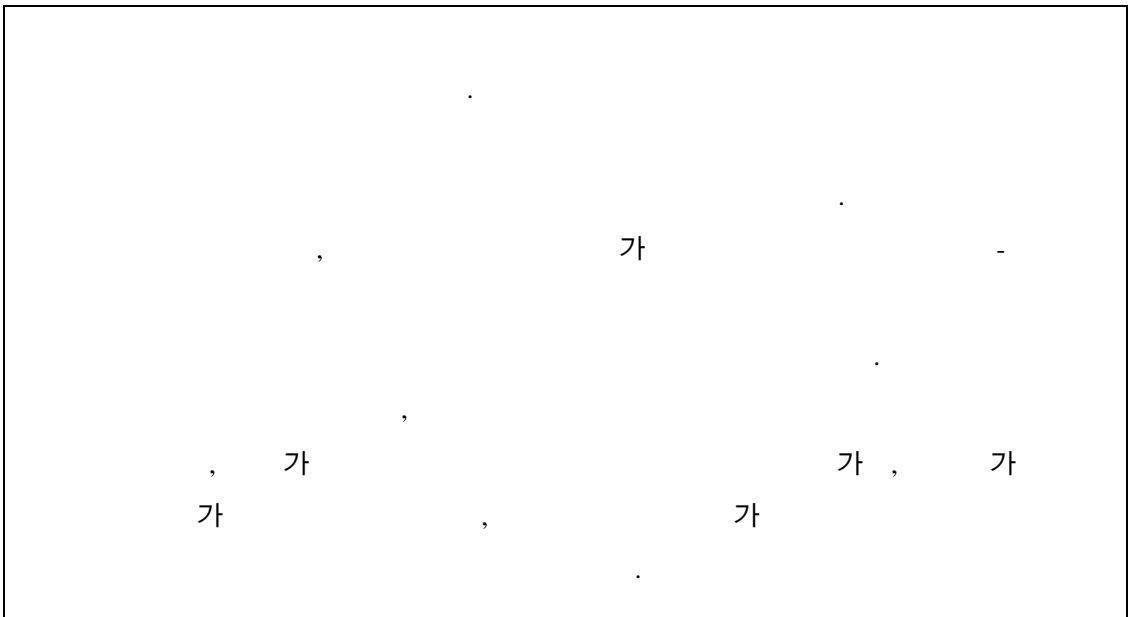


( )

( )



Cardozo(1965) (post-choice) 가

, 1976 가 ‘ / (Hunt, 1977).

가?

(expectancy-disconfirmation paradigm) (Yi, 1990).

가 1970 가

1980 Holbrook · Hirschman(1982)

(hedonic consumption)

가 (Lazarus, 1982, 1984; Zajonc, 1980, 1984).

가 (Westbrook, 1987; Westbrook · Oliver, 1991).

가 Westbrook(1987), Oliver(1989), Westbrook · Oliver(1991), Mano · Oliver(1993), Oliver(1993) 가

1) Peterson(1992)

가 15,000

2) Zajonc(1980) 1970

(affect), (attitude), (emotion), (feeling), (sentiment) 가

(+) , (-) , (+)  
가

가  
가

Mano · Oliver, 1993).

가 ( ,  
가

Westbrook, 1987; Oliver, 1993).

가

가

(Richins, 1997).

( ,  
/  
가

1990

가

?

가

가 (cognitive appraisal theory of emotion)

(Arnold, 1960; Lazarus, 1982, 1984, 1991; Frijda, 1986;

Ortony · Clore · Collins, 1988; Roseman · Spindel · Jose, 1990; Oatley, 1992).

가

가

(Nyer, 1997a,

1997b; Kumar · Olshavsky, 1996; Oliver · Rust · Varki, 1997).

가

가

가

가가

가

가



가 (+) (Olshavsky · Miller, 1972; Anderson, 1973; Olson · Dover, 1975).

가 (Oliver, 1980; Churchill · Surprenant, 1982; Swan · Trawick, 1983; Bearden · Teel, 1983; Oliver · DeSarbo, 1988).

