

CONSUMER BEHAVIOUR IN TOURISM: A CONTENT ANALYSIS OF RELATIONSHIP BETWEEN INVOLVEMENT AND EMOTIONS

Vasco Santos

Fernando Pessoa University, Porto, Portugal

Paulo Ramos

Fernando Pessoa University, Porto, Portugal

Nuno Almeida

Marketing and Tourism Department, School of Tourism and Technology of the Sea -
Polytechnic Institute of Leiria, Portugal

ABSTRACT

This paper performs a content analysis on the literature focused on the emotions and involvement in tourism consumer behaviour. The scope of this research is to cover two of the most critical aspects of consumer behaviour. Involvement and emotions that are the two biggest elements that drive tourist consumer behaviour on tourist activity. We aim to define the concepts and understand its relevance in the behaviour of tourists on tourist activity in leisure tourism destinations. The methodological approach used is a content analysis to show definitions, mixed results, frameworks, different theoretical and practical approaches, comparisons and blend of various scales of involvement scales and emotions with the confrontation of authors. These results show that constructs are increasingly prominent on travel behaviour and are increasingly being explored and investigated in leisure sciences. The findings provide theoretical support bringing together a consensus on

definitions. The content analysis produces insights on how the concepts and definitions of involvement and emotions were clarified and defined in a more holistic way.

Key Words: Involvement 1, Emotions 2, Tourists' behaviour 3, Content analysis4

1 INTRODUCTION

A review of involvement and emotions to the level of tourist behaviour has been under progress and conceptualizations, with different approaches from different authors. To Isaac (2008) the consumer behaviour area is the key to explain and understand all marketing activities applied to develop, promote and sell tourism products. The involvement and emotions are crucial concepts of the research in consumer behaviour (Soscia, 2013).

However, there are still some critical gaps in the knowledge about tourists' emotions and involvement linked to their touristic experience that have to be overcome. The involvement construct has grown and attracted more and more interest by researchers, because of its theoretical and practical value (Alexandris et al. 2012). Although studies have been developed on the role of emotions in consumer behaviour those have only been empirically applied in the tourism field studies to a very limited extent (Hosany & Gilbert, 2009). However, while the majority focuses primarily on the role and impact of emotions in consumer behaviour generally, with some exceptions (e.g., Zins 2002). To our knowledge to this date, no studies have been undertaken in order to understand the synergetic role of involvement and emotions of tourists in their tourist activity on leisure vacations. Although the study by Sparks (2007) address the factors that help to predict tourist behavioural intentions when planning a wine tourism vacation, is limited because focuses on wine tourism and is need to check its assumptions into a broader context. Leisure marketing is emerging as new area of research, it is, therefore, crucial to understand the principles of marketing and also understand the leisure activity (Shank 2009). In its investigation Prayag, Osany & Odeh (2013) their results direct link between tourists' emotional responses and behavioral intentions. According to Martín & Rodríguez del Bosque (2008) cultural values could play a significant role in tourism through important effects on the behaviour of tourists in general. In this context, there are more and more studies that explore the influence of culture on tourism behaviour and preferences (Litvin, Crofts, & Hefner, 2004). The examination of theoretical and practical implications of involvement and emotions definitions in tourism consumer behaviour and the reasons for this examination are threefold:

First, as an emergent approach, the consumer behaviour in tourism represents a growing study domain, to develop and understand the tourists' performance on the leisure sciences (Gross & Brown, 2008), and the involvement construct has received a great deal for attention in recent years in tourism and leisure domain (Gursoy & Gavcar, 2003). Second, to explore and provide some insights of the connection between involvement and emotions that will help to predict tourist behavioural intentions. Third, contribute to the development of scientific knowledge about a clarification of the concepts of involvement and emotions and their relationship on consumer behaviour in tourism.

Most conceptualizations and operations of emotions and involvement that have appeared in the leisure literature (, i.e. Sparks (2007); Gross & Brown (2008); Kyle, Graefe, Manning & Bacon, (2003); Huang, Chou & Lin (2010); Alexandris et al. (2012) and Lee & Shen (2013)) suggest a holistic approach, as they all adapted work and concepts from in psychology, marketing and consumer behaviour.

The purpose of this investigation is to examine the conceptual definition and the relationship between the two constructs within a vacations leisure context. This is crucial to better understand the definitions of the involvement and emotions in consumer behaviour in tourism to better define the boundaries and overlaps between these two concepts. A content analysis of key conceptualizations of travel behaviour in terms of specific research would be beneficial for the following four objectives:

First, it would promote the clarification and articulation of the main constructs (involvement and emotions) in a deeper semantic perspective. Second, it would integrate different perspectives and methodological approaches (scales and frameworks). Third, it analyses the evolution over time of the leisure involvement dimensions and emotions that have been introduced. Finally, it would complement and advance this knowledge about the impacts on travel behaviour. This paper is divided into two sections. The first section was based on the involvement construct. The second section consists by emotion construct. Nevertheless, it is hoped that by linking some key concepts and approaches in the leisure studies field, this article will encourage further research that will bring our knowledge of tourist behaviour in area of leisure studies. The main contribute of this work is to enrich the body of knowledge on tourist behaviour by examining in depth the multidimensional nature of involvement and emotions concepts, as well as his value as his on tourist activity.

