Shedding Light on the Minds of Delighted Customers

An Investigation Into the Effect of the Intrinsic Processing on the Magnitude and Endurance of Customer Delight in Hedonic and Utilitarian Consumption Settings Using Dual-Processing Theory

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by

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Abstract

Customer delight is as an emotion that results from unexpectedly surprising and joyful experiences, and has been well-researched in the marketing literature. However, little is known about how customers intrinsically process delightful experiences, and how this affects customer delight and behavioural intentions. An investigation into customers' intrinsic processing during delightful experiences may provide some indication whether triggering a certain form of processing increases the magnitude and endurance of customers' delight and behavioural intentions, i.e. intention to revisit, engage in positive word of mouth, commit, and pay more. This thesis addresses this gap by applying dual-processing theory.

Data were collected in a two-part online experiment (n = 304 US residents). The results show that analytical processing, as opposed to affective processing, leads to stronger customer delight and, in turn, to stronger behavioural intentions in a hedonic consumption setting, but not in a utilitarian setting. There is no significant effect of processing on the endurance of customer delight or behavioural intentions. The results further suggest that the consumption setting is not a moderator.

This thesis makes several important contributions. It contributes to the customer delight literature by shedding light on how customers intrinsically process delightful experiences. Understanding this allows an insight into how processing affects the magnitude and endurance of customer delight, and how it impacts on consumers' behavioural intentions. By finding that customer delight results from analytical processing, this thesis contributes to the extant knowledge by suggesting that customer delight may not only be an emotion, but also a judgement. This constitutes a new understanding of customer delight and how to increase its magnitude and endurance.

This thesis further contributes to the dual-processing theory literature by intertwining the theory with customer delight as a well-known marketing concept. This highlights the theory's importance to marketing to explain how the magnitude and endurance of marketing concepts may be increased. This thesis further contributes to the extant knowledge by applying the theory in hedonic and utilitarian consumption settings, which generates insights into the form of processing to be triggered in each of these settings. This thesis also contributes to marketing practice. Practitioners are advised to trigger customers' analytical processing during delightful experiences, in hedonic settings. This helps create stronger customer delight and behavioural intentions.

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I would like to take this opportunity to thank a number of people who greatly supported me throughout my PhD studies. Foremost, a very special thank you to Professor Douglas West, Dr. Frauke Mattison Thompson, and Dr. Nikoletta-Theofania Siamagka. Thank you for your outstanding supervision – for all your help and guidance in my development to a person with an academic mind set and skillset, your patience, and your pastoral support through all the ups and downs of this process. I cannot thank you enough for your invaluable dedication, and for being so approachable throughout these four years.

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List of Acronyms

ANOVA	(one-way) Analysis of Variance
Asympt. sig.	Asymptotic significance
AVE	Average variance extracted
B	Unstandardised coefficient
Boot SE/bootstr. std. error	Bootstrapping standard error
CD	Customer delight
CIE	Conditional indirect effect
Endur.	Endurance
H	Hypothesis
Hed.	Hedonic
HIT	Human Intelligence Task
Int.	Intention
M	Mediator
Magn.	Magnitude
PWoM	Positive word of mouth
Ref. group	Reference group
REI scale	Rational-Experiential-Inventory scale
RQ	Research question
Seq.	Sequential
SSTS scale	Situation-Specific Thinking Styles scale
Std.	Standard
Util.	Utilitarian
W	Moderator
X	Independent variable
Y	Dependent variable

1. Introduction

1.1 Background and Research Focus

Customer delight has been classified in the extant literature as an emotion and defined as "a function of surprising consumption, arousal, and positive affect" (Oliver, Rust and Varki, 1997, p. 319). Based on this definition, this thesis defines customer delight as an emotion that occurs during consumption experiences that are unexpectedly surprising and joyful (in line with: Oliver, Rust and Varki, 1997). This means, for customers to get delighted, they need to experience arousal and positive affect, and their expectations need to be surprisingly exceeded (Oliver, Rust and Varki, 1997). If these three aspects are present, the customer encounters a delightful experience, which has also been referred to in the literature as 'idiosyncratic service experiences' (Collier et al., 2018), 'extraordinary experiences' (Arnould and Price, 1993), and 'memorable experiences' (Pine and Gilmore, 1998). Nowadays, customer delight is considered a well-applied marketing concept to create, improve, and measure outstanding customer experiences (Lemon and Verhoef, 2016).

However, compared to other marketing concepts, such as customer satisfaction, which is commonly understood as the result of met expectations (Oliver, 1980), customer delight is a relatively recent concept. Although the concept is based on earlier work (e.g. Oliver, 1980), Oliver, Rust and Varki formalised the term 'customer delight' through their seminal work in the *Journal of Retailing* in 1997 as a discourse in the academic marketing literature. Oliver, Rust and Varki (1997) provide a comprehensive introduction to customer delight by intertwining psychoevolutionary theory (Plutchik, 1980), revolving around affect, and expectancy-disconfirmation theory (Oliver, 1980), revolving around cognition. Thus, they offer a conceptualisation of customer delight as comprising both affective and cognitive antecedents. Based on delightful experiences in hedonic

consumption settings, they identify surprising consumption as the customer delight antecedent that has cognitive and affective aspects to it, and arousal and positive affect as the affective antecedents. Furthermore, customer delight is conceptually distinguished from customer satisfaction. Oliver, Rust and Varki's (1997) model has been revalidated in utilitarian consumption settings (Finn, 2005; Loureiro, Miranda and Breazeale, 2014).

Customer delight has also featured in the trade press (Chandler, 1989; Jones and Sasser, 1995). It has been shown that 60% of satisfied customers would switch to a competitor (Jones and Sasser, 1995). The evidence suggests that customer satisfaction, considered the 'mantra' to business success in the 1980s (Chitturi, Raghunathan and Mahajan, 2008), does not linearly increase positive behavioural outcomes (e.g. Jones and Sasser, 1995). Customer delight is considered the solution (Chandler, 1989). Opinions such as that "[…] customer satisfaction lacks a consistently demonstrable connection to actual customer behaviour [sic] and growth" (Reichheld, 2003, p. 49), and calls to "[…] take quality beyond customer satisfaction to customer delight" (Chandler, 1989, p. 30) have become prevalent. Examples of businesses that successfully apply customer delight have highlighted its importance. For example, Xerox, a US business services and document management company, found that the likelihood to repurchase was six times higher amongst their delighted, compared to their merely satisfied customers (Jones and Sasser, 1995; Keiningham et al., 1999).

Since Oliver, Rust and Varki's seminal work in 1997, four key themes have developed in the customer delight literature: (1) the conceptualisation of customer delight, (2) customer delight sources (hereafter referred to as 'delight stimuli'), and moderators of customer delight, (3) outcomes of customer delight, and (4) customer delight and psychology. The conceptualisation key theme has revolved around the antecedents of customer delight, including the necessity of surprise and the issue of raised

expectations, and its distinction from customer satisfaction (e.g. Dutta et al., 2017; Rust and Oliver, 2000). Another key theme has focused on identifying interpersonal and non-interpersonal stimuli that lead to customer delight. These include, amongst others, employee effort, engagement, time commitment and skills, unanticipated acquisition, core product, and free products (e.g. Arnold et al., 2005; Barnes, Ponder and Dugar, 2011; Swanson and Davis, 2012). These stimuli have been found in hedonic and utilitarian consumption settings. Another aspect that has been looked at in this second key theme is 'moderators' influencing the extent to which a stimulus is perceived as delightful. Examples of such moderators are age, gender, and lifestyle (e.g. Beauchamp and Barnes, 2015; Fueller and Matzler, 2008).

Research in the key theme of customer delight outcomes has found that the more someone is delighted, the higher, for example, their intention to revisit, engage in positive word of mouth, commit, and pay more (e.g. Collier et al., 2018; Meyer, Barnes and Friend, 2017; Oliver, Rust and Varki, 1997; Wang, 2011). The last key theme, i.e. customer delight and psychology, constitutes a scarcely investigated area, consisting of studies that look at psychological aspects related to customer delight (Ball and Barnes, 2017; Ma et al., 2016). This is surprising as the domain of psychology constitutes one of the origins of customer delight, and calls have been made to look at the psychological aspects of customer delight (e.g. Barnes, Ponder and Dugar, 2011; Oliver, Rust and Varki, 1997; Sivakumar, Li and Dong, 2014).

An approach that has been taken in the wider literature when focusing on the psychological aspects related to various concepts, such as attitudes, is to look at people's intrinsic processing (e.g. Petty and Cacioppo, 1986). The principal theory used in the psychology literature – and in the decision-making and social cognition literature – to look at intrinsic processing is dual-processing theory (Evans, 2008; Kahneman, 2003;

Stanovich and West, 2000). Its application has revealed how people process a situation, and how the processing determines the magnitude and endurance of the concept of interest, e.g. attitudes (Petty and Cacioppo, 1986). Different models of dual-processing theory exist, such as the System 1 and System 2 processing framework (Kahneman, 2003; Stanovich and West, 2000). These models are based on the same assumptions: intrinsic processing takes place through two different routes (Evans, 2008).

With regards to the System 1 and System 2 processing framework, these two routes comprise System 1 processing and System 2 processing (Kahneman, 2003; Stanovich and West, 2000). System 1 processing is fast, affectively-driven, intuitive, and automatic, and results in impressions and feelings, whereas System 2 processing is slow, cognitively-driven, analytical, and deliberate, and results in judgements (Kahneman, 2003; Stanovich and West, 2000). System 2 outcomes are of stronger magnitude, more endurance, and higher accuracy than those resulting from System 1 processing (Kahneman, 2003; Stanovich and West, 2000). Each system can work separately, or in combination as a sequence (hereafter referred to as 'sequential Systems 1+2 processing') (Kahneman, 2003; Stanovich and West, 2000).

Although dual-processing theory has been invaluable in looking at intrinsic processing, there seem to be two noticeably under-researched areas within this domain. First, it is noticed that dual-processing theory has been scarcely linked to the marketing domain. This is despite the valuable insights into people's intrinsic processing offered by studies that link the theory to marketing concepts, such as attitudes, to investigate how their magnitude and endurance can be increased by triggering a certain type of processing (e.g. Petty and Cacioppo, 1986). Second, the extant dual-processing theory has ignored the idea that the effects of the system processing on outcomes' qualities may vary in

different consumption settings. This has so far conveyed a picture of the System 1 and System 2 processing framework having universal applicability.

This thesis investigates the intrinsic processing related to customer delight to shed light on how customers process delightful experiences. To do so, the System 1 and System 2 processing framework of dual-processing theory is used here as the foundational framework. This is due to the prevalence of the framework in the extant literature (Evans, 2008), and the fact that it not only explains how the different types of system processing work independently, but also how they work in combination. Another reason lies in the framework offering insights into various qualities of outcomes, e.g. their magnitude and endurance, following different types of system processing (Kahneman, 2003; Stanovich and West, 2000). This will provide a comprehensive investigation into consumers' intrinsic processing during delightful experiences, and how this affects customer delight and behavioural intentions.

This thesis intertwines customer delight and dual-processing theory, i.e. the System 1 and System 2 processing framework. This leads to the theoretical framework of this thesis (Figure 1.1), which allows a threefold investigation into the intrinsic processing related to customer delight:

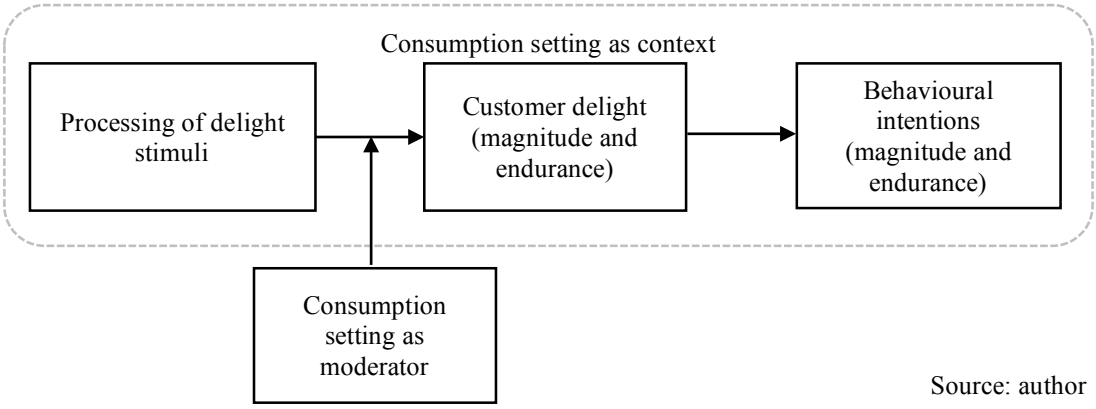
(1) The effect of the processing of delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions[1], in a hedonic and a utilitarian consumption setting (hereafter referred to as 'part 1');

[1] Behavioural intentions here include intention to revisit, to engage in positive word of mouth, to commit, and to pay more. The research questions are further detailed into the specific four behavioural intentions in Chapter 5; they are subsumed here under the term 'behavioural intentions' for introduction. The terminology 'behavioural intentions' is used in this thesis overarchingly when mentioning the four behavioural intentions (instead of listing each of the behavioural intentions every time when referring to them).

(2) The effect of the processing of delight stimuli on the endurance of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting (hereafter referred to as 'part 2'); and

(3) The consumption setting as a moderator of the effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in turn, of behavioural intentions (hereafter referred to as 'part 3').

Figure 1.1: Theoretical Framework



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This thesis focuses on the following four research questions (RQ1 is linked to part 1, RQ2 to part 2, and RQ3 and RQ4 to part 3):

RQ1: *How does the processing of delight stimuli affect the magnitude of behavioural intentions through the magnitude of customer delight, in a hedonic and a utilitarian consumption setting?*

RQ2: *How does the processing of delight stimuli affect the endurance of behavioural intentions through the endurance of customer delight, in a hedonic and a utilitarian consumption setting?*

RQ3: *How does the consumption setting moderate the effect of the processing of delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight?*

RQ4: *How does the consumption setting moderate the effect of the processing of delight stimuli on the endurance of behavioural intentions through the endurance of customer delight?*

This thesis uses an experimental research design to investigate the intrinsic processing related to customer delight. Specifically, a two-part study is conducted, that is separated by a break of one week. The experiment is based on a 2 x 3 factorial design, and conducted with an online panel (304 US residents). The experiment is preceded by pre-study 1 to determine the delight stimuli for the experimental scenarios, and pre-study 2 to test the effectiveness of experimental manipulations.

1.2 Contributions

The investigation into the intrinsic processing related to customer delight will make several important contributions. Foremost, this thesis will contribute to the customer delight literature, especially the scarcely investigated key theme of customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016). It will extend current knowledge by shedding light on how customers process delightful experiences. Although a few studies explicitly link customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016), and others show what the antecedents of customer delight are (e.g. Finn, 2005; Oliver, Rust and Varki, 1997), which implies an investigation into the psychological elements of customer delight, they do not reveal how customers process

delightful experiences. An investigation into how customers process delightful experiences will highlight what happens in their minds during such experiences. This understanding is important as it will show whether triggering a certain form of processing within customers during delightful experiences may increase the magnitude and endurance of customer delight, and whether this, in turn, leads to stronger and more enduring behavioural intentions, i.e. intention to revisit, engage in positive word of mouth, commit, and pay more. Knowing how triggering a certain form of customers' intrinsic processing impacts on the magnitude and endurance of customer delight and, in turn, that of behavioural intentions will offer a new way to academics and practitioners alike to better control and streamline the occurrence of customer delight. This will adjust current thinking of customer delight as being different from person to person (Keiningham et al., 1999) to a concept that is more manageable, and will allow for more efficient resource allocation.

Based on findings of how customers process delightful experiences, this thesis will also extend the customer delight literature by challenging the current thinking of customer delight as being an emotion only (Oliver, Rust and Varki, 1997). According to the System 1 and System 2 processing framework, customer delight as an emotion should only results from System 1 processing (Kahneman, 2003; Stanovich and West, 2000). However, this thesis argues that customer delight might also result from System 2 and sequential Systems 1+2 processing due to the shared similarity of elaborate analysis of system processing and customer delight's (partially) cognitive antecedent, i.e. surprising consumption. Thus, if customer delight does result from System 2 processing, or sequential Systems 1+2 processing, it may also constitute a judgement. This will extend the current thinking of what customer delight is and, thus, will offer an important new, more analytical understanding of customer delight. This new understanding may shed

light on how to increase the magnitude and endurance of customer delight and, in turn, of behavioural intentions.

This thesis will also contribute to the dual-processing theory literature[2]. It will do so by intertwining customer delight, as a well-established marketing concept, with the theory. Dual-processing theory has been predominantly applied in the psychology literature to look at emotions, such as happiness (e.g. Bodenhausen, Kramer and Suesser, 1994). Scant studies link the theory to the marketing domain and marketing concepts (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011). However, studies that link the theory to marketing concepts, e.g. attitudes, constitute seminal work, such as the Elaboration Likelihood Model by Petty and Cacioppo (1986), and provide valuable insights into how marketing academics and practitioners can increase the magnitude and endurance of these concepts. By showing how dual-processing theory explains the impact intrinsic processing has on customer delight's magnitude and endurance, this thesis strengthens the theory's importance to marketing, and raises awareness amongst academics to apply this theory to investigate further marketing concepts.

This thesis will further contribute to the dual-processing literature by showing how system processing impacts on outcomes' magnitude and endurance in different consumption settings. The extant dual-processing theory literature (e.g. Dane, Rockmann and Pratt, 2012; Olsen, Samuelsen and Gaustad, 2014) has not tested the effect of system processing in different consumption settings, which conveys the idea of general applicability of the theory. An investigation into how the theory applies in different consumption settings is important as it will show whether or not the same type of system

[2] This subsumes the literature on the System 1 and System 2 processing framework.

processing leads to stronger and more enduring outcomes in all settings. Such an investigation will generate insights for marketing academics and practitioners into which type of processing to trigger in a specific setting in order to increase the magnitude and endurance of outcomes.

Finally, this research will contribute to marketing practice. Insights will be offered to practitioners into which type of system processing to trigger when delighting customers, in a hedonic and a utilitarian consumption setting. This knowledge is important to practitioners as they will better understand how their customers process the delightful experience they deliver and, thus, how to achieve stronger and more enduring customer delight and behavioural intentions. The trade press has frequently criticised customer delight as differing from person to person (Keiningham et al., 1999). However, as the different types of system processing are applied by all humans in a very similar way (Kahneman, 2011), this constitutes a mutual characteristic between customers. This means, by knowing which form of system processing to trigger, practitioners can better control the occurrence of customer delight and streamline their delight experiences across all customers, instead of attempting to adjust their delight experiences to each customer.

By suggesting which form of system processing to trigger in order to increase the magnitude and endurance of customer delight and, in turn, of behavioural intentions, this thesis will also support practitioners in the development and implementation of specific areas of a delight strategy. For example, by knowing which form of customers' system processing to trigger, a company can better train their customer-facing employees. Specifically, employees can be trained in such a way that they either trigger System 1 processing by e.g. making customers feel good (as part of the positive affect antecedent of customer delight), or System 2 processing by e.g. making them thoroughly analyse the situation (as part of the surprising consumption antecedent of customer delight).

Based on the findings, a company will also be able to adjust its marketing communications as part of its delight strategy. For example, if a free product sample was handed out as a delightful experience, this could include a flyer containing elements that trigger the form of processing that leads to stronger and more enduring customer delight and behavioural intentions. If that is System 1 processing, such elements could be emotive pictures; if that is System 2 processing, such elements could be related to making people think about the value they receive through this free product. Furthermore, when creating pricing strategies, practitioners will understand that the value of a monetary discount is not the only decision to make; they will also need to decide how the form of system processing is to be triggered that leads to stronger and more enduring customer delight and, in turn, stronger and more enduring behavioural intentions, when giving this discount. Thus, understanding which type of intrinsic processing to trigger within customers during delightful experiences will not only enable them to better delight their customers, but also to allocate their resources more efficiently.

1.3 Motivation for this study

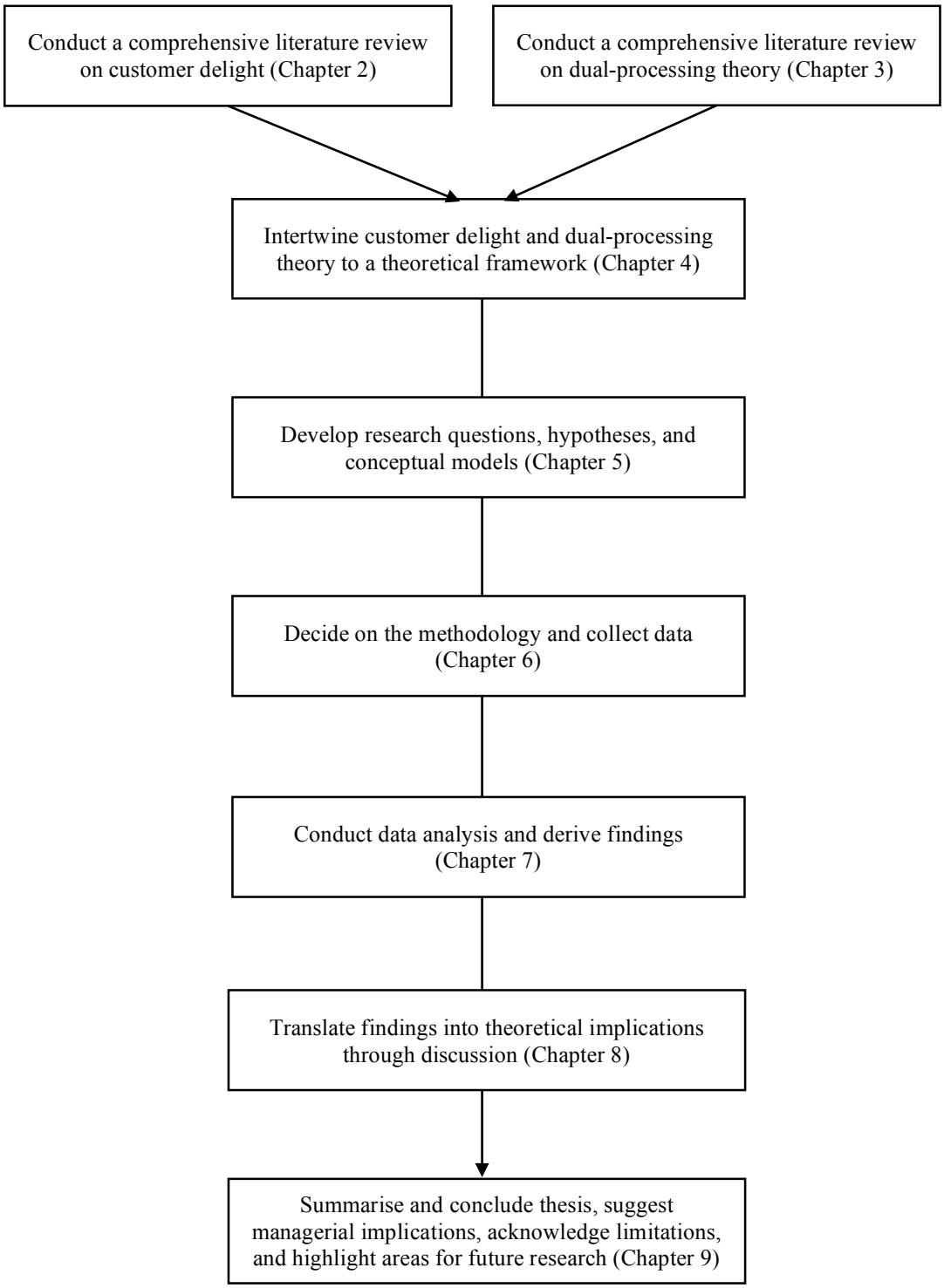
The motivation for this study lies primarily in the author's interest in services marketing; specifically, how services can be created in such a way that they deliver outstanding service experiences to the consumer. Customer delight has been an established concept of outstandingly positive experiences, and a goal of services marketing excellence, since 1997 (Oliver, Rust and Varki, 1997). Hence, the author chose to focus on customer delight as an integral part of service marketing, and service experiences, in particular. As elaborated on later in this thesis, customer delight has been well-researched. However, the author identified customer delight and psychology as a key area in the literature that has gained particular interest in the last two years, with

studies emerging that intertwine customer delight and theories from the psychology discipline (Ball and Barnes, 2017; Ma et al., 2016). The author's key motivator to focus on looking at customer delight through the lens of psychology was to investigate the 'how' of customer delight; specifically, the intrinsic, underlying processes leading to someone being delighted. The author was interested in whether such an investigation reveals a new way of how service experiences can be made more delightful, i.e. whether consumers' psychology influences the magnitude and endurance of customer delight.

1.4 Thesis Outline

Chapters 2 and 3 provide a comprehensive literature review on customer delight and dual-processing theory. Chapter 4 intertwines both areas by developing the theoretical framework. In Chapter 5, the research questions, hypotheses, and conceptual models are developed. Chapter 6 elaborates on the methodological aspects of this thesis, focusing on the pre-studies and the experiment and their procedures, measurement instruments, and sample frames. Thereafter, Chapter 7 revolves around the data analysis using mediation analysis and conditional process analysis, and presents the findings. These findings are subsequently discussed in light of the extant literature in Chapter 8 in order to derive theoretical implications. In Chapter 9, this thesis is summarised and concluded, managerial implications derived, limitations acknowledged, and areas for future research suggested. Figure 1.2 shows the elements and outline of this thesis.

Figure 1.2: Thesis Outline



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2. Literature Review: Customer Delight

This chapter provides a comprehensive review of the extant literature on customer delight. The focus first lies on the origins of customer delight in the psychology, customer satisfaction, and quality management literature. Thereafter, this chapter provides a list of selected customer delight studies published in the marketing literature since 1997, and identifies four key themes (i.e. the conceptualisation of customer delight; delight stimuli and moderators of customer delight; outcomes of customer delight; and customer delight and psychology). Each key theme is then elaborated on separately.

2.1 Origins of the Customer Delight Domain

Customer delight was formalised in the academic marketing literature in 1997 by Oliver, Rust and Varki, as an emotion that results when someone's expectations are exceeded in a surprising and joyful way. Prior to that, discourse in different disciplines had existed that built the foundation for the development of the customer delight domain. Precisely, the origins of customer delight lay in the psychology, customer satisfaction, and quality management literature. Each of these origins are discussed first.

2.1.1 Origins of Customer Delight in the Psychology Literature

The seminal work emerging from the psychology domain, which has been directly considered as building the affective basis of customer delight, constitutes Plutchik's (1980) 'psychoevolutionary' theory of emotions (e.g. Ball and Barnes, 2017; Finn, 2005; Ludwig, Barnes and Gouthier, 2017; Oliver, Rust and Varki, 1997; Sivakumar, Li and Dong, 2014). The theory states that emotions are placed on different layers, with the inner layer consisting of eight basic, instinctual emotions, i.e. anger, fear, sadness, disgust, anticipation, acceptance, joy, and surprise (Plutchik, 1980). Combinations of these basic

emotions generate more sophisticated emotions that lie on the outer, i.e. secondary or tertiary, layers (Plutchik, 1980). According to the theory, delight is an emotion that lies on the secondary layer, consisting of surprise and joy as its antecedents (Plutchik, 1980).

Delight has also been mentioned in other work in the psychology discipline (e.g. Russell, 1979, 1980). Focusing on identifying antecedents of emotions, as done by Plutchik (1980), Russell (1979, 1980) opposes valence (ranging from pleasantness to unpleasantness) and activation (ranging from inaction to arousal). Delight is found to be an emotion that consists of high pleasantness and high activation/arousal as its antecedents (Russell, 1979, 1980). Both delight antecedents comply with Plutchik's (1980) findings. Furthermore, the psychology literature has put surprise and arousal into relation by classifying surprise as a neutral 'pre-emotion', through which high levels of arousal are achieved (Charlesworth, 1969; Lazarus, 1991). These high levels of arousal lead to joyful experiences when followed by a positive emotion (Lazarus, 1991). In other words, surprise needs to be followed by a positive emotion to result in a positive reaction (Charlesworth, 1969; Lazarus, 1991).

Although the work of Plutchik (1980) and others provides an insightful investigation into the antecedents of delight, no link to how delight applies in a consumption setting is made. Thus, this focus on delight, as a human emotion, has only provided limited knowledge of how delight is useful and can be applied to marketing. Furthermore, Plutchik's (1980) psychoevolutionary theory of emotions solely revolves around affective antecedents. This ignores existing opinions in the literature that emotions also have cognitive antecedents (Oatley and Johnson-Laird, 1987).

2.1.2 Origins of Customer Delight in the Customer Satisfaction and Quality Management Literature

Theoretical foundations of customer delight also lay in the customer satisfaction and quality management literature. Different models from these domains contain features that link to customer delight. The most important theory, highlighting customer delight's cognitive antecedent, is expectancy-disconfirmation theory (Oliver, 1980). This theory takes a cognitive approach by looking at customers' expectations, which are pre-trial beliefs about an upcoming experience, formed through past experiences, a company's marketing and sales activities, and experiences from others (Oliver, 1980; Olson and Dover, 1979). It states that the performance a customer receives from an organisation is cognitively compared to expectations (Oliver, 1980)[3].

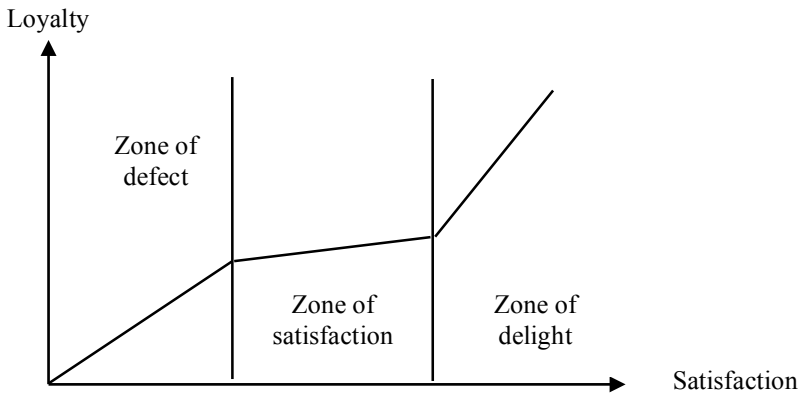
Expectancy-disconfirmation theory (Oliver, 1980) states that following this cognitive comparison, the performance either meets expectations, which results in a customer being satisfied; the performance does not meet expectations, which results in a customer being dissatisfied; or, the performance unexpectedly exceeds expectations, which results in a customer being delighted (Oliver, 1980). The importance of unexpectedness in surpassing expectations is linked to people's so called 'zone of tolerance' (Zeithaml, Berry and Parasuraman, 1993). The zone of tolerance refers to the extent to which a person recognises and accepts a difference between a company's performance and their expectations (Zeithaml, Berry and Parasuraman, 1993). According to the zone of tolerance, a customer tolerates the received performance to somewhat deviate (positively or negatively) from their expectations, in which case a customer is still

[3] This thesis acknowledges the similarities between expectancy-disconfirmation theory (Oliver, 1980) and the SERVQUAL model (Parasuraman, Zeithaml and Berry, 1985, 1988). However, the existing literature on customer delight uses expectancy-disconfirmation theory as the theoretical basis to explain the surprising consumption antecedent of customer delight (Oliver, Rust and Varki, 1997). Hence, to be consistent with the extant customer delight literature, this thesis focuses on this model also.

satisfied. However, unexpectedness occurs if the performance lies outside the zone of tolerance; if it lies positively outside this zone, a customer gets delighted (Oliver, 1980, 1989).

Although expectancy-disconfirmation theory (Oliver, 1980) constitutes the major theoretical foundation (in addition to Plutchik's (1980) work) for the later formalised customer delight domain in 1997, two further models are worthy of note within the satisfaction and quality management literature that contain aspects of customer delight; namely, the zone of delight model (Coyne, 1989) and the Kano model (Kano et al., 1984). Both models consider customer delight as an extension of satisfaction, i.e. a response occurring at very high levels of customer satisfaction, underpinned by a non-linear response function (Coyne, 1989; Kano et al., 1984). The zone of delight model looks at the non-linear effect of customer satisfaction on loyalty, and explains where customer delight occurs (Coyne, 1989). Specifically, whereas lower levels of satisfaction lead to a relatively small increase in loyalty, higher levels of satisfaction lead to a relatively big increase in loyalty; these high satisfaction levels lie within the so called 'zone of delight' (Coyne, 1989). Figure 2.1 visualises the zone of delight model.

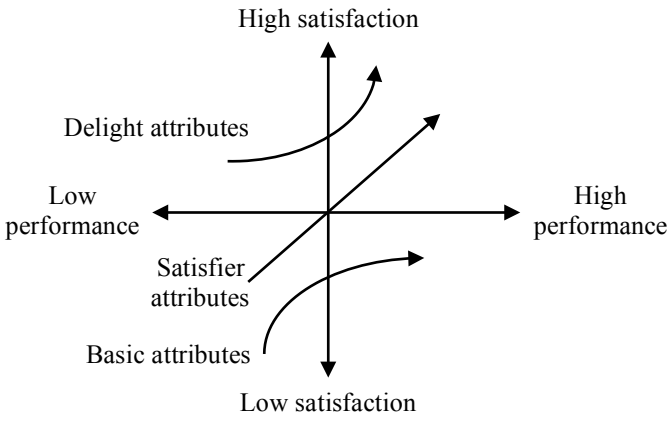
Figure 2.1: Zone of Delight Model



Source: Coyne (1989)

Established in the quality management literature, the Kano model[4] shows different response functions between performance and customer satisfaction, which lead to three types of product attributes (Kano et al., 1984). These attributes are classified into must-be/basic attributes, which are expected and taken for granted by the consumer, and do not create satisfaction when present, but dissatisfaction when absent; satisfier attributes, which can both satisfy and dissatisfy a consumer; and delight attributes, which are positive and unexpected to the consumer, and non-linearly increase satisfaction, but do not create dissatisfaction if absent (Kano et al., 1984). The Kano model is depicted in Figure 2.2.

