced their travel planning while fifty present actually based their travel plans on other people's reviews and experiences (Berlin I.T.B., 2012). This reflects to how an individual 'would like to see themselves', their role amongst peers, and what they aspire to become. Many consumers are willing to participate in unique experiences to be seen as admirable type of consumer by others (Nolan & Rotherham, 2012). Once social conditions support person's inner state the extrinsic motivation can be accompanied by intrinsic motivation (Ryan & Deci, 2000).

When discussing motivation it becomes clear that it is not always as black and white as we might think. Sometimes behaviour can start with extrinsic motivation and person can be exposed to an activity because of an external regulation such as reward, and if the reward is not perceived as too controlling, such exposure might allow person to experience activity's intrinsically interesting aspects, resulting in motivation shift. Or a person who has identified with the value of an activity

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might lose that sense of value under a controlling factor and move backward into an external regulatory mode. Thus, it might be difficult to say which force is driving people to their actions and whether people are aware of it themselves. According to Ryan & Deci (2000) it appears that people's general regulatory style does, on average, tend to become more internal over time.

2.3 Intensity of Negative and Positive Arousal

According to findings of Andrade & Cohen (2007) people who seek for experiences that create both positive and negative emotions tend to enjoy experiences more the stronger intensity of the negative emotions experienced. Sensation-avoiders tend to experience high arousal as an unpleasant emotion, and tend to reduce it, while seekers will experience high arousal as a pleasant emotion, and tend to increase it (Sandseter, 2010). According to Rosen (2007) the experience of an adventure is created when risk is combined with uncertainty in participants mind and whether consumers have skills and abilities to meet and overcome these challenges. Sensation seekers have so to say psychological protective frame that gives a subjective feeling of confidence even when doing something potentially dangerous and harmful. The person often deliberately moves as close as one can to the dangerous edge between danger and trauma, because this is where the level of arousal is highest and where the individual can enjoy danger and risk activities as highly pleasant instead of unpleasant (Sandseter, 2010). Nevertheless, there is a limit to this. If experiences turn out to be too frightening the enjoyment fades away and self-protection mode steps in. Consumers have to have the perception that the risks involved in experience are manageable (Kerr & Mackenzie, 2012) and adopt the state of mind adequate to convince the themselves that real danger is not actually present (Andrade & Cohen, 2007).

The more often sensation seekers experience high negative arousal the more they get used to it. Over time, a higher level of negative arousal is needed to satisfy the need for a thrill. The idea is very close to drug abusers. Therefore, people who often do activities with high arousal tend to enjoy everyday pleasures lower than those who do not experience such "natural high" on a regular basis (Leknes & Teacey, 2010). People who look for aversive experiences are in fact much less, if at all, influenced by its unpleasantness, which enables them to experience negativity in a more positive fashion. For example, when facing an aversive event, such as horror movie, those who enjoy the genre and frequently expose themselves to it experience significantly weaker negative affect, if any, along with stronger positive affect during and just after exposure as compared to those who prefer to avoid such a stimulus (Andrade & Cohen, 2007).

Zuckerman et al., (1978) suggested that some individuals might be intrinsically more in need of arousal and more insensitive to the apparent averseness of the stimuli. Initially, people vary in their optimal level of stimulation. When people move to a more optimal level of arousal, positive affect is experienced, and that should explain why people select arousing experiences even if the arousal is caused by negative affective states (Andrade & Cohen, 2007). Sandseter (2010) showed that the motivation, emotions, and personality structures that result in risky behaviour are based on the goal of increasing pleasurable arousal. Arousal can be experienced either as pleasant or unpleasant depending on the motivational state the individual has during experience. Research on the effects of arousal has documented that people can be weakened by the high level of arousal and become less capable of carefully processing information and are more easily affected by social influence for instance (Tautz, et al., 2000).

The fundamental thing here is that during satisfying aversive experiences people are experiencing high level of arousal. When people are in low level of arousal they tend to be bored or relaxed. Because relaxation can be perceived as a positive state, people do not have a need to escape that. On the other hand, feeling of boredom is negative and often evokes a need to change it. In order to escape this negative low level arousal state, people are aiming to raise their level of arousal which results in negative high arousal and further potentially leads to high positive arousal states such as happiness and elation. While the overall experience adds up to be pleasurable, the negative sensation itself is rarely seen as the direct cause of pleasure. This appears to be the case even in extreme fear and thrill-seeking behaviours (Leknes & Teacey, 2010). Nevertheless, it has been shown that anticipated pleasure as the critical driver of behaviour has stronger predictive power compared to the practical values of the experience (Andrade & Cohen, 2007).

2.4 Experience Stages

In order to understand what drives people to experiences that create negative emotion, it is essential to understand what is happening in peoples' minds in the different stages of the experience. Experiences with negative emotions tend to follow an arc- type structure and can be defined into three main stages; pre-experience, experience itself and post-experience. These stages include sensations, feelings, cognitions and behavioural responses triggered by specific stimuli in the people's environment (Schmitt, 2011; Gentile et al., 2007).

In pre-experience stage motivation and expectations towards an experience are established. People have a tendency to build their expectations on hedonic assumptions which are based in prior knowledge and intuition (Schwarz & Xu, 2011). This prior knowledge influences future perceptions of experiences and determinates which actions people will take (Pechmann & Ratneshwar, 1992; Ismail, 2011). Today great accessibility of information has helped to broaden the possibilities to experience extraordinary things. Expectations and the context of the experience itself interact in a powerful way. When negative arousal of experience is higher than expected, the negative feelings are experienced to be higher (Leknes & Teacey, 2010). Furthermore, the higher negative arousal is in the beginning of the experience, the more positive the whole experience will be perceived by people (Cacioppo et al., 1999; Schimmack, 2001).