Churchill · Surprenant(1982) 가 가

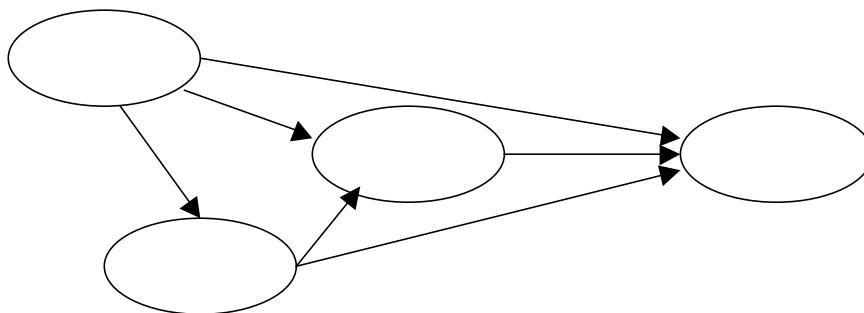
가 Oliver · Bearden(1983) , Westbrook(1987) 가

(Churchill · Surprenant, 1982; Tse · Wilton, 1988; Oliver · DeSarbo, 1988). Churchill · Surprenant(1982) 가 가

가 Tse · Wilton(1988) Oliver · DeSarbo(1988) , , , 가

가 Oliver · DeSarbo(1988) , , , , 5가 가 Oliver(1980) Cadotte · Woodruff · Jenkins(1987) 가

[ 1 ] -



2.

2.1

(affect)

“ (emotion)

(mood) ” (Westbrook, 1987; Cohen · Areni, 1991).

가 , 가 ( , Mandler, 1975).

.<sup>3</sup> (Carson · Hatfield, 1991).

가 , 가 (Nowlis, 1965; Pribram, 1970; Jacobson, 1957; Isen, 1984; Morris, 1989; Frijda, 1993).

가 (Jacobson, 1957). (Morris, 1989).

(anger) (irritability) (Isen, 1984). Isen 가 (Morris, 1989).

가 (Frijda, 1993).

(Gardner, 1985; Prakash, 1985; Lawson, 1983; Isen · Means 1983; Srull, 1983; Gardner · Hill, 1986, 1988) (Westbrook · Oliver, 1991; Muller , 1993; Oliver, 1994; Dub · Morgan, 1996; Chaudhuri, 1997; Nyer, 1997a, 1997b; Richins, 1997)

<sup>3)</sup> Plutchik(1980) 28 가 Kleinginna · Kleinginna(1981) 100

< 1 >


4 ,  
 (Gardner · Vandersteel, 1984; Westbrook, 1980).  
 (antecedent state) (environmental or situational  
 factor) . Gardner(1985) “  
 ” . Gardner · Vandersteel(1984) “  
 , , ” .  
 (consumption emotion)<sup>5</sup>가  
 ,  
 (Richins, 1997).  
 . Havlena · Holbrook(1986) “  
 ” .  
 Oliver(1989) “  
 ” 가 ,  
 (tone) . Muller (1991) “ 가  
 가 ” .  
 Chaudhuri(1997) “ (acquaintance)  
 ” .

**3.**

가 가  
 . ,

---

4) ( , Gardner, 1985).

5) (affect), (emotion), (mood), (feeling)  
 가 (affect) (emotion)  
 (consumption emotion) 가  
 (Westbrook · Oliver, 1991; Muller , 1993; Oliver, 1994; Dube · Morgan, 1996; Chaudhuri, 1997; Nyer, 1997a, 1997b; Richins, 1997 ).