Figure 2.2: Kano Model



Source: Kano et al. (1984)

Although these models from the customer satisfaction and quality management literature provide an insightful foundation for customer delight, they merely look at customer delight as linked to customer satisfaction, and only focus on the cognitive

[4] The original work is solely written in Japanese, and could not be found translated into English. However, the model has been sufficiently shared and explained in the literature in English language (e.g. Keiningham et al., 1999).

aspects, whilst ignoring affective ones. Specifically, these models do not regard the realisation in the late 1980s and early 1990s in the customer satisfaction literature that there are emotional states that co-exist in parallel, which are qualitatively different from customer satisfaction (Oliver, 1989, 1993; Westbrook, 1987; Westbrook and Oliver, 1991). Furthermore, these models also do not acknowledge the emerging trend in the marketing literature of the importance of affective aspects in consumption experiences, which gained interest especially from the 1980s (Holbrook and Hirschman, 1982).

2.2 Customer Delight in the Marketing Literature and Key Themes in the Customer Delight Domain

The psychology, satisfaction, and quality management literature constitute streams that include aspects in their theories and models linking to customer delight. Nevertheless, it was not until 1997 that the term 'customer delight' was formalised in the academic marketing literature through the seminal work of Oliver, Rust and Varki (1997) on the 'foundations, findings, and managerial insight' of customer delight in the *Journal of Retailing*. The authors do not only contribute by looking at and defining customer delight; their research provides an initial investigation into the conceptualisation of customer delight that includes both affective and cognitive antecedents, by combining the separate streams explained above. Furthermore, Oliver, Rust and Varki (1997) offer first empirical insights into the difference between customer delight and satisfaction, and investigate revisit intention as an outcome of customer delight (see section 2.3 for a detailed discussion of their work).

Since its formalisation in the marketing literature in 1997, customer delight has been investigated from a variety of angles in a plethora of studies in academic journals,

in relation to primarily services, but also goods[5]. Table 2.1 lists key studies on customer delight (selected based on their relevance to the academic debate, e.g. quality of journal, number of citations, and novelty of findings; ordered chronologically) found in the academic literature, and each study's research focus[6].

When analysing the selected studies on customer delight published over the past two decades, different key themes emerge based on the studies' research focus. These can be organised based on similarity. Specifically, this thesis identifies four key themes in the extant customer delight literature:

(1) The conceptualisation of customer delight with regards to its antecedents and/or distinction to customer satisfaction;
(2) Delight stimuli and moderators of customer delight;
(3) Outcomes of customer delight; and
(4) Customer delight and psychology.

[5] The term 'products' is hereafter overarchingly used for services and goods.
[6] A database search of studies in peer-reviewed journals since 1997 was conducted, using the Business Source Complete (EBSCO) database. Keywords searched for were 'customer delight' and 'consumer delight'. Studies are included in this thesis that focus on investigating customer delight. Studies that solely mention customer delight without investigating it are excluded. Please note that it is appreciated that the area of customer delight also relates to the literature on customer experiences (e.g. Lemon and Verhoef, 2016), relationship marketing (e.g. Morgan and Hunt, 1994), and loyalty (e.g. Dick and Basu, 1994). Although customer delight studies from these areas are incorporated and references are draw to these areas, a further elaboration into these marketing areas is neglected due to the size of the literature on customer delight as well as on customer experiences, relationship marketing, and loyalty, and to allow a sole focus on customer delight.

Table 2.1: List of Key Studies on Customer Delight (Since 1997) and Respective Research Focus

Author(s), year	Journal	Study focus
Oliver, Rust and Varki, 1997	*Journal of Retailing*	• Conceptualisation of customer delight (antecedents and difference to satisfaction) • Outcomes of customer delight
Ngobo, 1999	*Advances in Consumer Research*	• Outcomes of customer delight
Rust and Oliver, 2000	*Journal of the Academy of Marketing Science*	• Conceptualisation of customer delight (antecedents)
Kumar and Iyer, 2001	*Marketing Management Journal*	• Delight stimuli
Kumar, Olshavsky and King, 2001	*Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*	• Conceptualisation of customer delight (antecedents)
Verma, 2003	*Journal of Services Research*	• Delight stimuli
Arnold, Reynolds, Ponder and Lueg, 2005	*Journal of Business Research*	• Delight stimuli • Outcomes of customer delight
Finn, 2005	*Journal of Service Research*	• Conceptualisation of customer delight (antecedents and difference to satisfaction) • Outcomes of customer delight
Hicks, Page Jr., Behe, Dennis and Fernandez, 2005	*Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*	• Outcomes of customer delight
McNeilly and Barr, 2006	*Journal of Services Marketing*	• Delight stimuli
Chitturi, Raghunathan and Mahajan, 2008	*Journal of Marketing*	• Conceptualisation of customer delight (antecedents and difference to satisfaction) • Outcomes of customer delight
Fueller and Matzler, 2008	*Tourism Management*	• Delight stimuli • Moderators of customer delight
Barnes, Beauchamp and Webster, 2010	*Journal of Marketing Theory and Practice*	• Outcomes of customer delight
Falk, Hammerschmidt and Schepers, 2010	*Journal of the Academy of Marketing Science*	• Delight stimuli • Moderators of customer delight
Barnes, Ponder and Dugar, 2011	*Journal of Marketing Theory and Practice*	• Delight stimuli • Moderators of customer delight
Wang, 2011	*Journal of Service Research*	• Delight stimuli • Outcomes of customer delight
Alexander, 2012	*Journal of Relationship Marketing*	• Outcomes of customer delight
Finn, 2012	*Journal of Service Research*	• Conceptualisation of customer delight (difference to satisfaction)
Swanson and Davis, 2012	*Journal of Marketing Theory and Practice*	• Delight stimuli • Outcomes of customer delight
Barnes, Collier, Ponder and Williams, 2013	*Journal of Personal Selling & Sales Management*	• Delight stimuli • Outcomes of customer delight
Bartl, Gouthier and Lenker, 2013	*Journal of Service Research*	• Conceptualisation of customer delight (antecedents) • Delight stimuli • Outcomes of customer delight

Author(s), year	Journal	Study focus
Kim and Mattila, 2013	*Journal of Services Marketing*	• Conceptualisation of customer delight (antecedents)
Barnes, Collier and Robinson, 2014	*Journal of Services Marketing*	• Outcomes of customer delight
Loureiro, Miranda and Breazeale, 2014	*Journal of Service Management*	• Conceptualisation of customer delight (antecedents and difference to satisfaction)
Sivakumar, Li and Dong, 2014	*Journal of Marketing*	• Conceptualisation of customer delight (antecedents) • Outcomes of customer delight
Barnes, Ponder and Hopkins, 2015	*Journal of Business Research*	• Outcomes of customer delight
Beauchamp and Barnes, 2015	*Journal of Marketing Theory and Practice*	• Delight stimuli • Moderators of customer delight
Collier and Barnes, 2015	*Journal of Business Research*	• Delight stimuli
Barnes, Collier, Howe and Hoffman, 2016	*Journal of Services Marketing*	• Delight stimuli • Moderators of customer delight • Outcomes of customer delight
Kim and Aggarwal, 2016	*Journal of Consumer Marketing*	• Delight stimuli • Moderators of customer delight
Ma, Scott, Gao and Ding, 2016	*Journal of Travel & Tourism Marketing*	• Customer delight and psychology
Ball and Barnes, 2017	*Journal of Service Theory and Practice*	• Customer delight and psychology
Dutta, Guha, Biswas and Grewal, 2017	*Journal of the Academy of Marketing Science*	• Conceptualisation of customer delight (antecedents) • Outcomes of customer delight
Ludwig, Barnes and Gouthier, 2017	*Journal of Service Theory and Practice*	• Delight stimuli • Outcomes of customer delight
Ludwig, Heidenreich, Kraemer and Gouthier, 2017	*Journal of Service Theory and Practice*	• Conceptualisation of customer delight (antecedents) • Outcomes of customer delight
Meyer, Barnes and Friend, 2017	*Journal of Personal Selling & Sales Management*	• Delight stimuli • Outcomes of customer delight
Rychalski and Hudson, 2017	*Journal of Business Research*	• Outcomes of customer delight
Collier, Barnes, Abney and Pelletier, 2018	*Journal of Business Research*	• Conceptualisation of customer delight (antecedents) • Delight stimuli • Moderators of customer delight • Outcomes of customer delight

Source: author

The next section elaborates on each of these key themes by reviewing the selected studies shown in Table 2.1. Please note that, as shown in Table 2.1, some studies contribute to multiple key themes and, hence, are mentioned in multiple places in the subsequent section. However, each according key theme section only highlights the part

of these studies relevant to the respective key theme. This is to ensure clarity of content delivery within each key theme reviewed.

2.3 Key Themes in the Customer Delight Literature

2.3.1 Conceptualisation of Customer Delight (What is Customer Delight?)

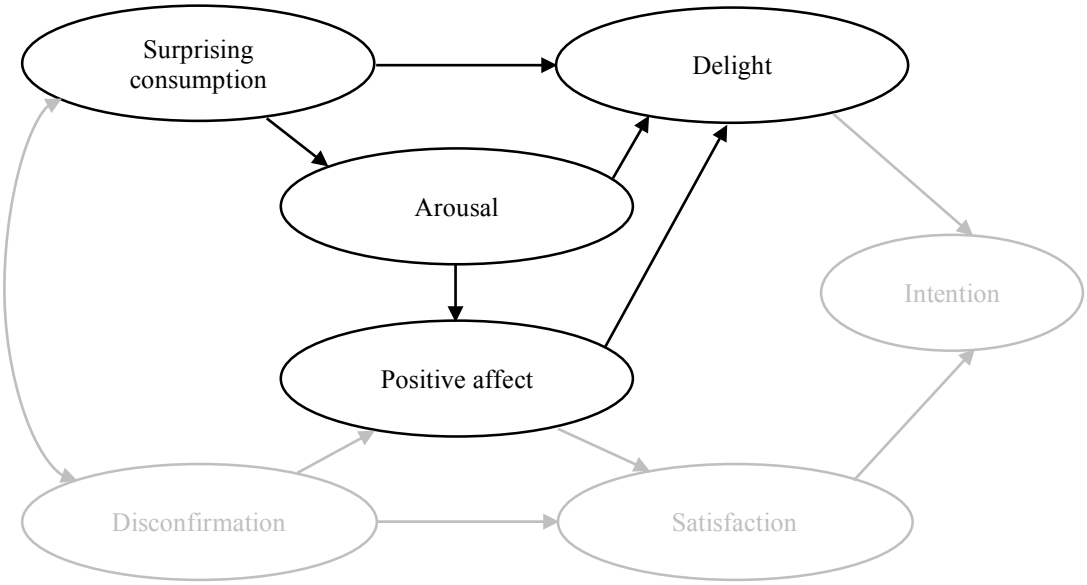
A key theme, with a substantial amount of research conducted on, is the conceptualisation of customer delight. Research questions posed have revolved around (a) the antecedents of customer delight, and (b) its difference to customer satisfaction. Thus, this key theme has provided knowledge on what customer delight constitutes.

2.3.1.1 Antecedents of Customer Delight

Oliver, Rust and Varki (1997) define customer delight as an emotion[7], and address how customer delight is conceptualised. The authors build their work on Plutchik's (1980) psychoevolutionary theory of emotions and Oliver's (1980) expectancy-disconfirmation theory, and, hence, account for affective and cognitive antecedents of customer delight. In two studies, based on modelling of data from surveys conducted with theme park and symphony orchestra visitors, it is found that (a) surprising consumption, (b) arousal, and (c) positive affect constitute antecedents of customer delight (Oliver, Rust and Varki, 1997) (Figure 2.3; relevant variables and effects highlighted).

[7] Emotions have been differentiated from mood as being shorter lived and higher in intensity; emotions are also more intentional and coupled with a tendency to act (Bagozzi, Gopinath and Nyer, 1999).

Figure 2.3: Antecedents of Customer Delight



Source: adapted by the author from Oliver, Rust and Varki (1997)

The surprising consumption antecedent of customer delight entails (a) a comparison between the received performance and expectations, which means this antecedent has a cognitive element to it; and (b) the fact that expectations are exceeded by the performance in such an unlikely way that this is highly unexpected (or surprising) and outside 'experience-based norms'. Thus, this antecedent also has an affective element to it (Oliver, 1989; Oliver, Rust and Varki, 1997; Woodruff, Cadotte and Jenkins, 1983). Arousal and positive affect constitute the affective antecedents of customer delight (Oliver, Rust and Varki, 1997). Arousal refers to a highly-activated state of attention (Russell, 1980), and is measured by Oliver, Rust and Varki (1997) using surprise and astonishment items. When referring to positive affect, Oliver, Rust and Varki (1997) frequently use joy as a synonym; however, they do not measure positive affect using a joy item, but, instead, use the items of happiness, contentment, cheerfulness, pleasure, excitement, and enthusiasm.

Although Oliver, Rust and Varki's (1997) research provides first insights into the antecedents of customer delight, their findings only relate to hedonic consumption settings. Furthermore, although the authors explain that surprising consumption means exceeded expectations, whilst emphasising that this occurs to a surprising degree, they measure this antecedent solely using an expectancy-disconfirmation scale, whereas surprise is an item used to measure arousal. Hence, the way surprising consumption is measured has strong resemblance to the disconfirmation variable theorised to be an antecedent of satisfaction in their model. Moreover, an inconsistent number of items is used when measuring positive affect in the theme park setting as opposed to the symphony orchestra setting.

Oliver, Rust and Varki's (1997) customer delight conceptualisation is validated and confirmed in utilitarian consumption settings, i.e. retail website and supermarket visits, by Finn (2005) and Loureiro, Miranda and Breazeale (2014). Finn (2005) also improves the way customer delight and its antecedents are measured. Specifically, distinct measures are used for surprising consumption (customer delight antecedent) and disconfirmation (customer satisfaction antecedent). Surprising consumption is measured using the items of astonished and surprised, fully matching the understanding of surprising consumption as meaning exceeded expectations to an unexpected, surprising degree (Finn, 2005). Moreover, Finn (2005) also creates a new set of items to measure arousal and positive affect, and increases the number of items to measure customer delight to three (i.e. delighted, elated, gleeful). However, mixed results were found for discriminant validity between customer delight and positive affect. Whereas Loureiro, Miranda and Breazeale (2014) confirm discriminant validity between customer delight and its antecedents, Finn (2005) questions the distinction between customer delight and positive affect.

Two aspects have been questioned in the literature with regards to the surprising consumption antecedent of customer delight: (1) whether surprise is necessary to create customer delight, and (2) the issue of raised expectations after being delighted. The debate questioning the need of surprise to create customer delight has been triggered by the difficulty of feasibility and high monetary resources required by a company to surprise customers every time they ought to be delighted (Kumar, Olshavsky and King, 2001; Rust and Oliver, 2000). Hence, research has focused on whether surprise is necessary for customer delight to occur, using various hedonic and utilitarian consumption settings (Bartl, Gouthier and Lenker, 2013; Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Kumar, Olshavsky and King, 2001). Studies differ in their findings, with some research emphasising the need for surprise to create customer delight, through structural equation modelling (Bartl, Gouthier and Lenker, 2013; Collier et al., 2018). In contrast, studies exist that claim that surprise is not necessary for customer delight to occur (Chitturi, Raghunathan and Mahajan, 2008), or that customer delight can occur with and without surprise (Kumar, Olshavsky and King, 2001).

However, studies that look at the necessity of surprise provide a 'black or white thinking' by saying surprise should or should not be present. As such, they ignore the possibility that surprise can hold different intensities for customer delight to occur. Recent research has addressed this aspect by looking at the effect of a small versus a large surprise in relation to low-price guarantees, i.e. price-matching refunds (Dutta et al., 2017). An experiment, in which the price matching refund is either accompanied by no, a small, or a large surprise (i.e. additional monetary value to the price matching refund), shows that a small surprise leads to customer delight, whereas a large surprise leads to the perception of opportunistic signalling by the delighting company (Dutta et al., 2017). This finding highlights the importance of surprise as a delight antecedent, but shows that

even small amounts of surprising consumption are sufficient for customer delight to occur.

Despite the insights these studies offer into the relevance of surprise, as an element of the surprising consumption antecedent of customer delight, they ignore that this antecedent also entails an expectancy-disconfirmation element to it (Finn, 2005; Oliver, 1980; Oliver, Rust and Varki, 1997). However, the expectancy-disconfirmation element has raised a separate debate in the customer delight literature (Chitturi, Raghunathan and Mahajan, 2008; Kim and Mattila, 2013; Ludwig et al., 2017; Rust and Oliver, 2000; Sivakumar, Li and Dong, 2014). On the one hand, building on expectancy-disconfirmation theory (Oliver, 1980), and combining this with hedonic and utilitarian product aspects of a consumption experience (mobile phone usage, laptop usage, and car service visit), experiments find that meeting or exceeding utilitarian needs of customers leads to customer satisfaction through prevention emotions (confidence, security), whereas meeting or exceeding hedonic needs leads to customer delight through promotion emotions (cheerfulness, excitement) (Chitturi, Raghunathan and Mahajan, 2008).

On the other hand, challenges in relation to the expectancy-disconfirmation element have been highlighted in the literature; specifically, the fact that customers' expectations are raised after a delightful experience, supporting the opinions that customer delight is different from person to person (Rust and Oliver, 2000). Expectations are raised to such an extent that the delightful aspect turns into a 'satisfier', or even a 'must-be' attribute, meaning that it is more difficult to delight customers again in the future (Rust and Oliver, 2000). This has been referred to as the 'wear-out-effect' of customer delight (Rust and Oliver, 2000). This challenge also applies to other customers,

as word of mouth spread about the delightful experience raises expectations of consumers that had heard about it (Rust and Oliver, 2000).

These raised expectations affect the perception of service quality based on the frequency, timing, and proximity of multiple delight instances (and in conjunction with service failure[8]) (Sivakumar, Li and Dong, 2014). For example, it has been explained, based on prospect theory (Kahneman and Tversky, 1979), that when expectations increase, it occurs that two separate, smaller delight instances (as opposed to one big delight instance) have a more positive effect on perceived service quality, the more the two delight instances lie apart (Sivakumar, Li and Dong, 2014). However, the above insights are based on mathematical models rather than on empirical tests, do not consider that the surprising consumption antecedent also has a surprise element to it, and do not provide applicable tools of how expectations can be prevented from raising in practice.

Two studies address these points (Kim and Mattila, 2013; Ludwig et al., 2017). Tested in a hedonic and a utilitarian consumption setting, whilst manipulating for the presence of surprise (and presence of explanation), it is found that when applying a customer delight strategy, expectations can be prevented from raising by providing the customer with an explanation (i.e. that the delight instance was given selectively and only on this occasion) (Kim and Mattila, 2013). A further study that incorporates both surprise and expectancy-disconfirmation, when investigating surprising consumption, applies an experimental research design to manipulate for surprise and expectations (Ludwig et al., 2017). Results show that customer delight still occurs, even if no surprise is present

[8] Please note that although this thesis acknowledges the link between customer delight and service failure, and, thus, considers selected studies that investigate the link (Sivakumar, Li and Dong, 2014) as well as related aspects, such as an employee's service failure recover skills as a delight stimulus (e.g. Arnold et al., 2005), a further elaboration into the area of service failure, including the debate around the service recovery paradox, is omitted due to the scope of the respective literature (e.g. Hess Jr., Ganesan and Klein, 2003; McCollough, Berry and Yadav, 2000) as well as the literature on customer delight.

(Ludwig et al., 2017). However, customer delight is stronger when surprise is present, i.e. expectations are surprisingly exceeded (Ludwig et al., 2017).

To conclude this section, this literature review has so far presented the conceptualisation of customer delight with regards to its antecedents. Despite the disagreement over whether surprise needs to be present or not and the challenge of raised expectations, as the elements of the surprising consumption antecedent, this thesis joins the majority of studies in understanding that customer delight consists of surprising consumption, arousal, and positive affect (e.g. Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997). Specifically, surprising consumption is understood here as the antecedent that is cognitive (due to expectancy-disconfirmation) as well as affective (due to surprise), and arousal and positive affect as the affective antecedents of customer delight (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997). It does so as this conceptualisation has been widely acknowledged in the literature, and has been validated in hedonic and utilitarian consumption settings (e.g. Ball and Barnes, 2017; Barnes, Beauchamp and Webster, 2010; Barnes et al., 2016), which shows the robustness of this conceptualisation. Furthermore, the consideration of customer delight as consisting of both affective and cognitive antecedents complies with the thinking that emotions consist of affective and cognitive antecedents (Holbrook and Hirschman, 1982; Oatley and Johnson-Laird, 1987).

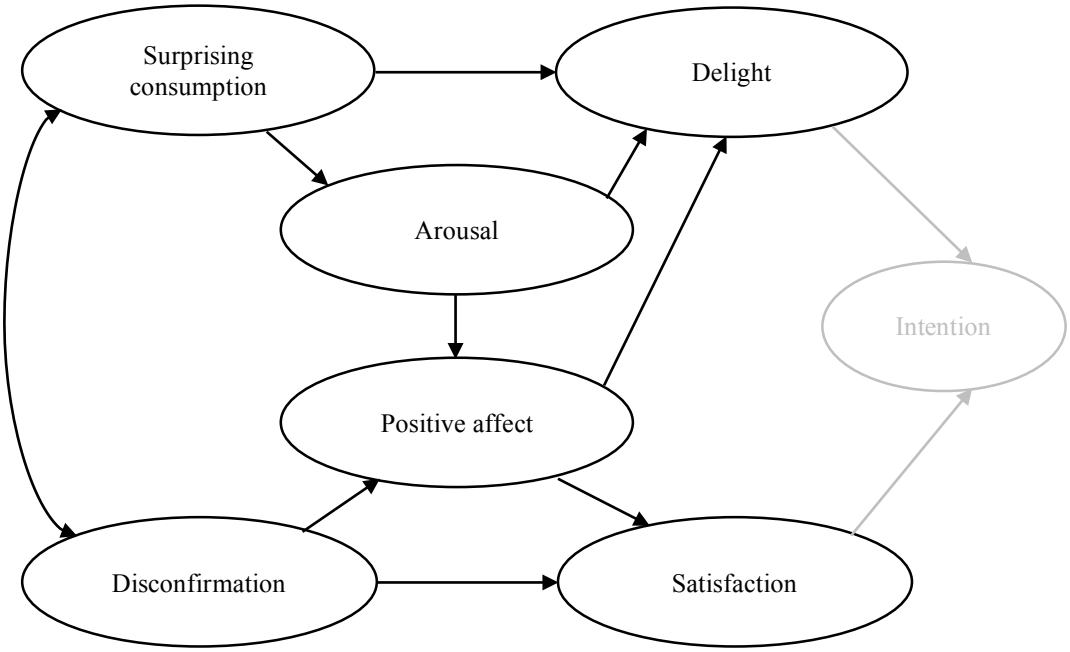
2.3.1.2 The Distinction Between Customer Delight and Satisfaction

Apart from investigating the antecedents of customer delight, the conceptualisation key theme has also revolved around the distinction between customer delight and satisfaction, underpinned by the research question of how the two differ. The approach to answer this question has been to look at the difference of antecedents of

customer delight versus the antecedents of satisfaction, using structural equation modelling to analyse survey data (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997).

Although opinions exist that the difference between customer delight and satisfaction is that the former is more affective, and the latter is more cognitive (Falk, Hammerschmidt and Schepers, 2010; Ludwig et al., 2017), research has provided a more comprehensive distinction. Oliver, Rust and Varki (1997) find, in both their hedonic consumption settings, that customer delight and satisfaction are distinct (though related). Specifically, whereas customer delight is defined as consisting of surprising consumption, arousal, and positive affect, customer satisfaction is defined as consisting of simple expectancy-disconfirmation (expectations are met, without surprise) and positive affect, but not arousal (Oliver, Rust and Varki, 1997). Thus, the academics' distinction between customer delight and satisfaction lies in (a) the level of disconfirmation between a received performance and pre-held expectations, and of the unexpectedness of this disconfirmation, and (b) arousal as an antecedent of delight, but not satisfaction (Figure 2.4; relevant variables and effects highlighted). Consequently, both customer delight and satisfaction consist of affective and cognitive antecedents.

Figure 2.4: Distinction Between Customer Delight and Customer Satisfaction



Source: adapted by the author from Oliver, Rust and Varki (1997)

This distinction between customer delight and satisfaction has also been confirmed in utilitarian consumption settings, i.e. website visits and grocery supermarket visits (Finn, 2005; Loureiro, Miranda and Breazeale, 2014). In addition, it has been shown that customer delight is not merely a nonlinear effect of customer satisfaction, further confirming that both constructs are distinct (Finn, 2005). Loureiro, Miranda and Breazeale (2014) confirm that customer delight and satisfaction are distinct constructs, but as opposed to Oliver, Rust and Varki (1997) and Finn (2005), they find that disconfirmation and perceived value, but not positive affect, are antecedents of customer satisfaction. Further research has added to this through experiments, showing that promotion emotions (cheerfulness, excitement), following exceeding hedonic needs, are antecedents of customer delight, whereas prevention emotions (confidence, security), following exceeding utilitarian needs, are antecedents of customer satisfaction (Chitturi, Raghunathan and Mahajan, 2008).

The conceptual separation between customer delight and satisfaction has been widely recognised in the literature (e.g. Barnes, Beauchamp and Webster, 2010; Barnes, Collier and Robinson, 2014; Barnes, Ponder and Dugar, 2011; Bartl, Gouthier and Lenker, 2013; Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Dutta et al., 2017; Finn, 2012; Ludwig et al., 2017; Ma et al., 2016; Sivakumar, Li and Dong, 2014; Wang, 2011). However, a minority of proponents exists that consider customer delight as being extreme satisfaction, referring to it as 'total satisfaction','100% satisfaction', or 'an asymmetric effect of customer satisfaction on behaviour', which requires satisfaction first for delight to occur (Falk, Hammerschmidt and Schepers, 2010; Kumar and Iyer, 2001; Kumar, Olshavsky and King, 2001; Ngobo, 1999; Rychalski and Hudson, 2017; Verma, 2003).

However, when analysing the studies that consider customer delight as being extreme customer satisfaction (e.g. Kumar and Iyer, 2001; Ngobo, 1999; Rychalski and Hudson, 2017), it is noted that although they refer to Oliver, Rust and Varki's (1997) conceptualisation of customer delight, they interpret customer delight as being extreme customer satisfaction, whilst ignoring the fact that existing research has shown the conceptual difference between delight and satisfaction. Instead, they make use of prospect theory (Kahneman and Tversky, 1979), the Kano model (Kano et al., 1984), and the zone of delight model (Coyne, 1989) to justify their investigation into customer delight as being a non-linear response function of satisfaction (e.g. Kumar and Iyer, 2001; Ngobo, 1999; Rychalski and Hudson, 2017). Although these studies provide insights into the stimuli of customer delight (as being extreme customer satisfaction), and the effect on behavioural intentions (e.g. Falk, Hammerschmidt and Schepers, 2010) (see sub-sections 2.3.2 and 2.3.3 for detailed discussion), they do not provide an empirically derived conceptualisation justifying their viewpoint. In contrast, the literature considering

customer delight and satisfaction as being distinct constructs has derived this knowledge from empirical evidence (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997).

Another issue with the viewpoint of customer delight as being extreme customer satisfaction relates to how the former is measured. Respective studies apply satisfaction scales only, assuming that the top two boxes of the scale constitute customer delight (Falk, Hammerschmidt and Schepers, 2010; Kumar and Iyer, 2001; Ngobo, 1999; Rychalski and Hudson, 2017). However, the assumption that a nine or ten on a ten-point satisfaction scale indicates delight has been labelled as questionable, too simplistic, and as lacking respective empirical evidence (Finn, 2005). Furthermore, these studies also neglect the existence of delight antecedents during measurement. In contrast, studies considering customer delight and satisfaction as being distinct constructs measure customer delight (either on a one-item delight scale or a multi-item scale) as well as delight antecedents (e.g. Ball and Barnes, 2017; Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013; Chitturi, Raghunathan and Mahajan, 2008; Collier and Barnes, 2015; Collier et al., 2018; Dutta et al., 2017; Finn, 2005, 2012; Ludwig et al., 2017; Meyer, Barnes and Friend, 2017; Oliver, Rust and Varki, 1997; Wang, 2011).

Work exists that directly compares the viewpoints of customer delight as being distinct from customer satisfaction to customer delight as being extreme satisfaction (Finn, 2012). This is done by looking at (a) whether nonlinear effects of customer satisfaction exist, and (b) whether customer delight, separate from satisfaction, has a distinct effect on behavioural intentions (Finn, 2012). Findings confirm that customer delight and satisfaction are distinct constructs, by showing that discriminant validity exists between the two, that customer delight has a unique effect on behavioural intentions separate from customer satisfaction, and that customer satisfaction has a non-linear effect

on behavioural intentions (Finn, 2012). The latter, however, opposes the zone of delight model (Coyne, 1989), by showing a flattening increase on behavioural intentions once a certain level of customer satisfaction is reached (Finn, 2012).

To conclude, having reviewed the literature's viewpoints on the distinction between customer delight and satisfaction, this thesis chooses to join the prevalent literature considering both as being distinct constructs (e.g. Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Dutta et al., 2017; Finn, 2005, 2012; Oliver, Rust and Varki, 1997; Wang, 2011). Reasons for this choice lie in the above-discussed issues of a lack of conceptualisation and measurement instruments related to the viewpoint of customer delight as being extreme satisfaction, whereas the viewpoint of customer delight and satisfaction as being distinct is based on empirical evidence, and uses separate measurement instruments for each construct (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997). A further reason lies in the inconsistency in the customer satisfaction literature itself of what customer satisfaction is, and what its antecedents are (Fournier and Mick, 1999; Souca, 2014). Specifically, a separately conducted analysis of the customer satisfaction literature has revealed that customer satisfaction is considered in various ways, portraying a picture of disagreement amongst academics over what customer satisfaction is (Cadotte, Woodruff and Jenkins, 1987; Oliver, 1993; Westbrook and Oliver, 1991; Woodruff, Cadotte and Jenkins, 1983). Thus, it is argued here that if a foundation is characterised by disagreement, as the case with customer satisfaction, it is questionable to build another construct, i.e. customer delight, upon it.

Although the stance adopted here is that customer delight and satisfaction are distinct constructs, the subsequent literature review incorporates findings from studies of both viewpoints, to provide a comprehensive overview of the existing knowledge to this

day. With regards to the inclusion of studies that build on the viewpoint of customer delight as being extreme satisfaction, studies are only included if they explicitly refer to customer delight as a non-linear response function of satisfaction. This means, customer satisfaction studies that do not investigate or refer to customer delight, as well as the customer satisfaction literature beyond mentioning a non-linear response function, are considered separate areas of research, and, thus, are not included in this literature review.

2.3.2 Delight Stimuli and Moderators of Customer Delight

In addition to investigating the conceptualisation of customer delight, the extant literature has also looked at the key theme of the sources of customer delight (hereafter referred to as 'delight stimuli'), underpinned by the research question of what stimuli trigger customer delight.

Research has revealed a variety of delight stimuli that refer to a customer's interaction with a company (e.g. its employees), labelled 'interpersonal' delight stimuli (Arnold et al., 2005). The critical incident technique (Flanagan, 1954), followed by content analysis, has been a frequently applied method to identify stimuli that lead to customer delight in various hedonic and utilitarian consumption settings (Arnold et al., 2005; Swanson and Davis, 2012; Verma, 2003). Comprehensive lists of interpersonal stimuli have been provided (Arnold et al., 2005; Swanson and Davis, 2012; Verma, 2003). For example, one study finds interpersonal delight stimuli to include employee courtesy (comprising respect, politeness, consideration, and friendliness); an employee's way of responding to customer enquiries; their genuine willingness to go the extra mile and effort put in to help and understand the customer; how they personalise products to the customer; and how they attempt to recover service failure (Verma, 2003).

Additional research has added to this by specifically focusing on delight stimuli in utilitarian consumption settings, i.e. retail contexts, and has confirmed employee effort (i.e. helpfulness), engagement (i.e. friendliness), and problem resolution in case of service failure as being perceived as delightful (Arnold et al., 2005). Beyond these stimuli, employees' interpersonal distance (i.e. not being 'pushy') and time commitment (i.e. dedicating sufficient time to a customer as well as speed of actions) have been added to the list of delight stimuli in utilitarian consumption settings (Arnold et al., 2005). Investigations exist into delightful stimuli in a hedonic consumption setting (performing arts) that have found employee assurance, empathy, and responsiveness as frequently named delight stimuli (Swanson and Davis, 2012). Other consumers present during the delightful experience also constitute a delight stimulus (Swanson and Davis, 2012).

Despite the above-mentioned interpersonal delight stimuli, other stimuli exist that are not of interpersonal nature. However, in comparison to interpersonal delight stimuli, only a few of such 'non-interpersonal' delight stimuli have been investigated (Arnold et al., 2005; Swanson and Davis, 2012), which derive from product procurement and value attainment (Arnold et al., 2005). Non-interpersonal delight stimuli include unanticipated acquisition (i.e. the customer finds exactly the right product they normally have difficulties finding), free product samples, unanticipated value (i.e. the customer gets a monetary bargain), pre and post consumption activities from the organisation (e.g. meeting an artist after the performance), and context-specific tangibles, such as venue accessibility and comfort (Arnold et al., 2005; Swanson and Davis, 2012).[9]

[9] Moreover, these stimuli have also been confirmed as delightful by employees and customers that observe others being delighted (Barnes et al., 2013; Ludwig, Barnes and Gouthier, 2017). Moreover, one study exists that looks at delight in the business-to-business context, and finds that meeting deadlines, relating well to the client, and being available and knowledgeable count as delight stimuli in this context (McNeilly and Barr, 2006). However, this thesis focuses on customers that are being delighted; thus, studies that look at employees, other customers, and business-to-consumer contexts are not further elaborated on.