The moment when person jumps a bungee jump or dives into the water to swim with sharks, is the actual experience stage. In this stage the peak of the negative emotions is experienced. The experience results in an emotional effect and in successful case positive emotions will overwhelm a person. People tolerate negative experiences in search of the relieving and joyful consequences that emerge as soon as the exposure to the unpleasant stimuli is over such as end of bungee jump. The following pleasure comes from a combination of aversive stimulus removal and remaining arousal. People who frequently expose themselves to a particular set of aversive stimuli should be the ones to feel less afraid during stimulus exposure and to derive more pleasure in the end of the experience (Andrade & Cohen, 2007).

A study examining professional extreme sport participants indicated that through experience of successful performance participants build confidence which makes it tolerable to repeat high risky activities again (Slanger & Rudestam, 1997). As an example, one of the mountaineer's motivations was the basic anxiety which reinforced much of his climbing experience. It appears that the

mountaineer could confront and conquer his anxiety for climbing by engaging in the practical tasks involved in actually climbing. This action enabled him to form a protective frame which allowed him to experience his anxiety in positive way and allowed him to take the risks involved in mountaineering over and over again (Kerr & Mackenzie, 2012).

Experiences that trigger our emotions are saved and stored in memory (Miron-Shatz et al., 2009). Emotions signal our brain that the experiences are important to remember. In general people do not remember every single moment of an experience; instead, they remember the trend in the sequence of pain and pleasure, the high and low points, and most of all the ending (Zomerdijk & Voss, 2010; Schmitt, 2011; Aaker et al., 2008). The end of an experience has been believed to have greater impact on a peoples' memory than the beginning (Zomerdijk & Voss, 2010). In general people tend to remember their experiences to be better than what they actually were (Schwarz & Xu, 2011; Miron-Shatz, et al., 2009). With experiences that create negative emotions this might be very much the case.

All three stages of the experience are vital in determining consumers' future behaviour. In pre-experience stage people are influenced by expectations and motivated either to go or not go through with the experience. The action stage determinates the arousal level of the experience and has an impact on enjoyment of the experience. In post-experience stage, people experience emotional effect. If this effect is highly positive the consumer experiences satisfaction and most likely will want to re-experience such an event.

If a person decides to participate in experience that evokes negative emotions intrinsic and extrinsic motivation can occur differently in different stages of the experience. For instance, social influence as a extrinsic motivation in expectation stage would mean that person is motivated by other people to participate in the activity. In the actual experience stage the person would prefer to go through the experiences with other people, because it is potentially easier to do things that create negative emotions with someone than to do it on your own. Lastly in post-experience stage people feel often more satisfied if they share the emotions and stories from experiences with someone, which would result in being seen as a hero within people in conversation.

2.5 Anticipated Satisfaction

Satisfaction comes from the comparison of perceived performance with person's internal desire and expectation to the service or product. Several studies indicate that people's satisfaction is not only the evaluation of post purchasing, but also accompanying individual's behavioural intention, such as customer loyalty and word of mouth communication (Granzin & Schjelderup, 1982). Satisfaction consists of two independent dimensions, i.e. pleasure and arousal, and in this relation arousal influences pleasure (Chebat & Michon, 2003). People seek for different levels of arousal depending on their consumption goals; experiencing desired arousal levels should enhance their satisfaction. For example, people might seek relaxing (low arousal) settings for a fine-dining experience, whereas amusement parks are expected to be exciting (high arousal) (Wirtz, et al., 2000). Pleasure refers to the degree to which a person feels good, joyful or happy in a situation, arousal refers to the extent to which a person feels stimulated and active. The definition of satisfaction suggests that the evaluation process spans the entire consumption experience.

The satisfaction level determinates whether people are coming back to same products, services or experiences or switching to others. Additionally, it influences what people tell others about their experiences. Human's behavioural intentions are directly influenced by their satisfaction level. Some authors even suggest that satisfaction is more influential in forming one's behavioural intentions than service quality, for instance (Cronin & Taylor, 1994). Most marketing scholars studying behavioural intentions distinguish different behavioural dimensions, such as loyalty and willingness to pay more. These characteristics are important in the studies of consumer satisfaction with experiences and services. For example, in recent years, the leisure and tourism industry has faced intense competition from a wide range of rapidly emerging innovative leisure products (Bigné et al., 2005).

2.6 Theoretical Framework

The existing literature shows that there are many factors influencing people's behaviour. Nevertheless, literature does not indicate why people engage in activities that evoke negative emotions. In order to understand what drives people to seek for experiences that create negative emotions, based on the literature review, four study hypotheses have been formulated and visualized in the Figure 1.

Existing literature review points out that people tend to seek for experiences that they enjoy. When it comes to experiences that create negative emotions, experiences with higher level of negative arousal tend to be ones that people enjoy the most. Therefore, first hypothesis states that the higher level on negative arousal leads to higher level of positive arousal. People also need to be motivated in order to participate in activities. Based on the existing literature on extreme sport professionals, intrinsic motivation proved to be the driving force. We formulated hypotheses 2a and 2b, in order to study which type of motivation drives non-professionals into negative experiences. Lastly, literature points out that in order for people to repurchase product, service or an experience, they have to feel satisfied; therefore we look at whether positive affect will lead to anticipated satisfaction in case of experience evoking negative emotions.