가 / 가

가 (Mehrabian · Russell, 1974; Donovan · Rossiter, 1982; Gardner, 1985)

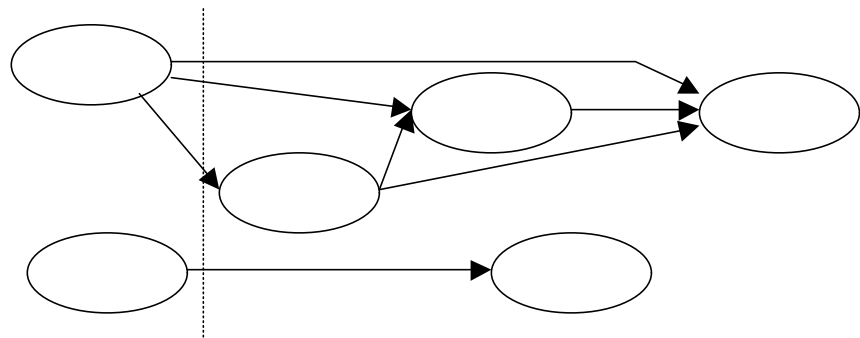
· Belk(1988), Richins(1994) 가

가 (identity) , Belk (self-concept)

(Oliver, 1989).

가

[ 2]





4.

4.1

가

, . 1980

가

가

가

가 (Arnold, 1960; Lazarus, 1982, 1984, 1991; Ortony · Clore · Collins, 1988). 가 가 (Izard, 1993; Zajonc, 1980, 1984).

Arnold(1960)

가 가

Lazarus(1982, 1984, 1991)

(well-

being) 가

(coping)

가

가 (cognitive appraisal

model of emotions)

가가

(Ortony · Clore · Collins, 1988; Frijda, 1993; Scherer, 1993).

가

(Nyer,

1997a). Lazarus(1991)

가가

Zajonc(1980, 1984)

. Zajonc(1980)

, 가

. Izard(1993) 가

가

가

(Roseman · Spindel · Jose, 1990; Clore · Schwarz · Conway,

1994).

(Anand · Holbrook · Stephens, 1988; Russell · Woudzia,

1986)

가

4.2

가

Lazarus(1982, 1984, 1991)

가

가가

가 1 가,2 가, 가

.1 가(primary appraisal)

(secondary appraisal) 1 가 . 2 가  
 . , 가  
 가 가(reappraisal)  
 가 . ?  
 Lazarus(1991) (goal relevance)  
 가 가 , ,  
 (goal importance) 가 .  
 (Nyer, 1997b).  
 가 (Oliver · Bearden, 1983; Mano ·  
 Oliver, 1993; , 1993).  
 (output desirability)  
 가 ,  
 (attribution) .  
 가 ,  
 , / (Richins,  
 1982, 1983; Folkes, 1984; Oliver · DeSarbo, 1988; Oliver, 1989; Singh · Wilkes, 1991).  
 Oliver(1993) - 가 .  
 가 가 .  
 가 가 가  
 가 Lazarus(1991) , ,  
 가 , Ortony · Clore · Collins(1988)  
 , 가 .  
 가  
 가 (Nyer, 1997).  
 가 가 (Kumar · Oliver, 1997).  
 가

### 4.3

Isen(1984) 가 가 , 가 가 , 가 가 , Bower(1981) (Carlson · Hatfield, 1991). Bower (state-dependent memory)

. Bower

Blaney(1986) Bower (mood congruence) (Carlson · Hatfield, 1991).

가가

Isen(1987), Wegener · Petty(1994), Wegener · Petty · Smith(1995)

가 가 가 ( ) (mood maintenance/ management motivation)

가

### 1.



가 , (Donovan · Rossiter, 1982). Russell · Pratt(1980), Donovan · Rossiter(1982), Sherman · Smith(1987) Mehrabian · Russell(1974) PAD

가 PAD 가 가  
가 1: , 2

2.2

1 2 . 1 -  
가 1 (Russell, 1978; Plutchik, 1980; Havlena · Holbrook, 1986). , 2 2  
(unipolar dimension) (Bradburn, 1969; Edell · Burke, 1987; Mano · Oliver, 1993; Oliver, 1993; Bagozzi · Moore, 1994; Babin · Darden, 1996).  
, (happy) (sad)

2  
Bradburn(1969) 5 5  
10 (well-being) 1

2  
가 -0.05 -0.30  
(Diener · Emmons, 1984).