Despite the comprehensive list of delight stimuli derived from the above-reviewed qualitative studies, these lists do not provide insights into the effect sizes of the various stimuli on customer delight, and, thus, do not reveal which stimuli lead to stronger customer delight. Hence, studies that look at the effect of delight stimuli on customer delight, through quantitative methodology, have added respective insights (Bartl, Gouthier and Lenker, 2013; Collier and Barnes, 2015; Collier et al., 2018). For example, employee effort and empathy, which have been two delight stimuli frequently found through qualitative methods, have been confirmed, through structural equation modelling, to lead to customer delight (Collier et al., 2018). Furthermore, using theory of consumption values (Sheth, Newman and Gross, 1991), which states that consumption choice is driven by five values (functional, social, emotional, epistemic, conditional) that are relevant in different consumption settings, a study tests to what extent efficiency and fun influence customer delight in a hedonic consumption setting (hedonic-oriented self-service, i.e. frozen yoghurt machine) (Collier and Barnes, 2015). Based on survey data, it is found that whereas fun has a significant positive effect on customer delight, efficiency does not (Collier and Barnes, 2015). These findings are also partially confirmed in more utilitarian consumption settings (i.e. website visits), and it is found that customers are more delighted the higher the entertainment factor and usefulness (Bartl, Gouthier and Lenker, 2013).

A different angle on quantitatively investigating delight stimuli has been taken by studies that look at what stimuli lead to customer delight and which ones lead to customer satisfaction (Kumar and Iyer, 2001; Meyer, Barnes and Friend, 2017; Wang, 2011). Research applying interpersonal needs theory (Schutz, 1958), which states that the higher the competence and compatibility of humans, the more productive and advantageous an interpersonal interaction, shows that customer comfort and a salesperson's expertise lead

to both customer delight and satisfaction (Meyer, Barnes and Friend, 2017). However, the effect of customer comfort on customer delight is found to be stronger than on satisfaction, whereas the opposite is found for a salesperson's expertise (Meyer, Barnes and Friend, 2017). A further stimulus constitutes unrelated supporting services, which are aspects that are not necessarily part of the core product, but enhance the experience (e.g. a massage during a restaurant visit) (Wang, 2011). It is found that whereas unrelated supporting services do not trigger customer satisfaction, they lead to customer delight in a hedonic consumption experience (Wang, 2011).

Moreover, stimuli have been identified that discriminate between customer delight and satisfaction (Kumar and Iyer, 2001). Interpersonal stimuli (staff attitude, helpfulness, explanation given) and non-interpersonal stimuli (e.g. cleanliness, service hours, time efficiency) are included in a survey to car service customers (Kumar and Iyer, 2001). When comparing survey responses between delighted and satisfied customers, mean ratings for all stimuli are significantly higher for delighted customers than for satisfied customers, and discriminant analysis reveals that interpersonal delight stimuli best discriminate between customer delight and satisfaction (Kumar and Iyer, 2001).

The above-mentioned investigations have revealed a plethora of different delight stimuli, and how they affect customer delight. However, they omit potential variables constituting boundary conditions of the extent to which a stimulus is perceived as delightful. Specifically, they do not incorporate potential moderators of the effect of delight stimuli on customer delight. Research exists that looks at what moderators might influence the effect of delight stimuli on customer delight (Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015; Collier et al., 2018; Falk, Hammerschmidt and Schepers, 2010; Fueller and Matzler, 2008; Kim and Aggarwal, 2016). However, only a few of these studies explicitly focus on investigating a moderator

as the boundary conditions of customer delight, and only two studies have been found that formally incorporate a moderator variable into a conceptual model (Barnes et al., 2016; Collier et al., 2018). To provide a comprehensive review of the moderators of customer delight, both studies that explicitly look at moderating variables and those that imply an investigation into the moderators of customer delight are subsequently presented.

One of the two studies that formally conceptualise a moderator investigates how certain delight stimuli (employee effort, employee expertise, tangibles) affect customer delight through some of its antecedents, i.e. joy and surprise, and whether this is moderated by shopping frequency with a grocery store (Barnes et al., 2016). Structural equation modelling of the survey data shows that employee effort and tangibles influence customer delight through joy and surprise, whereas employee expertise does so only through joy (Barnes et al., 2016). A positive moderation effect of grocery shopping frequency is only found for the effect of joy on customer delight, meaning that for frequently visiting customers it occurs that the more joy they perceive, the more they are delighted (Barnes et al., 2016). The second study that formally conceptualises a moderator looks at exception making, i.e. the willingness of employees to bend a company's rules in order to delight the customer, as a moderator of the effect of perceived employee effort, employee empathy, and surprise on customer delight (Collier et al., 2018). It is found that the willingness to make exceptions for the customer positively strengthens the effect of these above stimuli on customer delight (Collier et al., 2018).

Other studies exist that imply an investigation into the moderators of the effect of delight stimuli on customer delight, although they do not formally conceptualise such a moderator. An example is customer lifestyle segments (Fueller and Matzler, 2008). Applying three factor theory of customer satisfaction, including the Kano model (Kano

et al., 1984), five lifestyle segments (although specific to a ski resort context) are empirically investigated for how much they get delighted by certain stimuli in a hedonic consumption setting (Fueller and Matzler, 2008). Examples of investigated segments are non-family/diversion (customers looking for diversion, sports interested), family, and settled/intellectual (are health-conscious, interested in learning and culture) (Fueller and Matzler, 2008). Regression analysis identifies, for example, that wellbeing attributes are perceived as the most delightful stimuli amongst the non-family segment and the settled lifestyle, whereas kids' entertainment attributes are most delightful amongst the family segment (Fueller and Matzler, 2008).

Furthermore, the stage of a customer's relationship with a company moderates the effect of stimuli on customer delight (Falk, Hammerschmidt and Schepers, 2010). Building mostly on the Kano model (Kano et al., 1984) and Maslow's hierarchy of needs (Maslow, 1954), it is found, in the context of service quality of online shops, that utilitarian stimuli (website availability, fulfilment, efficiency, privacy) create stronger customer delight at the beginning of a customer's relationship with a company, whereas hedonic stimuli (website design, enjoyment, image) lead to stronger customer delight at a later stage of the customer relationship (Falk, Hammerschmidt and Schepers, 2010).

Moreover, age and gender have also been looked at in relation to customer delight, using socioemotional selectivity theory (Beauchamp and Barnes, 2015; Carstensen, Isaacowitz and Charles, 1999). It is shown, through the critical incident technique followed by χ^2 tests, that employee expertise and service failure recovery are associated with stronger customer delight amongst female 'baby boomers' (born between 1946-1964), whereas employee friendliness and helpfulness are most delightful amongst female 'millennials' (born between 1982-2004) (Beauchamp and Barnes, 2015). No such

significant differences in the effect of delight stimuli on customer delight is found for men (Beauchamp and Barnes, 2015).

A further demographic moderator is culture, specifically Western as opposed to Eastern culture (Kim and Aggarwal, 2016). Building on Hofstede's 'power distance' dimension of culture (Hofstede, 1980), a scenario-based experiment, conducted with Canadian and South Korean participants, concludes that the Western culture gets delighted more easily than the Eastern culture due to higher expectations towards the service provider of the latter culture, which makes it more difficult to exceed their high expectations in a surprising way (Kim and Aggarwal, 2016). Delight stimuli used in the experiment include employee extra effort and affect (Kim and Aggarwal, 2016).

A moderator that has often been referred to is the consumption setting (e.g. Barnes, Ponder and Dugar, 2011; Loureiro, Miranda and Breazeale, 2014; Meyer, Barnes and Friend, 2017). Many customer delight studies have, however, been undertaken in a hedonic consumption setting only (Ball and Barnes, 2017; Barnes, Beauchamp and Webster, 2010; Collier and Barnes, 2015; Ludwig et al., 2017; Ma et al., 2016; Swanson and Davis, 2012; Wang, 2011), or in a utilitarian consumption setting only (Arnold et al., 2005; Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013; Loureiro, Miranda and Breazeale, 2014; Meyer, Barnes and Friend, 2017). This means, these studies consider the consumption setting as a context for customer delight, rather than as a moderator.

Despite an awareness amongst customer delight researchers that the consumption setting might moderate the influence of delight stimuli on customer delight, very scant literature has been found that implies a consideration of the consumption setting as a moderator (Barnes, Ponder and Dugar, 2011). Specifically, using Bowen's service taxonomy (Bowen, 1990), which classifies the consumption setting by the proximity of contact between a customer and a frontline employee (as low, moderate, high), a study

finds that in contexts of high customer-employee proximity, amongst others, employee affect (caring and friendly), core product, and time dedication and efficiency are perceived as most delightful (Barnes, Ponder and Dugar, 2011). In contexts of low proximity, service failure recovery and employees that are caring, attentive, and helpful are most delightful (Barnes, Ponder and Dugar, 2011).

The scant literature that implies the consumption setting as a moderator has done so by using the critical incident technique; no study has been found that formally conceptualises the consumption setting as a moderator in relation to customer delight nor quantitatively compares the effect of different stimuli on customer delight between different consumption settings. However, conceptualising the consumption setting as a moderator would allow to compare whether the effect of delight stimuli on customer delight differs in strength between different consumption settings, as shown in the wider marketing literature that has looked at the moderation of the effect of independent on dependent variables by the consumption setting (e.g. Michel, Baumann and Gayer, 2017; Nguyen, DeWitt and Russell-Bennett, 2012; Okada, 2005). Furthermore, the classification based on Bowen's service taxonomy (Bowen, 1990) organises hedonic and utilitarian settings into one category (e.g. the moderate proximity category contains movie theatres and grocery stores), and ignores the frequently used categorisation of the consumption setting into hedonic and utilitarian in the customer delight literature (e.g. Barnes, Ponder and Dugar, 2011; Loureiro, Miranda and Breazeale, 2014; Meyer, Barnes and Friend, 2017). No study has been found that directly compares the effect of delight stimuli on customer delight in hedonic versus utilitarian consumption settings.

In conclusion, a plethora of delight stimuli on customer delight have been identified through qualitative and quantitative methods, although an emphasis of investigations exists on interpersonal delight stimuli, whereas non-interpersonal delight

stimuli have been relatively neglected. Moreover, although the extant literature has looked at various boundary conditions of the effect of delight stimuli on customer delight, or the extent to which certain stimuli are perceived as delightful, only two studies have been found that conceptualise a moderator in a model, and no study has been found that formally conceptualises the consumption setting as a moderator of the effect of delight stimuli on customer delight.

A point that has not been made so far in this sub-section is that the above-reviewed research focusing on the (quantitative) effect of delight stimuli on customer delight has only investigated this in relation to customer delight's magnitude as the key metric. However, when looking at the literature on other constructs, e.g. attitudes, advertising, satisfaction, and service quality perception, other key metrics have been investigated, such as endurance (Havlena and Graham, 2004; Krishnan and Smith, 1998; Mazursky and Geva, 1989; Orth and De Marchi, 2007; Palmer and O'Neill, 2003; Ramanathan and Menon, 2006). No study in the customer delight literature has been found that considers the effect of delight stimuli on the endurance of customer delight. Such an investigation would allow to understand how, i.e. through what delight stimuli, long-lasting customer delight can be created. Table 2.2 summarises the studies reviewed above and provides further details.

Table 2.2: Summary of Selected Studies Involving Customer Delight Stimuli and Moderators

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight stimulus	Interpersonal/ non-interpersonal stimulus	Investigated moderator
Kumar and Iyer, 2001	Quantitative	Survey (real scenarios)	Car manufacturer's dealership visit	191 customers of a car manufacturer's dealership	Staff's overall attitude	Interpersonal	N/A
					Explanation given to customer by employee about the extent of effort, e.g. work, needed to deliver a product	Interpersonal	
					Time required to deliver a product	Interpersonal	
Verma, 2003	Qualitative	Critical incident technique (real scenarios)	Various settings (not specified)	97 executives	Courtesy (= employee's respect, politeness, consideration, friendliness)	Interpersonal	N/A
					Employee's response to customer enquiries	Interpersonal	
					Employee's genuine willingness to help the customer	Interpersonal	
					Effort made by employee to understand the needs of the customer	Interpersonal	
					Speedy customer-oriented recovery after failure	Interpersonal	
					Personalisation of product by the employee	Interpersonal	
					Employee going the extra mile to make customer happy	Interpersonal	
Arnold et al., 2005	Qualitative	Critical incident technique (real scenarios)	Retail visit	113 retail shoppers	Employee's effort (= helpfulness)	Interpersonal	N/A
					Employee's engagement (= friendliness)	Interpersonal	
					Employee's problem resolution (= going beyond company rules to recover a failure or fix a customer's problem)	Interpersonal	
					Employee's interpersonal distance (= keeps distance to customer by not being too pushy)	Interpersonal	

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight stimulus	Interpersonal/ non-interpersonal stimulus	Investigated moderator
					Employee's time commitment (= dedication of sufficient time to the customer as well as speed of actions)	Interpersonal	
					Unanticipated acquisition (= customer finds the product they had been looking for)	Non-interpersonal	
					Unanticipated value (= surprising monetary bargain)	Non-interpersonal	
McNeilly and Barr, 2006	Qualitative	Interview (real scenarios)	Various business-to-business settings	Study 1: 48 executives; Study 2: 59 executives	Meeting deadlines	Interpersonal	N/A
					Relating well to a client's employees	Interpersonal	
					Being available	Interpersonal	
					Being knowledgeable about the client's firm and industry	Interpersonal	
Fueller and Matzler, 2008	Quantitative	Data take from Tourism Quality Check survey (real scenarios)	Ski resort visits	6,172 ski resort visitors	Party possibilities	Both	Lifestyle
					Information availability	Non-interpersonal	
					Accessibility of areas	Non-interpersonal	
					Kids areas	Both	
					Wellbeing offers	Both	
Falk, Hammerschmidt and Schepers, 2010	Quantitative	Survey (real scenarios)	Online shop visit, internet portal site visit	Study 1: 456 online shoppers; Study 2: 558 users of Germany internet portal	Availability	Non-interpersonal	Stage of customer relationship
					Efficiency	Non-interpersonal	
					Fulfilment	Non-interpersonal	
					Privacy	Non-interpersonal	

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight stimulus	Interpersonal/ non-interpersonal stimulus	Investigated moderator
					Design	Non-interpersonal	
					Enjoyment	Non-interpersonal	
					Image	Non-interpersonal	
Barnes, Ponder and Dugar, 2011	Qualitative	Critical incidence technique (real scenarios)	Various service settings, e.g. restaurant visits	392 students	Employee's affect (= caring of and being friendly to the customer)	Interpersonal	Consumption setting
					Employee's effort (= being attentive and helpful, and willingness to make the extra effort to make customer happy)	Interpersonal	
					Employee's skills (= expertise about company, product, customers, competitors and the wider market, terrific service quality)	Interpersonal	
					Time issue (= speed, promptness, willingness to save customer time)	Interpersonal	
					Core product	Non-interpersonal	
					Bend rules	Non-interpersonal	
					Free product samples, such as free merchandise	Non-interpersonal	
					Service failure recovery	Interpersonal	
Wang, 2011	Quantitative	Experiment (two hypothetical scenarios, one real scenario)	Restaurant visit (hypothetical and real)	Study 1: 226 students; Study 2: 204 students; Study 3: 160 consumers	Unrelated supporting services (= services that are not necessary for a product to fulfil its purpose; instead, extends the value of a core product)	Non-interpersonal	N/A

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight stimulus	Interpersonal/ non-interpersonal stimulus	Investigated moderator
Swanson and Davis, 2012	Qualitative	Critical incident technique (real scenarios)	Performing arts setting	279 performing arts patrons	Employee's assurance	Interpersonal	
					Employee's empathy	Interpersonal	
					Employee's responsiveness	Interpersonal	
					Other performing arts patrons	Interpersonal	
					Pre or post show activities	Both	
					Context-specific sources (= accessibility, acoustics, comfort of venue, performance, seating, ticketing)	Non-interpersonal	
Barnes et al. 2013	Qualitative	Critical incident technique (real scenarios)	Various industries	Study 1: 122 frontline employees; Study 2: 308 frontline employees	Employee's in-role performance (= employee provides the expected service with skill and knowledge)	Interpersonal	N/A
					Employee's extra-role performance (= service encounter where the employee goes well beyond what the customer or service firm could expect)	Interpersonal	
					Complimentary offering (= service encounters where the customer receives something above and beyond what was paid for)	Non-interpersonal	
					Employee's empathy (= caring and individualised attention that employees provide to their customers)	Interpersonal	
					Service failure recovery	Interpersonal	
Bartl, Gouthier and Lenker, 2013	Quantitative	Survey (real scenarios)	Car manufacturer website visit	Study 1: 323 visitors to German car manufacturer website; Study 2: 1,931 visitors to German car	Usefulness	Non-interpersonal	N/A
					Entertainment	Non-interpersonal	

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight stimulus	Interpersonal/ non-interpersonal stimulus	Investigated moderator
				manufacturer website			
Beauchamp and Barnes, 2015	Qualitative	Critical incident technique (real scenarios)	Various service settings, e.g. restaurants visit	277 'millennials' and 'baby boomers'	Employee's effort (= attentiveness/ helpfulness, extra effort)	Interpersonal	Age and gender
					Employee's skills (= employee expertise, 'terrific' service quality)	Interpersonal	
					Time dedication	Interpersonal	
					Core product	Non-interpersonal	
					Bend rules	Non-interpersonal	
					Free product samples	Non-interpersonal	
					Service failure recovery	Interpersonal	
Collier and Barnes, 2015	Quantitative	Survey (real scenarios)	Self-service experience	321 self-service users	Fun	Non-interpersonal	N/A
Barnes et al., 2016	Quantitative	Survey (real scenarios)	Grocery store	507 grocery store customers	Employee's effort	Interpersonal	N/A
					Employee's expertise	Interpersonal	
					Tangibles (= store environment)	Non-interpersonal	
Kim and Aggarwal, 2016	Quantitative	Experiment (hypothetical scenarios)	Food court and cafeteria	Study 1: 105 Canadians, 113 South Koreans; Study 2: 105 Canadians, 97 South Koreans; Study 3: 78 Canadians, 81 South Koreans	Employee's extra effort	Interpersonal	Culture
					Employee's affect	Interpersonal	

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight stimulus	Interpersonal/ non-interpersonal stimulus	Investigated moderator
Ludwig, Barnes and Gouthier, 2017	Quantitative	Survey (real scenarios)	Various settings, e.g. restaurant, bank	272 consumers (using MTurk)	Extra value (monetary and not monetary)	Both	N/A
					Employee's competence and effort level	Interpersonal	
					Employee's interpersonal interaction skills	Interpersonal	
					Service failure recovery	Interpersonal	
					Employee's time dedication/efficiency	Interpersonal	
					Employee's overall performance	Interpersonal	
Meyer, Barnes and Friend, 2017	Quantitative	Survey (real scenarios)	Various retail settings	375 retail users (using MTurk)	Customer comfort	Interpersonal	N/A
					Employee's expertise	Interpersonal	
Collier et al., 2018	Quantitative	Survey (real scenarios)	Various settings, e.g. restaurants, hotels	542 consumers (online panel, not specified)	Employee's empathy	Interpersonal	Exception making
					Employee's effort	Interpersonal	

Source: author

2.3.3 Outcomes of Customer Delight

Another major key theme in the customer delight literature has focused on the outcomes of delivering customer delight, in order to demonstrate that customer delight is a concept worth pursuing, and to justify the expenses of delivering customer delight. Investigations into this aspect have been underpinned by the research question of what behavioural outcomes result from delighting customers. However, behavioural outcomes have been mostly measured and stated as intentions, rather than actual behaviour (Alexander, 2012; Arnold et al., 2005; Barnes, Beauchamp and Webster, 2010; Barnes, Ponder and Dugar, 2011; Bartl, Gouthier and Lenker, 2013; Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Finn, 2005; Oliver, Rust and Varki, 1997; Sivakumar, Li and Dong, 2014; Wang, 2011).

Two types of behavioural intentions outcomes of customer delight that have been prevalently investigated in the customer delight literature, through a variety of methods, are repatronage intention (comprising repurchase or revisit intention) and intention to engage in positive word of mouth (e.g. Alexander, 2012; Arnold et al., 2005; Dutta et al., 2017; Ludwig et al., 2017; Swanson and Davis, 2012). Qualitative research conducted in hedonic (performing arts setting) and utilitarian consumption settings (retail), using the critical incident technique, has found that delighted customers are more likely to revisit and recommend the organisation to others (Arnold et al., 2005; Barnes, Ponder and Dugar, 2011; Swanson and Davis, 2012). The positive effect of customer delight on repurchase intention has also been derived from mathematical models (Alexander, 2012).

However, these studies lack more statistically rigorous investigations into the effect of customer delight. More recent studies address the need for statistical consideration of repatronage intention and intention to engage in positive word of mouth as customer delight outcomes by conducting a series of experiments, followed by analysis

through structural equation modelling and mediation analysis (Dutta et al., 2017; Ludwig et al., 2017). It is consistently shown that customer delight has a positive and significant effect on repatronage intention and intention to engage in positive word of mouth (Dutta et al., 2017; Ludwig et al., 2017). It has also been shown that customer delight has a positive effect on engaging in self-enhancing word of mouth (Collier et al., 2018), which differs to usual word of mouth to the extent that self-enhancing word of mouth is driven by a person's desire for others' positive recognition in order to increase self-esteem (Angelis et al., 2012).

The extant literature has also compared the effects of customer delight on repatronage intention and intention to engage in positive word of mouth to those of customer satisfaction, to draw conclusions regarding which construct is superior in influencing behavioural intentions (Barnes, Beauchamp and Webster, 2010; Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005; Hicks et al., 2005; Loureiro, Miranda and Breazeale, 2014; Meyer, Barnes and Friend, 2017; Oliver, Rust and Varki, 1997). However, results are mixed. Oliver, Rust and Varki (1997) find a significant positive effect of customer satisfaction on repatronage intention for both hedonic consumption settings (theme park, symphony orchestra), whilst their results suggest a significant, but less strong positive effect of customer delight on revisit intention in the symphony orchestra setting, but not in the theme park setting (Oliver, Rust and Varki, 1997).

Finn (2005) finds, in a utilitarian consumption setting, a significant effect of customer delight on repatronage intentions, which, however, is weaker compared to the effect of customer satisfaction (Finn, 2005). Further research that validates Oliver, Rust and Varki's (1997) model in another utilitarian consumption setting, i.e. supermarkets, finds, through structural equation modelling of survey data, a significant positive effect of customer satisfaction on repatronage intention and intention to engage in positive word

of mouth, whereas no such significant effect is found of customer delight (Loureiro, Miranda and Breazeale, 2014). The study concludes that customer delight is not necessary in a supermarket setting, due the repetitive and routine characteristics of grocery shopping (Loureiro, Miranda and Breazeale, 2014).

However, sufficient studies exist that demonstrate that customer delight is a marketing concept worthwhile pursuing (Barnes, Beauchamp and Webster, 2010; Chitturi, Raghunathan and Mahajan, 2008). For example, building upon equity theory (Adams, 1963), various scenario-based experiments (in hedonic consumption settings) determine that when customers are over-rewarded (i.e. delighted), they are more likely to visit again in the future and to spread positive word of mouth, compared to when they are equal-rewarded (i.e. satisfied), or under-rewarded (i.e. dissatisfied) (Barnes, Beauchamp and Webster, 2010). This is also confirmed by other studies running experiments; i.e. customer delight results in higher repatronage intention and intention to engage in positive word of mouth, compared to satisfaction (Chitturi, Raghunathan and Mahajan, 2008; Wang, 2011).

Empirical research has enhanced the findings of the superiority of customer delight over satisfaction by revealing significant effects of customer delight on repatronage intention, whilst finding non-significant effects for satisfaction (Hicks et al., 2005; Meyer, Barnes and Friend, 2017). Using interpersonal needs theory (Schutz, 1958) to identify stimuli triggering customer delight or satisfaction in utilitarian consumption settings (retail), findings show that whereas a significant positive effect exists of customer delight on repatronage intention, the effect of customer satisfaction is not significant (Meyer, Barnes and Friend, 2017).

When analysing the extant literature, it is noticed that it has predominantly focused on repatronage intention and intention to engage in positive word of mouth as

outcomes of customer delight, ignoring other possible behavioural intentions. Other behavioural intentions, such as purchase intention, have been investigated less often (Barnes, Beauchamp and Webster, 2010; Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013; Collier et al., 2018; Sivakumar, Li and Dong, 2014; Swanson and Davis, 2012). With regards to purchase intention, a study applying quantitative research (surveys) finds, in the context of website visits, that if customers are delighted, they are more likely to conduct a first-time purchase, compared to when they are satisfied (Bartl, Gouthier and Lenker, 2013). Furthermore, in line with equity theory (Adams, 1963), a series of experiments, using hypothetical restaurant visits, determine that when customers are delighted they are more likely to commit to the organisation and are more likely to pay more, compared to when they are satisfied (Barnes, Beauchamp and Webster, 2010). Like willingness to pay more, decreased price consciousness has also been found to be an outcome of customer delight (Collier et al., 2018).

Further outcomes of customer delight that have been hardly examined are intention to donate, percentage of budget spent (measured as the average weekly household spending of grocery spent at a certain supermarket), tolerance towards service failure, and feeling of importance and confidence (Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Collier et al., 2018; Swanson and Davis, 2012). With regards to the former, a qualitative study, conducted in a hedonic consumption setting (performing arts setting), reveals that if someone is delighted, they are more likely to support a (not-for-profit) organisation (Swanson and Davis, 2012). Budget spent, as a customer delight outcome, represents actual behaviour, and is increased if a customer is delighted (Barnes et al., 2016). Furthermore, the more a customer is delighted, the higher their tolerance towards service failure (Collier et al., 2018), and the higher their feelings about their own importance and confidence (Barnes, Ponder and Dugar, 2011).

Briefly turning to the few studies considering customer delight as being extreme customer satisfaction, these stimuli also look at the effect of customer delight on outcomes (Ngobo, 1999; Rychalski and Hudson, 2017). Ngobo (1999) uses the zone of delight model (Coyne, 1989) to investigate whether there is a saturation effect of customer delight (as being extreme satisfaction). Establishing mathematical models and overlying empirical data from surveys gathered in different settings (bank, car insurance, camera purchase, retailer), it is revealed that for three of the four samples (bank, car insurance, camera purchase) does a saturation effect occur, where high levels of satisfaction, i.e. customer delight, have a decreasing effect on loyalty (Ngobo, 1999). Further insights are generated, through survey data, by showing that positive emotions, such as delight, have a stronger effect on satisfaction than negative ones; however, in line with prospect theory (Kahneman and Tversky, 1979), negative emotions have a stronger (negative) effect on positive word of mouth, compared to the (positive) effect of positive emotions (Rychalski and Hudson, 2017).[10]

To conclude, the current literature has shown that customer delight is a worthy marketing concept by investigating the outcomes of customer delight (e.g. Chitturi, Raghunathan and Mahajan, 2008; Oliver, Rust and Varki, 1997). Two of the key aspects highlighted in this sub-section constituted (a) the fact that although the literature has

[10] Research has also looked at the outcomes of customer delight on employees and customers that observe the delightful experience (Barnes, Collier and Robinson, 2014; Barnes et al., 2013; Barnes, Ponder and Hopkins, 2015; Ludwig, Barnes and Gouthier, 2017). With regards to employees, research has found that when delivering customer delight, employees experience, for example, an increased positive feeling; a heightened feeling of accomplishment; and improved job satisfaction, attitudes and behaviour, such as improved customer orientation, external representation behaviour (i.e. advocating their organisation to others), and service delivery behaviours (Barnes et al., 2013; Barnes, Ponder and Hopkins, 2015). With regards to observing customers, it has been found that they can either adopt the delighted customer's joy, and feel joyful themselves, which leads to increased repurchase intentions; or they experience jealousy and unfairness, which increases their complaint behaviour, and decreases repurchase intention (Ludwig, Barnes and Gouthier, 2017). As this thesis focuses on customers being delighted, a further elaboration on these studies is neglected.

shown the benefits of customer delight, some inconsistency exists with regards to the significance of the effect of customer delight on behavioural intentions, and (b) that a prevalent focus has lay on rapatronage intention (comprising revisit and repurchase intentions) and intention to engage in positive word of mouth, whereas other behavioural intentions have been scarcely looked at. Lastly, a point that has not been made is that only the magnitude of outcomes of customer delight has been used as a metric. As suggested in sub-section 2.3.2, endurance of outcomes, i.e. behavioural intentions, might constitute an alternative indicator. However, no research has been conducted in this respect. An inclusion of endurance would not only show how to create long-lasting customer delight, but also long-lasting behavioural intentions. Table 2.3 summarises the various studies that look at the outcomes of customer delight, and provides further information on the studies' methodologies.

Table 2.3: Summary of Selected Studies Involving Customer Delight Outcomes

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight outcome of increased…
Oliver, Rust and Varki, 1997	Quantitative	Survey (real scenarios)	Theme park and symphony orchestra visits	Study 1: 90 visitors to theme park; Study 2: 104 visitors to a symphony orchestra	Revisit intention
Arnold et at., 2005	Qualitative	Critical incident technique (real scenarios)	Retail visit	113 retail shoppers	Positive word of mouth intention
Finn, 2005	Quantitative	Survey (real scenarios)	Online websites visit	319 students and university staff	Revisit intention
					Positive word of mouth intention
Hicks et al., 2005	Quantitative	Survey (real scenarios)	Plant purchase	629 purchasers of plants	Revisit intention
Chitturi, Raghunathan and Mahajan, 2008	Quantitative	Experiment (two hypothetical scenarios, one real scenario)	Mobile phone purchase scenario; laptop purchase scenario; car service visit	Study 1: 240 students; Study 2: 240 students; Study 3: 142 car owners	Re-purchase intention
					Positive word of mouth intention
Barnes, Beauchamp and Webster, 2010	Quantitative	Experiment (three hypothetical scenarios)	Restaurant visit scenario	Study 1: 272 students; Study 2: 167 adults; Study 3: 210 adults	Positive word of mouth intention
					Revisit intention
					Commitment intention
					Pay more intention
Barnes, Ponder and Dugar, 2011	Qualitative	Critical incident technique (real scenarios)	Various service settings, e.g. restaurants visit	392 students	Positive word of mouth intention
					Feelings about own importance and confidence
Wang, 2011	Quantitative	Experiment (two hypothetical scenarios, one real scenario)	Restaurant visit (hypothetical and real)	Study 1: 226 students; Study 2: 204 students; Study 3: 160 consumers	Revisit intention
Alexander, 2012	Quantitative	Literature-based	n/a	n/a	Re-purchase intention
Swanson and Davis, 2012	Qualitative	Critical incident technique	Performing arts setting	279 performing arts patrons	Positive word of mouth intention
					Revisit intention
					Donation intention

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight outcome of increased…
Barnes et al. 2013	Study 1: qualitative; Study 2: quantitative	Study 1: critical incident technique (real scenarios); Study 2: survey (real scenarios)	Various industries (not specified)	Study 1: 122 frontline employees; Study 2: 308 frontline employees	Delight contagion (= tendency of the employee to mimic the emotions of the customer who has been delighted)
					Sense of accomplishment (= positive emotions that arise within the employee after providing delight)
					Improved customer orientation (= employee has an increased desire to please the customer)
					Improved job skill (= the encounter increased the skills/abilities of the employee in some way)
Bartl, Gouthier and Lenker, 2013	Quantitative	Survey (real scenarios)	Car manufacturer website visit	Study 1: 323 visitors to a German car manufacturer website; Study 2: 1,931 visitors to a German car manufacturer website	Purchase intention
Barnes, Collier and Robinson, 2014	Quantitative	Survey (real scenarios)	Various service settings, e.g. restaurants visit	Low contact sample: 306 frontline employees; high contact sample: 395 frontline employees	Employee work engagement (= vigour, dedication, absorption)
					Employee psychological capital (= efficacy, hope, resilience, optimism)
Sivakumar, Li and Dong, 2014	Quantitative	Mathematical derivation	n/a	n/a	Service quality perception
Barnes, Ponder and Hopkins, 2015	Quantitative	Survey (real scenarios)	Various consumption settings, e.g. grocery stores	431 frontline employees	Employee's positive affect
					Employee's job satisfaction
					Employee's affective commitment
					Employee's external representation behaviours (= advocating organisation, i.e. its image, products, to others)
					Employee's internal influence behaviours (= initiating communications with others in a

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Context	Sample	Customer delight outcome of increased…
					company to improve the delivery of services)
					Employee's service delivery behaviours
Barnes et al., 2016	Quantitative	Survey (real scenarios)	Grocery store	507 grocery store customers	Percentage of budget spent
Dutta et al., 2017	Quantitative	Experiment (hypothetical scenarios)	Retail stores	Study 1: 120 students; Study 2: 200 non-students (using MTurk); Study 3: 83 students; Study 4: 120 students; Study 5: 180 non-students (using MTurk)	Revisit intention
Ludwig, Barnes and Gouthier, 2017	Quantitative	Survey (real scenarios)	Various settings, e.g. restaurant, bank	272 panellists (using MTurk)	Joy of observing customers
					Jealousy of observing customers
					Feeling of unfairness of observing customers
					Complaint Behaviour of observing customers
					Resistance of repurchase intention of observing customers
Ludwig et al., 2017	Quantitative	Experiment (hypothetical scenario)	Hotel visit	472 panellists of a market research agency	Positive word of mouth intention
					Revisit intention
Meyer, Barnes and Friend, 2017	Quantitative	Survey (real scenarios)	Various retail settings	375 retail users (using MTurk)	Revisit intention
Collier et al., 2018	Quantitative	Survey (real scenarios)	Various settings, e.g. restaurants, hotels	542 consumers (online panel, not specified)	Self-enhancing word of mouth
					Tolerance to service failure
					Willingness to pay more intention

Source: author

2.3.4 Customer Delight and Psychology

Although calls have been made for investigations into the psychological elements of customer delight (e.g. Chitturi, Raghunathan and Mahajan, 2008; Oliver, Rust and Varki, 1997), only recently has the literature explicitly intertwined customer delight with psychological theories (Ball and Barnes, 2017; Ma et al., 2016). One study looks at customer delight through cognitive appraisal theory (e.g. Scherer, 1997), and revolves around the occurrence of either customer delight or satisfaction, based on the appraisal of hedonic consumption experiences (theme parks), using different appraisal dimensions (Ma et al., 2016). These appraisal dimensions include unexpectedness/novelty, goal realisation, goal importance, goal interest, and goal congruence with regards to a consumption setting (Ma et al., 2016). Structural equation modelling of the survey data reveals that the appraisals of unexpectedness/novelty, goal realisation, goal importance, and goal interest lead to customer delight (Ma et al., 2016). Only the appraisals of goal congruence and goal realisation lead to customer satisfaction (Ma et al., 2016). Although the effect of these appraisal dimensions is conceptually depicted as influencing customer delight and satisfaction through their antecedents, based on Oliver, Rust and Varki's (1997) work, these effects are not empirically tested in the study (Ma et al., 2016).

