EFFECTIVE VARIABLES ON EMOTIONAL AMBIVALENCE DURING JEWELRY PURCHASE

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Abstract
Consumers are greatly influenced by their emotions while evaluating products and services. Emotional ambivalence involves experiencing positive and negative emotions at the same time. The presence of emotional ambivalence causes consumers to face an intense emotional dilemma and puts them to inconvenience. The objective of this study was to determine whether self-construal, consumption emotions and purchase intention have any effect on consumers’ experiences of emotional ambivalence on their jewelry purchasing decisions. For this purpose, a survey was conducted on female consumers living in Turkey. According to the results of the study, dependent self-construal and negative consumption emotions are effective on emotional ambivalence in jewelry purchases.

Keywords
Consumer behavior, emotional ambivalence, self-construal, consumption emotions

INTRODUCTION
Consumers may sometimes experience simultaneous positive and negative feelings towards a product or brand. This is called as emotional ambivalence and defined as psychological inconvenience experienced by a consumer due to intense emotional dilemmas and it is undesirable in terms of both businesses and the consumers. Consumers assess their purchases according to the past experiences in line with their feelings hence it can be said that emotional ambivalence is an emotional consequence of consumer behavior. Consumers feeling ambivalence are less satisfied and less loyal to a product-brand, as compared to those not feeling ambivalence. Similarly, emotional ambivalence weakens attitudes, behavioral intentions and re-purchase. This increases the importance of emotional ambivalence.

It is claimed that dependent-independent self-construal is a factor that is effective on emotional ambivalence (Hardin et al., 2004; Agrawal, Maheswaran, 2005). It means that a consumer makes purchases similar to those made by people around him/her, desires to conform to them and acts according to the group structure represent the dependent self-construal. That an individual makes purchases because s/he thinks that such purchases are only suitable to his/her characteristics and himself/herself without caring about how such purchases are seen by people around him/her represent independent self-construal. Consumers with dependent self-construal significantly take account of attitudes and assessments of their society so they

http://dx.doi.org/10.21607/jmsm.2016.0003