H1: High intensity of negative arousal leads to high intensity of positive arousal.
H2a: Intrinsic motivation strengthens relation between negative and positive arousal
H2b: Extrinsic motivation strengthens relation between negative and positive arousal.
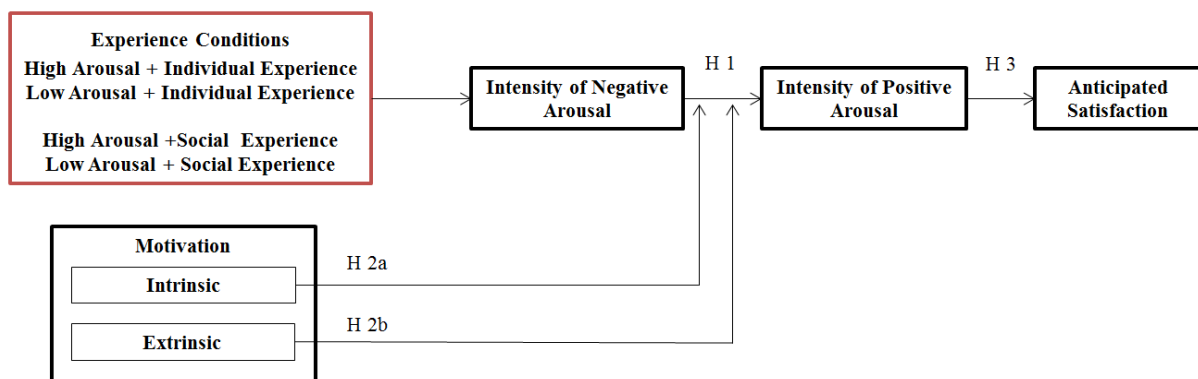**H3:** Higher positive arousal leads to higher anticipated satisfaction.

Figure 1. Theoretical Framework

Chapter 3. Methodology

In order to understand driving forces behind consumers' intentions to seek for experiences that evoke negative emotions, consumers' motivation traits, intensity of negative and positive arousal of the experience and the anticipated satisfaction need to be measured. In order to manipulate type of motivation as well as level of arousal experimental design was developed, in which participants were asked to watch a movie clip and imagine them to be in the position of people in the video.

3.1 Design and Participants

For this study we adopted a 2 (intrinsic versus extrinsic motivation) by 2 (low versus high negative arousal) approach. Participants were randomly assigned into four experimental groups: 1. High Negative Arousal + Intrinsic Motivation, 2. Low Negative Arousal + Intrinsic Motivation, 3. High Negative Arousal + Extrinsic Motivation, 4. Low Negative Arousal + Extrinsic Motivation.

In total the study involved 150 participants. Participants were randomly assigned to four conditions: (N=34) High Negative Arousal + Intrinsic Motivation, (N=35) Low Negative Arousal + Intrinsic Motivation, (N=39) High Negative Arousal + Extrinsic Motivation and (N=42) Low Negative Arousal + Extrinsic Motivation. Sample was drawn from the student population of Wageningen University using convenience sampling through online social media channels. Out of all participants; 92 (61.3%) were female, 58 (38.7%) were male. Age of participants ranged between 19 and 40 (M=25.01, SD=3.34). Participants varied in their study programs at Wageningen University and they were from 23 different nationalities.

3.2 Manipulations

In order to measure participants' willingness to take part in activities that create negative emotions participants were divided into 4 different conditions (see Figure 2). Each condition had different manipulation purpose set up in combination of two factors. Intensity of negative arousal and type of motivation were manipulated with help a short approximately 1.5 minute long videos. The videos were silent for the pragmatic reason that clips had to be edited and therefore sounds and discussions no longer matched the flow of the videos. In addition, original sounds would add additional, uncontrollable depth and emotion to the visual manipulation. In order to start data analysis it was important to find out whether our manipulations were successful in triggering intended emotions. A pilot-test on videos was carried out. The pilot test consisted of 7 questions regarding whether participants perceived videos as being high or low arousal, what the perceived negativity level was, and whether different conditions were perceived as a group or individual activities. The following questions were asked: Do you think activity presented in the video X; is a group activity; is an individual activity; is exiting; is boring; is scary; is realistic to do; is something you are willing to do? All questions were measured on Likert scale 1(not at all) – 5 (extremely).

Condition 1: High negative arousal + extrinsic motivation (Cliff jumping)
In this condition participants were exposed to a video where group of friends (8 people) both male and female aged approximately around 16 were jumping off a high cliff into the water on a sunny day. Some of the youngsters in the video were excited to jump off the cliff and others were hesitating to do so. The purpose of this video was to create perception of activity that is high in

negative arousal and activity that is done in a group of people. Jumping from the high cliff in this case should be perceived as frightening activity and doing activity with many other people should be perceives as a group activity by participant.[1]

Condition 2: High negative arousal + intrinsic motivation (Dangerous hike)
In this condition participants were exposed to a video where a person was hiking alone on one of the most dangerous hiking routes in the world. The hiking route was located on an extremely high mountain cliff with minimal safety equipment. During the hike the person is forced to step over multiple obstacles and is faced with fear extreme heights and risk of falling off the cliff. The purpose of this video was to create perception of activity that is high in negative arousal and which is done alone. Therefore, ideally this video would evoke high negative emotions in participant and understanding that this activity is done alone.[2]

Condition 3: Low negative arousal + extrinsic motivation (Watching movie)
In this condition participants were exposed to a video where a group of friends (5 people) both male and female aged approximately around 18 were sitting on a couch watching TV. All of them were showing very little emotions on their faces. They looked very bored. The purpose of this video was to create perception of activity that is low in negative arousal and done in a group of people. Therefore, this video should evoke low negative emotions in participant and understanding that this activity is done in a group of people.[3]