2 PAPER FORMAT

Methodological approach and conceptual framework

In consumer research, the use of content analysis on the texts must be scientific, objective, systematic, quantitative and generalizable description of communications (...) (Kassarjian, 1977), used in a particular item of the text (Silverman, 1977). This methodology – content analysis – is applied in this research as a tool for consumer research, as shown Sayre (1992). It's represents a major topic on the role of content analysis in consumer behaviour research that's based on definitions and detailed studies (Kassarjian, 1977). This paper use the systematic content analysis mentioned in the body of research literature before. The content analysis methodology to consumer research has been introduced by Kassarjian since 1977. According to Kassarjian (1977), this methodology "... integrates the set of studies in terms of themes, we are in a better position to describe current knowledge and practice, evaluate theoretical progress, identify gaps and weak points that remain, and plot a course for future research". From ever, content analysis has described as "a vital and popular technique in the consumer researcher's toolkit", (Mulvey & Stern, 2004). Methodological papers have demonstrated the effective use of this content analysis through the differentiation of various types of scientific studies.

Involvement analysis

Involvement is a construct originated from social psychology, specifically in the 1940s. The history of involvement started very early. Zaichkowsky (1986) pioneered the conceptualization of involvement and its theoretical and empirical explanation and described three main application areas of involvement. In light of this, the first area of involvement research was advertising measuring if advertisement were truly relevant to the receivers. The second area of involvement research is the relationship between consumer and product and the product category perceived by the consumer. The third area is in the broad field of consumer behavior and marketing, specifically its contribution to purchase decisions (Zaichkowsky, 1986). Some of the major researchers use the construct of 'involvement' to better understand how and why consumers form particular attachments with product classes (Kapferer and Laurent, 1985a; Slama & Tashchian, 1985; Zaichkowsky, 1985; Richins & Bloch, 1986), such as cars, music or advertising. Involvement is a multifaceted concept because it's can be used to describe the personal importance, for individuals, of a broad range of objects, such as products/services, brands,

activities, advertising, and decisions (e.g., Kim, 2005). Based on the dominant literature involvement is conceptualized in two ways: unidimensional concept (e.g. Zaichkowsky, 1985) and multidimensional construct (Kapferer & Laurent, 1993). Therefore there is a contrast between these authors, due to different conceptualizations that are widely cited in a growing of studies. In their empirical to authors contend that the impact of different facets of involvement in the research results are not always equal (Carneiro & Crompton, 2010). Involvement knowledge has also progressed through the application of theories developed in other disciplines as tourism and leisure marketing, and some research streams have been developed, tested and widely reported in journals. Thus, the area of tourism has contributed much to the development of the concept of involvement. Involvement was developed in consumer behaviour and the involvement has aroused interest by a great number of scholars that analyzed these constructs in their researches, thus they considered this construct valuable (e.g. Sherif & Cantril, 1947; Bloch, 1981 a,b; Bloch & Richins, 1983; Zaichkowsky, 1985; Kapferer & Laurent, 1985 a,b; Mittal 1995; Dholakia, 1997; Gabbott & Hogg, 1999). Bloch & Richins (1983) were they introduced the term "self-involvement" in order to explain engagement which exists only in cases where the consumer is identified with the brand choice or decision. The involvement is a special importance construct due to its potential effect on peoples' attitudes, because of its interaction with several elements such as the tendency to a certain activity or object, and its behaviour related or towards to some activity or product (Beatty & Smith, 1987; Slama & Tashian, 1985). Douglas (2006), states that involvement can be seen on the interest an individual shows for some product and on the importance given to the purchase decision. The involvement of consumer behaviour is based on the causes or sources, which are described as antecedents and consequences (Zaichkowsky, 1985; Bloch & Richins, 1983), was presented in Table II. As argued by Zaichkowsky (1985) and Bloch & Richins (1983) there are three factors that can influence involvement, i.e. (1) person's variables, (2) product variables and (3) situational variables. The first factor is related to the characteristics of the person individual, where the needs, importance, motivation, interest and values motivate the consumer to a particular object or product, thus creating involvement. The second factor is associated with the component and the physical characteristics of the object, causing differentiation are associated with further stimulating factors because they increase interest. The third and final factor is situational depending on the benefit and value in terms of purchase and use at a given time. Iwasaki and Havitz (1998) suggested that the antecedents of involvement can be classified in two types of characteristics: individual (values, attitudes and needs, for example) and social (situational factors, social and cultural rules, for example). However, Laurent and Kapferer (1985) postulated on the existence of four antecedents, which are: (1) the perceived importance of the product as well as its personal significance

(interest), (2) the associated risk the purchase of the product, which turn the background into two segments: the perceived importance through the negative consequences when you make a wrong choice (importance of the risk) and perceived importance of making a wrong choice (risk probability). (3) The remaining antecedent is the symbolic or sign value that consumers attach to a product, its purchase or consumption (nominal value). (4) The last final antecedent is the hedonic value that consumers attach to the product, your emotional involvement and autonomy to promote pleasure and also affect (pleasure). Andrews, Durvasula and Akhter (1990) grouped the previous antecedents differently, and in three different groups: (1) personal needs (personal goals and consequences values, cultural, the degree to which the subject has significance ego-related, personal value of the object, purpose and importance of personality factors) and (2) situation and decision factors (purchase occasion, object usage, perceived risk of the decision, magnitude of the consequences of the decision, the decision imminent, degree of irrevocability of the decision and the degree of responsibility).