Another study looks at customer delight within the context of positive psychology (e.g. Seligman and Csikszentmihalyi, 2000), as a subset of the psychology literature (Ball and Barnes, 2017). It is found, through structural equation modelling of survey data gathered in a hedonic consumption context (rock concert), that additionally to joy and surprise, gratitude constitutes an antecedent of customer delight (Ball and Barnes, 2017). Furthermore, the same study identifies psychological sense of brand community (in

relation to other customers) and transcendent experience[11] as stimuli, which affect customer delight through surprise (only transcendent experience), joy, and gratitude (Ball and Barnes, 2017).

However, despite the two studies that explicitly intertwine customer delight with theories from the discipline of psychology, it is surprising that a dearth of investigations exists in the extant customer delight literature into this key theme. This is even though the psychology domain constitutes one of the streams from which delight originated (Plutchik, 1980). It could be argued that the studies investigating the antecedents of customer delight (e.g. Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005; Oliver, Rust and Varki, 1997; Sivakumar, Li and Dong, 2014) look at psychological aspects of customer delight, as they focus on its antecedents that are generated within customers, i.e. surprising consumption, arousal, and positive affect. However, they neither explicitly underpin their research with the aim to focus on the psychological aspects of customer delight, nor do they use a theory from the psychology literature beyond the work of Plutchik (1980). Hence, it is not surprising that calls have been made for an extension of knowledge into the psychological aspects of customer delight to better understand the construct (Barnes, Ponder and Dugar, 2011; Sivakumar, Li and Dong, 2014). A suggestion of how to look at the psychological aspects of customer delight made by this thesis is to investigate customers' intrinsic processing related to customer delight, i.e. how customers intrinsically process delightful experiences, and how the processing affects customer delight and, in turn, behavioural intentions. Looking at intrinsic

[11]The study's authors (Ball and Barnes, 2017) provide definitions of this term based on the literature, such as that a transcendent customer experience is "[…] a suspension of temporal reality, a sense of separation from the mundane, and a sense of unity with some higher plane of experience" (Schouten, McAlexander and Koenig, 2007, p. 357). It is an experience that transforms an individual, i.e. through an instance of personal achievement (Arnould and Price, 1993; Celsi, Rose and Leigh, 1993).

processing has been shown to be insightful in other areas of marketing, such as attitudes (Petty and Cacioppo, 1986).

2.4 Chapter Conclusion

This current chapter provided a comprehensive review of the customer delight literature. The streams of origins of customer delight in the psychology, customer satisfaction, and quality management literature were introduced first. Specifically, psychoevolutionary theory of emotions (Plutchik, 1980) and expectancy-disconfirmation theory (Oliver, 1980), as well as the zone of delight model (Coyne, 1989) and the Kano model (Kano et al., 1984), were introduced as the foundational work leading up to the term 'customer delight' being formalised in the marketing literature in 1997.

Thereafter, by providing a list of the key studies on customer delight published in the marketing literature since 1997, and analysing their respective research focus, four key themes were identified within the customer delight literature: (1) the conceptualisation of customer delight, (2) delight stimuli and moderators of customer delight, (3) customer delight outcomes, and (4) customer delight and psychology. Each key theme was reviewed separately. Within the key theme of the conceptualisation of customer delight, the literature has been underpinned by disagreement over the antecedents of customer delight, and the distinction between customer delight and satisfaction (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997). It was concluded that this thesis follows the stream of research that considers customer delight as consisting of surprising consumption, arousal, and positive affect, and as being distinct from customer satisfaction (e.g. Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018).

As part of the delight stimuli key theme, a plethora of interpersonal and non-interpersonal delight stimuli were presented, although it was highlighted that there has been an emphasis on interpersonal delight stimuli in the literature (e.g. Kumar and Iyer, 2001; Verma, 2003), whereas non-interpersonal stimuli have been relatively less looked at. In addition, studies were reviewed involving a focus on moderators that influence how delightful certain stimuli are (e.g. Collier et al., 2018; Fueller and Matzler, 2008), and it was identified that although research exists on customer delight in the context of hedonic and utilitarian consumption settings, no study has so far formally conceptualised the consumption setting as a moderator, nor directly compared the effectiveness of delight stimuli between hedonic and utilitarian consumption settings. It was also highlighted that research that has looked at the effects of stimuli on customer delight, has focused on the magnitude of customer delight as the only key metric (e.g. Chitturi, Raghunathan and Mahajan, 2008). This thesis argued that endurance might constitute an alternative key metric.

Subsequently, literature on the outcomes of customer delight, as a further key theme, was reviewed. It was concluded that although sufficient research has shown the benefits of customer delight (and superiority over the effect of satisfaction), mixed findings still exist (e.g. Bartl, Gouthier and Lenker, 2013; Collier et al., 2018; Oliver, Rust and Varki, 1997). Moreover, the majority of research has looked at repatronage intention (comprising revisit and repurchase intention) and intention to engage in positive word of mouth (e.g. Chitturi, Raghunathan and Mahajan, 2008; Oliver, Rust and Varki, 1997), with only a few studies having looked beyond these two outcomes of customer delight (e.g. Barnes, Beauchamp and Webster, 2010; Collier et al., 2018). It was highlighted that the extant research has solely investigated the magnitude of behavioural intentions as the only key metric (e.g. Wang, 2011), whereas looking at endurance might

constitute an alternative. The fourth key theme, i.e. customer delight and psychology, was reviewed, and it was argued that despite the origins of customer delight in psychology, a dearth of studies exists that have explicitly intertwined customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016), and calls have been made for investigations into the psychological aspects of customer delight (e.g. Chitturi, Raghunathan and Mahajan, 2008; Oliver, Rust and Varki, 1997). It was suggested that this could be addressed by looking at customers' intrinsic processing during delightful experiences, and how this affects customer delight and, in turn, behavioural intentions. Chapter 3 introduces dual-processing theory as a frequently applied 'lens' to investigate intrinsic processing.

3. Literature Review: Dual-Processing Theory

This chapter introduces dual-processing theory as the primary 'lens' used in the literature to investigate intrinsic processing. Different models of the theory are briefly discussed, before the focus shifts to the System 1 and System 2 processing framework as the model used in this thesis. Justification is given why this model is chosen, and methodological aspects of this domain are discussed.

3.1 Two Types of Processing

A theory that has been prevalently applied when looking at the intrinsic processing that underlies constructs in psychology, decision-making, and social cognition[12], is dual-processing theory (Evans, 2008). Dual-processing theory emerged in the 1950's with the debate around 'bounded rationality' of humans (Kahneman, 2003; Simon, 1955). This debate considered human behaviour as not being exclusively elaborate and thorough; it could also be irrational (Simon, 1955). These points were strengthened by related discourse, such as prospect theory (Kahneman and Tversky, 1979).

Since then, various models, as representations of dual-processing theory, have been developed, which agree that there are two types of processing (Evans, 2008). One type is fast, affectively-driven, intuitive, and automatic, whereas the second type is slow, cognitively-driven, analytical, and deliberate (e.g. Chaiken, Lieberman and Eagly, 1989; Epstein, 1994; Evans, 2008; Kahneman, 2003; Petty and Cacioppo, 1986; Stanovich and West, 2000). These different characteristics do not have to be mutually present; instead, some characteristics predominate depending on the situation (Bargh, 1992). For example,

[12] Despite the focus on dual-processing theory as a theory of psychology, the literature on dual-processing theory in decision-making and social cognition is also included in this literature review. However, as the focus of this thesis lies on customers, the literature on dual-processing theory that focuses on practitioners' decision-making (e.g. Laureiro-Martinez and Brusoni, 2018) is excluded.

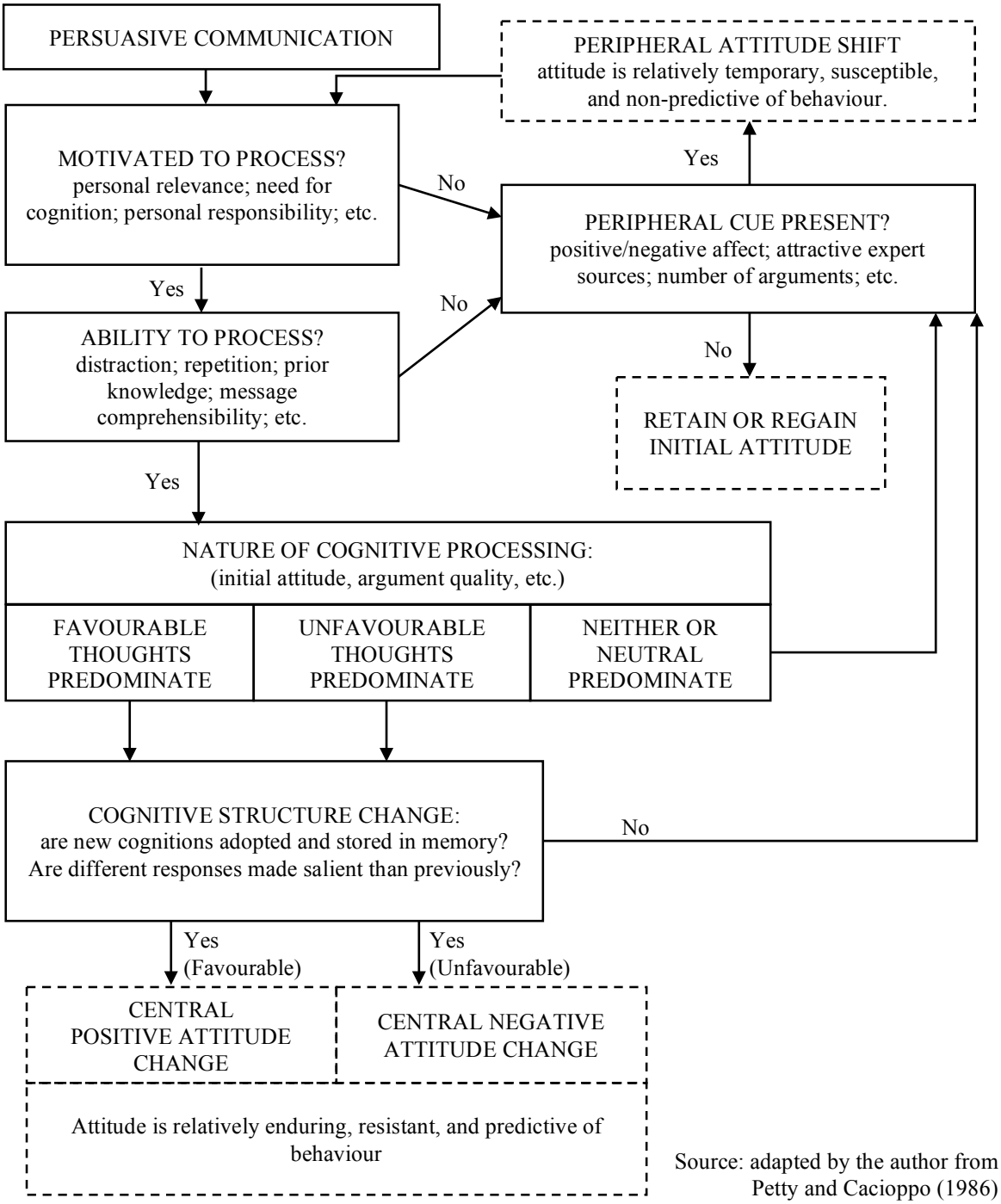
situations that require an immediate decision to a problem, such as evaluating the quality of a product in a shop under time constraint, means a person uses the fast processing type, with the intuitive characteristic predominating (Dane, Rockmann and Pratt, 2012; Saunders and Buehner, 2013). As opposed to that, repeat purchase is linked to the fast processing type being characterised by automaticity (Kahneman, 2011).

Dual-processing models are classified into generalised and phenomenon-specific models (Gawronski and Creighton, 2013). Generalised dual-processing theories do not focus on a specific construct; they revolve around characteristically distinguishing the two different processing types, and are used to look at specific constructs (Gawronski and Creighton, 2013). Generalised dual-processing theories include Cognitive-Experiential Self-Theory (Epstein, 1994), the Reflection-Reflexion Model (Lieberman, 2003), and the System 1 and System 2 processing framework (Kahneman, 2003; Stanovich and West, 2000). Contrarily, phenomenon-specific models focus on a specific construct, e.g. persuasion, attitude, and prejudice and stereotyping (Gawronski and Creighton, 2013). Examples are the Elaboration Likelihood Model of Persuasion (Petty and Cacioppo, 1986) and the Dual Attitude Model (Wilson, Lindsey and Schooler, 2000).

The insights and value that dual-processing theory brings to understanding people's intrinsic processing has been demonstrated, for example, by the Elaboration Likelihood Model, which looks at the persuasion of marketing communications, and attitude creation and change (Gawronski and Creighton, 2013; Petty and Cacioppo, 1986). Attitudes occur via two different routes, i.e. the 'central' and 'peripheral' routes, depending on people's motivation, ability to process, and involvement (Petty and Cacioppo, 1986). Whereas the central route comprises slow, cognitive processing, e.g. of the argument quality, and is used if motivation, ability, and involvement are high, the peripheral route is more superficial and fast, and is used if motivation, ability, and

involvement are low (Figure 3.1). Regarding attitudes' quality, the model states that peripheral route outcomes are less strong and enduring, whereas central route attitudes are embedded in people's minds more strongly and for longer (Petty and Cacioppo, 1986).

Figure 3.1: Elaboration Likelihood Model



Source: adapted by the author from Petty and Cacioppo (1986)

3.2 System 1 and System 2 Processing Framework

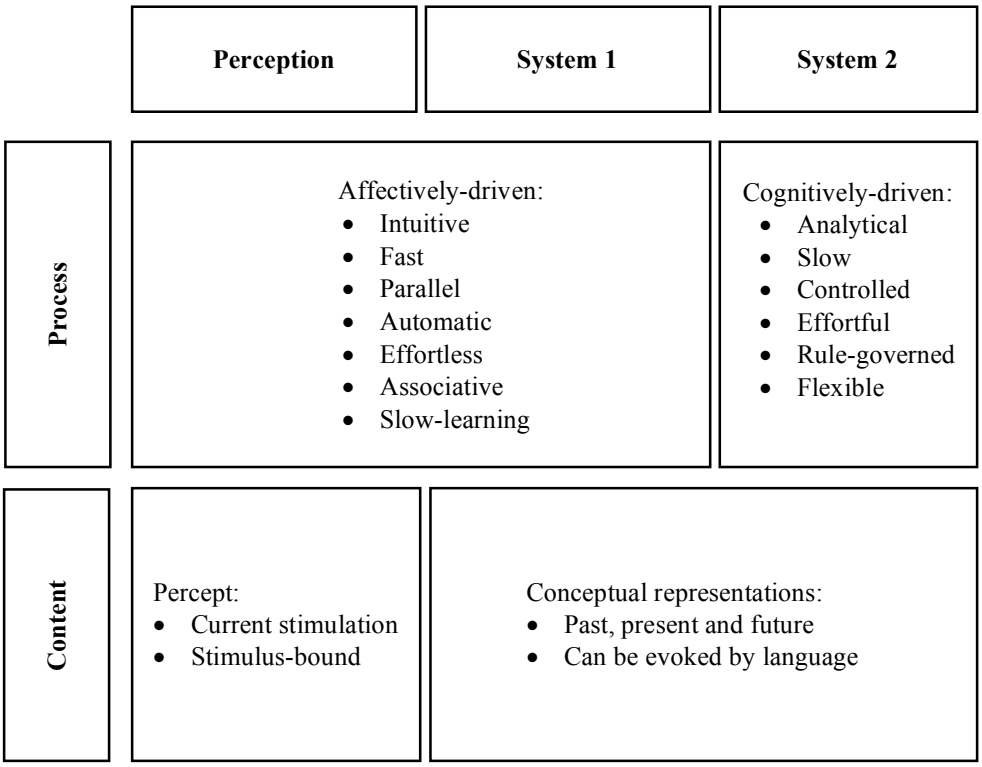
It is generally accepted that the System 1 and System 2 processing framework, as coined by Stanovich and West (2000) and further developed by Kahneman (2003), is a representation of dual-processing theory that has dominated the debate in the psychology, decision-making, and social cognition literature (e.g. Dane, Rockmann and Pratt, 2012; De Neys, 2006; Evans, 2008; Evans and Stanovich, 2013; Haidt, 2001; Mishra, Mishra and Nayakankuppam, 2007; Olsen, Samuelsen and Gaustad, 2014; Viswanathan and Jain, 2013). The framework states that people process through two systems (Kahneman, 2003; Stanovich and West, 2000), which are subsequently examined.

System 1 processing is, e.g. fast, affectively-driven, intuitive, and automatic, and accesses mental contents, such as prior knowledge and beliefs; it constitutes the system people default to as they try to avoid effortful processing (Kahneman, 2003; Stanovich and West, 2000). System 2 processing is, e.g. slow, cognitively-driven, analytical, and rule-based (Kahneman, 2003; Stanovich and West, 2000). Whether someone processes through System 1 or System 2 is determined by motivation, capability, and the time available to process (De Neys, 2006; Evans, 2008; Kahneman, 2003; Stanovich and West, 2000). The higher these factors, the more likely a person is to process via System 2 (Kahneman, 2003; Stanovich and West, 2000). Furthermore, the framework states that if a person is lowly involved, System 1 processing is more likely to occur, whereas if a person is highly involved, System 2 processing is more likely to occur (Kahneman, 2003; Stanovich and West, 2000).

Furthermore, the System 1 and System 2 processing framework distinguishes between processing via these systems and perceptual processing (Kahneman, 2003). System processing and perceptual processing differ in their contents (Kahneman, 2003). Whereas System 1 and System 2 processing can be elicited by verbal information that is

linked to a person's conceptual representations of the past, present, and future, acquired through prolonged practice, the content of perceptual processing is bound to stimuli that are triggered through stimulation of a specific moment, without a link to any pre-held representations (Kahneman, 2003). This thesis appreciates the framework distinguishing between these modes of processing, as perceptual processing and System 1 processing share the same characteristics (Kahneman, 2003), which would have been ambiguous if not explicitly separated. This allows to only focus on System 1 and System 2 processing here. Figure 3.2 summarises the preceding points.

Figure 3.2: Overview of the Process and Content of System 1 and System 2 Processing, and Distinction from Perceptual Processing



Source: adapted by the author from Kahneman (2003)

Moreover, the System 1 and System 2 processing framework explains how both systems relate to each other. Both systems can either work in separation, which happens

if System 1 generates an intuitive response, using acquired mental contents, and no subsequent System 2 reasoning is necessary (Kahneman, 2003; Stanovich and West, 2000). If System 1 processing is not stimulated due to, e.g. cognitive dissonance, only System 2 processing takes place (Kahneman, 2003; Stanovich and West, 2000). However, both systems can occur as a sequence (hereafter referred to as 'sequential Systems 1+2 processing'). In this case, System 1 processing happens first and provides a tentative response for System 2 processing. System 2 processing then creates an outcome that either endorses or conflicts with the System 1 response (Kahneman, 2003). If the latter is the case, the initial response of System 1 is adjusted or corrected (= overridden), or even blocked if it violates a logical System 2 rule (Kahneman, 2003; Stanovich and West, 2000).

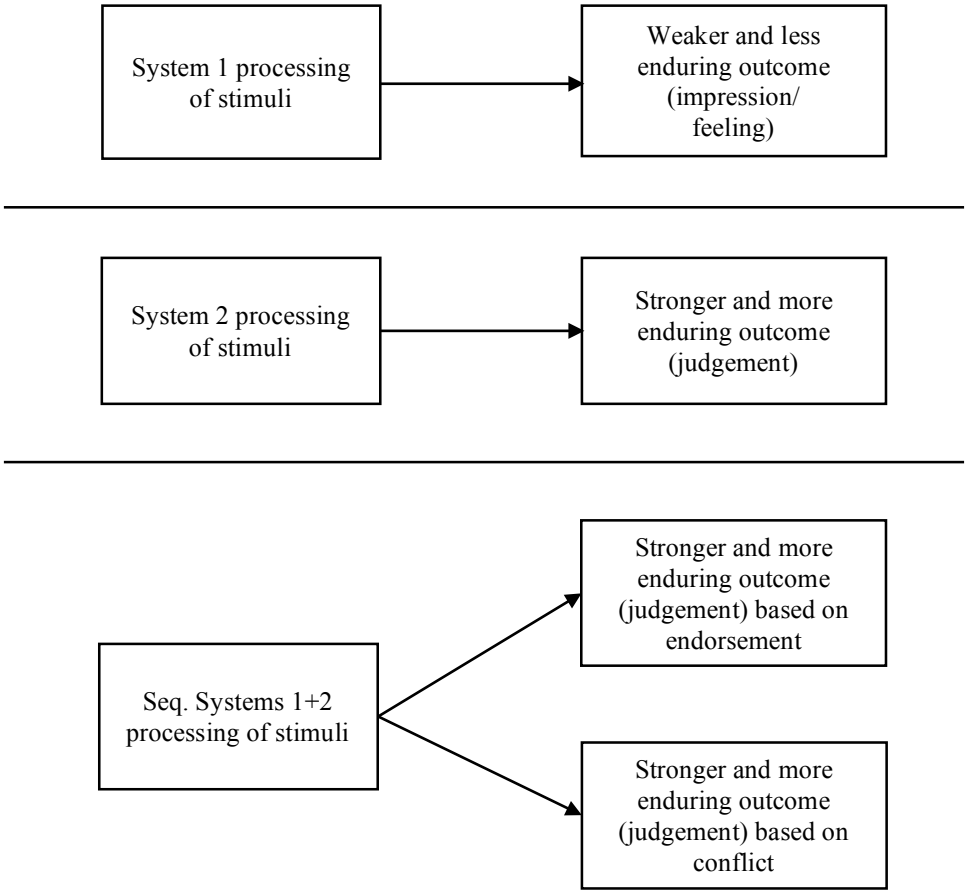
However, there has been a separate discourse in the literature stating that instead of applying effortful System 2 processing, if System 1 requires elaboration, people use heuristics, i.e. shortcuts from a mental 'adaptive toolbox', as humans try to avoid effortful processing due to laziness (Gigerenzer and Selten, 2001; Tversky and Kahneman, 1974). These heuristics include, for example, recognition heuristic, take the best, and satisficing (Gigerenzer and Goldstein, 1996; Goldstein and Gigerenzer, 2002). It has been shown that decisions made based on heuristics can be similarly accurate and correct as those resulting from System 2 processing (referred to as the 'accuracy-effort trade-off' in the literature) (Gigerenzer, 2008; Gigerenzer and Gaissmaier, 2011; Kruglanski and Gigerenzer, 2011).

This research appreciates heuristics being a vast and strongly debated area within the dual-processing theory literature. However, its main emphasis appears to be on heuristics within the context of System 1 processing (Brighton and Gigerenzer, 2015; Gigerenzer, 2008; Gigerenzer and Gaissmaier, 2011; Harvey, 2007; Newell and Shanks,

2003; Saini and Monga, 2008), eluding an equal focus on System 2 processing. As both systems are of equal interest here, without putting an emphasis on System 1 processing, a further elaboration on the area of heuristics is, thus, neglected. By doing so, investigations are joined that focus on both systems equally, whilst acknowledging heuristics as a separate conversation in the literature (Dane, Rockmann and Pratt, 2012; De Neys, 2006; Gloeckner and Witteman, 2010; Haidt, 2001; Kardes, 2006; Mishra, Mishra and Nayakankuppam, 2007; Saunders and Buehner, 2013; Slovic et al., 2004; Viswanathan and Jain, 2013).

The System 1 and System 2 processing framework also emphasises differences in outcomes following the respective forms of system processing (Kahneman, 2003; Stanovich and West, 2000). Responses following System 1 processing constitute impressions and feelings, whereas those following System 2 processing are judgements (Kahneman, 2003; Stanovich and West, 2000). Judgements following System 2 processing result if processing occurs via this system only, or via sequential Systems 1+2 processing (Kahneman, 2003; Stanovich and West, 2000). Differences relate to magnitude, endurance, and accuracy of outcomes; specifically, judgements following System 2 processing are stronger, more enduring, and more accurate, whereas impressions and feelings resulting from System 1 processing are relatively weaker, less enduring, and less accurate (Kahneman, 2003; Stanovich and West, 2000). It is to note that with regards to endurance, this means that outcomes of System 2 processing are similarly strong at a later stage (t_2), as they were initially right after processing (t_1). In contrast, outcomes of System 1 processing are weaker in their magnitude at a later stage (t_2), compared to right after processing (t_1). Figure 3.3 depicts the System 1 and System 2 processing framework as it is interpreted here.

Figure 3.3: System 1 and System 2 Processing Framework



Source: author

A debate related to the System 1 and System 2 processing framework has revolved around emotions within the context of the framework, discussing whether emotions are linked to System 1 or System 2 (Lerner and Tiedens, 2006). Traditionally, the System 1 and System 2 processing framework links emotions to System 1 in two ways: (1) System 1 is affectively-driven, and (2) emotions only result from System 1 processing (Evans, 2008; Kahneman, 2003; Saunders and Buehner, 2013; Stanovich and West, 2000). However, studies exist that take a different angle and see how emotions, e.g. anger, happiness, and sadness, as stimuli trigger the two systems (Bodenhausen, Kramer and Suesser, 1994; Bodenhausen, Sheppard and Kramer, 1994; Connolly and Butler, 2006;

Kahneman, 2003, 2011; Lerner and Tiedens, 2006). For example, it was found that if a person is angry or happy, this triggers System 1 processing, without elaborating via System 2 (Bodenhausen, Kramer and Suesser, 1994; Lerner and Tiedens, 2006). This opposes what is found for sadness, which triggers more effortful System 2 processing (Bodenhausen, Sheppard and Kramer, 1994; Tiedens, 2001).

However, calls have been made to intertwine new emotions with dual-processing theory, or, more specifically, the System 1 and System 2 processing framework (Evans, 2008; Slovic et al., 2004; Wang, 2006). Furthermore, the extant literature has accepted, based on the System 1 and System 2 processing framework, that emotions are outcomes of System 1 processing only. This omits the fact that emotions consist of affective and cognitive elements (Oatley and Johnson-Laird, 1987). The fact that emotions consist of cognitive elements, which shares similarities with cognitively-driven System 2 processing, raises the question whether emotions could also be outcomes of System 2 processing, which would mean that they might constitute judgements. In addition, as the System 1 and System 2 processing framework states that outcomes have different qualities following the system processing they result from (Kahneman, 2003; Stanovich and West, 2000) means that the resulting outcome, either as an emotion or judgement, might differ in its quality, such as its magnitude and endurance. However, no study has been found that investigates this aspect.

When analysing the dual-processing theory literature, two points are noted that have been scarcely looked at. First, dual-processing theory has been principally used in the psychology literature (e.g. Bodenhausen, Kramer and Suesser, 1994), whereas scant studies link the theory to marketing in order to investigate marketing concepts (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011). However, the studies that do so provide invaluable insights into how

customers process certain experiences and how this affects the quality of these marketing concepts, such as attitudes (Petty and Cacioppo, 1986). Linking the theory to further marketing concepts might prove invaluable as it may be revealed how the magnitude and endurance of these concepts can be increased by triggering a certain form of system processing. Second, it is noted that the effect of the different types of system processing on outcomes' qualities, e.g. their magnitude and endurance, has been conveyed as generally applicable. No study was found that looks at how the framework specifically applies, for example, in different consumption settings. From a marketing perspective, the consumption setting constitutes an important aspect in the customer delight and wider marketing literature, in order to derive more concrete implications for theory and practice (e.g. Chitturi, Raghunathan and Mahajan, 2008; Nguyen, DeWitt and Russell-Bennett, 2012; Okada, 2005; Oliver, Rust and Varki, 1997). Looking at the System 1 and System 2 processing framework in different consumption settings may reveal which form of system processing leads to stronger outcomes in a specific consumption setting and, thus, should be triggered.

This thesis uses the dual-processing model of System 1 and System 2 processing as the framework to look at the intrinsic processing related to customer delight for three important reasons. First, it has been one of the most dominant frameworks in the psychology, decision-making, and social cognition literature, and, hence, is a robust theoretical foundation (Evans, 2008). Second, it also explains how both systems work in combination (i.e. as a sequence), rather than seeing them as two exclusive, separately operating types of system processing, as is the case, for example, with the Elaboration Likelihood Model (Petty and Cacioppo, 1986). Third, the System 1 and System 2 processing framework acknowledges a difference in outcomes' qualities, i.e. magnitude

and endurance[13], following the different types of system processing (Kahneman, 2003; Stanovich and West, 2000), which will offer a comprehensive investigation into the intrinsic processing related to customer delight.

Looking at the methodologies used in the dual-processing theory literature, research has predominantly applied an explanatory approach, using quantitative methods (e.g. Bodenhausen, Sheppard and Kramer, 1994; Caruso and Shafir, 2006; Dane, Rockmann and Pratt, 2012; De Neys, 2006; Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Saunders and Buehner, 2013; Wang, 2006), although a few applications of exploratory methodology (Viswanathan and Jain, 2013) and secondary data collection exist (Diederich and Trueblood, 2018; Forgas, 2000; Haidt, 2001; Lerner and Tiedens, 2006; Slovic et al., 2004). Studies based on experimental research designs investigate different aspects of dual-processing theory, e.g. the more accurate system, the interference between the two systems, and the speed of systems (e.g. Cappalletti, Gueth and Ploner, 2011; Dane, Rockmann and Pratt, 2012; De Neys, 2006; Hamilton, Hong and Chernev, 2007; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Olsen, Samuelsen and Gaustad, 2014; Rottenstreich, Sood and Brenner, 2007).

Experiments, based on real and hypothetical scenarios, either use (1) manipulation techniques to stimulate one type of system processing or weaken the other one (e.g. Cappalletti, Gueth and Ploner, 2011; Dane, Rockmann and Pratt, 2012; De Neys, 2006; Hamilton, Hong and Chernev, 2007; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Olsen, Samuelsen and Gaustad, 2014; Rottenstreich, Sood and Brenner, 2007), or (2) neuroscientific tools, such as EEGs and fMRIs (e.g.

[13] Accuracy is a quality variable related to decision-making, where the correctness of choices is of relevance (Dane, Rockmann and Pratt, 2012). Hence, it is not relevant for this research, and is not further incorporated as a quality variable into this thesis from Chapter 4 onwards.

Lieberman, 2003, 2007). Please note that although this research appreciates the value of neuroscientific methods in this domain as well as other areas of marketing (Hubert and Kenning, 2008; Plassmann et al., 2015), it excludes these methods from further elaboration. This is due to several reasons. Neuroscientific methods solely capture brain functions, and measure neural activities (Hubert and Kenning, 2008; Plassmann et al., 2015). This means, neuroscientific methods do not allow to identify causal relationships; they only provide insights into correlations (Plassmann et al., 2015). However, this research looks at causal relationships (see Chapter 5 for details).

Moreover, findings, based on neuroscientific methods, have frequently been considered limited in their generalisability due to very small sample sizes (Hubert and Kenning, 2008; Plassmann et al., 2015). Consequently, a further inclusion of neuroscientific methods is hereafter omitted, and the subsequent focus is on manipulation techniques, which have been shown successful in triggering and controlling for system processing to generate findings using dual-processing theory (e.g. Cappalletti, Gueth and Ploner, 2011; Dane, Rockmann and Pratt, 2012; De Neys, 2006; Hamilton, Hong and Chernev, 2007; Nordgren and Dijksterhuis, 2009; Olsen, Samuelsen and Gaustad, 2014).

With regards to system processing manipulation techniques, those include instructions, time pressure, priming, and cognitive load (Cappalletti, Gueth and Ploner, 2011; Caruso and Shafir, 2006; Dane, Rockmann and Pratt, 2012; De Neys, 2006; Hamilton, Hong and Chernev, 2007; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Rottenstreich, Sood and Brenner, 2007; Saunders and Buehner, 2013; Suri and Monroe, 2003; Wang, 2006). Research has applied a combination of these techniques (e.g. Cappalletti, Gueth and Ploner, 2011; Dane, Rockmann and Pratt, 2012; Mishra, Mishra and Nayakankuppam, 2007).

Manipulation using instructions (also referred to as 'induction' in the literature) involves telling people to 'base decisions on gut feelings, and avoid thorough thinking' for System 1 stimulation, or to 'thoroughly think of and analyse a decision, whilst avoiding any first impressions' for System 2 stimulation (Caruso and Shafir, 2006; Dane, Rockmann and Pratt, 2012; Hamilton, Hong and Chernev, 2007; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Saunders and Buehner, 2013; Wang, 2006). Furthermore, time pressure evokes System 1 processing by allowing participants only little processing time, e.g. 10 seconds, whereas System 2 processing is triggered by allowing more time (Cappalletti, Gueth and Ploner, 2011; Dane, Rockmann and Pratt, 2012; Dhar and Nowlis, 1999; Suri and Monroe, 2003). Regarding priming, manipulation for System 1 processing includes underpinning a task with music or showing pictures (Caruso and Shafir, 2006; Mishra, Mishra and Nayakankuppam, 2007), whereas System 2 priming asks participants to cognitively elaborate by writing a list of different aspects related to a subsequent scenario (Dane, Rockmann and Pratt, 2012).

Finally, manipulation through cognitive load (also referred to as 'ego-depletion' in the literature), aims to weaken System 2 processing (Cappalletti, Gueth and Ploner, 2011; De Neys, 2006; Rottenstreich, Sood and Brenner, 2007). It links to the amount of information given to participants before the experiment. Giving subjects a substantial amount of information, e.g. a mathematical exercise or words to remember, means that once exposed to the actual experiment, they are not as capable of applying effortful System 2 processing anymore (Cappalletti, Gueth and Ploner, 2011; De Neys, 2006; Rottenstreich, Sood and Brenner, 2007). This technique, however, does not incorporate any specific manipulation for System 1 processing, but assumes that weakening System 2 leads to System 1 processing. Table 3.1 summarises the selected studies.