Condition 4: Low negative arousal + intrinsic motivation (Train ride)
In this condition participants were exposed to a video where a person was riding an almost empty local train, on his own. The person in the video takes a video footage of relatively boring sights and the whole video is fairly neutral. Purpose of this video was to create perception of activity that is low in negative arousal and which is done alone. Therefore, ideally this video would evoke low negative emotions in participant and understanding that this activity is done alone.[4]
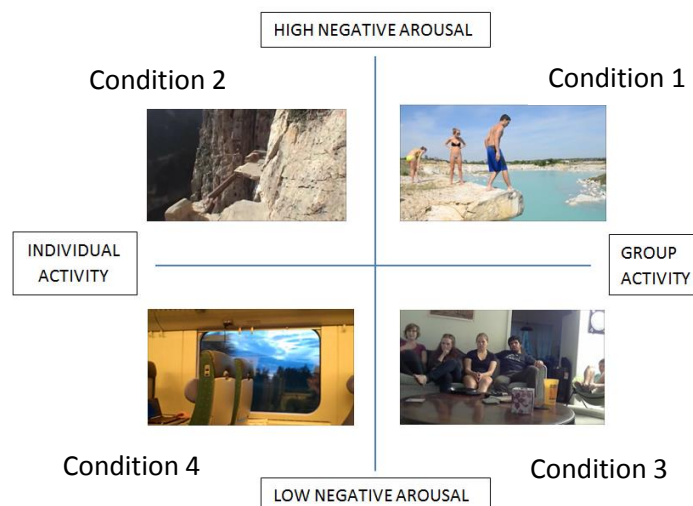
Figure 2. Illustration of four conditions in relation to levels of arousal and individual or group activity

[1] Condition 1. YouTube link to the video (Accessed February-2014) http://youtu.be/D-DM1hvQULo
[2] Condition 2. YouTube link to the video (Accessed February-2014) http://youtu.be/8QKyT_7DDO0
[3] Condition 3. YouTube link to the video (Accessed February-2014) http://youtu.be/CohUn19xt0A
[4] Condition 4. YouTube link to the video (Accessed February-2014) http://youtu.be/GNm0SojPt3Q

3.3 Measures

To measure **intrinsic motivation** we used 8 items Brief Sensation Seeking Scale (BSSS) (Hoyle, et al., 2002) which is reduced scale from 40 items. The Sensation Seeking Scale has been used by Steenkamp and Baumgartner (1992). BSSS is a five-point Likert scale varying from "strongly agree" to "strongly disagree". This scale intends to capture person's need for varied and novel sensations as well as one's willingness to take the risks necessary to achieve those sensations. It is a measure of personality trait. BSS-Scale consists out of four subscales; Experience seeking, boredom susceptibility, thrill and adventure seeking and disinhibition. Two items per subscale we used in this study. See Appendix 1 for details of the items. After summarizing scores, a mean intrinsic motivation score was calculated, with higher numbers corresponding to higher intrinsic motivation. The scale was reliable with Cronbach's α= .79.

In order to measure **extrinsic motivation** we used 10 item Importance of Social Approval from Others/Best Friend -scale (Fisher, 1993). It is a five-point Likert scale varying from "strongly agree" to "strongly disagree". This scale measures the importance placed on the influence of friends or others in the consumption of products. See Appendix 1 for details of the items. After summarizing scores, the mean score of extrinsic motivation was calculated, with higher numbers corresponding to higher extrinsic motivation. The scale was reliable with Cronbach's α= .92.

To measure **positive and negative arousal** levels, we used 20-item Positive and Negative Affect Schedule (PANAS) (Watson et al., 1988). PANAS is a five-point Likert scale varying from 1 'very slightly or not at all', 2 'a little', 3 'moderately', 4 'quite a bit' to 5 'very much'. The scale comprises two mood scales, 10 items measuring positive affect and the other 10 measuring negative affect. Respondents are asked to rate the extent to which they have experienced each particular emotion after completing the experience. See Appendix 1 for details of the items. After summarizing scores, a mean positive and negative arousal scores were calculated separately. Scores could range from 1 (low positive/negative arousal) to 5 (high positive/negative arousal). The scale was reliable with Positive Arousal Cronbach's α= .936 and Negative Arousal Cronbach's α= .84.

To measure **anticipated satisfaction,** we used 5 item Anticipated Satisfaction-scale (Shiv & Huber, 2000). It is a five-point Likert scale varying from "1-Dissatisfied to 5-Satisfied", "1-Unhappy to 5-Happy", "1-Bad to 5-Good", "1-I did not do the right thing to 5-I did the right thing", and "1- I was unwise to 5- I was wise". The scale is used to assess a consumer's expected level of satisfaction prior to purchasing or using a product. See Appendix 1 for details of the items. After summarizing scores, the mean score of anticipated satisfaction was calculated. Scores could range from 1 (low anticipated satisfaction) to 5 (high anticipated satisfaction). The scale was reliable with Cronbach's α= .89.

3.4 Procedure

The data collection was carried out via online questionnaires. The questionnaire consisted of three parts. In the first part each participant was assigned to one of the four conditions. They were asked to imagine him/herself about to go through with the activity presented in the manipulation video they were about to see. After watching either "Hike", "Train Ride", "Movie Watching" or a "Cliff Jumping" video, participants were asked to fill in PANAS questionnaire to measure the extent to

which imagining oneself in the scenario situations would evoke positive and negative emotions in participants. After filling in PANAS questionnaire, participants were asked to imagine that they actually went through with the activities showed in the videos. This remark was followed by questions on their anticipated satisfaction. Questions such as to what extend would you be satisfied/unsatisfied, happy/unhappy, feel you did the right thing/I did not do the right thing etc. were asked. After that, participants were asked whether in real life situation they would actually participate in the activity presented in the videos. Participants were given options "Yes", "No", and "I'm not sure", in order to see whether participants would actually want to do activities that create negative emotions.