가 2  
2 가 ( ) 가  
Westbrook(1987) 2 1- 2-  
, TV 2-

TV (-)  
(-0.379)가  
가  
. Izard  
, (Plutchik 1980)

Westbrook · Oliver(1991) ,  
Izard(1977) DES-II

(pleasant surprise), (interest), (hostility),

Mano · Oliver(1993)

2-

(0.41, p<0.001)가

(Westbrook, 1987; Westbrook · Oliver, 1991)

가 가

가 , 가

가

가 . Derbaix ·

Pham(1991)

가

Oliver(1993)

Bradburn(1969)

가

가

(anger, disgust, contempt), (shame, guilt), (fear,

sadness)

가

2

2

가

가 2:

2

### 2.3

Isen(1984)

가

가

(Miller, 1977).

가

가

가 3:

### 2.4

가

(Hill · Gardner, 1987).

(Consumer's mood colors his/her evaluation).

(Isen, 1987; Wegener · Petty, 1994; Wegener · Petty ·

Smith, 1995)

가 가

가

Isen · Means(1983)

가

가

Hill(1986)

(

)

(curvilinear)

Srull(1983)

가

가

가

. Srull

Sherman · Smith(1987)

가

PAD

89

가

Gardner · Hill(1986, 1988)

가

(experiential strategy)

(informational strategy)

가

가

가

가

가

가 4:

가

## 2.5

가

가

. Gardner(1985)

가

( )

가

가

가

Gorn(1982)

(

)

(

)

1

( ) ( ) , 2  
3, 4

3 1  
4 2가 가  
가  
(Blaney, 1986)

( ) (Wegener · Petty, 1994; Wegener · Petty · Smith, 1995)

가 . ,

가

· , Mehrabian · Russell(1974) PAD , ,  
· , · , · ,

Mano · Oliver(1993) 가  
(+) 가

가 5:

## 2.6

(Oliver, 1981)

(Tse · Nicosia · Wilton, 1990)가

가 가  
가

Oliver(1989)

가 가  
· ,  
· ,

가 (Lazarus, 1982, 1984)

가 (Nyer, 1997). Oliver(1997)

가 가  
(Kumar ·

Oliver, 1997).



Muller (1991) 가가 ,  
 가 , , 4가 ,  
 , OLS  
 $R^2$  ,  
 가 ,  
 가 가 ,  
 가 6: .

2.7

(+),  
 (-) ,  
 /

Westbrook(1987) TV  
 Arnold(1960) Lazarus(1982)  
 가 (+) , (-)

Westbrook · Oliver(1991) ,  
 Izard(1977) DES-II  
 (pleasant surprise), (interest), (hostility),

Muller (1991) 가 가  
 Mano · Oliver(1993) 가, ,  
 , (+),  
 (-)  
 Oliver(1993) ( ) ( )  
 가  
 가 7: .





< 3>

		( )
		Likert 7 3 (EXPECT1-EXPECT3)
		Likert 7 3 (PERF1, PERF2)
		Likert 7 3 (DISCON1-DISCON3)
	PAD	7 12 (P1-P4, A1-A4, D1-D4)
	Richins(1997) CES	Likert 7 15 (EMO1-EMO15)
	Oliver(1980) 6	Likert 7 6 (SATIS1-SATIS6)

1.6

12 Mehrabian · Russell(1974) PAD  
 . PAD  
 . PAD

2.

2.1

2 -  
 .  
 가 , ,  
 .  
 가  
 가 , ,  
 .  
 ,  
 .  
 2 1 ,  
 1 .  
 , , , ,

## 2.2

2 1 12 1998  
 10 1 486  
 1998 11 5 269 가  
 45 224  
 96 , 128  
 18 34

## 2.3

가  
 가 (parametric statistical technique) 7  
 가 가  
 가 , ,  
 가 Kolmogorov-Smirnov  
 (normality)

7

## 2.4

2 가 2 Anderson · Gerbing(1988)  
 2  
 < 4>  
 0.7  
 (Nunnally, 1978).

