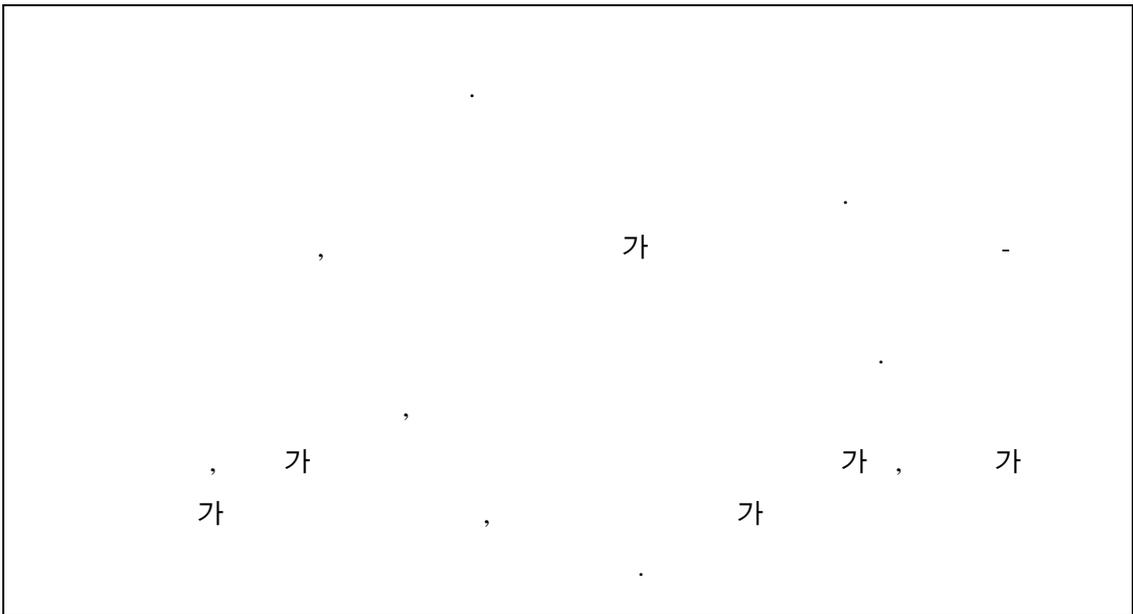


()

()



Cardozo(1965) (post-choice) 가
 , 1976 가 ‘ /
 (Hunt, 1977).
 가?
 가?
 (expectancy-disconfirmation paradigm) (Yi, 1990).
 가
 가 1970 가
 2
 1980 Holbrook · Hirschman(1982)
 (hedonic consumption)
 가 (Lazarus, 1982, 1984; Zajonc, 1980, 1984).
 가
 가 (Westbrook, 1987; Westbrook · Oliver,
 1991). , ‘
 ?
 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

1.

1.1 -

가
가
가
가
가
가
(Oliver · DeSarbo, 1988).

(expectancy-disconfirmation model)

(Oliver, 1980; Yi, 1990).

가
가
가
가
가
가
가
가
가
가
(Bearden · Teel, 1983; Churchill · Surprenant, 1982; Oliver, 1980; Swan · Trawick, 1981; Tse · Wilton, 1988).

1.2 -

· Anderson(1973), Churchill · Surprenant(1982), Cadotte · Woodruff · Jenkins(1987)

· Oliver(1977, 1979, 1980)

가

Swan · Trawick(1980), Churchill · Surprenant(1982), Cadotte · Woodruff · Jenkins(1987), Tse · Wilton(1988) 가 (+)

Oliver(1980), Westbrook(1980), Churchill · Surprenant(1982), Bearden · Teel(1983), Oliver · Bearden(1985), Tse · Wilton(1988), Oliver(1993)

(,)

(Oliver, 1989).