About the antecedents' context, the above authors have inspired interest from a discussion of the involvement of the theoretical issues and implications for consumer behaviour. In general, Zaichkowsky is the author that presents a more integrated and detailed conceptualization, because she segments the antecedents of involvement, in situations in that the same occur with advertisements, with products or with purchase decisions. Laurent and Kapferer also suggested an integrated set of involvement antecedents, where the antecedent of risk associated the purchase of the product was further explored, for their double significant. However, Iwasaki and Havitz and Andrews, Durvasula and Akhter classify the antecedents of involvement in an approach more simple and general, only two types of antecedents in the same line of thought. As well as the antecedents, the consequences have also a role in this process depending of the involvement. In the perspective of Zaichkowsky (1986), there's a set of possible consequences of involvement, which derive from involvement with advertisements; involvement with products and involvement with purchasing decisions, as shown in Table II.

For Andrews, Durvasula & Akhter (1990), the consequences are due to the engagement intensity, direction and duration of the effects engagement and divided into three components: the first component refers to (1) Research behaviour: increasing demand and buying behaviour, the increasing complexity of decision, the largest layoff of time evaluating alternatives and greater perception of differences in product attributes. (2) The second component is processing of information: the total growth in activity and targeted response cognition: the largest number of personal calls, the more sophisticated coding

strategies and increased memory and understanding. (3) And the third component is the persuasion, that's based in convincing arguments, in that attitude change is greater. Laurent and Kapferer (1985) also enunciated five behavioral consequences of origin from the involvement: (1) demand maximization of satisfaction on brand choice according to a selection process (buy many brands, waiver of time and analyze various products), (2) the active search for information through alternative sources, (3) likely to be influenced by reference groups, (4) the probability to express your lifestyle and personal characteristics on brand choice and (5) cognitive processing in communication, through the stages of awareness, understanding, attitude and behavior. There are still various perspectives and approaches of the involvement consequences in literature. Conceptual consequences of involvement have differed with different issues and contexts of marketing. Researchers and much research concentrate on the role of multiple dimensions of antecedents and consequences of the involvement on generic consumer of products and services marketing literature. From this perspectives, the involvement construct has earned attention not only in the field of consumer behaviour, but also recently in leisure marketing research, specifically the leisure consumer (Horner, S. & Swarbrooke, J., 2005).

In this paper it is used to summarize and guide a content analysis of principals differences between the conceptualization of the involvement construct by the most contributive authors. In marketing, the involvement concept appears in two different contexts or meanings: involvement with the product and involvement with the purchase of a product (Kapferer & Laurent, 1985a). Therefore the lasting involvement establishes a connection with the situational involvement, but situational involvement does not connect with the lasting involvement (Kapferer & Laurent, 1985a). Thus, in situations where the purchase of a product does not cause desire, interest and pleasure, the consumer only takes the final purchase decision based on price or brand, which only implies the existence of a transient or situational involvement. Involvement is a hypothetical variable, hence it cannot be measured directly (Kapferer & Laurent, 1985b). Rothschild (1984) suggested that involvement has three forms or types: enduring, situational, and response. To make a distinction between enduring and situational involvement types it is used the notion of duration to highlight these differences (Richins & Bloch, 1986). In this paper we present the main involvement concepts used in consumer behaviour, as shown Table I.

Table I
Main involvement concepts

Author	Definition
(Mitchell, 1979)	internal state variable that reflects the amount of arousal, interest, or drive evoked by a particular stimuli or situation that mediates consumer behavior
Beatty and Smith (1983)	degree to which a particular situation engenders involvement
(Rothschild, 1984)	State of motivation, arousal, or interest with regard to a product, an activity, or an object
Park and Mittal (1985)	"goal-directed arousal capacity" governed by two sets of motives: cognitive and affective"
Celsi & Olson (1988, pp. 211)	"perceived personal relevance"
Johnson and Eagly (1989, pp. 293)	"motivational state induced by an association between an activated attitude and some aspect of the self-concept"
(Dimanche, Havitz & Howard, 1993)	degree to which consumers engage in different factors of the consumption process: product, advertising, information search, information processing, decision making and the act of purchase
Laaksonen (1994)	cognitive based, individual state, and response based
Mowen & Minor (1998)	perceived personal importance and the importance consumers give to the purchase, consumption and disposal of a good, service or idea
Blackwell, Miniard and Engel (2001)	relationship between a person and a product
(Kim, 2005)	multifaceted concept because it's can be used to describe the personal importance, for individuals, of a broad range of objects, such as products/services, brands, activities, advertising, and decisions
Douglas (2006)	the interest an individual shows for some product and on the importance given to the purchase decision
Michaelidou, Nina and Dibb & Sally (2008)	"individual difference variable found to influence consumers' decision making and communication behaviors"; "relationship between an individual, an object and a situation"

According to Table I, there is no a single precise definition of involvement and it is derived because the different applications. Involvement in consumer behaviour is classified by conceptualization, classifications and types. To [Laaksonen \(1984\)](#) there are three groups to definition the involvement cognitive based, individual state, and response based.

Table II: Summary of principals differences between the conceptualization of the Involvement construct by the most contributive authors