2, GFI(goodness of fit index), AGFI(adjusted goodness of fit index), RMR(root mean square residual),

7) SPSS for Windows 7.5h' LISREL for Windows 8.12a'

RMSEA(root mean square error of approximation), NNFI(non-normed fit index or Tucker-Lewis Index)

가

1

EXPECT1	0.69 (9.71)								0.7217
EXPECT2	0.67 (9.33)								
EXPECT3	0.68 (9.54)								
P1		0.77 (12.40)							0.8116
P2		0.60 (9.10)							
P3		0.72 (11.51)							
P4		0.81 (13.39)							
A1			0.74 (11.65)						0.8051
A2			0.75 (11.90)						
A3			0.63 (9.61)						
A4			0.74 (11.73)						
PERF1				0.73 (12.09)					0.7558
PERF2				0.83 (13.78)					
DISCON1					0.85 (15.49)				0.8635
DISCON2					0.75 (12.74)				
DISCON3					0.87 (15.87)				
EMO1						0.82 (14.72)			0.8996
EMO2						0.44 (6.68)			
EMO3						0.86 (15.85)			
EMO5						0.85 (15.72)			
EMO7						0.70 (11.60)			
EMO9						0.70 (11.75)			
EMO10						0.88 (16.17)			
EMO12						0.75 (13.04)			
EMO6							0.64 (10.52)		0.8797
EMO8							0.72 (12.06)		
EMO11							0.78 (13.61)		
EMO15							0.89 (16.42)		
SATIS1								0.88 (16.59)	0.9225
SATIS2								0.84 (15.19)	
SATIS3								0.87 (16.36)	
SATIS6								0.87 (16.23)	

: <sup>2</sup>(436)=837.38, RMR=0.063, RMSEA=0.064, GFI=0.81, AGFI=0.77, NNFI=0.90

< 4>

( t )

2.5.1

< 5> 1- , 2-  
 , 3- , RMR, RMSEA, GFI, AGFI, NNFI  
 2- 가 가  
 가 1 . 0.23 가

< 5>

	1-	2-		3-		
P1	-0.49	0.75		0.73		
P2	-0.55	0.58		0.59		
P3	-0.62	0.71		0.72		
P4	-0.63	0.84		0.85		
A1	-0.03		0.72		0.71	
A2	0.24		0.77		0.80	
A3	0.30		0.65		0.67	
A4	-0.80		0.72		0.69	
D1	-0.61					0.63
D2	-0.72					0.68
D3	-0.69					0.81
D4	-0.066					0.79
	<sup>2</sup> (df)	646.20(54)	95(19)	193.41(51)		
	RMR	0.19	0.10	0.098		
	RMSEA	0.22	0.13	0.11		
	GFI	0.59	0.90	0.87		
	AGFI	0.41	0.80	0.80		
	NNFI	0.34	0.83	0.83		

2.5.2

< 6> 1- , 2- 2-  
 가 가  
 (-) 가

< 6>

		1-	2-	
EMO1	0.81	0.83		
EMO2	0.40	0.43		
EMO3	0.84	0.84		
EMO5	0.84	0.84		
EMO7	0.69	0.71		
EMO9	0.73	0.75		
EMO10	0.63	0.64		
EMO12	0.78	0.80		
EMO6	-0.50			0.70
EMO8	-0.71			0.88
EMO11	-0.53			0.73
EMO15	-0.77			0.88
	<sup>2</sup> (df)	399.03(54)	178.34(53)	
	RMR	0.10	0.069	
	RMSEA	0.17	0.10	
	GFI	0.72	0.88	
	AGFI	0.59	0.82	
	NNFI	0.75	0.91	

**3.**

**3.1**

**3.1.1**

estimation) (maximum likelihood

8

**3.1.2**

( 7 ). (Heywood case) 1.0

8)

Lisrel 8

Lisrel 7

( )