In the second part of the questionnaire consisted out of two scales. First, all participants were presented with Brief Sensation Seeking Scale (Hoyle, et al., 2002) to measure their level of intrinsic motivation. After, participants answered questions related to extrinsic motivation, measured by Importance of Social Approval from Others/Best Friend –scale (Fisher, 1993). The third and last part of the questionnaire consisted of demographic questions, information such as age, gender, nationality and study program of participants.

Chapter 4. Results

4.1 Pilot Test

In order to start data analysis it was important to find out whether our manipulations were successful in triggering the intended emotions. Manipulations were pretested and proven to evoke desired emotion in the participants.

Condition 1 (N=13): Activity in the video with young people jumping off the cliff into water was perceived as above scale midpoint for negative ($mean_{scary}$=3.62; SD=0.87; t=14.988; p<.000), as above scale midpoint for arousal ($mean_{exciting}$=4.23; SD= 0.44; t=34.785; p<.000) as well as above scale midpoint for group activity ($mean_{group}$=4.15; SD=0.56; t=27.00; p<.000). Condition 2 (N=13): Activity in the video with a dangerous hike was perceived as above scale midpoint for negative ($mean_{scary}$=3.54; SD=1.13; t=11.324; p<.000), as above scale midpoint for arousal ($mean_{exciting}$=4.17; SD=0.84; t=17.289; p<.000) and as below scale midpoint for group activity ($mean_{group}$= 2.92; SD=1.12; t=9.451; p<.000). Condition 3 (N=8): Activity in the video with group of friends watching a TV was perceived as below scale midpoint for negative ($mean_{scary}$= 1.25; SD=0.71; t=5.000; p<.001), as below scale midpoint for arousal ($mean_{exciting}$=1.38; SD=0.74; t=5.227; p<.001) as well as below scale midpoint for groups activity ($mean_{group}$=2.75; SD=1.17; t=6.677; p<.000). Although the perception of the activity as a group activity was not too strong, this level was satisfactory enough for our manipulation. Condition 4 (N=12): Activity in the video with person riding a train was perceived as below scale midpoint for negative ($mean_{scary}$= 1.00 SD=0.00), as below scale midpoint for arousal ($mean_{exciting}$=1.75; SD=0.87; t=5.227; p<.000) as well as below scale midpoint for group activity ($mean_{group}$= 1.83; SD= 0.84; t=7.607; p<.000).

4.2 Pre-Test

To check whether intrinsic motivation differed between the four condition groups ANOVA were predicted by group membership. A factorial ANOVA where Negative Arousal (NA) was predicted by high arousal (exciting) versus low arousal (boring) and alone versus together showed that the scenarios affected NA (F(3,146) = 60,15; p<.01). In particular it was shown that high arousal experiences raised higher negative affect (M=2.078) than low arousal experiences (M=1.471) (F(1,146)=177.39;p<.01). While being alone or together did not matter (F(1,146)=.011;p=.920). However the interaction between high arousal and going through the experience alone was significant (F(1,146)=7.82; p<.01 (Figure 3.).
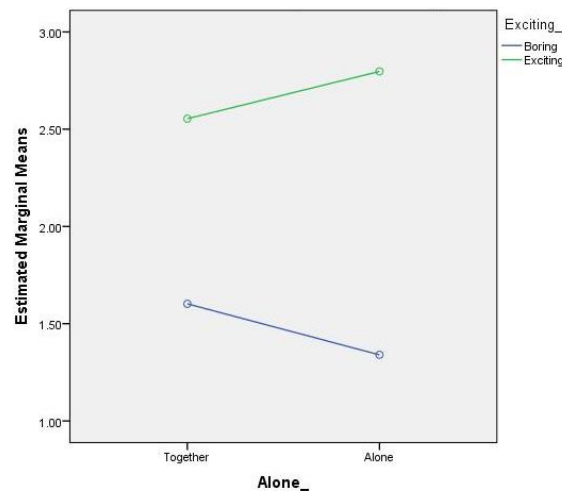
Figure 3. Interaction of high arousal and going through the experience alone

4.3 Hypothesis Testing

The performed ANOVA showed a significant main effect of negative arousal on positive arousal $F(1,148)=58.4; p=.000$, $t= 7.639$, $B1=.710$. This confirms that higher levels of negative arousal lead to higher levels of positive arousal. Therefore, confirming the first research hypothesis. (Table 1)

a. Coefficients of Negative Arousal

| Model | Unstandardized Coefficient | | | |
	B	Std. Error	t	Sig.
Negative Arousal	.710	.093	7.639	.000

Dependent variable: Positive Arousal

Table 1. Coefficients of Negative and Positive Arousal

Intrinsic motivation showed a significant main effect on strengthening relation between negative and positive arousal $F(3,146)=20,95; p=.000$. Intrinsic motivation alone did not show significant results $p>.165$. Nevertheless interaction Intrinsic motivation*Negative Arousal showed (positive) significant effect on Positive Arousal $B=.382$, $t=2.836$, $p=.001$. Because of multicollinearity issues with interaction terms in regression analyses, we centred the independent variables. When regression was run with centered coefficient variables we still found that Negative Arousal centred had a (positive) significant effect on Positive Arousal $B=.791$, $t=8.884$, $p=.000$. Intrinsic Motivation centred had a (positive) significant effect on Positive Arousal $B=.355$, $t=3.325$, $p=.001$. Interaction of Negative Arousal centred*Intrinsic Motivation centred has a (positive) significant effect on Positive Arousal $B=.382$, $t=2.836$, $P=.001$. These results show that the higher the Negative Arousal is of an experience and the more Intrinsically Motivated the person is to go through with the action, the higher Positive Arousal will be felt after the experience. Therefore, confirming research hypothesis 2a. (Table 2)

b. Coefficients of Intrinsic Motivation

Model	Unstandardized Coefficient			
	B	Std. Error	t	Sig.
Negative Arousal_centered	.791	.089	8.884	.000
Intrinsic Motivation_centered	.355	.107	3.325	.001
Negative Arousal*Intrinsic Motivation_centered	.382	.135	2.836	.005