Table 3.1: Summary of Selected Studies on Dual-Processing Theory (System 1 and System 2 Processing Framework)

Author(s), year	**Methodology**	**Method (real vs. hypothetical scenario)**	**Sample**	**System processing manipulation technique**	**Findings**
Bodenhausen, Kramer and Suesser, 1994	Quantitative	Experiment (hypothetical and real scenarios)	Study 1: 94 students; Study 2: 51 students; Study 3: 53 students; Study 4: 131 students	n/a (manipulate for other aspects than system processing)	Happiness activates System 1 processing
Bodenhausen, Sheppard and Kramer, 1994	Quantitative	Experiment (hypothetical scenarios)	Study 1: 135 students; Study 2: 83 students; Study 3: 91 students	n/a (manipulate for other aspects than system processing)	Anger activates System 1 processing, sadness activates System 2 processing
Dhar and Nowlis, 1999	Quantitative	Experiment (hypothetical scenarios)	Study 1: 196 students; Study 2: 240 students; Study 3: 262 students; Study 4: 143 students; Study 5: 166 students	Time pressure	Time pressure affects choice deferral; for example, it decreases choice deferral if choice is underpinned by high conflict
Forgas, 2000	Qualitative	Literature-based	n/a	n/a	Mood is linked to both systems
Haidt, 2001	Qualitative	Literature-based	n/a	n/a	(Moral) judgements can result from System 1
Tiedens, 2001	Quantitative	Experiment (hypothetical and real scenarios)	Study 1: 54 students; Study 2: 76 students; Study 3: 24 employees	n/a (manipulate for other aspects than system processing)	Anger activates System 1 processing, sadness activates System 2 processing
Suri and Monroe	Quantitative	Experiment (hypothetical scenarios)	306 students	Time pressure	Time pressure, motivation to process information, and price level affect consumers' product evaluations
Slovic et al., 2004	Qualitative	Literature-based	n/a	n/a	Risk is linked to both systems
Caruso and Shafir, 2006	Quantitative	Experiment (hypothetical and real scenarios)	Study 1: 141 people at a train station; Study 2: 78 students; Study 3: 88 students; Study 4: 161 students	Priming, instructions	Mood is linked to both systems
Connolly and Butler, 2006	Quantitative	Experiment (hypothetical and real scenarios)	50 students	n/a (manipulate for other aspects than system processing)	Regret is linked to both systems
De Neys, 2006	Quantitative	Experiment (real scenarios)	308 students	Cognitive load	High work memory load leads to decreased System 2 processing

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Sample	System processing manipulation technique	Findings
Lerner and Tiedens, 2006	Qualitative	Literature-based	n/a	n/a	Anger activates System 1 processing
Wang, 2006	Quantitative	Experiment (hypothetical scenarios)	Study 1: 81 students	Instructions	Risk is related to both systems
Hamilton, Hong and Chernev, 2007	Quantitative	Experiment (hypothetical scenarios)	Study 1: 114 students; Study 2: 150 students	Priming	Perceptual focus increases core option choice share, with this effect being stronger when processing through System 1 compared to System 2
Mishra, Mishra and Nayakankuppam, 2007	Quantitative	Experiment (hypothetical scenarios)	Study 1: 161 students; Study 2: 189 students; Study 3: 301 students	Instructions, priming	System 1 processing interferes in System 2 processing, which leads to suboptimal decisions
Rottenstreich, Sood and Brenner, 2007	Quantitative	Experiment (hypothetical scenarios)	Study 1: 802 students; Study 2: 891 students; Study 3: 717 students	Cognitive load	Memory-based choices are associated with System 1 processing, whereas stimulus-based choices are associated with System 2 processing
Nordgren and Dijksterhuis, 2009	Quantitative	Experiment (real and hypothetical scenarios)	Study 1: 32 students; Study 2: 73 students; Study 3: 60 students; Study 4: 90 students; Study 5: 93 students	Instructions	Deliberation decreases preference consistency
Cappalletti, Gueth and Ploner, 2011	Quantitative	Experiment (hypothetical scenarios)	376 students	Time pressure, cognitive load	If the cognitive system is constrained, actions are driven by affective reactions, outcomes of affective processing are more positive
Sierra and Hyman, 2011	Quantitative	Survey (real scenarios)	Study 1: 172 students; Study 2: 129 students	n/a	Affective and cognitive processing influences intention to buy
Dane, Rockmann and Pratt, 2012	Quantitative	Experiment (real and hypothetical scenarios)	Study 1: 184 students; Study 2: 239 students	Instructions, time pressure, priming	Effectiveness of intuition is higher if person has a higher domain expertise

Author(s), year	Methodology	Method (real vs. hypothetical scenario)	Sample	System processing manipulation technique	Findings
Saunders and Buehner, 2013	Quantitative	Experiment (hypothetical scenarios)	49 students	Instructions	Intuitive processing is faster than analytical processing
Viswanathan and Jain, 2013	Qualitative	Case study/focus group (real scenarios)	Six focus groups with a total of 54 subjects	n/a	Generation Y (born in the 1980s or 1990s) primarily processes via System 1; friends, family etc. are a proxy for System 2, so effortful processing is avoided
Olsen, Samuelsen and Gaustad, 2014	Quantitative	Experiment (hypothetical scenarios)	Study 1: 133 students; Study 2: 93 students	n/a (manipulate for other aspects than system processing)	Experiential ad claims are less favourably evaluated when processed through System 2 compared to System 1; functional ad claims are equally favourably processed through System 2 as through System 1
Filieri, 2015	Quantitative	Survey (real scenarios)	354 online review users	n/a	Informational and normative cues are crucial to consumers' evaluation of the quality of products through e-WOM
Diederich and Trueblood, 2018	Quantitative	Literature-based	n/a	n/a	System 1 and System 2 processing can occur as a sequence or simultaneously during risky decision making

Source: author

3.3 Chapter Conclusion

This current chapter reviewed the literature on dual-processing theory. It was introduced that several models of dual-processing theory exist, with this thesis, however, focusing on the System 1 and System 2 processing framework (Kahneman, 2003; Stanovich and West, 2000). The System 1 and System 2 processing framework states that humans can use System 1 processing, which is, amongst others, fast, affectively-driven, and intuitive, and outcomes constitute impressions and feelings; or, they can use System 2 processing, which is, amongst others, slow, cognitively-driven, and analytical, and outcomes constitute judgements (Kahneman, 2003; Stanovich and West, 2000). The System 1 and System 2 processing framework is chosen as the foundational framework here due to its predominance in the extant literature, its consideration of the different types of system processing in separation as well as in combination, and its focus on different qualities of outcomes, such as magnitude and endurance. Existing research was reviewed that has applied this framework to look at consumers' intrinsic processing related to a variety of constructs, such as emotions (e.g. Lerner and Tiedens, 2006).

When analysing the literature on dual-processing theory, it was noted that the theory has been scarcely applied to the marketing domain in order to investigate customers' intrinsic processing in relation to marketing concepts. The valuable insights resulting from intertwining the theory with marketing concepts is demonstrated, for example, by the Elaboration Likelihood Model, which shows how intrinsic processing determines the magnitude and endurance of attitudes (Petty and Cacioppo, 1986). Moreover, it was argued that the extant dual-processing theory literature has neglected the idea that the effect of the system processing on outcomes' qualities might occur differently in various consumption settings, which constitutes a relevant aspect from a marketing perspective. Finally, the methodologies and system processing manipulation

techniques, such as time pressure, instructions, and priming, used in the dual-processing theory literature were presented. Chapter 4 intertwines the domains of customer delight and dual-processing theory, and develops the theoretical framework underpinning this thesis.

4. Theoretical Framework: Customer Delight and Dual-Processing Theory Intertwined

The current chapter intertwines customer delight and dual-processing theory, and develops the central theoretical framework. To do so, the different key themes in the customer delight literature are first aligned, based on how the existing literature is interpreted here. This chapter then discusses the research gap that is focused on. Thereafter, based on the similarities between the customer delight and the System 1 and System 2 processing framework, the theoretical framework is developed by intertwining both domains. Finally, contributions are discussed.

4.1 Alignment of Key Themes in the Customer Delight Literature and Targeted Research Gap

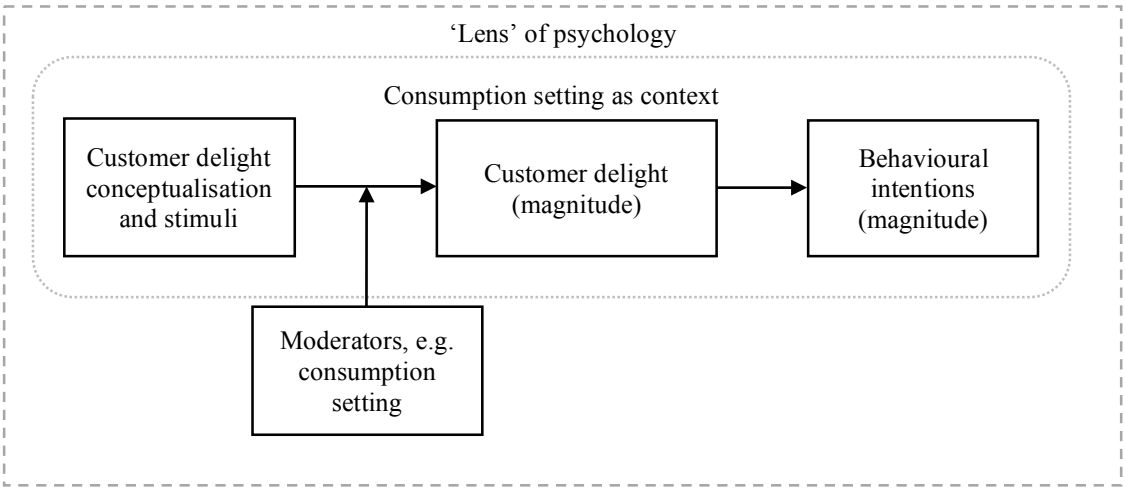
In summary, the four key themes in the customer delight literature previously identified were: (1) the conceptualisation of customer delight, (2) delight stimuli and moderators of customer delight, (3) customer delight outcomes, and (4) customer delight and psychology. As a first step in developing the theoretical framework, the key themes ought to be aligned. Specifically, (a) the various antecedents, and (b) the delight stimuli are considered to lead to customer delight (determining its magnitude), which, in turn, influences the magnitude of behavioural intentions[14]. These effects have been considered in different hedonic and utilitarian consumption settings as contexts. Furthermore, different variables exist that imply a moderation of the effect of delight stimuli on customer delight. Although not formally conceptualised as a moderator, one study exists

[14] Due to the prevalence of behavioural intentions, as opposed to actual behaviour, as outcomes in the customer delight literature, behavioural intentions represent the key theme of customer delight outcomes in this alignment, and in the remainder of this thesis.

that implies the consumption setting as a moderator (Barnes, Ponder and Dugar, 2011). Thus, the consumption setting relates to customer delight either as a context, or as a moderator. Last, customer delight and psychology has been identified as an emerging key theme in the existing customer delight literature.

Figure 4.1 illustrates how this thesis interprets the key themes in the customer delight literature to align (please note that this does not constitute the conceptual model of this research; please refer to Chapter 5 for the conceptual models). Please note that Figure 4.1 also visualises both ways of how the consumption setting is referred to in the customer delight literature, and the reader ought to understand these as alternatives; specifically, the consumption setting can be looked at either as a context (illustrated as the dotted grey line), or as a moderator (illustrated as a moderating variable).

Figure 4.1: Alignment of the Key Themes in the Customer Delight Literature



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Despite the origin of customer delight in, amongst others, the discipline of psychology, customer delight and psychology constitute an emerging key theme that has been under-researched so far (Ball and Barnes, 2017; Ma et al., 2016), and calls have

been made to widen investigations into the psychological aspects related to customer delight (e.g. Chitturi, Raghunathan and Mahajan, 2008; Oliver, Rust and Varki, 1997). This thesis argues that an important avenue to explore constitutes the underlying intrinsic processing that takes place in people's minds when being exposed to delight stimuli, as it is currently unclear how people intrinsically process a delightful experience. This understanding is important as it may reveal whether triggering a certain form of customers' system processing during delightful experiences may increase the magnitude and endurance of customer delight. In turn, this increase in customer delight magnitude and endurance is important as it may lead to stronger and more enduring behavioural intentions. Section 4.3 elaborates further on the contributions of an investigation into customers' intrinsic processing related to customer delight.

The advancement in knowledge linked to investigations into people's intrinsic processing has been demonstrated, albeit scarcely, in other areas of marketing, by explaining the underlying processes in relation to, for example, attitudes, word of mouth, and purchase intention (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011). However, some of the studies that link dual-processing theory to marketing constitute seminal work, as they reveal how the intrinsic processing by consumers affects the quality of these marketing concepts, e.g. their magnitude and endurance (e.g. Petty and Cacioppo, 1986). For example, it has been shown that the magnitude and endurance of attitudes can be increased by triggering people's analytical processing (Petty and Cacioppo, 1986). Such insights have been generated by looking at the intrinsic processing through the 'lens' of dual-processing theory.

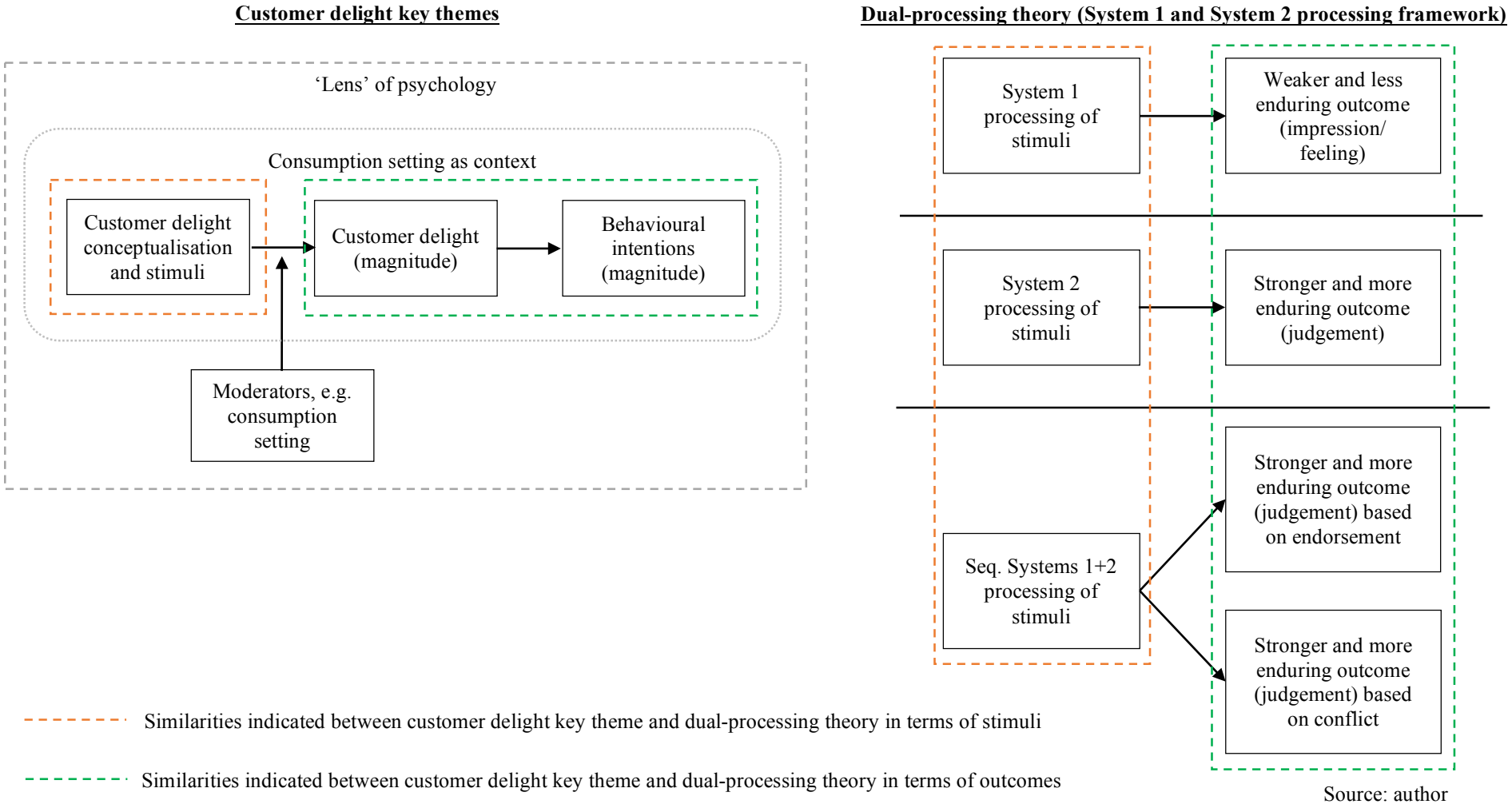
To conclude, there is scant literature that explicitly looks at customer delight from a psychological perspective, and no study has been found that looks at how customers

process delightful experiences. Furthermore, customer delight has not been looked at within the context of dual-processing theory. Consequently, this thesis investigates the gap of the intrinsic processing related to customer delight through the 'lens' of dual-processing theory, with the System 1 and System 2 model as the framework used (Kahneman, 2003; Stanovich and West, 2000) (please refer to Chapter 3 for justification of choice of this framework).

4.2 Development of the Theoretical Framework

Having aligned the key themes in the customer delight literature, identified customers' intrinsic processing during delightful experiences as the targeted research gap, and chosen to apply the System 1 and System 2 processing framework, the theoretical framework is developed by intertwining customer delight and the System 1 and System 2 processing framework. This is done by recognising two similarities between the two domains: (1) the delight stimuli key theme in the customer delight literature is similar to stimuli of system processing (through System 1, System 2, or sequential Systems 1+2 processing) in the System 1 and System 2 processing framework, and (2) customer delight and, in turn, behavioural intentions as outcomes of delight stimuli are similar to the fact that outcomes follow system processing according to the System 1 and System 2 processing framework. Figure 4.2 illustrates these similarities.

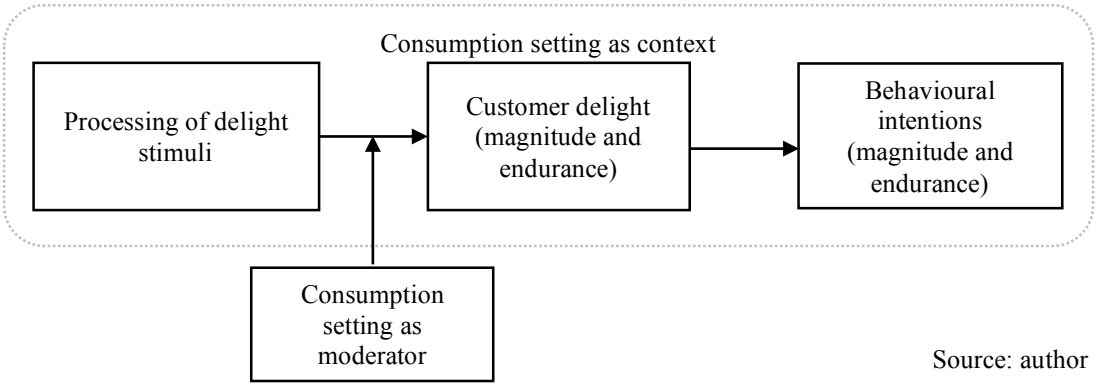
Figure 4.2: Illustration of the Similarities Between Customer Delight Key Themes and Dual-Processing Theory



Source: author

Hence, when merging customer delight and the System 1 and System 2 processing framework, based on the similarities highlighted in Figure 4.2, the theoretical framework underpinning this research results (Figure 4.3). This theoretical framework revolves around customers' intrinsic processing of delight stimuli (hereafter referred to as 'processing of delight stimuli'), and the magnitude and endurance of customer delight[15] and, in turn, behavioural intentions as the outcomes of this processing of delight stimuli. Due to the importance and frequency of application of the consumption setting in the customer delight literature (e.g. Arnold et al., 2005; Ball and Barnes, 2017; Finn, 2005; Meyer, Barnes and Friend, 2017; Oliver, Rust and Varki, 1997) and the wider marketing literature (e.g. Michel, Baumann and Gayer, 2017; Nguyen, DeWitt and Russell-Bennett, 2012; Okada, 2005), a focus on the consumption setting is also incorporated.

Figure 4.3: Theoretical Framework



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The consumption setting is incorporated in two ways: (a) as a context, which allows to investigate the effects between the above-mentioned variables in different

[15] Please note that the previously presented alignment of key themes (Figure 4.1) also entailed the conceptualisation of customer delight, i.e. its antecedents and distinction to satisfaction. However, due to the scope of this thesis, the conceptualisation of customer delight is not integrated into the investigation here. However, references are drawn where appropriate to the antecedents as acknowledged in the extant literature (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997).

consumption settings, respectively, and (b) as a moderator of the effect of the processing of delight stimuli on customer delight, which allows to directly compare the strength of the effect of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions between different consumption settings. Hedonic and utilitarian settings are used here as the classifications of the consumption setting. Derived from this theoretical framework, three different angles on the investigation into the intrinsic processing related to customer delight emerge, which are pursued in this thesis:

(1) The effect of the processing of delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting;
(2) The effect of the processing of delight stimuli on the endurance of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting; and
(3) The consumption setting as a moderator of the effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in turn, of behavioural intentions.

4.3 Contributions

Through its investigation into customers' intrinsic processing during delightful experiences, this thesis will make several important contributions. Primarily, this thesis will contribute to the customer delight literature, especially the scarcely investigated key theme of customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016), as it will shed light on how customers process delightful experiences, and what happens in

people's minds during these experiences. Although scant studies exist that explicitly link customer delight to psychology (Ball and Barnes, 2017; Ma et al., 2016), and some that imply an investigation into the psychological elements of customer delight by exploring its antecedents (e.g. Finn, 2005; Oliver, Rust and Varki, 1997), these studies do not include a focus on customers' intrinsic processing and, thus, do not show how customers process delightful experiences. This thesis argues that an investigation into customers' intrinsic processing during delightful experiences is important as it will reveal whether triggering a certain form of system processing may increase the magnitude and endurance of customer delight, and, in turn, of behavioural intentions, i.e. intention to revisit, engage in positive word of mouth, commit, and pay more. Understanding how triggering a certain form of system processing within customers affects the magnitude and endurance of customer delight and, in turn, of behavioural intentions will constitute a new way to academics and practitioners to better control and streamline customer delight and its occurrence. This will amend the current perception of customer delight as a concept that differs from person to person (Keiningham et al., 1999) to a more manageable concept.

By finding how customers intrinsically process delightful experiences, this thesis will also extend the customer delight literature by challenging the current understanding that customer delight is an emotion only (Oliver, Rust and Varki, 1997). Drawing upon the System 1 and System 2 processing framework that states that emotions result from System 1 processing only (Kahneman, 2003; Stanovich and West, 2000), customer delight should only result from System 1 processing. It is argued here, however, that this idea neglects the shared similarity of elaborate analysis between System 2 processing and customer delight's (partially) cognitive antecedent, i.e. surprising consumption. This similarity might mean that customer delight may also result from System 2 as well as sequential Systems 1+2 processing. If this is the case, customer delight may not only

constitute an emotion, but also a judgement. This will offer an important new understanding of customer delight as something not principally emotive, but also as something analytical. This new understanding may shed light on how the magnitude and endurance of customer delight can be increased.

This thesis will also contribute to the dual-processing theory literature by intertwining the theory with customer delight, as a well-established concept in the marketing domain. Dual-processing theory has been principally applied in the extant psychology domain to investigate humans' intrinsic processing related to emotions, such as happiness (e.g. Bodenhausen, Kramer and Suesser, 1994). Scant literature exists that links the theory to marketing concepts, such as attitudes (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011). However, studies doing so constitute seminal work, such as the Elaboration Likelihood Model by Petty and Cacioppo (1986), as they reveal how marketing academics and practitioners can increase the magnitude and endurance of these marketing concepts by triggering a certain form a processing. Thus, by shedding light on how dual-processing theory can explain the effect of intrinsic processing on customer delight's magnitude and endurance, this thesis emphasises the importance of dual-processing theory to marketing, so academics are encouraged to intertwine it with further marketing concepts.

This thesis will further contribute to the dual-processing literature by showing how system processing affects the magnitude and endurance of outcomes in various consumption settings. The extant dual-processing theory literature (e.g. Dane, Rockmann and Pratt, 2012; Olsen, Samuelsen and Gaustad, 2014) has not tested how humans process in different consumption settings and how this affects outcomes' magnitude and endurance. This has conveyed the idea that the theory applies across all settings. Investigating how the theory applies in different consumption settings is important as it

will shed light on whether or not the same type of system processing results in stronger and more enduring outcomes in all settings. This will offer insights to marketing academics and practitioners into the type of system processing to trigger in a specific setting in order to achieve stronger and more enduring outcomes.

Furthermore, this research will contribute to marketing practice. Practitioners will be offered insights into the type of system processing to trigger within customers when delighting them in hedonic and utilitarian consumption settings. These insights are important as practitioners will better understand how customers process delightful experiences and, in turn, how to achieve that customer delight and behavioural intentions are stronger and more enduring. Customer delight has been frequently criticised for not being worthwhile implementing as it differs from person to person (Keiningham et al., 1999). However, dual-processing theory states that system processing is similar between humans (Kahneman, 2003; Stanovich and West, 2000). Hence, by knowing the form of system processing to trigger when delighting customers, practitioners can better control for customer delight and streamline delight experiences across customers. This will decrease the efforts put into delighting each customer individually, and ensure efficient resource allocation.

By knowing which form of system processing to trigger in a certain consumption setting, practitioners will be able to better develop and implement specific aspects of their delight strategy. For example, a company will be able to better train their employees that deliver delightful experiences. Specifically, they can be trained so that they know how to either trigger System 1 processing by e.g. making their customers feel good (in relation to positive affect as a delight antecedent), or System 2 processing by e.g. making their customers thoroughly think about the situation (in relation to surprising consumption as a delight antecedent).

A company will also be able to better develop and implement marketing communications as part of a delight strategy. For example, if a free product was the stimuli to create a delightful experience, this may be accompanied by a flyer containing elements that help trigger the system processing that generates stronger customer delight and behavioural intentions. In the case of System 1 processing, emotive pictures may be included; in the case of System 2, the flyer may contain elements, such as product information and its value, that make customers elaborately think about the free product received. Moreover, if a monetary discount constitutes the delight stimuli, this thesis will enhance practitioners' understanding that the value of the discount should not be decided on in isolation, but that they ought to also think of the system processing to trigger within customers when giving the discount. This insight will not only provide new knowledge on how to better delight customers, but enable practitioners to allocate and use their resources more efficiently.

4.4 Chapter Conclusion

This chapter first aligned the key themes in the customer delight literature as they are interpreted in this thesis, and focused on the research gap of customers' intrinsic processing in relation to customer delight. The theoretical framework was then developed by intertwining customer delight and the System 1 and System 2 processing framework, based on their similarities. Specifically, the delight stimuli share similarities with the stimuli processing of the framework, whereas customer delight and behavioural intentions share similarities with outcomes of processing. Intertwining both domains resulted in the theoretical framework underpinning this thesis. From the theoretical framework, it was introduced that the investigation into the intrinsic processing related to customer delight looks at three different aspects: (1) the effect of the processing of delight

stimuli on the magnitude of customer delight an, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting; (2) the effect of the processing of delight stimuli on the endurance of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting; and (3) the consumption setting as a moderator of the effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in turn, of behavioural intentions.

This chapter discussed several important theoretical and practical contributions this thesis will make. This thesis will contribute to the customer delight literature. It will do so by shedding light on customers' intrinsic processing during delightful experiences. This understand is important as it will provide insights into how customers process delightful experiences, and how this processing affects the magnitude and endurance of customer delight and, in turn, of behavioural intentions, i.e. intention to revisit, engage in positive word of mouth, commit, and pay more. In addition, this thesis will challenge the current understanding of customer delight as being an emotion only by investigating whether customer delight may also result from System 2 processing and sequential Systems 1+2 processing. If this is the case, it will provide some indication that customer delight may not only be an emotion, but may also be a judgement. This will offer a new important and more analytical perspective on customer delight and may shed light on how its magnitude and endurance can be increased.

This thesis will also contribute to the dual-processing theory literature. It will do so by intertwining dual-processing theory with customer delight, as a concept well-known in the marketing domain. This will highlight the importance of the theory to the marketing domain to explain how customers process the exposure to marketing concepts and how this processing affects the magnitude and endurance of these concepts, and will raise awareness amongst academics to intertwine further marketing concepts with the theory.

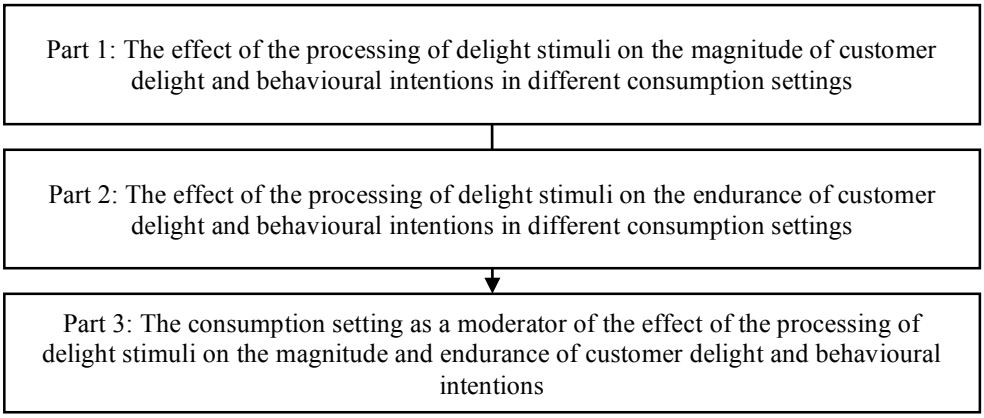
This thesis will further contribute to the dual-processing theory literature by testing the theory in different consumption settings. This is important as it will offer insights into which form of system processing to trigger in each setting to create stronger and more enduring outcomes.

This thesis will also contribute to marketing practice by offering practitioners insights into which type of system processing to trigger within customers during delightful experiences, in hedonic and utilitarian consumption settings. These insights are important as they will allow practitioners to create stronger and more enduring customer delight and, in turn, behavioural intentions. As the different forms of each system processing are applied by humans in similar ways (Kahneman, 2011), knowing which type of system processing to trigger will enable practitioners to better control for the occurrence of customer delight and to streamline their delightful experiences they create. Furthermore, such knowledge will also support practitioners in developing and implementing their delight strategies with regards to, for example, employee training, marketing communications, and pricing. As a result, practitioners will be able to better delight their customers and to ensure more efficient resource allocation.

5. Research Questions, Hypotheses, and Conceptual Models

This chapter develops research questions, hypotheses, and conceptual models for the three different aspects of the investigation into the intrinsic processing related to customer delight, as derived from the theoretical framework. Figure 5.1 illustrates the structure and content of this chapter. Please note that always two types of system processing were compared at a time during data analysis (i.e. System 1 versus System 2; System 1 versus sequential Systems 1+2; System 2 versus sequential Systems 1+2). This was due to the data analysis tool used (PROCESS macro for SPSS (Hayes, 2013); please refer to Chapter 7 for a detailed introduction and discussion), and to ensure that all types of system processing, as the categories of the multicategorical independent variable, were compared to each other. Thus, to be consistent with the structure of the later chapters, hypotheses are developed accordingly here.

Figure 5.1: Structure and Content of Chapter 5



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5.1 Part 1: The Effect of the Processing of Delight Stimuli on the Magnitude of Customer Delight and Behavioural Intentions in Different Consumption Settings

The System 1 and System 2 processing framework infers that emotions result only from System 1 processing of stimuli (Kahneman, 2003; Stanovich and West, 2000). Thus, as customer delight has so far been defined as an emotion (Oliver, Rust and Varki, 1997), it should only result from System 1 processing of stimuli, i.e. delight stimuli. This means, delight stimuli would only be processed through affectively-driven System 1. However, this thesis argues that this idea disregards the fact that customer delight also consists of an antecedent, i.e. surprising consumption, of partially cognitive characteristics (Oliver, Rust and Varki, 1997), which shares similarities, i.e. elaborate analysis, with System 2 processing. Hence, due to the similarity of the characteristics between the (partially) cognitive antecedent of customer delight and System 2 processing, customer delight should also result from System 2 processing as well as from sequential Systems 1+2 processing of delight stimuli.

Furthermore, the System 1 and System 2 processing framework states that outcomes of different types of system processing differ in their qualities, with one such quality being their magnitude (Kahneman, 2003; Stanovich and West, 2000). Specifically, outcomes of System 1 processing are weaker in their magnitude, compared to System 2 processing and sequential Systems 1+2 processing outcomes (Kahneman, 2003; Stanovich and West, 2000). Hence, when combining the argument that customer delight should result from System 1 processing, System 2 processing, and sequential Systems 1+2 processing of delight stimuli, and the fact that the magnitude of an outcome differs based on the type of system processing it results from, the question arises whether

this also applies to the magnitude of customer delight, as the outcome of system processing.

In addition, the customer delight literature has found a positive effect of the magnitude of customer delight on that of behavioural intentions (e.g. Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Wang, 2011). To be consistent with the extant customer delight literature as well as to provide a comprehensive investigation into the effect of the processing of delight stimuli, such an effect of customer delight on behavioural intentions is incorporated. Hence, if processing of delight stimuli influences the magnitude of customer delight, the question can be extended to whether this also indirectly affects the magnitude of behavioural intentions. Intention to revisit[16] and to engage in positive word of mouth are chosen here as the behavioural intentions due to the prevalence of these outcomes in the extant literature; thus, their inclusion allows for consistency with current studies (e.g. Barnes, Ponder and Dugar, 2011; Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005, 2012; Oliver, Rust and Varki, 1997). However, it was argued in Chapter 2 that other customer delight outcomes exist, which have been relatively rarely looked at. Thus, to extend the strong focus of the extant literature on intention to revisit and to engage in positive word of mouth, two further outcome variables are incorporated; namely, intention to commit and intention to pay more (Barnes, Ponder and Dugar, 2011; Collier et al., 2018).