< 7 >

7f		R <sup>2</sup>
	= 0.25* (0.088) 2.89	0.06
	= -0.056* (0.087) -0.64	0.00
	= 0.18*    -0.042*    + 0.40* (0.081)    (0.077)    (0.097) 3.72       -1.10       4.17	0.33
	= 0.11*    + 0.15*    + 0.86* (0.047)    (0.048)    (0.18) 2.33       3.06       4.73	0.81
	= -0.19*    + 0.14*    -0.65* (0.062)    (0.060)    (0.14) -3.00       2.42       -4.78	0.54
/	= 0.95*    -0.089* (0.17)    (0.078) 4.50       -1.13	0.84
	= 0.29*                    -0.33*                    + 0.33* (0.10)                    (0.066)                    (0.22) 2.81                       -5.05                       1.53  +0.06*           + 0.038* (0.17)           (0.052) 0.35               0.72	0.86

) = ( t ) \*

3.1.3

< 8 >                    <sup>2</sup>,    <sup>2</sup>/                    , RMSEA,  
RMR, GFI, AGFI, NNFI                    .                    <sup>2</sup>/  
, RMSEA, NNFI                    ,  
<sup>2</sup>, RMR, GFI, AGFI                    가

< 8 >

<sup>2</sup> (446)	880.06 (P < 0.0)	
<sup>2</sup> /	1.97	2-3
RMSEA	0.066	0.05-0.08
RMR	0.069	0.05(                    )
GFI	0.80	0.9
AGFI	0.76	0.9
NNFI	0.89	0.9

3.2

가

가 (+)

가 (+)

가 (+)

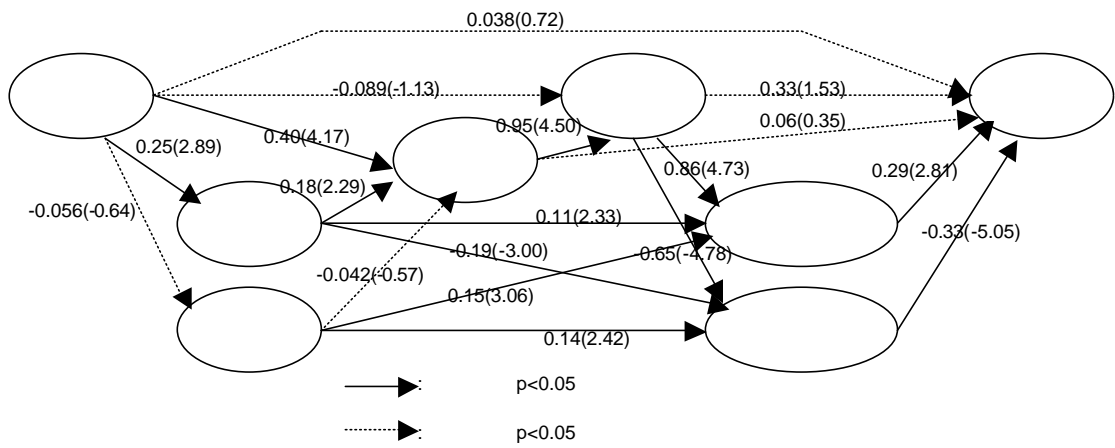
가 4 (+)

가 5가 (+)

가 6 (+)

가 7 (+)

[ 4] ( t )



•

(relationship marketing)

가 가 가

가

가

Hirschman

· Holbrook(1982)

, 1980

가

가

가 , 가

가

가

가

가

가

가

가 . 가 가

(naturalistic setting)

가? , 가가 가? , 가? , 가?

(1998), “ , ”

, 2 , pp. 109-34.

(1995), 가, :

(1996), “ : , ” , 7 , pp. 51-73.

(1993), “ , ” , 27 , pp. 111-30.

(1994), “ , ” , 28, pp. 90-123.

(1995a), “ , ” , 28, pp. 201-32.

(1995b), “ , ” , 29 , pp. 145-68.

(1995c), “ , ” , pp. 1-18.

(1997), “ , ” , 8 , 1 , pp. 101-18.

(1996), , 2 , :

(1996), “ 가?” , 7 , pp. 51-73.

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