Dependent variable: Positive Arousal

Table 2. Coefficients of Intrinsic Motivation on Relation of Negative and Positive Arousal

Extrinsic motivation showed a significant main effect on strengthening the relation between negative and positive arousal $F_{(3,146)}=20,95;p=.000$). However, the negative arousal alone was the variable that caused changes in positive arousal. Extrinsic motivation by itself had a non-significant effect $p>.674$. Also interaction between Negative Arousal*Extrinsic Motivation was non- significant $p>.783$. Because of the multicollinearity issue, we centred the independent variables. An ANOVA was run with the centered coefficient variables which found that extrinsic motivation remained non-significant. Therefore, research hypothesis 2b was not confirmed. (Table 3)

c. Coefficients of Extrinsic Motivation

Model	Unstandardized Coefficient			
	B	Std. Error	t	Sig.
Negative Arousal	.786	.289	2.718	.007
Extrinsic Motivation	-.113	.268	-.421	.674
Negative Arousal*Extrinsic Motivation	-.033	.119	-.276	.783

Dependent variable: Positive Arousal

Table 3. Coefficients of Extrinsic Motivation on Relation of Negative and Positive Arousal

Higher positive arousal showed a significant main effect leading to higher anticipated satisfaction $F_{(1,148)}=125,588;p=.000$, $B1=.651$, $t=11.207$, $p=.000$. Therefore, we confirm research hypothesis 3.(Table 4.)

d. Coefficients of Positive Arousal

Model	Unstandardized Coefficient			
	B	Std. Error	t	Sig.
Positive Arousal	.651	.058	11.207	.000

Dependent variable: Positive Arousal

Table 4. Coefficients of Positive Arousal on Anticipated Satisfaction

4.4 Other Results

We asked participants whether they would go through with the activity that was presented to them. 37.3% of all participants said "yes", 28% said "no" and 34.7% "didn't know". Most of the participants said that in a real life situation they would do the train ride. Most of the participants said "No" equally to the Dangerous Hike and Movie Watching. Most of participants were not sure whether they would jump off a cliff in a real life situation. The exact results can be seen in the Table 5.

		Cliff Jumping	Dangerous Hike	Movie Watching	Train ride	Total
Will you do it?	Yes	17	6	13	20	56
	No	6	17	17	2	42
	Don't know	16	11	12	13	52
Total		39	34	42	35	150

Table 5. Participants' willingness to go through with the activity in the real life situation

When we tested whether the effect of Negative Arousal, Intrinsic Motivation, Extrinsic Motivation as well as interactions of Intrinsic Motivation*Negative Arousal and Extrinsic Motivation*Negative Arousal was mediated by Positive Arousal on Anticipated satisfaction, we conducted a hierarchical Regression, where we started with the reduced model containing only the effect of PA on anticipated section. Addition of the other determinants and the interaction between those determinants show there was no significant improvement in the model $F(5,143)=0.857$; $p=.51$. When we looked at the individual scores, only Positive Arousal had an significant effect on Anticipated Satisfaction ($B_1=.598$, $t=8.019$, $p=.000$). (Table 6.)

a. Model Summary

Model	R Square	Adj R Square	F Change	df1	df2	Sig. F Change
1	.459	.455	125.588	1	148	.000
2	.475	.453	.857	5	143	.512

a. Predictors: (constant) Positive Arousal
b. Predictors: (constant) positive Arousal, Extrinsic Motivation, Intrinsic Motivation, Negative Arousal, Negative Arousal*Extrinsic Motivation, Negative Arousal*Intrinsic Motivation

Table 6. Effect of Negative Arousal, Intrinsic Motivation, Extrinsic Motivation, interactions of Intrinsic Motivation*Negative Arousal and Extrinsic Motivation*Negative Arousal, mediated by Positive Arousal on Anticipated satisfaction

Chapter 5. Discussion

5.1 Summary of the Main Study Results

This study explored what drives people to seek for experiences that create negative emotions. We looked at the relation of high negative arousal of the experience leading to high positive arousal. As well as how intrinsic or extrinsic motivations affect this relation between negative and positive arousal. Further we analysed whether positive affect would lead to anticipated satisfaction. Summing up the results, we did find a significant main effect of a higher level of negative arousal leading to a higher level of positive arousal. People who engage in experience with high negativity levels tend to feel higher levels of pleasure after the activity.

We also tested whether intrinsic or extrinsic motivation had an impact the relation of negative and positive arousal when seeking for negative experience. Mixed results were obtained. We did find evidence for an interaction effect of intrinsic motivation strengthening the relation between negative and positive arousal. This means that people who engage in activities that create negative emotions with high intrinsic motivation tend to experience higher levels of pleasure when level of negative arousal of the activity is high. This was also in line with our research hypothesis. Being extrinsically motivated did not show significant effect on relation of negative and positive arousal. Therefore, people were not driven to engage in experiences that create negative emotions by social influence such as peer pressure, for instance.

Finally, we found a significant effect of higher positive arousal leading to higher anticipated satisfaction. This means that when people take part in experiences that create negative emotions and succeed in them, they feel high levels of pleasure. This feeling of pleasure leads to higher level of anticipated satisfaction.