As identified previously, the System 1 and System 2 processing framework does not detail how the effect of the processing of stimuli on outcomes occurs in different consumption settings. Thus, the question is further extended by asking how the effects of different types of system processing occur in various consumption settings, i.e. hedonic

[16] Revisit intention, as opposed to re-purchase intention, is chosen due to the selection of service settings in the experimental scenarios, as part of the method (see Chapter 6).

and utilitarian consumption settings. Together, this leads to the first research question (RQ):

> ***RQ1:*** *How does the processing of delight stimuli affect the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the magnitude of customer delight, in a hedonic and a utilitarian consumption setting?*

5.1.1 Part 1: Development of Hypotheses

5.1.1.1 The Indirect Effect of the Processing of Delight Stimuli on the Magnitude of Behavioural Intentions Through the Magnitude of Customer Delight

Based on the System 1 and System 2 processing framework, emotions result from System 1 processing (Kahneman, 2003; Stanovich and West, 2000), and, thus, customer delight should result from this type of system processing only. However, as argued above, due to the (partially) cognitive antecedent of customer delight, it should also result from System 2 processing as well as sequential Systems 1+2 processing. The System 1 and System 2 processing framework states that outcomes of System 1 processing are weaker in their magnitude (compared to outcomes of System 2 and sequential Systems 1+2 processing) (Kahneman, 2003; Stanovich and West, 2000). When placing customer delight within this context, customer delight should be of weaker magnitude if resulting from System 1 processing (than when resulting from System 2 or sequential Systems 1+2 processing).

The reason for the superior magnitude of System 2 processing outcomes is due to this system being cognitively-driven and conducting elaborate analyses of stimuli, which leads to judgements that are stronger in magnitude than the emotions resulting from

System 1 processing (Kahneman, 2003; Stanovich and West, 2000). Combining this idea of the System 1 and System 2 processing framework and the argument that customer delight should also result from System 2 processing, customer delight, resulting from System 2 processing of delight stimuli, should be stronger in its magnitude, compared to customer delight following System 1 processing.

In addition to processing through either System 1 or System 2, people can also process through both systems in combination, i.e. as a sequence (Kahneman, 2003; Stanovich and West, 2000). Although the processing takes place through both systems, outcomes of sequential Systems 1+2 processing constitute judgements (Kahneman, 2003; Stanovich and West, 2000). However, the System 1 and System 2 processing framework does not assert whether there is, in fact, a difference in the magnitude between System 2 processing and sequential Systems 1+2 processing outcomes, which in both cases constitute judgements. This thesis argues that outcomes of sequential Systems 1+2 processing should be stronger than those of System 2 processing due to two assumptions. First, more processing takes place during sequential Systems 1+2 processing, as both systems are being activated, whereas during System 2 processing only one system is used. Hence, stimuli, here delight stimuli, would undergo more processing when an individual applies sequential Systems 1+2 processing, compared to System 2 processing. Second, according to the System 1 and System 2 processing framework, the sequential Systems 1+2 processing commences with System 1 providing a tentative outcome, followed by System 2 processing, which either confirms or positively or negatively overrides the tentative System 1 outcome (Kahneman, 2003; Stanovich and West, 2000). As customer delight is a positive construct, it is assumed that System 2 would positively override the tentative System 1 response, i.e. further increase its magnitude.

As indicated in the theoretical framework presented in Chapter 4, the existing literature has found a positive effect of the magnitude of customer delight on that of behavioural intentions, i.e. the stronger customer delight, the stronger behavioural intentions (e.g. Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Wang, 2011). As established above, the magnitude of customer delight is predicated to be determined by the type of system processing it results from, which, in turn, is expected to determine the magnitude of behavioural intentions. Specifically, as customer delight following System 1 processing of delight stimuli is expected to be of weaker magnitude than when resulting from System 2 or sequential Systems 1+2 processing, this should also lead to a relatively weaker magnitude of behavioural intentions. Customer delight following System 2 processing of delight stimuli is assumed to be of stronger magnitude, compared to System 1 processing; hence, it should lead to behavioural intentions of stronger magnitude. With regards to sequential Systems 1+2 processing of delight stimuli, customer delight is predicated to be of stronger magnitude compared to System 2 processing (and System 1 processing), and, thus, is assumed to lead to relatively stronger behavioural intentions.

Finally, when combining the above discussion about the predicated effects, it becomes evident that part 1 looks at the effect of the processing of delight stimuli → customer delight magnitude → behavioural intentions magnitude, which indicates a mediation through customer delight. In other words, the processing of delight stimuli is expected to have a positive indirect effect on the magnitude of behavioural intentions through the magnitude of customer delight. This means, System 1 processing should have a weaker positive indirect effect on behavioural intentions through customer delight, compared to System 2 processing and sequential Systems 1+2 processing. Sequential Systems 1+2 processing is predicted to have a stronger positive indirect effect on the

magnitude of behavioural intentions through the magnitude of customer delight, compared to System 1 processing and System 2 processing.

Although the System 1 and System 2 processing framework states that System 1 processing is more likely to occur if a person is lowly involved, such as in utilitarian consumption settings, and System 2 if a person is highly involved, such as in hedonic consumption settings (Kahneman, 2003; Stanovich and West, 2000), no insights are offered into the differences of the effect of the system processing on the magnitude of outcomes in low and high involvement situations, such as hedonic and utilitarian consumption settings. As it is of interest how system processing affects the magnitude of customer delight and, in turn, of behavioural intentions in different consumption settings, and not what system occurs in general, this lack of information is overcome by assuming that the System 1 and System 2 processing framework applies to a hedonic and a utilitarian consumption setting. This leads to the following formal hypotheses:

H1.1$^{Hed./Util.}$: *Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

H1.2$^{Hed./Util.}$: *Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

H1.3$^{Hed./Util.}$: *Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention*

to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.

5.1.1.2 The Direct Effect of the Processing of Delight Stimuli on the Magnitude of Behavioural Intentions

As established above, mediation through customer delight is predicated. Common practice in the mediation literature is to assume partial mediation, instead of full mediation, which also entails testing for a direct effect of the independent on the dependent variable(s) (Baron and Kenny, 1986; Hayes, 2013). In line with common practice in the extant literature, it is investigated whether there is a direct effect of the processing of delight stimuli on the magnitude of behavioural intentions.

However, no study exists in the customer delight literature that explores the direct effect of delight stimuli on the magnitude of behavioural intentions. Hence, to be able to derive hypotheses for the direct effects, the System 1 and System 2 processing framework is again applied. It is predicated that behavioural intentions, as outcomes of System 1 processing, are of weaker magnitude than those following System 2 processing and sequential Systems 1+2 processing. As argued in the previous section, sequential Systems 1+2 processing outcomes should be of stronger magnitude than System 2 processing outcomes. Applying this to behavioural intentions as outcomes, those resulting from sequential Systems 1+2 processing should, thus, be stronger in magnitude than behavioural intentions following System 1 and System 2 processing. Again, as argued above, it is predicated that these effects apply in a hedonic as well as a utilitarian consumption setting. Formally, it is hypothesised that:

H1.4$^{Hed./Util.}$: *Compared to System 1 processing, the positive direct effect of System 2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

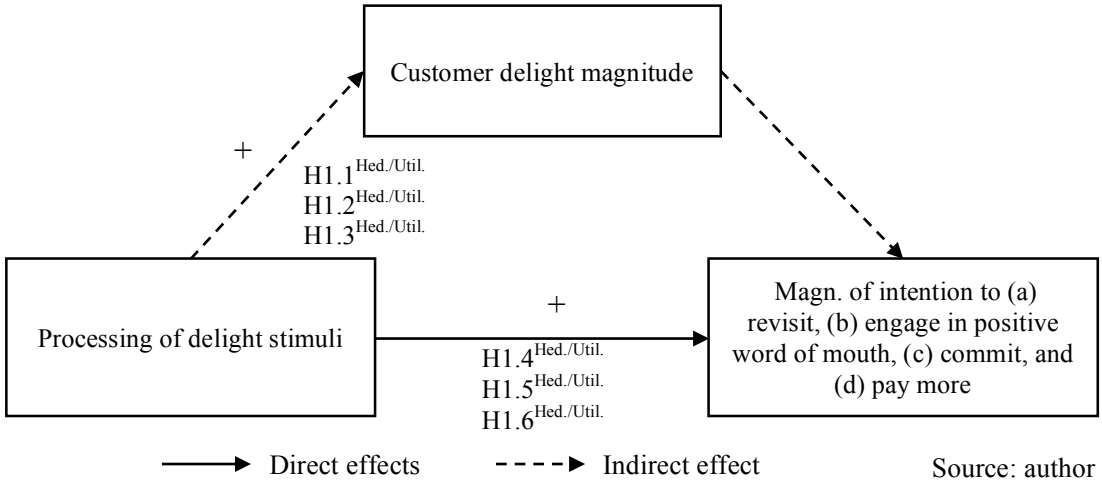
H1.5$^{Hed./Util.}$: *Compared to System 1 processing, the positive direct effect of sequential Systems 1+2 processing on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

H1.6$^{Hed./Util.}$: *Compared to System 2 processing, the positive direct effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

5.1.2 Part 1: Conceptual Model

Based on the hypotheses developed so far, a respective conceptual model is derived (Figure 5.2). This conceptual model suggests a partial mediation model (Baron and Kenny, 1986; Hayes, 2013). Due to the similarity of variables and effects between the hypotheses for the three comparisons of system processing (i.e. System 1 versus System 2; System 1 versus sequential Systems 1+2; System 2 versus sequential Systems 1+2), one conceptual model is developed that is applicable to all three comparisons.

Figure 5.2: Part 1: Conceptual Model



5.2 Part 2: The Effect of the Processing of Delight Stimuli on the Endurance of Customer Delight and Behavioural Intentions in Different Consumption Settings

As established in part 1, the System 1 and System 2 processing framework states that the outcomes of different types of system processing differ in their magnitude (Kahneman, 2003; Stanovich and West, 2000). This also applies to endurance as outcomes' qualities (Kahneman, 2003; Stanovich and West, 2000). Specifically, System 1 outcomes are less enduring compared to System 2 outcomes (Kahneman, 2003; Stanovich and West, 2000). In the case of sequential Systems 1+2 processing, the framework states that although System 1 provides some tentative response as input for subsequent System 2 processing, the outcome is determined by System 2, and, hence, is more enduring (Kahneman, 2003; Stanovich and West, 2000).

Part 1 also introduced the core argument that customer delight, due to its antecedents, should result from System 1 processing, System 2 processing, and sequential Systems 1+2 processing. Combining this with the idea of the System 1 and System 2 processing framework that the different types of system processing lead to outcomes of

different endurance, the question arises how this applies to customer delight as the outcome. Specifically, it is asked whether customer delight differs in its endurance based on the type of system processing it results from. As done in part 1, part 2 also incorporates behavioural intentions. To the author's knowledge, the customer delight literature has not looked at the effect of customer delight endurance on behavioural intentions endurance. Thus, the above question is extended by asking how the difference in the endurance of customer delight, based on the type of system processing it results from, affects the endurance of behavioural intentions. Part 2 furthermore asks how these effects apply in hedonic and utilitarian consumption settings, respectively. Hence, the second research question is stated as:

> ***RQ2:*** *How does the processing of delight stimuli affect the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the endurance of customer delight, in a hedonic and a utilitarian consumption setting?*

5.2.1 Part 2: Development of Hypotheses

5.2.1.1 The Indirect Effect of the Processing of Delight Stimuli on the Endurance of Behavioural Intentions Through the Endurance of Customer Delight

According to the System 1 and System 2 processing framework, outcomes of System 1 processing are of lesser endurance, compared to outcomes following System 2 processing and sequential Systems 1+2 processing (Kahneman, 2003; Stanovich and West, 2000). When placing customer delight within this context, it should be of lesser endurance following System 1 processing than when following System 2 processing or sequential Systems 1+2 processing.

With regards to outcomes of System 2 processing, the System 1 and System 2 processing framework states that these outcomes are more enduring, compared to System 1 processing outcomes (Kahneman, 2003; Stanovich and West, 2000). As argued in the previous section, delight stimuli should also be processed via System 2 processing due to the similarity between the characteristics of customer delight's (partially) cognitive antecedent and System 2 processing. Hence, when looking at customer delight in the context of the System 1 and System 2 processing framework, customer delight following System 2 processing of the delight stimuli should be more enduring than customer delight resulting from System 1 processing.

With regards to sequential Systems 1+2 processing, respective outcomes constitute judgements that are more enduring (Kahneman, 2003; Stanovich and West, 2000). Although both System 2 and sequential Systems 1+2 processing outcomes constitute judgements, it was argued that outcomes of sequential Systems 1+2 processing should be of stronger magnitude than those of System 2 processing, due to the amount of system processing conducted and System 2 positively overriding the tentative System 1 outcome. The same thinking is applied to part 2, meaning outcomes of sequential Systems 1+2 processing should be more enduring than those of System 2 processing. Hence, it is predicated that customer delight following sequential Systems 1+2 processing is more enduring than when following System 1 processing and System 2 processing.

Furthermore, the extant literature has incorporated a focus on the effect of customer delight on behavioural intentions, and stated that the stronger customer delight, the stronger behavioural intentions (e.g. Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Wang, 2011). No study has been found that tests how the endurance of customer delight affects the endurance of behavioural intentions. However, this thesis asserts that the current findings of the effect of customer delight magnitude on

behavioural intentions magnitude should also apply to the endurance of these variables. Specifically, it is assumed that the more enduring customer delight, the more enduring subsequent behavioural intentions. This means, customer delight following System 1 processing, which is predicated to be of lesser endurance, compared to customer delight following System 2 processing and sequential Systems 1+2 processing, is expected to lead to less enduring behavioural intentions. Customer delight following sequential Systems 1+2 processing, which is predicated to be of more endurance, compared to customer delight following System 1 processing as well as System 2 processing, is expected to lead to more enduring behavioural intentions.

When combining the above discussion, it becomes apparent that part 2 investigates the effect of the processing of delight stimuli → customer delight endurance → behavioural intentions endurance, which constitutes a mediation through customer delight endurance. This means, the processing of delight stimuli is expected to have a positive indirect effect on behavioural intentions endurance through customer delight endurance. Specifically, System 1 processing should have a weaker positive indirect effect on behavioural intentions endurance through customer delight endurance, compared to System 2 processing and sequential Systems 1+2 processing; sequential Systems 1+2 processing should have a stronger positive indirect effect on behavioural intentions endurance through customer delight endurance, compared to System 1 processing and System 2 processing.

As the case with part 1, it is of interest how the effect of the processing of delight stimuli on outcomes' qualities applies in a hedonic and a utilitarian consumption setting, respectively. Due to the lack of according information provided by the System 1 and System 2 processing framework, it is predicated that these differences in the effects of

the types of system processing apply in both consumption settings. Accordingly, the following formal hypotheses are offered:

> ***H2.1$^{Hed./Util.}$***: *Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

> ***H2.2$^{Hed./Util.}$***: *Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

> ***H2.3$^{Hed./Util.}$***: *Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

5.2.1.2 The Direct Effect of the Processing of Delight Stimuli on the Endurance of Behavioural Intentions

The System 1 and System 2 processing framework is applied in the same manner as above to derive hypotheses for the direct effect of the processing of delight stimuli on the endurance of behavioural intentions. It is hypothesised that behavioural intentions following System 1 processing should be less enduring, compared to System 2 processing and sequential Systems 1+2 processing. Behavioural intentions following sequential Systems 1+2 processing should be more enduring than those following System 1

processing and System 2 processing. Furthermore, it is predicated that these differences in effects between various types of system processing apply in a hedonic and a utilitarian consumption setting. Formally, the following three hypotheses are derived:

> ***H2.4$^{Hed./Util.}$:*** *Compared to System 1 processing, the positive direct effect of System 2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

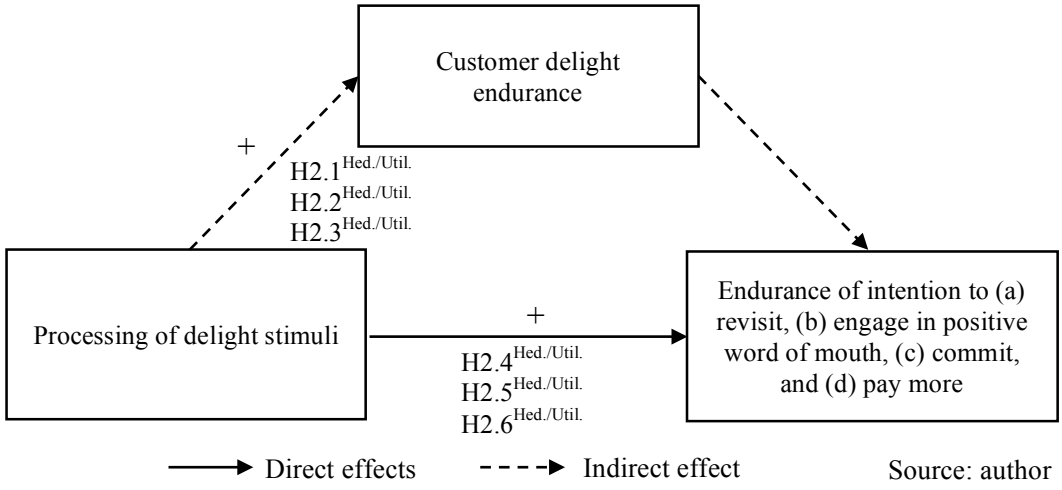
> ***H2.5$^{Hed./Util.}$:*** *Compared to System 1 processing, the positive direct effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

> ***H2.6$^{Hed./Util.}$:*** *Compared to System 2 processing, the positive direct effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger.*

5.2.2 Part 2: Conceptual Model

Following the preceding development of hypotheses of the indirect effect and the direct effect of the processing of delight stimuli for the three comparisons, the conceptual model results, as depicted in Figure 5.3. This model is applicable to all three comparisons.

Figure 5.3: Part 2: Conceptual Model



5.3 Part 3: The Consumption Setting as a Moderator of the Effect of the Processing of Delight Stimuli on the Magnitude and Endurance of Customer Delight and Behavioural Intentions

Parts 1 and 2 investigate the effects of the processing of delight stimuli on the magnitude and endurance of customer delight and of behavioural intentions, in hedonic and utilitarian consumption settings, respectively. Part 3 directly compares whether the strength of the indirect effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of behavioural intentions through that of customer delight significantly differs between a hedonic and a utilitarian consumption setting. This means, the consumption setting takes on the role of a moderator (moderating the direct path of the processing of delight stimuli on customer delight). Although no research has been found that conceptualises the consumption setting as a moderator and directly compares customer delight in a hedonic versus a utilitarian consumption setting in one study, academics have looked at customer delight in either consumption setting classification in separation (e.g. Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005; Oliver, Rust and Varki, 1997). For example, Finn (2005) uses a utilitarian consumption setting (website

visits), and finds customer delight to be weaker in magnitude compared to customer delight in Oliver, Rust and Varki's (1997) studies, in which hedonic consumption settings are used. Furthermore, opinions exist that customer delight is not at all relevant in utilitarian consumption settings (Ball and Barnes, 2017; Loureiro, Miranda and Breazeale, 2014).

Despite the disagreement amongst academics over whether customer delight can occur in utilitarian consumption settings, the consumption setting is a well-recognised variable in the context of customer delight (e.g. Arnold et al., 2005; Ball and Barnes, 2017; Finn, 2005; Meyer, Barnes and Friend, 2017; Oliver, Rust and Varki, 1997) as well as in the wider marketing literature (e.g. Michel, Baumann and Gayer, 2017; Nguyen, DeWitt and Russell-Bennett, 2012; Okada, 2005). Specifically, the consumption setting might moderate the effect of delight stimuli on customers' delight to the extent that the effect will be stronger in some consumption settings than others (Finn, 2005; Oliver, Rust and Varki, 1997). Thus, the questions arise whether the indirect effects of the processing of delight stimuli on customer delight magnitude and endurance and, in turn, on behavioural intentions magnitude and endurance, are moderated by the consumption setting, so that they differ in their strength in a hedonic versus a utilitarian consumption setting. This leads to the final two research questions:

> ***RQ3:*** *How does the consumption setting moderate the indirect effect of the processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the magnitude of customer delight?*

RQ4: *How does the consumption setting moderate the indirect effect of the processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the endurance of customer delight?*

5.3.1 Part 3: Development of Hypotheses

Whereas the extant literature agrees that customer delight occurs in hedonic consumption settings (e.g. Barnes, Beauchamp and Webster, 2010; Collier and Barnes, 2015; Ludwig et al., 2017; Ma et al., 2016; Oliver, Rust and Varki, 1997; Wang, 2011), there is disagreement over customer delight in utilitarian consumption settings. Some studies claim that customer delight is weaker in utilitarian than hedonic consumption settings (e.g. Finn, 2005), and others state that customer delight is irrelevant in utilitarian settings (Ball and Barnes, 2017; Loureiro, Miranda and Breazeale, 2014). Furthermore, only one study has been found that looks at customer delight in different consumption settings in one study (Barnes, Ponder and Dugar, 2011). However, it solely looks at what stimulus leads to customer delight in which setting, through the critical incident technique (Barnes, Ponder and Dugar, 2011), rather than how the consumption setting moderates the effect of delight stimuli on the magnitude of customer delight. This would allow to conclude whether this effect is stronger in certain consumption settings, compared to others.

Considering the lack of existing investigations into the occurrence of customer delight in hedonic as opposed to utilitarian consumption settings, this thesis uses Oliver, Rust and Varki's (1997) and Finn's (2005) positions to develop hypotheses. The reason for this choice is that the academics' studies test the same model in a hedonic consumption setting (Oliver, Rust and Varki, 1997) and a utilitarian setting (Finn, 2005),

respectively. The results show that customer delight does occur in a utilitarian consumption setting, though is stronger in a hedonic consumption setting (Finn, 2005; Oliver, Rust and Varki, 1997), suggesting that the consumption setting might moderate the magnitude of customer delight.

By adding the consumption setting as a moderator that influences the effect of the processing of delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight, it is predicated that the suggested indirect effect should be stronger in a hedonic consumption setting, compared to a utilitarian consumption setting. For example, for the comparison between System 1 and System 2 processing of the delight stimuli, it was hypothesised that System 2 should lead to stronger customer delight and, in turn, to stronger behavioural intentions. Hence, when combining this with the findings of Oliver, Rust and Varki's (1997) and Finn's (2005) studies, this indirect effect of the processing of delight stimuli should be moderated by the consumption setting so that it is stronger in a hedonic, compared to a utilitarian consumption setting. The same applies to the indirect effect for the comparisons between System 1 processing versus sequential Systems 1+2 processing as well as System 2 processing versus sequential Systems 1+2 processing. This leads to the following formal hypotheses:

> ***H3.1:*** *Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).*

H3.2: *Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).*

H3.3: *Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).*

No study has been found that looks at how the consumption setting moderates the effect of delight stimuli on customer delight endurance. To be able to derive hypotheses for how the consumption setting moderates the indirect effect of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance, this thesis assumes that the above-mentioned findings by Oliver, Rust and Varki (1997) and Finn (2005) also apply when looking at customer delight endurance. Hence, the indirect effects of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance should be stronger in a hedonic consumption setting, compared to a utilitarian consumption setting. This leads to the following formal hypotheses:

H3.4: *Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).*

H3.5: *Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).*

H3.6: *Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).*

5.3.2 Part 3: Conceptual Models

Following the development of hypotheses, the conceptual models (moderated mediation models) are derived for the moderation of the indirect effect of the processing of delight stimuli on the magnitude (Figure 5.4) and the endurance (Figure 5.5) of customer delight and, in turn, of behavioural intentions.

Figure 5.4: Part 3: Conceptual Model (Magnitude)

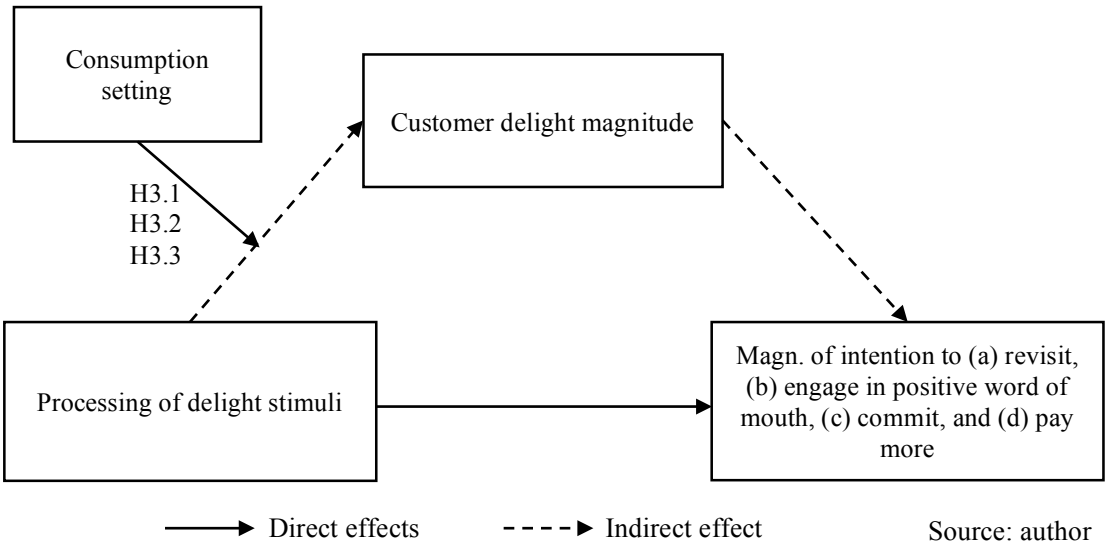
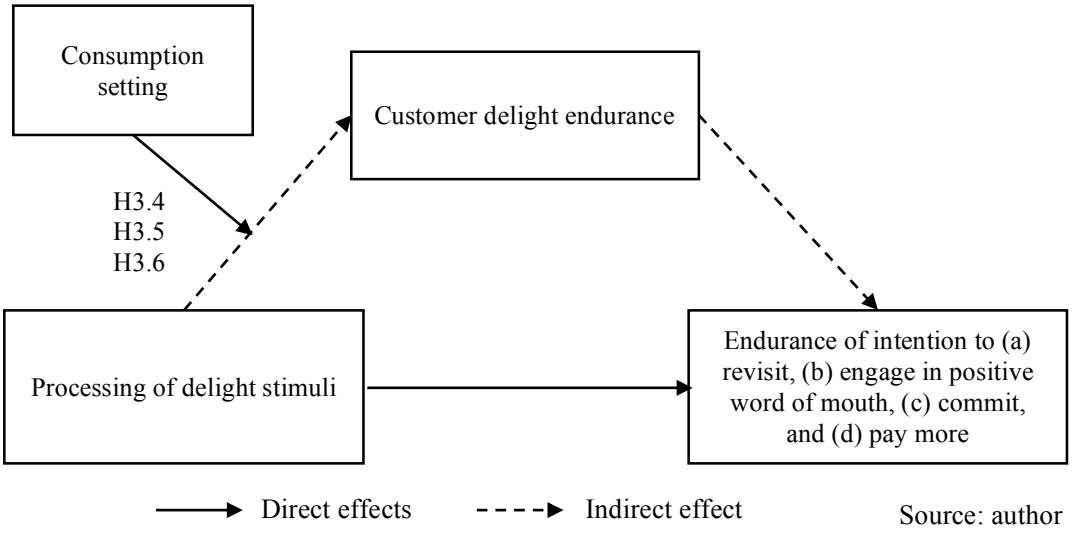


Figure 5.5: Part 3: Conceptual Model (Endurance)



5.4 Chapter Conclusion

This chapter developed research questions, hypotheses, and conceptual models for the three parts investigating different aspects of customers' intrinsic processing in relation to customer delight (for each part, hypotheses were phrased so that two types of system processing were compared at a time, to be consistent with the structure of later chapters). Part 1 asked how the processing of delight stimuli affects the magnitude of customer delight and, in turn, of behavioural intentions, in hedonic and utilitarian consumption settings, respectively. It was hypothesised that System 1 processing has a weaker positive indirect effect on the magnitude of behavioural intentions through that of customer delight, compared to System 2 processing and sequential Systems 1+2 processing. Sequential Systems 1+2 processing was predicated to have a stronger positive indirect effect than System 1 processing and System 2 processing. These effects were predicated to occur in hedonic and utilitarian consumption settings. Hence, in all cases, mediation was hypothesised through customer delight magnitude. To conform with common practice in mediation analysis, a direct effect of the processing of delight stimuli

on the magnitude of behavioural intentions was also predicated, using the same thinking based on the System 1 and System 2 processing framework, as for the indirect effects.

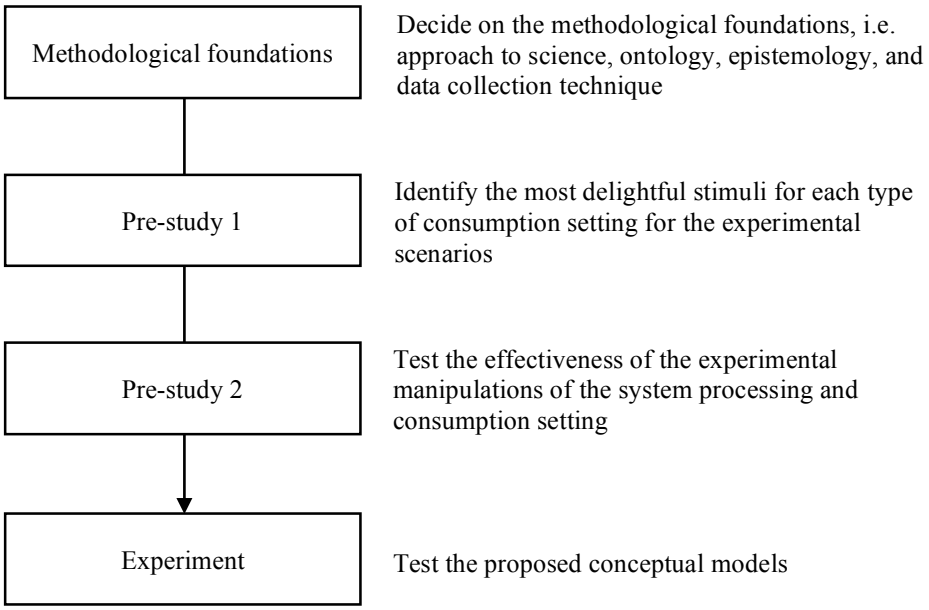
Part 2 asked how the processing of delight stimuli affects the endurance of customer delight and, in turn, of behavioural intentions, in hedonic and utilitarian consumption settings, respectively. Hypotheses were developed that System 1 processing has a weaker positive indirect effect on customer delight endurance and, in turn, on behavioural intentions endurance, compared to System 2 processing and sequential Systems 1+2 processing, with the latter being expected to have a stronger positive indirect effect than System 1 processing and System 2 processing. It was hypothesised that these indirect effects occur in hedonic and utilitarian consumption settings. As done in part 1, direct effects for the processing of delight stimuli on behavioural intentions endurance were hypothesised.

Part 3 focused on directly comparing these indirect effects between a hedonic and a utilitarian consumption setting by including the consumption setting as a moderator. Hence, it was asked how the consumption setting moderates the indirect effects of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in turn, of behavioural intentions. It was hypothesised that these indirect effects are stronger in a hedonic consumption setting, compared to a utilitarian consumption setting. Parts 1 and 2 comprised mediation models, whereas part 3 included moderated mediation models. Chapter 6 presents the method chosen to test these hypotheses and conceptual models.

6. Methodology

This chapter focuses on the research method, and elaborates on the different elements of the underpinning process depicted in Figure 6.1. It first discusses different methodological foundations and options available, narrows these down to the methodology used here, and provides an outline. The pre-studies leading to the experiment are then explained. Thereafter, the main focus is on the experiment that tests the conceptual models as proposed in Chapter 5.

Figure 6.1: Overview of Research Methodology



Source: author

6.1 Methodological Foundations

6.1.1 Methodological Options

To derive the best methodology for this thesis and its research questions, hypotheses, and conceptual models, the two most common philosophical approaches to social science, with their respective assumptions, ontology, epistemology, and data collection techniques, were regarded first: (1) the interpretive approach, and (2) the

positivist approach. At the one end of the spectrum, a researcher following an interpretive approach to science seeks to gain a qualitative and in-depth understanding of humans, such as of their experiences and perceptions, and to understand how they interpret and create meaning in life (Bonoma, 1985; Calder, 1977; Deshpande, 1983). This approach assumes that humans act as social beings, and meaning is mutually created and reinforced. This understanding is gathered by investigating a small number of cases in detail. A nominalist ontology is followed within this approach as well as an inductive epistemology, i.e. a new theoretical paradigm is developed based on the data (Bonoma, 1985; Calder, 1977; Deshpande, 1983).

Methods used within the interpretive approach are observations, case studies, interviews, and focus groups (Bonoma, 1985; Calder, 1977; Deshpande, 1983). Observations entail studying subjects without interaction, e.g. without speaking to them; case studies revolve around investigating a small number of cases in-depth on several aspects for a longer period. Focus groups are used when a topic benefits from the discussion and group dynamics between people. Interviews are based on an in-depth conversation between the researcher and one subject at a time, looking at their individual experiences, using the critical incident technique (Bonoma, 1985; Calder, 1977; Deshpande, 1983; Flanagan, 1954).

On the other end of the spectrum, a researcher following a positivist approach to science seeks to conduct ‘objective’ and quantitative research based on rigour, exact measures, and statistical hypotheses testing (Perdue and Summers, 1986). This approach aims at construct description or explanation of cause-and-effect relationships, using quantitative data collected from a large sample. The goal is to generalise findings to the overall population. This approach embraces a realist ontology, i.e. that rational and logical thinking prevails amongst humans, and a deductive epistemology, i.e. data are collected

to test an existing theory. Subjective information, such as subjects' experiences and opinions, are not the primary focus when taking on a positivist approach (Calder, 1977; Deshpande, 1983).

Methods used within the positivist approach are surveys and experiments (Calder, 1977; Deshpande, 1983; Perdue and Summers, 1986). Surveys describe relationships between variables (Rindfleisch et al., 2008), such as what stimuli delight customers (e.g. Bartl, Gouthier and Lenker, 2013). However, surveys do not allow to investigate causality between variables, which would be based on altering, i.e. manipulating, one variable and looking at the effect it has on another (Perdue and Summers, 1986). Experimentation is the one quantitative method that allows for investigations into cause-and-effect relationships, or causality, which "[…] applies when the occurrence of X increases the probability of the occurrence of Y" (Malhotra, Birks and Wills, 2012, p. 371). This is achieved by manipulating independent variables (Lynch, Jr., 1982; Perdue and Summers, 1986).