Table II Summary of principals differences between the conceptualization of the Involvement construct by the most contributive authors	
Authors	
Antecedents	Laurent & Kapferer (1985)
<ol style="list-style-type: none"> 1. Perceived importance of the product (interest); 2. Risk associated with the purchase of the product: the importance of risk and probability of the risk; 3. Symbolic value; 4. Pleasure. 	<ol style="list-style-type: none"> 1. Demand maximization of satisfaction on brand choice through an extension; 2. Active search for information through alternative sources; 3. Likely to be influenced by reference groups; 4. Likely to express their lifestyle and personal characteristics in brand choice; 5. Cognitive process of communication: stages of awareness, understanding and decision.
Antecedents	Zaichkowsky (1986b)
<ol style="list-style-type: none"> 1. Person factors with advertisements and with products: needs; importance; interest and values; 2. Object or Stimulus Factors with advertisements and with products: differentiation of alternatives; source of communication; content of communications; 3. Situational Factors with advertisements and with purchase decisions: purchase/issue and occasion. 	<ol style="list-style-type: none"> 1. Elicitation of counter arguments to ads and effectiveness of ads to induce purchase; 2. Relative importance of the product class, perceived differences in product brand with products; 3. Influence of price on brand choice, amount of information search, time spent on search, and type of decision rule used in choice with purchase decisions.
Antecedents	Andrews, Durvasula & Akhter (1990)
<ol style="list-style-type: none"> 1. Personal needs (personal goals and consequences values, cultural, the degree to which the subject has significance ego-related, personal value of the object, purpose and importance of personality factors); 2. Situation and decision factors (purchase occasion, object usage, perceived risk of the decision, magnitude of the consequences of the decision, the decision imminent, degree of irrevocability of the decision and the degree of responsibility). 	<ol style="list-style-type: none"> 1. Research behaviour: increasing demand and buying behaviour, the increase in the largest layoff of time evaluating alternatives and greater perception of differences in product class; 2. Processing of information: the total growth in activity and targeted responses of personal calls, the more sophisticated coding strategies and increased information search; 3. Persuasion, that's based in convincing arguments, in that attitude change is more likely to occur.

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The main differences of the concept of involvement have to do with the different areas and multiple contexts including involvement such as advertising (Andrews, et al., 1990; Zaichkowsky, 1994; Greenwald and Leavitt, 1984); product class (e.g. Kapferer & Laurent, 1985a; Kapferer & Laurent, 1993; Michaelidou & Dibb, 2006); purchase decision (e.g. Mittal, 1989; Slama & Tashchian, 1985; Huang, Chou & Lin, 2010) and leisure (e.g. Havitz et al., 1994; Gursoy & Gavcar, 2003; Iwasaki & Havitz, 2004; Kyle & Mowen, 2005).

However, it is clear that there is some overlap in the wrapping concept. The construction involved is connected with the nature of the motivational state consumers. When consumers are involved, pay enough attention, realize the importance and behave differently than when they are not involved (Zaichkowsky, 1986). In essence, this analysis

posits that various definitions are required to conceptualize and complement the involvement in consumer research.

There are different perspectives to analyse the measurement dimensions and variables of the involvement. Methods for measuring involvement in consumer research were introduced are in Table III.

Table III

Involvement measurement dimensions and variables analysis

Methods for measuring involvement in consumer research

Authors	Object of study/dimensions
Laurent and Kapferer's CIP	Risk, symbol, interest and pleasure
Zaichkowsky's PII	Advertising, products and purchase situations
Zaichkowsky's PIIA	Personal, rational and emotional ad relevance and high and low involvement guy with advertising.
Mittal's PDI	Understand the differences of the marks, the importance of the product, the notion of risk that arises through the purchase of a product and the importance it holds to purchase in person's life.
Bloch's IPCA	Interest in cars, the ease with which you talk about the topic, list of cars with the most important values or needs and use the car as an expression of the person.
Tigert et al.'s FII & FIF	Time of purchase and innovativeness in fashion, fashion as interpersonal communication, interest in fashion, the level of information for fashion and fashion awareness and reaction to changes in trends.
Marshall and Bell's FIS	Represents a general measure of involvement in the process of provisioning of food and not just for a specific food product or brand.

Levels of consumer involvement were discovered and investigated early in the literature based on product's pleasure value, sign value, risk Importance, probability of purchase error, attitude, perception, commitment, familiarity, brand importance, optimum stimulus level, for example (Hupfer & Gardner, 1971; Traylor, 1981).

There are two central aspects in the leisure involvement research, their dimensions and the behavioural manifestations of the consumer (Hing, Breen & Gordon, 2012). Most studies have focused on the dimensions of leisure involvement, since Laurent and Kapferer (1985) have advanced the application of Consumer Involvement Profile (CIP). Laurent and Kapferer (1985) suggest the involvement should not be measured by the antecedents (product's pleasure value, sign or symbolic value, risk importance and probability of purchase error) isolated from each other, but with the antecedents grouped to measure consumer involvement. Thus, this set of antecedents gives rise to the CIP. There has been general consensus with regard to the multidimensional nature of leisure involvement (Kyle et al, 2007; Lee & Scott, 2009).

Table IV
Involvement dimensions in leisure activities

Authors' scales	Dimensions
<u>(Havitz & Dimanche, 1997)</u>	Perceived interest/importance, perceived pleasure, and sign or symbolic value
<u>(Scott & Shafer, 2001)</u>	Centrality to lifestyle
<u>(Hwang & Chen, 2005)</u>	Place attachment and interpretation satisfaction
<u>(Gross & Brown, 2006, 2008)</u>	Lifestyle and place attachment into tourism
<u>(Lee & Scott, 2009)</u>	Interest/importance and pleasure dimensions have been combined into an attraction dimension
<u>(Lee & Chen, 2013)</u>	Leisure involvement and place attachment on destination loyalty

However, there is still disagreement over the nature and definition of these dimensions and which ones are more salient to understand the nature of leisure involvement (Hing, Breen & Gordon, 2012). With the introduction of CIP and other new changes emerged based on this, the level of factor structures (Havitz & Dimanche, 1997), in which some dimensions remained, others were excluded and others added. In leisure tourism, the applications of involvement consists of three dimensions – ATTRACTION (Funk, Ridinger, & Moorman, 2004), SELF-EXPRESSION (Selin & Howard, 1988) and CENTRALITY TO