5.2 Reflection on Results

The popularity of experiences that creates negative emotions, such as extreme sports, in western countries is growing. Better understanding of the driving forces behind people's behaviour can aid marketers to create effective marketing campaigns. In following chapter, we will reflect on the results and discuss how findings of this study can be applied in marketing strategies as well as by communication experts.

The fact that we found a significant effect of negative arousal on positive arousal is well in line with the existing theory. Emotions provide simple and quick automatic summaries of the experiences (Loewenstein, 1999). People who perceive that they have enough abilities to cope with frightening or scary activities tend to enjoy these activities more (Rosen, 2007). The relief experienced after the negative load makes pleasurable emotions feel stronger. Sandseter (2010) argues that there is a difference in experienced pleasure between sensation seekers and avoiders, in this study both conditions showed the same results. Nevertheless, high negative arousal is essential especially for sensation seekers, because in the zone between danger and trauma the arousal level is the highest and person can enjoy danger and risk activities as highly pleasant. Studies have shown that people who expose themselves on regular basis to negative experiences are less influenced by the unpleasantness and need higher doses of the negativity to experience the relief and sensation

caused by it. People who do not expose themselves to these types of activities feel pleasure already on lower levels.

We proved that the relation between negative and positive affect can be strengthen by intrinsic motivation. This means that, people who seek for experiences that create negative emotions enjoy them better when they are intrinsically motivated. These findings go along with previous research focusing on extreme sport professionals. Studies showed that professionals engage in dangerous activities to test their limits and gain satisfaction from doing that. People with high intrinsic motivation not only understand their own abilities but are also constantly searching for ways to increase the level of negative arousal. External rewards such as sponsors, fame and money does not seem to motivate their actions. Our study showed similar patterns of behaviour with non-professionals. People seek for negative experiences purely for enjoyment of the activity itself. These results confirm the phenomena that no matter whether person is extreme sports professional or not, in order to engage in experiences that create negative emotions person has to be intrinsically motivated. Therefore, marketing and communication strategies that use intrinsic motivation as a trigger can be effective for people that are perceived as sensation seekers. Marketers can identify segments of consumers, which have higher ratios of sensation seekers. Further, investigation of individual differences will open a wider range of possibilities of consumer segmentations and identification of specific target groups.

Influence of others as an extrinsic motivation factor was not found to significantly influencing willingness to engage in negative experiences. It is unlikely that people would go through with experiences that create negative emotions just to impress their friends or families. Social influence is not strong enough of a motivator to engage people to do things that they don't want to. Thus, most often people participate in hedonic experiences together with other people but it seems that this simply increases level of enjoyment of the activity itself but does not function as a driver to engage in the activity.

Therefore, in practical elaboration of communication and marketing strategies it is possible to use social aspect as part of persuasive techniques, but only if the social aspect evokes intended feelings in the target group and maintains throughout the whole experience. This however, might evoke questions, whether it is ethically correct to promote experiences that are risky and dangerous experiences as enjoyable and happy. On the other hand, it is essential to make people feel positive about their experiences in order to illustrate that they have needed skills to overcome the negative load. If people don't feel that they have needed skills to overcome the fear they will not take part in the experience. Therefore, marketing and communication experts need to be very careful with the levels of negative arousal they communicate to their customers.

Successful experience would mean that the level of negative arousal was in line with the person's expectations and the negative affect was followed by the relief. This relief from negative load leads to sensation of positive emotions. The higher the positive affect is the higher anticipated satisfaction will be. Anticipated satisfaction is not only the evaluation of post purchasing, but also essential in determining people's future behaviour. The probability that after successful experience person will want to engage in similar types of experiences over and over again is big. Especially, in experiences that create negative emotions, satisfaction plays a big role. People repurchase products, services and experiences only if they are satisfied with what they got. If the communication of the experiences

exaggerates the negative arousal then people do not reach the highest arousal level and therefore, will not feel highly satisfied. On the other hand if the negative arousal level is understated, people might not enjoy the experience due to the too high negative arousal. Therefore, marketers have to be extremely careful in framing the arousal level to their consumers. Persuasive marketing campaign must carry the message that experience is going to bring person to the new level of enjoyment of life that allows them enjoyment in safe environment in company of their friends and families.

5.3 Limitations and Future Research

During the survey we asked participants whether in the real life situation they would go through with the activity presented in the video. Activities varied from jumping off a high cliff into water, hiking through extremely dangerous path, watching a movie and going for a ride in regular train. The aim of this question was to observe the results on high level of arousal activities and whether participants would actually go through with them. What turned out to be surprising is that out of 150 participants 37% said that they would go through with the activity, 28% said no and 35% said they didn't know. However, when we looked closer at the results, we saw that only 18% participants in *Intrinsic Motivation + High Negative Arousal* -condition group said they would go through with the dangerous hike (see Table 5, Page 18). This indicates that participants found negative arousal of the hike perhaps too high, and they did not believe in their abilities to cope with the activity. The opposite result was seen in *Extrinsic Motivation + High Negative Arousal* -condition with the cliff jumping video. In that group 44% of participants said they would do the jump off the cliff. In the low arousal level conditions different answers had more or less similar values. These results are surprising because we found that intrinsic motivation strengthens the relation between negative and positive arousal and further leads to anticipated satisfaction. With these findings we could assume that majority of the participants of *Intrinsic Motivation + High Arousal* -condition would be willing to go through with the hike in the real life situation. Hence, these results could also occur due to the differences in liking and disliking the activities. Therefore, difference in liking hiking and action sports may explain this difference. To control this we should have had group hike and solo cliff jump control conditions, which was not doable pragmatically within this research scope. Based on these results we recommend that in the future research same activities are used in the manipulation videos.