Table 6.1 shows the methodological approaches and methods used in the extant literature on customer delight and dual-processing theory. It is noted that a positivist approach prevails in both domains, whereas the interpretive approach is applied less often. In the customer delight literature, the positivist approach comprises surveys and experiments as the quantitative methods (e.g. Collier et al., 2018; Kim and Mattila, 2013; Ludwig et al., 2017; Oliver, Rust and Varki, 1997). In the dual-processing theory literature, there has been a clear tendency towards conducting experiments (e.g. Bodenhausen, Sheppard and Kramer, 1994; Dane, Rockmann and Pratt, 2012; Olsen, Samuelsen and Gaustad, 2014). A possible reason for the prevalence of experiments in the dual-processing theory literature is that investigations into how the different types of

system processing influence outcomes necessitates manipulation and control for participants' system processing.

Table 6.1: Summary of Methodologies Used in the Customer Delight and Dual-Processing Theory Literature

Domain	Methodological approach	Method	Author(s), year
Customer delight	Positivist	Quantitative: experiment	Barnes, Beauchamp and Webster, 2010; Chitturi, Raghunathan and Mahajan, 2008; Dutta et al., 2017; Kim and Aggarwal, 2016; Kim and Mattila, 2013; Ludwig et al., 2017; Wang, 2011
		Quantitative: survey	Barnes, Collier and Robinson, 2014; Barnes et al., 2016; Barnes, Ponder and Hopkins, 2015; Bartl, Gouthier and Lenker, 2013; Collier and Barnes, 2015; Collier et al., 2018; Falk, Hammerschmidt and Schepers, 2010; Finn, 2005, 2012; Fueller and Matzler, 2008; Hicks et al., 2005; Kumar and Iyer, 2001; Loureiro, Miranda and Breazeale, 2014; Ludwig, Barnes and Gouthier, 2017; Ma et al., 2016; Meyer, Barnes and Friend, 2017; Oliver, Rust and Varki, 1997
	Interpretive	Qualitative: the critical incident technique	Arnold et al., 2005; Barnes et al., 2013; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015; McNeilly and Barr, 2006; Swanson and Davis, 2012; Verma, 2003
Dual-processing theory	Positivist	Quantitative: experiment	Bodenhausen, Kramer and Suesser, 1994; Bodenhausen, Sheppard and Kramer, 1994; Cappalletti, Gueth and Ploner, 2011; Caruso and Shafir, 2006; Connolly and Butler, 2006; Dane, Rockmann and Pratt, 2012; De Neys, 2006; Dhar and Nowlis, 1999; Hamilton, Hong and Chernev, 2007; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Olsen, Samuelsen and Gaustad, 2014; Rottenstreich, Sood and Brenner, 2007; Saunders and Buehner, 2013; Suri and Monroe, 2003; Tiedens, 2001; Wang, 2006
		Quantitative: survey	Filieri, 2015; Sierra and Hyman, 2011
	Interpretive	Qualitative: case study	Viswanathan and Jain, 2013

Source: author

This thesis followed a positivist approach, with experimentation as the quantitative method. This is due to (a) the interest in testing for causality between variables, and (b) manipulations of the system processing and consumption setting being essential to testing the conceptual models suggested in Chapter 5. Furthermore, taking a

positivist approach meant that frequent practice in the extant literature on customer delight and dual-processing theory was joined (e.g. Chitturi, Raghunathan and Mahajan, 2008; Dane, Rockmann and Pratt, 2012; Wang, 2011).

6.1.2 Outline and Sample Choices

Derived from the preceding discussion, the conceptual models proposed in the previous chapter were tested using an experimental research design, to explain how the processing of delight stimuli affects the magnitude and endurance of customer delight and, in turn, of behavioural intentions. This was done in hedonic and utilitarian consumption settings, respectively, as well as in comparison between the settings by including the consumption setting as a moderator. To prepare the experiment, two pre-studies were conducted (1) to develop the experimental scenarios for the hedonic and utilitarian consumption settings (hereafter referred to as 'pre-study 1'), and (2) to test whether the system processing and consumption setting manipulations worked (hereafter referred to as 'pre-study 2').

An important element of the experiment was the scenarios, as part of the consumption setting manipulation. These included the delight stimuli, which were the object of system processing. The challenge lay in the stimuli needing to delight participants to allow to test the conceptual models. For example, it was important that participants were delighted to be able to investigate the endurance aspect, i.e. the change in the magnitude between two measurement points (t_1 and t_2). To identify the most delightful stimuli, a pre-study was conducted.

Conducting pre-studies to create and test scenarios is a common step in the existing literature using an experimental research design, which helps to ensure that the scenario(s) suits the study's purpose (Barnes, Beauchamp and Webster, 2010; Chitturi, Raghunathan and Mahajan, 2008; Dane, Rockmann and Pratt, 2012; Mishra, Mishra and

Nayakankuppam, 2007; Wang, 2011). Conducting a pre-study here allowed for consistency with this common practice in the extant literature, and was particularly important as to ascertain the selection of the most delightful stimuli for each consumption setting. A combination of delight stimuli was incorporated into the scenarios. No research exists on the combined influence of stimuli on customer delight; however, it was assumed that scenarios containing more delight stimuli would increase the chance that participants got delighted. It was the primary goal of pre-study 1 to find the most delightful stimuli for the hedonic and utilitarian consumption setting scenarios, respectively.

Following pre-study 1, pre-study 2 was undertaken to test whether the experimental manipulations worked. Although it has been recommended to check manipulations for their success in the experiment also (Geuens and De Pelsmacker, 2017), conducting a pre-study that solely focuses on an immediate manipulation-manipulation check sequence (without including any dependent variable measures in between) has been advised in the literature (Perdue and Summers, 1986). This is particularly beneficial if the manipulation checks are to be positioned towards the end of the experiment's procedure, meaning that the manipulation and manipulation checks are separated by other measures, e.g. dependent variables (Perdue and Summers, 1986). This is due to the fact that separating the manipulation and manipulation checks by other measures "[…] may reduce the subjects' abilities to describe fully their reactions to the manipulation and could bias their reports" (Perdue and Summers, 1986, p. 319). Hence, pre-study 2 was conducted, where manipulations were immediately followed by manipulation checks to test for their success. With pre-studies 1 and 2 having prepared the different aspects of the experiment, data could be collected through the experiment to test the proposed conceptual models. Please refer to Table 6.2 for a detailed summary of the different elements of this research.

All elements of this research were conducted online (instead of offline or in the laboratory). While recognising that online studies are not without their problems, there were three outweighing reasons for this choice. First, online data collection, compared to other ways, such as telephone data collection, is underpinned by the ability to distribute invitations to participate quickly, achieve high response rates in a short time, and keep costs down (e.g. Cobanoglu and Cobanoglu, 2003; Ilieva, Baron and Healey, 2002). This was particularly important due to the scope of this research. Second, online data collection allows for widespread reach of participation, including participants that would otherwise not be easily approachable offline. Third, conducting research outside the laboratory increases external validity of results, as models are tested in a more realistic environment (Winer, 1999).

This thesis considered the disadvantages of online data collection, e.g. as people participating multiple times and as having little control over extraneous variables (Cobanglu and Cobanglu, 2003; Ryals and Wilson, 2005; Winer, 1999). The risk of multiple participation constituted a challenge due to the 'wear-out' characteristics of customer delight (Rust and Oliver, 2000), and the effectiveness of the system processing manipulation upon delight stimuli exposure. However, there were possible ways to ensure participants only participated once, such as using unique IDs and checking for duplicates at the data analysis stage. Regarding little control over extraneous variables, e.g. multitasking whilst participating, this was considered a disadvantage of online data collection that constitutes a limitation rather than something that could be fully eliminated (Deutskens et al., 2006). This was accounted for by including attention checks throughout the procedures of studies. Having considered both advantages and disadvantages of online data collection, it was concluded that the advantages prevailed, and, hence, pre-

study 1, pre-study 2, and the experiment were conducted online, joining research that has experimentally looked at customer delight using online data (Ludwig et al., 2017).

Furthermore, two decisions were made with regards to the samples for the pre-studies and the experiment: (1) should the sample consist of students or non-students, and (2) what online panels should be used? With regards to the former, this research chose non-student samples throughout. Reason being that it is widely recognised in the literature that student samples are different from the general population as they have less money, have a different lifestyle, and less consumption experience, and, hence, are not representative of 'real consumers', which decreases external validity of findings (e.g. Burnett and Dune, 1986; Geuens and De Pelsmacker, 2017; James and Sonner, 2001). Additionally, it has been recommended that research that aims at effects application, i.e. statistical theory generalisation, as was the case here, requires a strong similarity between the sample and the overall population (Calder, Phillips and Tybout, 1981). This would have not been the case if student samples had been used.

In addition, although there are studies in the customer delight literature that use student samples (Barnes, Beauchamp and Webster, 2010; Barnes, Ponder and Dugar, 2011; Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005; Wang, 2011), the majority use non-student samples (e.g. Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013; Collier et al., 2018; Falk, Hammerschmidt and Schepers, 2010; Oliver, Rust and Varki, 1997). Please refer to Tables 2.2 and 2.3 for the respective studies. Moreover, many of the studies using student samples follow up with further tests using non-student samples (Barnes, Beauchamp and Webster, 2010; Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005). Consequently, despite student samples being known for having a low attrition rate (Bhattacherjee and Premkumar, 2004), which would have been beneficial to the two-part experiment, it was decided to use non-student samples.

With regards to the choice of online panels, the crowdsourcing platform Amazon Mechanical Turk[17] (hereafter referred to as 'MTurk') was used for the pre-studies, and a commercial online panel provider (Lightspeed Research Ltd., part of the Kantar group) was commissioned for the experiment. Using online panels meant that the samples constituted convenience samples. This has been acknowledged in the literature as constituting the common sampling approach when using online panels (Smith et al., 2016). The reason why different online panels were chosen between the pre-studies and the experiment was to minimise the chance of people participating in the pre-studies as well as the experiment, which would have confounded the latter. Participation in both pre-studies did not constitute a problem, and was instead allowed, as the two consisted of different content with hardly recognisable similarities. However, the experiment contained contents of both pre-studies, which could have been recognised if a person had already participated in one of the pre-studies, and multiple exposure effect might have influenced people's responses, especially with regards to customer delight. This was crucial to avoid because of the 'wear-out' characteristics of customer delight, when exposed to the same stimuli more than once (Rust and Oliver, 2000). Although it could not be controlled whether a participant was registered with MTurk and Lightspeed Research Ltd., choosing two different panel providers was considered as the most adequate step to minimise the risk.

MTurk was chosen as the panel for the pre-studies due to the platform's high response rate, speed of distribution and completion, and reduced costs (Goeritz, 2004; Goodman, Cryder and Cheema, 2013). Thus, this thesis joined the studies in the customer

[17] MTurk is a crowdsourcing platform run by Amazon that consists of 'workers', i.e. people offering to do simple jobs (called 'Human Intelligence Tasks', or 'HITs'), such as surveys, transcriptions of audio files, and other digital tasks, and 'requesters', who are individuals offering these tasks, whilst paying respective compensation (Daly and Nataraajan, 2015). MTurk offers the opportunity to requesters to select participants based on various demographics as well as the quality of past HITs completed (Daly and Nataraajan, 2015).

delight literature that use MTurk samples (Dutta et al., 2017; Ludwig, Barnes and Gouthier, 2017; Meyer, Barnes and Friend, 2017). Furthermore, MTurk samples have been used in studies in leading marketing journals, such as the *Journal of Consumer Research* and the *Journal of Marketing Research* (e.g. Goldstein et al., 2014; Van Horen and Pieters, 2017; Yang and Lynn, 2014). MTurk panellists have also been found to be similar to commercial online panels (Smith et al., 2016), allowing the pre-studies' results to be used to prepare the experiment. MTurk has been criticised for the danger of bad data quality due to panellists not reading instructions thoroughly, and instead speeding through surveys (Smith et al., 2016). To minimise this, attention checks (Smith et al., 2016) were included into the pre-studies' procedures, with everyone failing at least one being eliminated from the dataset. Speeders were identified at the data analysis stage and excluded.

Although commercial online panel providers are more expensive than MTurk, this option was chosen for the experiment. Commercial online panel providers allow multi-part studies, whilst ensuring participants' confidentiality, as they distribute the studies' separate parts, not the researcher. MTurk, on the other hand, states in its terms of use that no private information, e.g. email addresses, can be collected from participants. This would have constituted an obstacle when wanting to recontact participants with the second part of the study. Although platforms, such as TurkPrime and the Python app (Daly and Nataraajan, 2015), have been developed to overcome this challenge by allowing to send bulk messages using workers' IDs (which MTurk does not prohibit collecting), these are not run by MTurk directly. Furthermore, the experience such commercial online panel providers have in running multi-part studies means decreased attrition rate and likelihood of errors in executing data collection, whilst being able to control for age and gender quotas (Smith et al., 2016).

Moreover, commercial online panel providers control the number of studies their panellists can participate in. For example, commissioned Lightspeed Research Ltd.'s US panellists take part, on average, in six surveys per month, whereas US MTurk panellists have been found to take part in an average of just under 17 studies per week (Smith et al., 2016). This aspect was important as the experiment consisted of two parts separated by a break of one week, meaning that the less other studies people took part in, the more they could associate the first part to the second part. Commercial online panel providers also offer in-depth information about the panel that was invited and eventually participated, helping to calculate response rates. In contrast, such information is not available on MTurk.

For all pre-studies and the experiment, the focus lay on US samples. US samples were chosen to (a) avoid language and cultural differences, which might have created bias (Goodman, Cryder and Cheema, 2013), and (b) allow for consistency and comparability with the majority of studies in the customer delight literature that use US samples (e.g. Ball and Barnes, 2017; Barnes, Beauchamp and Webster, 2010; Ludwig, Barnes and Gouthier, 2017). Table 6.2 summarises the key information on the different elements, i.e. pre-study 1, pre-study 2, and the experiment discussed above. Whereas this section only provided an outline of this research, the remainder of this chapter elaborates on each of these elements in more detail.

Table 6.2: Summary of Data Collection

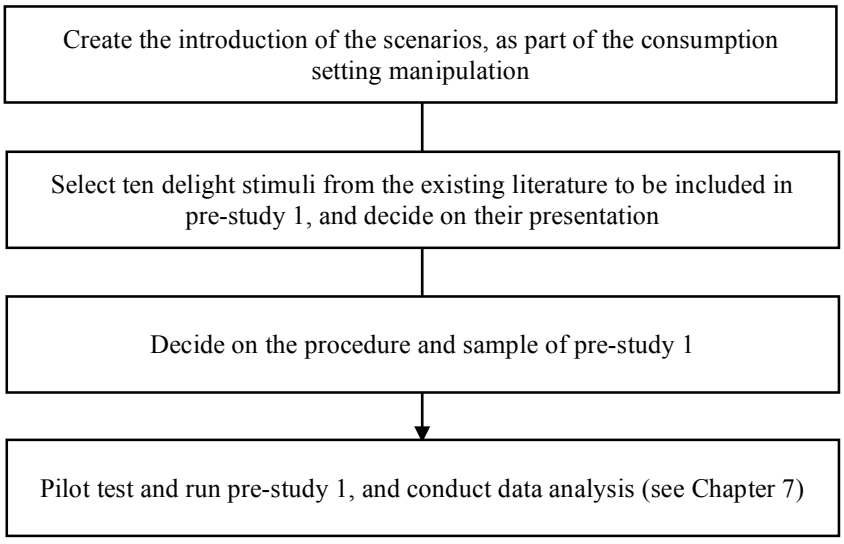
Research element	**Purpose**	**Data collection medium**	**Sample frame (country of data collection)**
Pre-study 1	Identifying the delight stimuli for the experimental scenarios	Online	MTurk panellists (US)
Pre-study 2	Testing the effectiveness of the experimental manipulations	Online	MTurk panellists (US)
Experiment	Testing the conceptual models	Online	Lightspeed Research Ltd. panellists (US)

Source: author

6.2 Pre-Study 1: Identifying the Delight Stimuli for the Experimental Scenarios

Chapter 2 introduced a range of delight stimuli that researchers have found in different consumption settings, such as restaurants and supermarkets (e.g. Arnold et al., 2005; Barnes, Ponder and Dugar, 2011). Pre-study 1 aimed to empirically determine the delight stimuli for the scenarios, as part of the consumption setting manipulation, following the objective of scenario creation "[…] to construct more realistic stimuli while retaining the level of control that is needed to test the hypotheses" (Chitturi, Raghunathan and Mahajan, 2008, p. 53). The following section elaborates on the different elements of pre-study 1, as depicted in Figure 6.2. It first explains the creation of the introduction of the scenarios, presents the delight stimuli included in pre-study 1, and details the respective procedure and sample.

Figure 6.2: Pre-Study 1: Overview



Source: author

6.2.1 Consumption Setting Manipulation: Creation of the Experimental Scenarios (Introduction)

In preparation for pre-study 1, three decisions were made regarding the scenarios, as part of the consumption setting manipulation: (1) should the scenarios be real or hypothetical, (2) which specific hedonic and utilitarian consumption settings ought to be chosen, and (3) how to phrase the introduction of the scenario for each consumption setting that will provide participants with a context.[18]

Most investigations into customer delight use real delight scenarios (e.g. Bartl, Gouthier and Lenker, 2013; Collier et al., 2018; Finn, 2005; Hicks et al., 2005) (see Chapter 2 for details of studies). However, with the scenarios feeding into the experiment, which was planned to be undertaken online with hypothetical scenarios and a sample of approximately 300 subjects (please refer to sub-section 6.4.11 for justification of the experimental sample size), it was not considered feasible to deliver real delight scenarios to each participant. Specifically, this was due to the required capability of the author to delight every participant, the time intensity (which was mainly limited by the submission deadline of this thesis), the monetary resources needed, and the intention to collect data online. This thesis saw a compromise in using hypothetical scenarios to test the conceptual models. Studies applying experimental research designs exist that successfully look at customer delight in hypothetical scenarios (Barnes, Beauchamp and Webster, 2010; Chitturi, Raghunathan and Mahajan, 2008; Dutta et al., 2017; Kim and Aggarwal, 2016; Kim and Mattila, 2013; Ludwig et al., 2017; Wang, 2011). Thus, using hypothetical scenarios allowed for consistency with those studies.

[18] The scenarios also consisted of a continuation that included the delight stimuli, which was created after pre-study 1 data were analysed (see section 6.3).

A restaurant as the hedonic consumption setting, and a supermarket as the utilitarian consumption setting, were chosen for three reasons[19]. First, all participants were assumed to have had experience with these settings in real life, so there was no risk that participants would have had problems imagining the respective setting they were randomly allocated to. Second, restaurants and supermarkets have been well-used examples in the literature for hedonic and utilitarian consumption settings in the service sector, respectively, yielding strong practical relevance and allowing to test effects as closely to practice as possible (e.g. Barnes, Collier and Robinson, 2014; Michel, Baumann and Gayer, 2017; Nguyen, DeWitt and Russell-Bennett, 2012; Okada, 2005). Third, restaurants and supermarkets constitute tested examples of consumption settings in the customer delight literature (Arnold et al., 2005; Barnes, Beauchamp and Webster, 2010; Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015; Kim and Aggarwal, 2016; Loureiro, Miranda and Breazeale, 2014; Wang, 2011).

Following the decisions that the scenarios ought to be hypothetical, and that a restaurant and a supermarket constituted the specific consumption settings, the general, introductory scenario was constructed for each of the two consumption settings. Orientating at the existing literature that bases research on hypothetical restaurant scenarios when looking at customer delight (Barnes, Beauchamp and Webster, 2010; Wang, 2011), the restaurant scenario was created first and thereafter the supermarket scenario, ensuring both scenarios were as similar as possible.

When wording the scenarios, the aim was to give participants freedom regarding the type of restaurant or supermarket they imagined, ensuring they could relate to it, and to accommodate different preferences and levels of affordability. Hence, it was avoided

[19] The terms 'hedonic consumption setting' and 'restaurant' as well as 'utilitarian consumption setting' and 'supermarket' are hereafter used interchangeably.

to describe the restaurant and supermarket in too much detail, and to not give a specific brand (neither real nor fictional) to avoid bias (Barnes, Beauchamp and Webster, 2010; Wang, 2011). Instead, it was emphasised that it could be any sit-down restaurant (excluding fast food restaurants[20]) or supermarket of participants' choice. Moreover, it was highlighted that the restaurant or supermarket constituted one they had never been to before, and that they had not been recommended to go by others. This was to avoid that participants made associations to past experiences, whilst imagining the scenario. The exact scenario for the respective consumption setting was as follows:

Restaurant:

"Imagine you are visiting a restaurant. You have never been to this restaurant before, but the type of cuisine is to your taste and the prices lie in your affordable price range (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's). You did not read any reviews about this restaurant nor were you recommended to visit by anyone."

Supermarket:

"Imagine you are visiting a supermarket to do your routine shopping. You have never been to this supermarket before, but it stocks products you'd buy during routine shopping and the prices lie in your affordable price range (it can be any type of supermarket). You did not read any reviews about this supermarket nor were you recommended to visit by anyone."

[20] Fast food restaurants were excluded as they have been found to be relatively more utilitarian, compared to general restaurants (Ryu, Han and Jang, 2010).

6.2.2 Delight Stimuli Selection and Presentation

Customer delight stimuli are grouped into two factors: (1) interpersonal, and (2) non-interpersonal (Arnold et al., 2005). For pre-study 1, an equal number of stimuli for each factor was included, for both consumption settings. The following five interpersonal delight stimuli were included: (1) employee's affect/engagement, (2) employee's effort, (3) employee's skills, (4) employee's time efficiency, and (5) employee's interpersonal distance (in line with: Arnold et al., 2005; Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015). Regarding the non-interpersonal factor, (1) tangibles, (2) free product, (3) unanticipated acquisition, (4) unanticipated value, and (5) core product constituted the stimuli used (in line with: Arnold et al., 2005; Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015). The ten stimuli were selected firstly because they have been found in hedonic and utilitarian consumption settings, e.g. restaurants and supermarkets, meaning that they are robust and applicable to different settings. Second, studies finding these stimuli use real delight scenarios, meaning that although the scenarios here were hypothetical, they were as realistic as possible. Third, studies finding these stimuli clearly define each of them, which enabled this thesis to develop stimuli wording specific to the consumption settings, without having to conduct qualitative research first.

Table 6.3 presents the delight stimuli for each category, their description as provided by the literature (in line with: Arnold et al., 2005; Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015), and the wording used in this thesis for each consumption setting. Wording of the stimuli was deliberately kept general (a) to avoid putting any constraints on participants' imagination, and allow for their own depth of interpretation needed to get delighted, and (b) to ensure stimuli were as similar as possible across both consumption settings. Wording of stimuli was kept short.

Table 6.3: Pre-Study 1: Delight Stimuli Selection, Description, and Wording

Stimulus category	**Stimulus**	**Stimulus description**	**Stimulus wording used in pre-study 1**
Interpersonal	Employee's affect/engagement	• Comprises caring behaviour and friendliness. • Caring encompasses employee behaviour such as being cordial, polite, and welcoming. • Friendliness reflects employee behaviour, such as smiling, being joyful, exciting, and cheerful.	Restaurant and supermarket: *"Employees are friendly, welcoming and caring, meaning they treat you as if you are someone special."*
	Employee's effort	• Comprises attentiveness/helpfulness and extra effort. • Attentiveness/helpfulness represents instances where the employee is conscientious or helpful. • Extra effort is reflective of behaviours that are well above the employee's job description.	Restaurant and supermarket: *"Employees are attentive and helpful, and make the extra effort."*
	Employee's skills	• Comprises expertise and ability to provide service excellence. • Employee expertise reflects instances in which the employee makes suggestions, provides recommendations to the customer, or knows firm policies. • Providing service excellence is related to the employee's ability to provide excellent service as rated by the customer.	Restaurant: *"Employees are knowledgeable about the restaurant and its offerings, make menu recommendations, and, hence, provide excellent service."* Supermarket: *"Employees are knowledgeable about the supermarket and the products it stocks, and recommend different products that meet your needs, and, hence, provide excellent service."*
	Employee's time efficiency	• Comprises quickness, speed, or promptness in the service encounter.	Restaurant and supermarket: *"Employees are time efficient, meaning you don't have to wait around, whilst they dedicate enough time to you."*
	Employee's interpersonal distance	• Employee is not being too pushy/forceful and does not put pressure on the customer to spend money, but are there if needed.	Restaurant and supermarket: *"Employees keep their distance to you, meaning that whilst they are always available, they are at no time pushy in their behaviour."*
Non-interpersonal	Tangibles	• Comprises tangibles of the environment; physical facilities, equipment, and appearance of personnel (Parasuraman et al., 1988); store characteristics, such as design, lighting, and store decorations (Mohan et al., 2013; Yoo et al., 1998); comfort,	Restaurant: *"The restaurant has visually appealing physical facilities, is clean, has a good layout, and the employees are appropriately dressed."* Supermarket: *"The supermarket has visually appealing physical facilities, is clean, has aisles that are easy to*

Stimulus category	Stimulus	Stimulus description	Stimulus wording used in pre-study 1
		seating, accessibility, and acoustics (Swanson and Davis, 2012)	*navigate, and the employees are being appropriately dressed."*
	Free product	• The customer gets something for free.	Restaurant: *"You are given a drink (of your choice) for free by the restaurant, which you would have otherwise ordered at a cost."* Supermarket: *"You are given a free sample of a product (of your choice) at a stand inside the supermarket, which you would have otherwise purchased at a cost."*
	Unanticipated acquisition	• Customer finds exactly the right product they usually have difficulties finding.	Restaurant: *"You find exactly the meal you were looking for amongst the restaurant's offerings, which you usually have difficulties finding at other restaurants."* Supermarket: *"You find exactly the products you were looking for at the supermarket, which you usually have difficulties finding in other supermarkets."*
	Unanticipated value	• The customer receives a price discount or finds a bargain.	Restaurant: *"You are given a monetary discount on your final restaurant bill, which reduces your costs significantly."* Supermarket: *"You are given a monetary discount on your final shopping bill at the check-out, which reduces your costs significantly."*
	Core product	• Value inherent in the product or the value in the acquisition of the product	Restaurant: *"The dish you receive at this restaurant is the most delectable one you've ever had in your life."* Supermarket: *"You get all products you were looking for at the supermarket, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket for missing products."*

Source: derived by the author from Arnold et al. (2005), Barnes et al. (2016), Barnes, Ponder and Dugar (2011), and Beauchamp and Barnes (2015)

The different stimuli were presented in the context of the respective consumption setting, i.e. either in a restaurant or supermarket setting. Specifically, participants were asked to imagine a restaurant or supermarket visit, where they encountered the different stimuli. A decision that was made in preparation of pre-study 1 was whether the ten delight stimuli should be rank ordered (through the Qualtrics drag and drop option), or progressively selected over multiple pages (whilst each time excluding the stimuli that had already been selected as delightful on a previous page). Both versions were pilot tested with a convenience sample of ten participants of the author's own network. Participants were asked to do both versions, and to let the author know which version they preferred and why. Most participants preferred the ranking version (through drag and drop), due to reasons such as greater speed of the study, less repetition, and increased interest and attention, compared to the version where stimuli were selected over multiple pages. Hence, delight stimuli for pre-study 1 were presented all on one page with participants given the task to rank order them.

6.2.3 Pre-Study 1: Procedure

The procedure of pre-study 1 commenced with information regarding ethics, e.g. participation being voluntary, data confidentiality, and contact details of the author and lead supervisor. Thereafter, the actual study began by providing participants with general instructions, announcing that they were about to read a hypothetical scenario, during which different instances (= delight stimuli) happened. They were also instructed to imagine the scenario to be as realistic as possible.

Participants were randomly allocated to either the hedonic (= restaurant) or the utilitarian (= supermarket) consumption setting, using the Qualtrics condition randomisation tool, and read the respective scenario introduction. An Instructional

Manipulation Check was included beneath as an attention check (Oppenheimer, Meyvis and Davidenko, 2009). On the next page, participants were presented with the ten delight stimuli, and asked to rank these in descending order based on how delightful they found them. They dragged the most delightful stimulus to the top of the list, and the least delightful one to the bottom. Items were randomised between participants to avoid order effect (Jain and Pinson, 1976), and answers were forced.

To understand what type of restaurant or supermarket participants were thinking of, they were asked to describe their respective imaginations. This also constituted a check for the restaurant scenario to ensure that no fast food restaurant was imagined, despite instructions not to do so (which would have led to exclusion of the case). Subsequently, participants answered a three items semantic differentials scale question (for practical purposes – just for fun, purely functional – pure enjoyment, for a routine need – for pleasure; seven points). This scale was adopted fully from the existing literature as the manipulation check for the consumption setting manipulation (Wakefield and Inman, 2003). Furthermore, subjects indicated the frequency of visiting the respective consumption setting in real life. Pre-study 1 closed with questions on participants' demographics (gender, age, nationality, country of residence and length of living there, highest level of education, profession, and annual gross income) (see Appendix 1 for the pre-study 1 questionnaire export). A pilot test was run for pre-study 1, with ten participants of the author's own network, with no major implications.

6.2.4 Pre-Study 1: Sample

As discussed above, pre-study 1 was conducted using MTurk. Participation in pre-study 1 was restricted in two ways. First, only MTurk workers based in the US could participate. Second, the Human Intelligence Tasks (HITs) Approval Rate for all

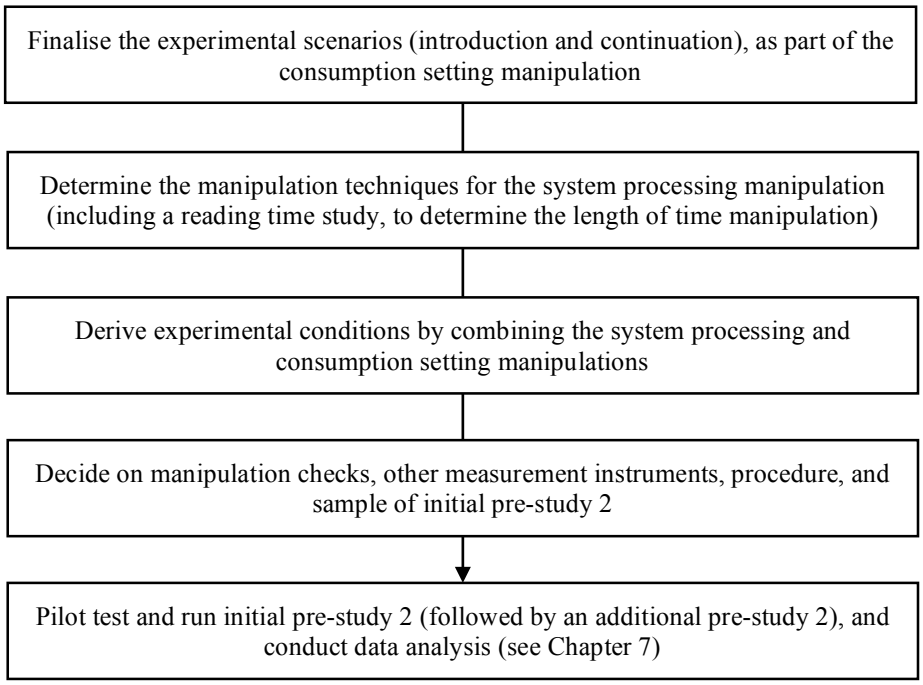
Requesters' HITs was restricted to be greater than or equal to 95%. No quotas were set for gender and age, but the minimum age for participation was 18 years. The HIT description introduced pre-study 1 as an academic study taking no more than ten minutes (estimation based on pilot study), and that participation involved reading a hypothetical scenario and ranking ten different instances based on how delightful they were found. Adhering to King's College London ethics, all participants (regardless of passed or failed attention check) were paid $0.70 for taking part. Participation was verified through submission codes incorporated into the Qualtrics questionnaire, and then cross-checked against codes submitted via the MTurk submission portal (see Appendix 2 for a screenshot of the MTurk HIT of pre-study 1). Unfortunately, MTurk does not provide information on how many people were exposed to the HIT. Thus, it was not possible to determine the response rate of pre-study 1. Once pre-study 1 identified the most delightful stimuli for the experimental scenarios, pre-study 2 could be undertaken to test the effectiveness of the experimental manipulations.

6.3 Pre-Study 2: Testing the Effectiveness of the Experimental Manipulations

Pre-study 1 identified the three most delightful stimuli for the scenarios for both consumption settings (see Chapter 7 for data analysis). The next step of the research process focused on finalising the scenarios, and testing the planned experimental manipulations through another pre-study, i.e. pre-study 2. Figure 6.3 illustrates the different elements of pre-study 2, which consisted of a reading time study, an initial pre-study 2, and an additional pre-study 2. This section first elaborates on the final scenarios created based on the pre-study 1 results, as part of the consumption setting manipulation. It then details the second type of experimental manipulation – the system processing manipulation – and provides information on the reading time study conducted. Thereafter,

both types of manipulations are combined to a 2 x 3 factorial design. The selected manipulation checks are presented as well as details provided on other measurement instruments, the procedure, and the sample of initial pre-study 2. To test some alternatives for the operationalisation of the system processing manipulation, initial pre-study 2 was followed by an additional pre-study 2.

Figure 6.3: Pre-Study 2: Overview



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6.3.1 Consumption Setting Manipulation: Finalising the Experimental Scenarios (Introduction and Continuation)

With pre-study 1 having revealed core service, unanticipated acquisition, and unanticipated monetary value as the three most delightful stimuli for both consumption settings, the scenarios, as part of the consumption setting manipulation, were finalised for pre-study 2 and the experiment.