Swan(1988)

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

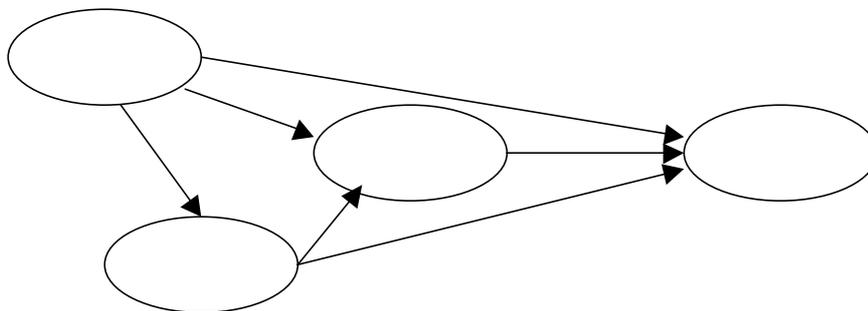
가 Oliver · Bearden(1983) , Westbrook(1987) 가

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

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

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).

.³ (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)

³⁾ 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)⁵가
 ,
 (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)

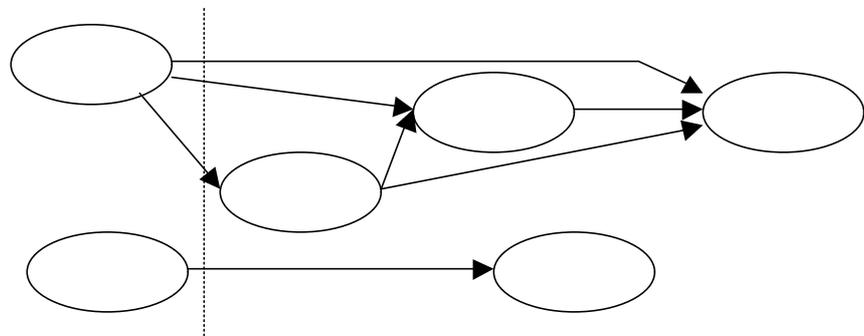
· Belk(1988), Richins(1994) 가

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 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 ()
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 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 7: .

< 2 >

Westbrook(1987)	, TV	DES-II	2	/
Westbrook · Oliver (1991)		DES-II	3	
Muller et al.(1991)		10	2	
Mano · Oliver(1993)	,	PANAS	2	
Oliver(1993)	,	DES	2	

1.

Churchill(1979) Nunnally(1978)가 2

1.1

가 .
 .
 .
 가 가
 , , ,
 , ,
 , ,
 , 3 Likert 7

1.2

가 , 가
 ,
 , , 가 가
 ' 2 Likert 7

1.3

가 가

< 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)			

: ²(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
	² (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
	$\chi^2(df)$	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 ²
	= 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 > ², ²/ , RMSEA,
RMR, GFI, AGFI, NNFI ²/
, RMSEA, NNFI ,
², RMR, GFI, AGFI 가

< 8 >

² (446)	880.06 (P < 0.0)	
² /	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 (+)

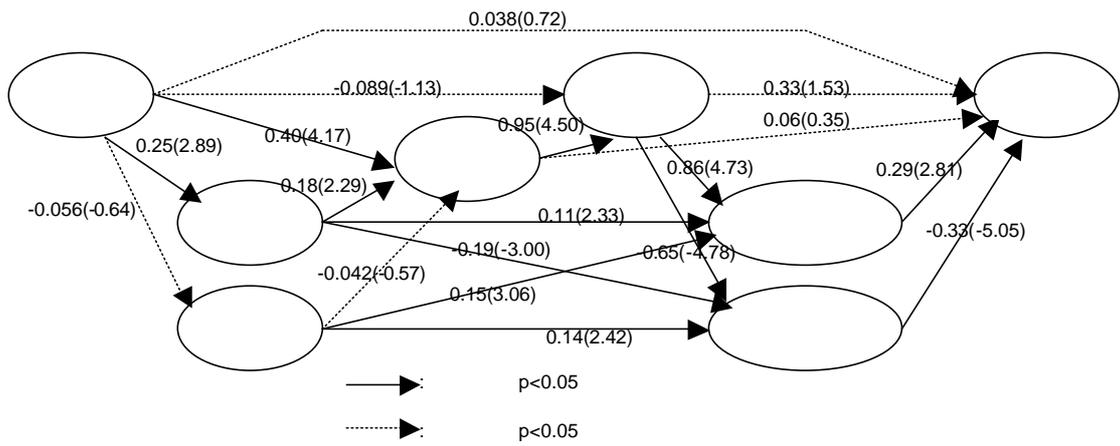
가 4 (+)

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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