Further, the fact that participants were taking part in the experiment in different time slots and different places could have influenced their responses. The survey was available online and participants could have filled it in whenever they had time. It happened to the practical impossibility to get the required number of participants in one time and place. In addition I was not able to control whether participants were filling the survey on their own or in presence of other people. Presence of other people could have influenced their answers in one way or another. Also the mood participants were in at the moment of the taking part in the survey might have had an influence on their answers. In future research we recommend that the settings of the experiment are more controlled.

In the study we have taken into consideration that a high number of participants were students from social science. They are relatively familiar with the types of surveys used in this research and therefore can be biased in their responses. The sample consisted completely out of students from

Wageningen University. Hence, we need to be careful in generalizing findings to the population with different occupations, education levels and age. Due to limitations in time, budget and space it was not realistic to set up a real experiment with a high negative arousal. Participants were obliged to imagine them doing activities presented in the videos and estimate their emotions. Therefore, differences in mood, arousal level and tolerance towards frightening experiences of the participants could have influenced their emotions to be either too positive or negative. Another option was to tell participants to recall experience from their previous personal experiences that created negative emotions, but that would make the analysis much more difficult because levels of arousal, positive and negative emotions and impacts of intrinsic and extrinsic motivations would be much more complex to measure.

Previous studies showed that person's motivation can change throughout the experience. Engaging in the experience can be driven by intrinsic motivation but if there is a strong extrinsic effect such as money or fame present at further stages of the experience, persons motivation can shift from one to other. It is common that people share their stories from experiences with friends and families. Especially nowadays, the information technology is developing and people use social media more often to share their experiences with others. People post pictures of them doing dangerous or risky activities on social media and receive likes and comments. Therefore, future research could study whether amount of likes and ego-boosting comments on Facebook, for instance, creates a shift in a person's motivation to engage in experiences with negative affect in the future.

In short, we believe that this study improved our understanding of engagement in the experiences that create negative emotions by providing the evidence of activation of negative and positive emotions and of the relevance of an intrinsic motivation as an essential moderating variable. The level of negative and positive arousal that people experience when confronted with experiences that are likely to generate negative affect is significant. Further studies will help us gain further understanding of the conditions that support engagement in experiences that create negative emotions.

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Appendix

Appendix 1 - Questionnaire

Dear participant,
Thank you for taking time to take part in this survey. The purpose of this survey is to study consumers' willingness to seek for different types of experiences. This survey is part of a research conducted for my Master Thesis at Wageningen University. It will take you approximately 5 minutes to complete. There are no correct or incorrect answers, and all your answers will be kept completely anonymous.

Please, make sure that you fill in the questionnaire completely.

Thank you in advance!

Dear participant please watch the following video and imagine yourself doing the activity presented in the video.

Video

(Each participant was assigned to one of four videos)

Now that you have watched the video, with *X activity* (*one of 4 condition activities is taking place*). I want you to picture yourself in this person's position, about to do *activity X*. Read each following item and indicate in the space next to that word to what extend would you feel each emotion at the moment.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Enthusiastic	○	○	○	○	○
Scared	○	○	○	○	○
Interested	○	○	○	○	○
Afraid	○	○	○	○	○
Determined	○	○	○	○	○
Upset	○	○	○	○	○
Excited	○	○	○	○	○
Distressed	○	○	○	○	○
Inspired	○	○	○	○	○
Jittery	○	○	○	○	○
Alert	○	○	○	○	○
Nervous	○	○	○	○	○
Active	○	○	○	○	○

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Ashamed	O	O	O	O	O
Strong	O	O	O	O	O
Guilty	O	O	O	O	O
Proud	O	O	O	O	O
Irritable	O	O	O	O	◉
Attentive	O	O	O	O	O
Hostile	O	O	O	O	O

Now imagine that you would have actually done the *X activity*. How would you feel right now?

Dissatisfied	O	O	O	O	O	Satisfied
Unhappy	O	O	O	O	O	Happy
Bad	O	O	O	O	O	Good
I did not do the right thing	O	O	O	O	O	I did the right thing
I was unwise	O	O	O	O	O	I was wise

In real life situation would you actually voluntarily do the *X activity* presented in the video?

O Yes

O No

O I'm not sure

Please use the following scale to indicate your degree of agreement or disagreement with each of the statements below. Click the circle that best represents your opinion.

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I would like to explore strange places	O	O	O	O	O
I would like to take off on a trip with no pre-planned routes or timetables	O	O	O	O	O
I get restless when I spend too much time at home	O	O	O	O	O
I prefer friends who are excitingly unpredictable	O	O	O	O	O
I like to do frightening things	O	O	O	O	O
I would like to try parachute-jumping	O	O	O	O	O

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	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I like wild parties	○	○	○	○	○
I would love to have new and exciting experiences, even if I have to break the rules	○	○	○	○	○

Please use the following scale to indicate your degree of agreement or disagreement with each of the statements below. Click the circle that best represents your opinion.

It is very important to ME that friends approve of...

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
the kind of clothes I wear	○	○	○	○	○
where do I go for holidays	○	○	○	○	○
my hairstyle	○	○	○	○	○
the music I listen to	○	○	○	○	○
the kind of cologne/perfume I wear	○	○	○	○	○

It is very important for MY BEST FRIEND that others approve of...

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
the kind of clothes s/he wears	○	○	○	○	○
where do s/he goes for holidays	○	○	○	○	○
her/his hairstyle	○	○	○	○	○
the music s/he listens to	○	○	○	○	○
the kind of cologne/perfume s/he wears	○	○	○	○	○

Your study program
What is your gender

○ Male

○ Female

Age in years

[ ]

Nationality

[ ]

Do you have any comments regarding to the survey?

Thank you for your participation and I wish you a great summer!