Table V

Summary studies of involvement in leisure, tourism and marketing context

Author	Object of study
<u>(Stone, 1984)</u>	Leisure involvement has been found to influence time and/or intensity of effort expended
<u>(Havitz & Howard, 1995; Kim et al., 1997; Venkatraman, 1988)</u>	Leisure involvement has been found to influence frequency and length of participation
<u>Park (1996)</u>	Relationship between involvement and attitudinal loyalty
<u>Jamroz, Backman & Backman (1986)</u>	Involvement and opinion leadership in tourism
<u>(Bloch, 1993; Kim et al., 1997; Siegenthaler & Lam, 1992)</u>	Leisure involvement has been found to influence money spent
<u>Iwasaki & Havitz, (1998)</u>	Relationship between involvement, commitment and loyalty
<u>(Kim et al., 1997)</u>	Leisure involvement has been found to influence miles traveled and ability or skill
<u>(Bloch et al., 1989; Kim et al., 1997)</u>	Leisure involvement has been found to influence ownership of equipment/books and number of memberships
<u>(Watkins, 1987)</u>	Leisure involvement has been found to influence information search behaviour
<u>(Gahwiler & Havitz, 1998; Havitz et al., 1994; Iwasaki & Havitz, 2004; Kyle & Mowen, 2005)</u>	Leisure involvement has been found to influence and preferences and evaluation of activity components such as facilities and providers
<u>Kyle & Chick (2002)</u>	The social nature of leisure involvement
<u>Gursoy & Gavcar (2003)</u>	International Leisure Tourists' Involvement Profile
<u>Michaelidou & Dibb (2006)</u>	Product involvement: an application in clothing
<u>Kyle et al. (2006)</u>	Relationship between motivation and enduring involvement
<u>Sparks (2007)</u>	Wine tourism vacation: factors that help to predict tourist behavioural intentions

(Gross & Brown, 2008; Kyle, Graefe, Manning & Bacon, 2003)	Relationship between involvement and place attachment
Huang, Chou & Lin (2010)	Involvement theory in constructing bloggers' intention to purchase travel products
Ritchie, Tkaczynski & Faulks (2010)	Motivation and travel behaviour of cycle tourists using involvement profiles
Alexandris et al. (2012)	Involvement with active leisure participation
Ferns & Walls (2012)	Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis
Hing et al. (2012)	A case study of gambling involvement and its consequences
(Filo et al. 2013)	Sport tourists' involvement with a destination
Yeh (2013)	Tourism involvement, work engagement and job satisfaction among frontline hotel employees
Lee & Shen (2013)	The influence of leisure involvement and place attachment on destination loyalty: Evidence from recreationists walking their dogs in urban parks

LIFESTYLE(Havitz, Dimanche, & Bogle, 1994). The principals and most dimensions of leisure involvement were introduced are in Table VI.

The construct of involvement in tourism research applies to a wide variety of consumer behaviours and marketing contexts. On field of leisure and tourism literature, most research chooses to use the multidimensional construct of involvement, with three facets as attraction/pleasure, centrality, and sign (Beaton, Funk, & Alexandris, 2009; Havitz & Dimanche, 1997). Involvement has a central impact on comprehension of the experience of leisure and tourist behaviour (Reid & Crompton, 1993), largely due to its effectiveness as a predictor of consumer behaviour in leisure (Gross & Brown, 2006) . It is for this reason that the engagement has been widely examined in the leisure and tourism area (Gursoy & Gavcar , 2003;Havitz & Dimanche , 1997; McGehee et al., 2003). Most studies of leisure and tourism apply in contexts of activity (Havitz & Dimanche , 1995; Lee , Kim & Scott, 2008) , but also some additional research have been applied in the decision of traveling (e.g., Cai , Breiter & Feng , 2004).

The involvement has been explored extensively within multiples contexts and meanings on marketing and consumer behaviour disciplines. For an overall view, the Table V summarizes a set of studies about involvement in leisure, tourism and marketing context.

Table VI
Main emotions concepts

Author	Definition
Descartes (1649)	Emotions were a series of automatisms and human behaviours different than cognitive processes
Izard (1977)	<ol style="list-style-type: none"> 1. "The experience or conscious feeling of emotion" 2. "The processes that occurs in the brain and nervous system" 3. "The observable expressive patterns of emotions (particularly on the face)"
Cohen & Areni (1990)	"Emotions are described as episodes of intense feelings that are associated with a specific referent and instigate specific response behaviours"
Bagozzi et al. 1999, pp. 184)	"...mental states of readiness that arise from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically (e.g., in gestures, posture, facial features); and may result in specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person having it"
Fridia (2007)	Short-lived, are short-lived in the field of consciousness, require immediate attention and motivate behaviour

Emotions analysis

In the literature of psychology emotions have been extensively investigated by the rich body of researchers in different fields of knowledge. Aristotle was pioneer to emphasize

the emotion. In past years, after Descartes, most important studios on the emotions have been Darwin, Ekman, Damásio and Goleman ([Consoli, 2010](#)). The role of emotion in tourism has received unprecedented recognition in the field of tourism and marketing. The emotions establish a strong importance in the comprehension of consumer behaviour and even the definition of experiences and also enhance consumer reactions and on tourist ([Prayag, Hasany & Odeh, 2013; pp.119](#)).

Table VII
Hierarchy of consumer emotions

Negative affect			
Anger	Fear	Sadness	Shame
Angry	Scared	Depressed	Embarrassed
Frustrated	Afraid	Sad	Ashamed
Irritated	Panicky	Miserable	Humiliated
Unfulfilled	Nervous	Helpless	
Discontent	Worried	Nostalgia	
Envious	Tense	Guilty	
Jealous			
Positive affect			
Contentment	Happiness	Love	Pride
Contented	Optimistic	Sexy	Pride
Fulfilled	Encouraged	Romantic	
Peaceful	Hopeful	Passionate	
	Happy	Loving	
	Pleased	Sentimental	
	Joyful	Warm-hearted	
	Relieved		
	Thrilled		
	Enthusiastic		

The effort to define the term “emotion” has a long history in the discipline of psychology and marketing. There are many definitions of emotions as the authors investigate, and each focusing on different manifestations or components of the emotion, but all reflects the theoretical basis of psychology. Several authors’ present definitions and each of these definitions have its origins in several theories (psychology and sociology). In the field of emotion has been great variety of definitions that have been proposed for many authors that diverged in the literature of psychology. [Izard \(1977\)](#), whose emotion scale has been applied in a number of studies to consumer behaviour research, presents three definitions of emotions as shown Table VI, in the cast of the main concepts of emotions. The emotions are a valence affective reaction to perception of situations ([Richins, 1997](#)).

Laros and Steenkamp (2005) in our study about emotions in consumer behaviour: a hierarchical approach, the hierarchy of consumer emotions supporting the different emotion structures, i.e., positive and negative effect. The final result can be seen in Table VII.

Table VII
Emotions analysis

Emotions dimensions in consumer research	
Authors	Dimensions
Izard's DES	Interest, joy, anger, disgust, contempt, sadness, fear, shame, guilt and surprise.
Plutchik's primary emotions (PTE)	Fear, anger, joy, sadness, acceptance, disgust, expectancy, surprise
Mehrabian & Russell (PAD)	Pleasure, arousal and dominance
Watson, Clark & Tellegen (PANAS)	Positive affect: enthusiastic, active and alert Negative affect: anger, contempt, disgust, guilt, fear, and nervousness
Richins's CES	Positive: romantic love, love, peacefulness, content, optimism, joy, excitement Negative: anger, discontent, worry, sadness, fear, shame, envy, loneliness
Baumgartner et al's anticipated and anticipatory emotions	Anticipated Positive: relieved, satisfied, happy, proud Negative: disappointed, annoyed, regretful, stupid, guilty, angry at self Anticipatory Positive: optimistic, confident Negative: worried, anxious, uncomfortable
Hosany & Gilbert (DES)	Joy, love, positive surprise, satisfaction

Emotions have been the target of large and important research investigation in marketing literature applied consumer behaviour literature. In this area, there is a rich group of researchers who normally uses and adapts the theoretical scales of emotions. Thus, there are four scales of emotions that have been widely used in marketing as the primary method of research as follows: Mehrabian and Russell (1974) PLEASURE, AROUSAL AND DOMINANCE (PAD); Izard (1977) DIFFERENTIAL EMOTION SCALE (DES); Plutchik

(1980) eight primary emotion scale (PTE); and Watson, Clark and Tellegen (1988) POSITIVE AFFECT AND NEGATIVE AFFECT SCALES (PANAS). However, Richins (1997) developed the Consumption Emotion Set (CES), therefore considered that the scales that which had been developed presented limitations to assess the range of emotions during the consumption experience. The CES comprises of 16 dimensions and the difference of this scale compared to the previous ones is that consists in the exception of envy, loneliness, peacefulness and contentment, and to Richins (1997) and Bagozzi et al. (1999), its measures achieved satisfactory reliability.

Hosany & Gilbert (2009) argues that these scales have limitations when you want to capture emotions associated consumption, although useful for situations in which they were originally developed. In addition to these, there are Baumgartner, Pieters and Bagozzi (2008) with anticipated and anticipatory emotions, i.e., future oriented emotions. More recently, Hosany and Gilbert (2009) contributed with develop of DESTINATION EMOTION SCALE (DES). The following emotions scales analysis, there are different methods for measuring emotions on consumer context and this content analysis examines different authors' perspectives. Different methods and scales have been used by several authors throughout time to measure emotions, for several empirical investigations in consumer research, as shown in Table VII. In summary, the different scales analyzed to measure the emotional states developed by scholars prove that there are wide variations in content. This content analysis of measures of emotions shows several differences between their content depends of study subject.

Different scales on consumer research context have been originally development in various field studies and different forms in marketing and consumer behaviour. As the scales are designed for a behavioral amalgam studies, Table VIII presented their applications in field study.

Table VIII
Emotions

Emotions	Field study
Izard's DES	Across various consumption settings, variety of consumer research contexts.
Plutchik's primary emotions (PTE)	Advertising research
Mehrabian & Russell (PAD)	Environmental psychology
Watson, Clark & Tellegen (PANAS)	Consumption emotions
Richins's CES	Diversified consumer contexts
Baumgartner et al's anticipated and anticipatory emotions	Decision-making
Hosany & Gilbert (DES)	Measuring consumers' reactive emotions

A rich body of studies has examined the influence of emotions on leisure marketing, hospitality and tourism. The main studies are attached in Table IX, for a straightforward query.

In summary, this overview shows that studies in the global tourism focus on studying behavioural intentions, cognition, satisfaction, purchase decision and decision-making, customer loyalty, emotions as a segmentation variable for leisure and tourism services, its relationship with overall satisfaction, tourists' emotional experiences and intention to recommend, emotional responses towards tourist destinations, tourists' emotional experiences and satisfaction and emotions and their interactions with personality in a vacation context. Previous research advance that there is a positive correlation between positive emotions, satisfaction and behavioural intentions (Bigné et al. (2005); Yuksel & Yuksel (2007) ; Grappi & Montanari (2011) and Han & Jeong (2013).

Yet, there is a dichotomy between positive and negative emotions in this context, because when negative emotions are introduced as antecedents of satisfaction and/or behavioral intentions, the contradictory results emerge (Prayag, 2013).

Table IX

Main past studies of emotions in global tourism context

Author	Object of study
(Floyd (1997); Zins (2002); de Rojas & Camarero (2008); del Bosque & San Martin (2008))	The relationship between emotions and overall satisfaction
(Barsky & Nash (2002))	The relationship between emotions and customer loyalty
(Bigné & Andreu, 2004)	The emotions as a segmentation variable for leisure and tourism services
(Bigné, Andreu, & Gnoth, 2005)	The relationship between emotions, cognition, satisfaction and behavioural intentions in the context of theme parks
(Jang & Namkung, 2009)	The relationship between emotions and behavioural intentions
(Chuang (2007); Kwortnik & Ross, 2007))	Influence of emotions on decisions to purchase tourism and leisure services
Yuksel & Yuksel (2007); Grappi & Montanari (2011)	Examine emotions as antecedent of satisfaction and behavioural intentions
(Hosany, 2008)	The dimensions of emotional responses towards tourist destinations
Hosany & Gilbert (2009)	The relationship between tourists' emotional experiences, satisfaction, and intention to recommend – to measure tourists' emotional responses toward destinations
(Moreno, Molina & Moreno, 2012)	Tourist's satisfaction, image or emotions?
(Pravag, Honay & Odeh, 2013)	The role of tourists' emotional experiences and satisfaction in understanding behavioural intentions
Lin et al. (2014)	Changes in emotions and their interactions with personality in a vacation context

Generally, the tourism potentiates a positive experience with satisfying and pleasurable emotions (Mannell, 1980) and the tourism experience offers unique moments with a high personal value and an emotional charge of the consumers (McIntosh & Siggs, 2005). To Hirschman and Holbrook (1982), field study of emotions in the consumption experience is mostly associated with product categories with high hedonic charge. In this perspective,

leisure travel may be included in this type of product, according to their hedonic character. The experiences provided by touristic destinations are emotionally attractive and, the more important are, without a doubt, the emotional “promises” of touristic destinations that increase the tourist’s involvement in the process of decision making and his perception of the unique characteristics of the destination (Goossens, 2000). Emotions are always part of the touristic involvement, in fact, the tourist’s decision usually involves rationality but also emotion, and, although they seem hardly connected, they both participate, as executable factors, in a good decision process (Damásio, 1994). Emotions also influence the choice of a brand, because they identify what’s more important for the consumer (Damásio, 1994). Emotions are the most important aspect of consumer behaviour. Emotional factors are particularly powerful in the process of purchase decision on vacation. Sometimes, tourists make their vacation decisions according to their personal emotions (White & Scandale, 2005). Therefore tourism is no exception; on the contrary, holidays in touristic destinations provide tourists a great deal of experiences (Gnoth, 1997). Following the ideas previously exposed, the experience given by tourism is, by itself, a complex amount of factors (Buhalis, 2000; Swarbrooke, 2002), namely social, emotional, economical and psychological (Bowen, 2001). The role of emotions and the type of emotional response are, due to its essence, delicate and somewhat complex, because emotions can play different roles, meaning, of cause, mediation, effect, consequence and moderation depending of the involvement (Bagozzi, Gopinath & Nyer, 1999). In recent years, emotions and feelings has been of attention by researchers in recent consumer behaviour literature. They concluded that emotions and feelings play an important role in processing information (Sirakaya & Woodside, 2005). In the same way, the tourist’s satisfaction comes from the emotional experiences provided by a destination or event (Lee & Jeong, 2009). Overall, the experience is rich in tourist emotions and tourists are constantly engaged in their own experiences they produce (Hosany & Gilbert, 2009). Goossens (2000) also assigns a very important role for the emotions because they increase the involvement of tourists in decision process and also increases the perception of the uniqueness of the destination, so the emotions are a predictor in the selection and consumer behaviour. As previously mentioned, tourist’s emotions are an extremely important element when it comes to choose to travel; in fact, a leisure trip means an opportunity to be “more” happy and fulfilled. The more negative aspects of our existence are related to our daily life (Krippendorf, 1987). For tourists, leisure vacation are an escape to daily routine, a way to experience feelings of freedom, escape and a world of new and different feelings and experiences that, consequently, produce higher levels of happiness and improve, as reward, their well-being (Gilbert & Abdullah, 2004). Accordingly, emotions and satisfaction influence behavioural intentions (Baker & Crompton, 2000; Bigné et al., 2005; Soscia, 2007; Faullant et al., 2011 and Walsh et al.,

2011). Goossens (2000) highlights the emotions and feelings as strong predictors in motivating tourists to plan a trip and postulates that these two factors have a prominent role in the selection and consumer behaviour. In this sense, Peter & Oslon (2009, pp.309) also extol that emotions and feelings in consumers' decision, as well as its impact on changing consumer behaviour. Gnoth (1997) and Chuang (2007) expresses that emotions also affect decisions to purchase tourism and leisure services. In the line of that, the emotions have different effects on behavioural intentions (Zeelenberg & Pieters, 2004; Soscia, 2007).

Content analysis of emotions and involvement

Within the psychology literature, there are two fundamental approaches to studying emotions: dimensional (valence based) and categorical (emotion specificity), (Prayag, Hosany & Odeh, 2013).

The contributions in social psychology literature demonstrate that individuals are closely connected to their societies (Litvin, Crofts, & Hefner, 2004). In fact of this, there is a cultural approach to the concept of emotions. But according to Fridja (2007) the emotions motivate behavior, have a short duration, are short-lived in the field of consciousness and require immediate attention. There is also a behavioral versus cultural approach (Fridja, 2007; Litvin, Crofts, & Hefner, 2004). Cultural norms play a predominant role, and impact on nature and constitution of emotions in how they are expressed and managed (Keltner, 2003; Mesquita, 2001).

Then it is considered that the concept of emotions encompasses the management of multidimensionality. For the content analysis of the concepts of emotions, it is possible to consider that on literature of emotion the major problem has been the growing set of different definitions that have been proposed and some definitions are relatively precise, while others are quite vague, in various contexts and approaches (Kleinginna & Kleinginna, 1981).

Although the involvement is quite comprehensive in psychology and consumer behaviour literature, the current definitions of psychological involvement and leisure involvement developed and evolved from Rothschild's definition and actually are equally instructive (Funk, Ridinger & Moorman, 2004). The adaptation of the engagement construct has emerged, while the areas of forward applied to study the involvement. Many studies have conceptualized the involvement as a multidimensional construct (Havitz & Dimanche,

1997; Havitz & Howard, 1995; Laurent & Kapferer, 1985; McIntyre, 1989; Wiley, Shaw, & Havitz, 2000). Although the characteristics of multidimensionality of engagement remain the subject of much discussion and attention, initial conceptual framework argued by Laurent and Kapferer remains widely prevalent. Consistent with previous leisure literature, we treat the involvement concept as a multidimensional construct. But agreement is not full, some researchers have approached involvement from a unidimensional perspective (e.g., Kim et al., 1997; Reid & Crompton, 1993), although a vast majority of empirical evidence supports and treats its multidimensionality (Havitz & Dimanche, 1997, 1999; Iwasaki & Havitz, 1998; Wiley et al., 2000).

A critical content analysis of involvement and emotions constructs produces insights for a critical assessment of the literature. Table IX shows the content analysis of involvement and emotions constructs most cited by the contributive scholars and researchers, specifically the principal and frequent categories. This two constructs are extensively used a large number of studies in consumer behaviour, marketing, tourism and hospitality literature.

Table IX
Content analysis of constructs

Principal and frequent categories	
Involvement	Emotions
Psychology and sociology	Psychology and sociology
Particular situation	Satisfaction
Individual state	Mental states
Cognitive state	Cognitive process
Affective state	Valence affective reaction
Motivation state	Feelings
Response based	Consumer reactions
Personal importance	Personal value
Product variables	Consumption
Consumption process	Purchase decision
Antecedents and consequences	Behavioural intentions and satisfaction
Interest	Motivation

The dimensions of each of the concepts presented are those that have a higher frequency and the table attests that dimensions and categories of both concepts are related. This content analysis attests that involvement and emotions are linked and connected. In light of the content analysis, there is a consistent and valid relationship between involvement and emotions in consumer behaviour in tourism.

Discussion and implications

The following content analysis on constructs, methods and their relevance's it's quite prevalent the study of emotions and involvement with services, products, including tourism, has been extensively explored within marketing and consumer behaviour disciplines. On a superficial level of this content analysis, the results presented show that emotions and involvement demonstrate greater progress and scientific development to the level of marketing and consumer behaviour. The combined use of emotions and involvement has not yet applied by marketing researchers and tourism. The use of the emotions and Involvement constructs only occurred separately in marketing studies, leisure and tourism.

More specifically, although it is acknowledged that consumers have both emotional to their immediate environment (Machleit & Eroglu, 2000) yet no empirical study has investigated and explored the dimensions of emotional responses of tourists in tourist activity. To Otto and Ritchie (1996) the tourist destinations are rich in terms of experiences and attributes and contributes to potentiate an emotional response even greater.

However, to date, the relationship between involvement and emotion on tourist activity involvement has not been explored and this is another limitation on the current study. This kind of knowledge is particularly valuable for better understand the consumer behaviour tourist in tourism. Understanding how tourists involve in leisure tourism destinations can provide a better comprehension of the dynamics of the tourist consumer behaviour and the nature and role of tourism in society.

A number of studies must attempt to understand the influence of emotion in tourism, leisure marketing and hospitality and also the impact of involvement to understand the relationship of these two constructs, through the measurement of emotions and of involvement in tourism.

3 CONCLUSIONS

In recent years, much research include on the role of emotions in the generic marketing and consumer behaviour literature, however empirical studies in the field of tourism remain limited and require more scientific developments. The present content analysis concludes that involvement and emotions constructs has been shown to play a crucial role on tourists' behavioural intentions on leisure, marketing and tourism. To address this knowledge gap, the current content analysis follows a methodical process in exploring and explanation of emotions and involvement constructs of tourists' emotional experiences in their touristic activity. The study offers important implications for theorizing emotion in the context of tourist destinations. A key theoretical contribution of this study is the development of a content analysis about of these two constructs that maintains the tourist behaviour to provide direction for future research on consumer behavior in tourism. The consumer behaviour in tourism area should focus on relationship between involvement and emotions. It's clear that this field study needs more advance and scientific knowledge on the subject. This research can mean as an important starting point on tourist behaviour, a number of future scientific studies can be developed to explore the consumer in tourism in general and the involvement and emotions on travel behaviour in tourist activity in particular.

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