It was decided to split each consumption setting's scenario into two parts: (a) the introduction, and (b) the continuation. The former remained similar to what was created for pre-study 1: an introduction to the scenarios providing participants with the consumption setting context. One change was made to this part of the scenario, i.e. a note was added stating that it was 'a newly opened, independent restaurant/supermarket' participants visited. This note was included as analysis of answers to the pre-study 1 question asking subjects to describe the imagined setting revealed that some participants were thinking of a specific restaurant or supermarket (chain) they had visited before, and were using that as their imagined setting. This was despite the note in the introduction that they had never visited the restaurant or supermarket before. To avoid this from happening in pre-study 2 and the experiment, and to make the point stronger that there is no pre-held knowledge of the imagined restaurant or supermarket, it was considered a solution to emphasise that it is a newly opened venue. The second part of the scenario, i.e. the continuation, was created by narratively merging the three delight stimuli identified in pre-study 1.

Two reasons determined that the scenarios were split into two parts, i.e. an introduction and a continuation, and presented separately. First, due to the length of the scenarios, splitting them up was considered useful to improve ease of reading and imagination for participants. Second, as the conceptual models, as presented in Chapter 5, only looked at the processing of delight stimuli as the object of the system processing, the manipulations needed to be applied only to the continuation of the scenarios, as this part included the delight stimuli. Hence, to ensure that the system processing only related to the delight stimuli when testing the conceptual models (and not to any other information related to the scenarios), it was decided to separate the scenarios into two parts, shown sequentially on two pages. This meant that the system processing

manipulation could be applied more cleanly to the delight stimuli. The wording of the introduction and continuation of the scenario for each consumption setting was as follows:

Restaurant:

Introduction – *"Imagine you are visiting a restaurant. It is a newly opened, independent restaurant. You have never been to this restaurant before, but the type of cuisine is to your taste and the prices lie in your affordable price range (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's). You did not read any reviews about this restaurant nor were you recommended to visit by anyone."*

Continuation – *"During the restaurant visit, the following instances happen: At the restaurant, you find exactly the meal you were looking for amongst its offerings, which you usually have difficulties finding at other restaurants. The dish you receive at this restaurant is the most delectable one you've ever had in your life. At the end of your visit, you are given a monetary discount on your final bill, which reduces your costs significantly."*

Supermarket:

Introduction – *"Imagine you are visiting a supermarket to do your routine shopping. It is a newly opened, independent supermarket. You have never been to this supermarket before, but it stocks products you'd buy during routine shopping and the prices lie in your affordable price range (it can be any type of*

supermarket). You did not read any reviews about this supermarket nor were you recommended to visit by anyone."

Continuation – *"During your supermarket visit, the following instances happen: At the supermarket, you find exactly the products you were looking for, which you usually have difficulties finding in other supermarkets. You get all products you were looking for at the supermarket, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket. You are given a monetary discount on your final shopping bill at the check-out, which reduces your costs significantly."*

6.3.2 System Processing Manipulation

So far, only the consumption setting manipulation was elaborated on and was subject of pre-study 1. From pre-study 2 onwards, another factor of manipulation was included: the system processing manipulation. This was applied to evoke either System 1 processing, System 2 processing, or sequential Systems 1+2 processing (as the categories of the independent variable in the conceptual models). To manipulate for system processing, a combination of frequently applied manipulation techniques was used, as done in the extant literature (e.g. Dane, Rockmann and Pratt, 2012). Specifically, three techniques were used:

(1) Priming;

(2) Instructions; and

(3) Time pressure or time delay.

The use of priming solely focused on triggering System 2 processing; no priming was used to manipulate for System 1 processing due to the concern that, for example, priming through pictures might have compromised the freedom given to participants with regards to imagining the consumption setting (Dane, Rockmann and Pratt, 2012). Priming for System 2 processing entailed a one minute cognitive task, i.e. listing aspects related to the subsequent scenario in a textbox (Dane, Rockmann and Pratt, 2012; Hamilton, Hong and Chernev, 2007). In the case of this research, this entailed writing a list of expectations towards the consumption setting prior to the scenario exposure, which was in relation to the surprising consumption antecedent of customer delight (Oliver, Rust and Varki, 1997).

Furthermore, manipulation through instructions was applied (Caruso and Shafir, 2006; Dane, Rockmann and Pratt, 2012; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Saunders and Buehner, 2013; Wang, 2006). In the case of manipulation for System 1 processing, instructions asked participants to use their intuition/gut feeling and first impression, and to avoid thinking too much when facing the scenario. Manipulation for System 2 processing instructed to carefully analyse the scenario in comparison to their expectations, and to ignore feelings and any first impressions (Caruso and Shafir, 2006; Dane, Rockmann and Pratt, 2012; Mishra, Mishra and Nayakankuppam, 2007; Nordgren and Dijksterhuis, 2009; Saunders and Buehner, 2013; Wang, 2006). Instructions were shown prior to exposure to the introduction, and again before reading the continuation of the scenario.

The main system processing manipulation technique used related to time, with either time pressure or time delay applied to manipulate for the respective type of system processing. Specifically, time pressure was applied to manipulate for System 1 processing, and time delay to manipulate for System 2 processing (Cappalletti, Gueth and

Ploner, 2011; Dane, Rockmann and Pratt, 2012; Dhar and Nowlis, 1999; Suri and Monroe, 2013). Three aspects were decided on in relation to the time manipulation: (1) the element under time pressure or delay, (2) the length of the time pressure and time delay, and (3) the operationalisation of the time manipulation.

With regards to the element under time manipulation, the existing literature has put both the scenario and the decision making as objects of time manipulation, e.g. inspecting different handbags and making decisions on which ones are real or fake (Dane, Rockmann and Pratt, 2012). Applying this here would have meant that both the delight stimuli exposure as well as the decision making (i.e. answering customer delight and behavioural intentions questions) had happened under time manipulation. However, as explained above, looking at the conceptual models shows that it was of interest how the processing of delight stimuli affects the mediator (customer delight magnitude and endurance) and dependent variables (behavioural intentions magnitude and endurance), not the processing of these. Hence, time manipulation was only applied to the exposure to the delight stimuli, i.e. the continuation of the scenarios.

Another decision related to the length of the time pressure and time delay applied to the continuation of the scenario. The extant literature was taken to hand to compare what length of time manipulations has been set in past studies (Cappalletti, Gueth and Ploner, 2011; Dane, Rockmann and Pratt, 2012; Dhar and Nowlis, 1999; Suri and Monroe, 2013). These time spans have included, for example, five seconds for System 1 processing manipulation, and 30 seconds for System 2 processing manipulation (Dane, Rockmann and Pratt, 2012). However, the existing literature has put time manipulation on stimuli exposure and decision making, whereas this thesis was planning to do so only on the former. Furthermore, whilst the manipulation needed to effectively trigger the respective system processing, participants still had to be able to read the whole

continuation of the scenario, to be able to fully proceed with the remainder of the questions. However, as opposed to existing studies, which have been conducted offline and could control for this aspect, the fact that the experiment was planned to be conducted online meant that it constituted a challenge to ensure everyone read the full continuation of the scenario (whilst accommodating for different reading speeds), without losing the power of the system processing manipulation.

Consequently, to determine the length of the time pressure and time delay to be applied to the continuation of the scenario, a small-scale online study (hereafter referred to as 'reading time study') with 21 people was conducted to identify how long it took to read the continuation of the scenario. This followed recommendations in the literature to not determine a time span by guessing, but by testing it on subjects directly (Suri and Monroe, 2003). The sample was a convenience sample from the author's own network, including native and non-native English speakers. Participants were first presented with the introduction of the scenario, and then with the continuation of the scenario. Participants were randomly allocated to one of the consumption settings. The continuation of the scenarios was time measured in the background without participants' knowledge, who were solely instructed to read the respective continuation of the scenario in their own speed, and proceed by clicking on the 'next' button as soon as they had finished reading.

The mean reading time for the continuation of the scenario was 18.58 seconds for the restaurant setting, and 18.55 seconds for the supermarket setting. Hence, the length of time pressure for System 1 processing manipulation was set to 15 seconds for both consumption settings, which was deliberately slightly lower than the mean reading time to create time pressure. For the time delay, this was set to 60 seconds to trigger System 2

processing. Specifically, participants analysed the delightful experience for 60 seconds, and were only able to proceed once that time had passed.

In addition, the operationalisation of the time manipulation was decided on. Specifically, with regards to the time pressure for System 1 manipulation, it needed to be determined whether a timer should be included that would count down the 15 seconds, and whether participants should be automatically forwarded to the next page once this time had passed. Regarding the former, Qualtrics solely offers a clock that counts either up or down, based on the set time. The disadvantage of the Qualtrics countdown clock is that it appears distracting. Hence, a subtler way was searched for that ensured people would still feel time pressured, whilst knowing when the 15 seconds were up. As a solution, no countdown clock was included, but instead the 'next' button would appear after the 15 seconds had passed, which constituted a visual prompt that the time was up (a preceding note explained this to subjects). Furthermore, no automatic page forward was set, as although people were meant to process via System 1, it was still important that they read the full continuation of the scenario. It was planned to exclude participants from the dataset at data analysis stage who ignored the instructions and instead spent noticeably longer than 15 seconds reading the continuation of the scenario, as this could have raised concerns that System 2 processing had been used, instead of targeted System 1 processing.

The time delay for System 2 processing manipulation was achieved by using the Qualtrics 'enable submit after' function; specifically, it was set so that participants were only able to proceed after 60 seconds, which was when the 'next' button appeared. No countdown timer was included, as, again, this might have constituted a distraction, which could have decreased System 2 processing (Kahneman, 2003; Stanovich and West, 2000). In addition, to ensure that people elaborated for the full 60 seconds as much as possible,

and to prevent them from taking less than this time to elaborate, a textbox was included beneath the continuation of the scenario, into which participants were instructed to type their detailed thoughts related to what they had read. Table 6.4 provides a summary of the above discussed manipulation techniques to trigger either System 1 processing, System 2 processing, or sequential System 1+2 processing (for the exact wording of the manipulations, please refer to the initial pre-study 2 and additional pre-study 2 questionnaire export in Appendix 3).

6.3.3 Manipulation Factors Combined

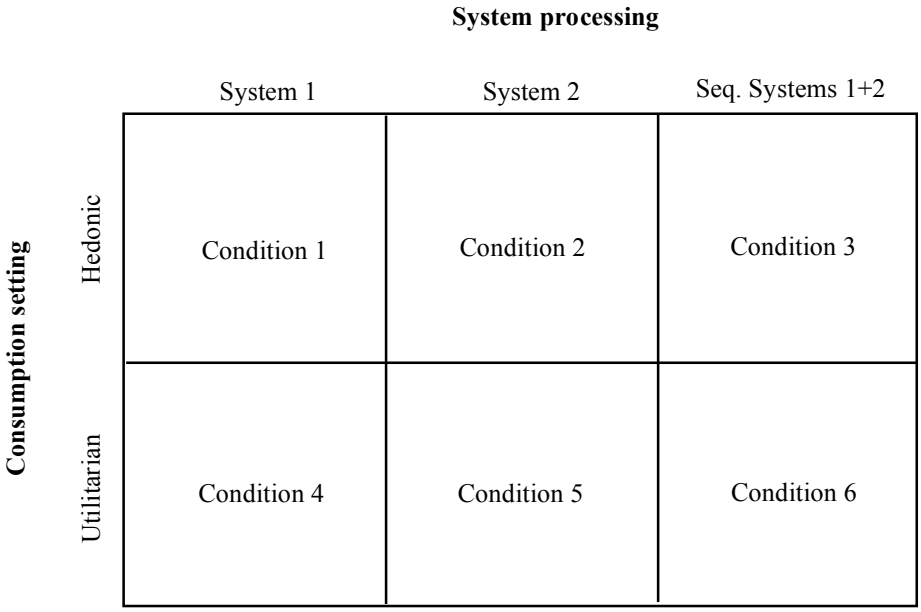
Having discussed the two manipulation factors in separation so far, another stage of preparing pre-study 2 was to combine both factors to a 2 (consumption setting: hedonic, utilitarian) x 3 (processing: System 1, System 2, sequential Systems 1+2) between-subjects factorial design, leading to six conditions (Figure 6.4). Reasons for choosing a between-subjects design lay in the length of and similarity between the conditions, meaning that participants would have known the procedure if a within-subjects design had been chosen (Malhotra, Birks and Wills, 2012).

Table 6.4: Initial Pre-Study 2: Summary of the System Processing Manipulation Techniques

Manipulation technique (author(s), year)	**System 1 manipulation**	**System 2 manipulation**	**Sequential Systems 1+2 manipulation**
Priming (e.g. Dane, Rockmann and Pratt, 2012)	• No affective priming.	• One minute to write down a list of expectations towards the scenario setting.	• One minute to write down a list of expectations towards the scenario setting at the start of the procedure • 30 seconds exposure to the list of expectations written at the start.
Instructions (e.g. Dane, Rockmann and Pratt, 2012; Nordgren and Dijksterhuis, 2009)	• Note that people who adopt an intuitive approach to decision making are more successful in their lives. • Instructions to use first impressions and gut instincts (and avoid thinking very hard).	• Note that people who adopt a rational approach to decision making are more successful in their lives. • Instructions to thoroughly think about and analyse the scenario, and compare it to pre-held expectations (ignoring any first impressions or gut instinct).	• Wording as in System 1 and System 2 manipulations (placed relatedly in either the System 1 manipulation section or System 2 manipulation section).
Time (e.g. Dane, Rockmann and Pratt, 2012; Rand, 2016; Wright, 1974)	• 15 seconds time pressure to read continuation of the scenario (including delight stimuli). • No countdown clock, but 'next' button appearing after 15 seconds. • Note of time pressure on preceding page.	• One minute time delay to read continuation of scenario (including delight stimuli). • 'Next' button only appearing after time has passed. • Textbox to type in detailed thoughts. • Note of time delay on preceding page.	• As in System 1 and System 2 manipulations (placed relatedly in either the System 1 manipulation section or System 2 manipulation section).

Source: author

Figure 6.4: Initial Pre-Study 2: 2 x 3 Factorial Design



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6.3.4 Manipulation Checks

To test whether the manipulations worked, three manipulation checks were used: (1) one for the consumption setting manipulation, and (2) two for the system processing manipulation. With regards to the former, the same manipulation check was used as in pre-study 1, i.e. a three items semantic differentials scale (Wakefield and Inman, 2003). This manipulation check already confirmed in pre-study 1 that the restaurant constituted a hedonic consumption setting, and the supermarket a utilitarian one. The same consumption setting manipulation check was included again.

When looking at the existing literature that has applied system processing manipulation (e.g. Dane, Rockmann and Pratt, 2012), it was noticed that respective studies do not necessarily include manipulation checks. One study has been found that applies time manipulation to trigger system processing and includes two time pressure manipulation checks (Dhar and Nowlis, 1999). The first one asks people how much time pressure they felt; the second check asks participants how fast they needed to do

something (Dhar and Nowlis, 1999). As time pressure and time delay were relied upon as the main elements of the system processing manipulation here, using system processing manipulation checks that revolved around the time aspect was considered sufficient, to confirm the success of the system processing manipulation. Hence, these two questions were included as the system processing manipulation checks, adapting the wording of the questions slightly[21], and reducing the nine-point scale to a seven-point scale (whilst adopting the scale labels for the end points, ranging from 'no pressure' to 'very much pressure', and 'not at all fast' to 'very fast'). This was to be consistent with the number of scale points used in other questions of the questionnaire. A note was included at the top of the system processing manipulation checks highlighting that they referred to the continuation of the scenario. Table 6.5 summarises the manipulation checks.

Table 6.5: Initial Pre-Study 2: Summary of Manipulation Checks

Type of manipulation check (author(s), year)	**Wording of manipulation check**	**Scale points/labels**
Consumption setting (Wakefield and Inman, 2003)	A visit to a restaurant/supermarket (like the one you imagined in the previous scenario) for you is: • For practical purposes – just for fun • Purely functional – pure enjoyment • For a routine need – for pleasure	Seven-point semantic differentials scale
System processing (Dhar and Nowlis, 1999)	How much time pressure did you feel when reading the continuation of the scenario?	Seven-point scale, ranging from '1 = no pressure' to '7 = very much pressure'
	How fast did you need to read the continuation of the scenario?	Seven-point scale, ranging from '1 = not at all fast' to '7 = very fast'

Source: author

[21] "How much time pressure did you feel when making your choices?" was adapted to "How much time pressure did you feel whilst reading the continuation of the scenario?". "How fast did you need to make your decision?" was adapted to "How fast did you need to read the continuation of the scenario?".

6.3.5 Initial Pre-Study 2: Procedure

All participants of initial pre-study 2 first read information regarding ethics. Subsequently, the actual procedure commenced by subjects being randomly allocated to one of the six conditions. The procedure of each condition was determined by the system processing manipulated for, whereas the consumption setting manipulation was solely related to the phrasing of the scenarios and other contents, e.g. questions' wording.

The procedure for both System 1 processing conditions (conditions 1 and 4) began with the system processing manipulation through instructions, and informed participants that they would be reading a two-part, hypothetical scenario. An Instructional Manipulation Check (Oppenheimer, Meyvis and Davidenko, 2009) was included as an attention check. Thereafter, participants were exposed to the introduction of the scenario. This was followed by a note that they would next read the continuation of the scenario under time pressure, and were informed of the 'next' button appearing after 15 seconds as a sign for them to proceed. The instructional manipulation was reiterated at this stage, as well as a further attention check included. Subsequently, people moved on to reading the continuation of the scenario (including the delight stimuli) under 15 seconds time pressure. The manipulation checks were conducted right after.

For the System 2 processing conditions (conditions 2 and 5), the procedure commenced with the system processing manipulation through priming. This priming task was followed by the instructional manipulation for System 2 processing, a note that subjects would read a two-part, hypothetical scenario, and an Instructional Manipulation Check. They were thereafter exposed to the introduction of the scenario, followed by a note that they were about to read a continuation of the scenario, which they would have to analyse for at least one minute before being allowed to proceed; instructions were further reiterated. A further attention check was included at this stage. Afterwards, people

were exposed to the continuation of the scenario under 60 seconds time delay, during which they also detailed their respective analytical thoughts into the textbox provided. The manipulation checks were placed immediately on the next page.

For the sequential Systems 1+2 processing conditions (conditions 3 and 6), both System 1 processing and System 2 processing were triggered as a sequence. Prior to commencing the actual procedure with System 1 processing manipulation, a pre-task for the later occurring cognitive priming at System 2 processing stage was undertaken. Specifically, participants were exposed to the one minute task asking them to write down their expectations towards the allocated consumption setting. This information was used at the start of the second stage, when it came to the actual manipulation for System 2 processing through priming. The reason why people's expectations towards the consumption setting were asked for at the start of the procedure (even before System 1 manipulation) was due to the fact that at the stage of actual System 2 priming, participants would have already been exposed to the continuation of the scenario (including the delight stimuli). This might have biased their expectations had they been asked to list them at the point of System 2 manipulation.

Following this pre-task, participants did a detachment task (in order to detach from the preceding System 2 priming preparation task), so System 1 could be triggered afterwards. For this purpose, subjects were asked to write down at least three feelings they associated with being on holidays (no restrictions were made on the type of holidays). This detachment task was adapted from the extant literature, and aimed to evoke feelings, i.e. commencing System 1 processing (Rand, 2016). Thereafter, the actual procedure for these conditions began with System 1 processing manipulation through instructions (same as in the System 1 processing conditions), accompanied by a note about the subsequent two-part, hypothetical scenario to be read, and an Instructional

Manipulation Check. Moving to the next page, subjects were exposed to the introduction of the scenario, before they then read the note about the following continuation of the scenario being under 15 seconds time restriction, and repeating the instructional manipulation for System 1 processing; a further attention check was added at the bottom of the page. Participants were thereafter exposed to the continuation of the scenario under System 1 processing manipulation (under 15 seconds time pressure), which was subsequently followed by the system processing manipulation checks.

After the System 1 processing part, System 2 processing was activated, through priming first. Here, participants were shown their pre-held expectations they listed at the beginning of the procedure for 30 seconds, and asked to review the expectations; no amendments could be made to the list. Following System 2 priming, instructions were presented to amplify System 2 processing. These were the same as in the System 2 processing conditions, apart from an additional note that besides an intuitive approach to decision making, people who additionally took an analytical approach were more successful in life. A note was also included telling participants that they would subsequently have to elaborately reconsider the continuation of the scenario, and would do so for at least one minute. An attention check was included on this page. Following the instructional manipulation, participants moved on to reconsidering the continuation of the scenario under System 2 processing manipulation, i.e. 60 seconds time delay. They were shown the delight stimuli again as a prompt, and were asked to write down their respective thoughts into a text field. Subsequently, the system processing manipulation checks were asked again.

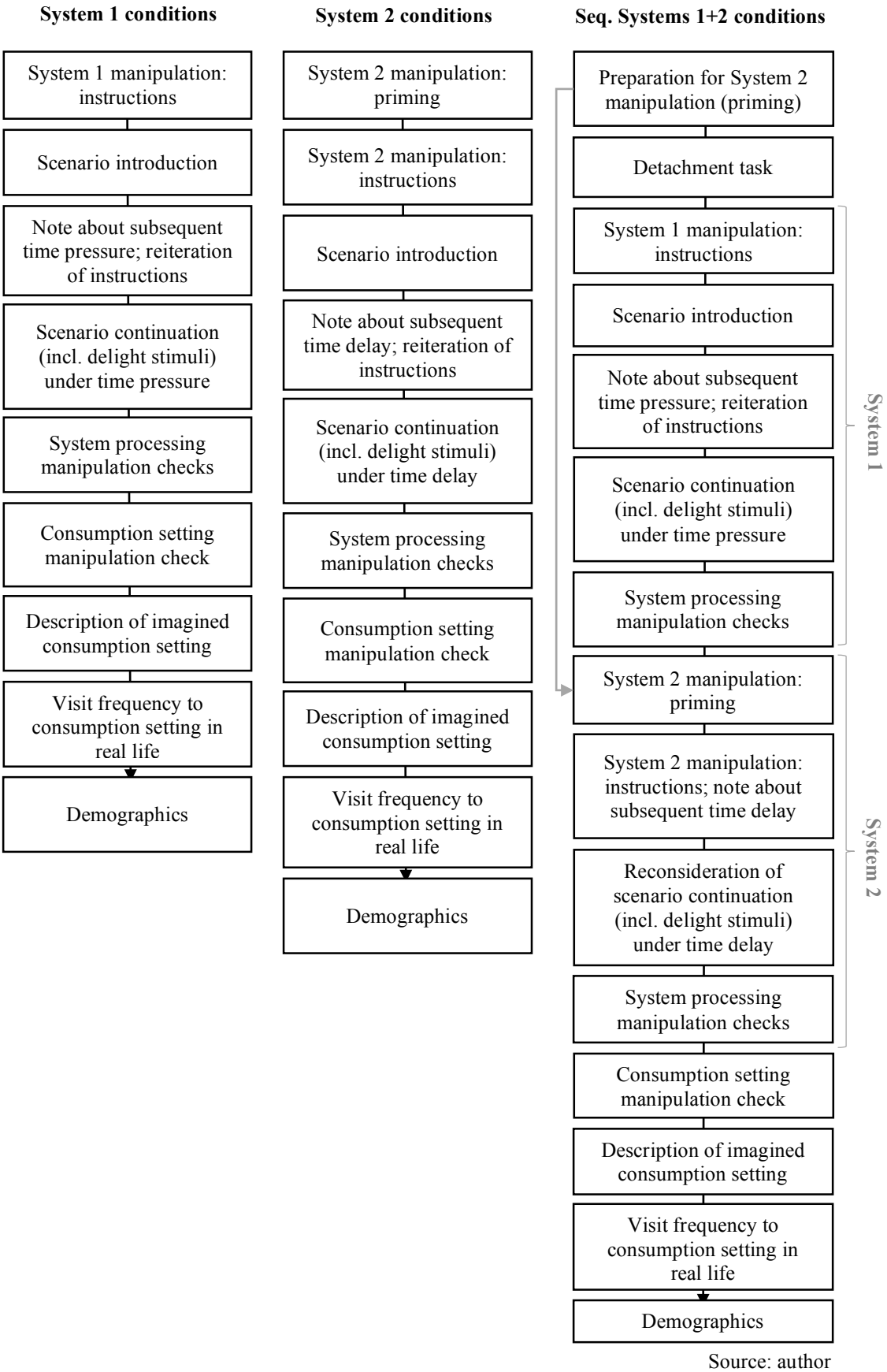
Beyond these condition-specific differences in the procedures, all conditions finished with the consumption setting manipulation check, and questions that asked them to describe the respective restaurant or supermarket imagined, their frequency of visiting

a respective consumption setting in real life, and demographics. Figure 6.5 shows the procedures for the different conditions. Initial pre-study 2 was pilot tested on ten people from the author's own network. These participants had not been exposed to pre-study 1. No major implications emerged from the pilot test, apart from some re-wording of a few open-ended questions, to ensure the actual sample would respond as comprehensively and detailed as possible (see Appendix 3 for the initial pre-study 2 questionnaire export).

6.3.6 Initial Pre-Study 2: Sample

The sample frame for initial pre-study 2 was MTurk. Participation was limited to the US. Furthermore, participants had to have a HIT Approval Rate for all Requesters' HITs of greater than or equal to 95% to be able to take part. No quotas were set for gender and age (minimum age was 18 years). The HIT description specified that it was an academic study looking at the intrinsic processing related to delight stimuli, which would take approximately eight minutes (estimation based on the pilot test), and entailed reading a two-part, hypothetical scenario, and answering related questions. All participation (passed and failed attention checks) was compensated with $0.70, and verified through MTurk submission codes incorporated into the Qualtrics questionnaire (see Appendix 4 for a screenshot of the MTurk HIT of initial pre-study 2). As was the case with pre-study 1, it was not possible to determine the response rate of initial pre-study 2.

Figure 6.5: Initial Pre-Study 2: Procedure of the Conditions



Source: author

6.3.7 Additional Pre-Study 2

Although initial pre-study 2 confirmed that the system processing and consumption setting manipulations worked (see Chapter 7 for data analysis), two questions arose at data analysis stage: (1) for System 1 manipulation through time pressure, was the appearing 'next' button an obvious enough signal that ensured participants proceeded, and (2) should the time delay for System 2 processing manipulation be increased from 60 seconds to 90 seconds? To test these aspects, additional pre-study 2 was conducted; however, only the System 1 processing and System 2 processing conditions in the restaurant setting were included.

The first aspect that was changed, compared to initial pre-study 2, was that a countdown timer was included in the System 1 processing condition to signal participants when the 15 seconds were over and that they were meant to proceed, whilst the 'next' button still only appeared after 15 seconds to force participants to read the crucial continuation of the scenario, and to avoid that they just sped through. The aim of this change was to see whether the countdown timer would make people aware more visibly that the 15 seconds had passed as well as to increase the time pressure. As discussed above, people were not automatically forwarded to the next page, as there would have been the danger of them not having fully read the continuation of the scenario.

The second change that was made in additional pre-study 2 was an increase in the time delay for System 2 processing manipulation from 60 to 90 seconds. The reason for this trial was that the data analysis of initial pre-study 2 showed that some participants took longer than 60 seconds to read the continuation of the scenario and write down their thoughts (median time spent on this part by e.g. the System 2 restaurant condition was 105 seconds). Although initial pre-study 2 data analysis already showed, based on the manipulation checks, that the system processing manipulation in the System 1 conditions

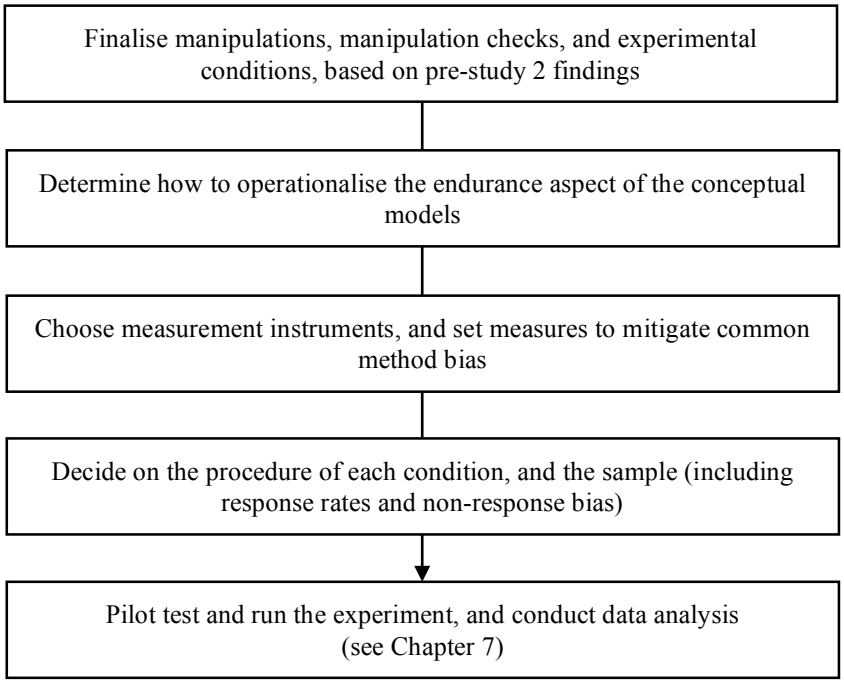
and System 2 conditions was successful, the aim was to see whether increasing the time delay would enlarge the difference in means of the manipulation checks between these conditions. Apart from the above changes, the procedures were the same as in initial pre-study 2 (Figure 6.5; see Appendix 3 for the questionnaire export).

The sample specifications and HIT information of additional pre-study 2 were identical to initial pre-study 2 (Appendix 4), although the HIT asked people not to participate again if they had already participated in initial pre-study 2. Duplicates were excluded from the dataset, although all participation (passed and failed attention checks) was compensated with $0.70. Determining the response rate was not possible due to the lack of information of how many people saw the HIT. Considering pre-study 2 showed the effectiveness of the experimental manipulations, the subsequent experiment could take place in order to test the conceptual models.

6.4 Experiment: Testing the Conceptual Models

Following the pre-studies, which identified the delight stimuli for the experimental scenarios and confirmed that the system processing and consumption setting manipulations worked, the experiment was conducted to test the conceptual models. Figure 6.6 shows the different elements leading up to running and analysing the experiment. Accordingly, this section first revisits the final manipulations, manipulation checks, and experimental conditions. It then discusses the operationalisation of the endurance aspect of the conceptual models. It presents the measurement instruments, measures taken to mitigate common method bias, and procedures for each condition, and finishes by outlining the sample characteristics (including response rates and non-response bias).

Figure 6.6: Experiment: Overview



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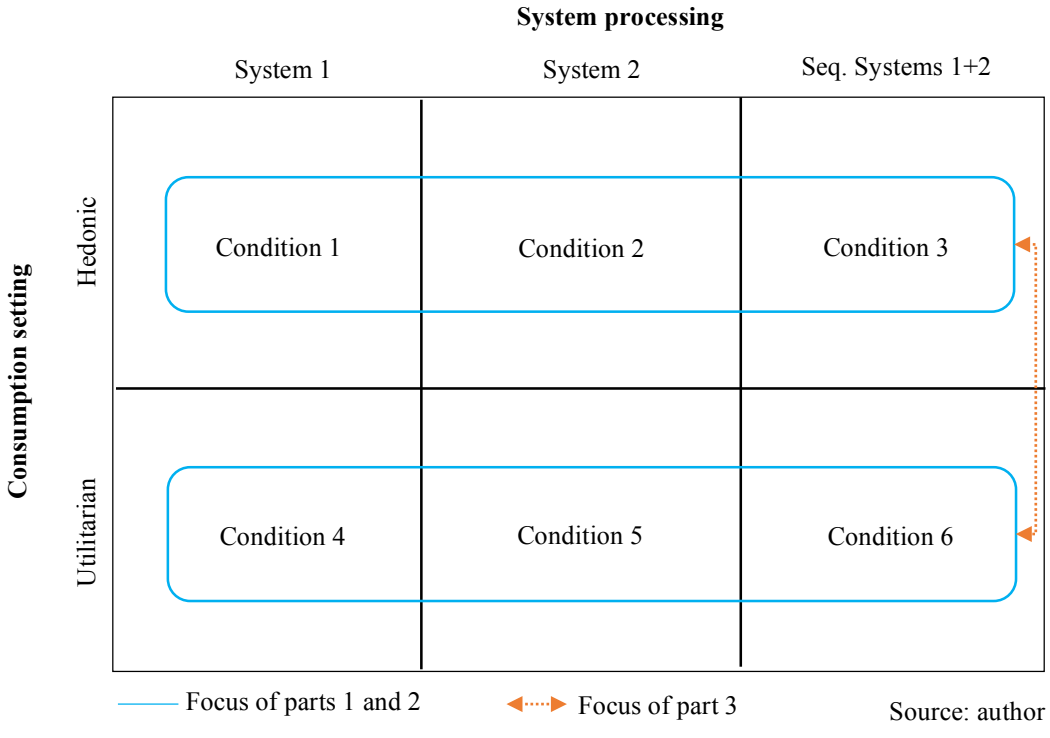
6.4.1 Final Experimental Manipulations and Conditions

The previous section elaborated on the system processing and consumption setting manipulations. As these were confirmed successful in pre-study 2, manipulations were adopted unchanged to the experiment. Two aspects are to note. First, to manipulate for System 1 processing, the idea of additional pre-study 2 to insert a countdown clock was adopted to the experiment in order to increase time pressure (whilst only letting participants proceed after 15 seconds, which was when the 'next' button appeared). To further increase time pressure, it was decided to auto-forward participants after 30 seconds, in case they had not proceeded by then. Participants were informed about the auto-forward prior to the time pressure exposure through a note stating that if they would take significantly longer than 15 seconds, they would be automatically forwarded. The 30 seconds were not explicitly stated to avoid people from waiting until that time had passed, and to further increase time pressure. Second, in the System 2 processing conditions, the length of time delay was set to 60 seconds, as in initial pre-study 2.

As introduced in the above section on initial pre-study 2, combining the two factors manipulated for led to six conditions. These conditions were adopted unchanged to the experiment (hereafter referred to as 'experimental conditions' also). To remind the reader of these conditions, the 2 x 3 factorial design is reiterated in Figure 6.7. Furthermore, based on Figure 6.7, the distinction between the focus of parts 1, 2, and 3 of the experiment can be visually explained. As elaborated on in Chapter 4, parts 1 and 2 investigated the effect of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions, by comparing two types of processing at a time. This was investigated in a hedonic and utilitarian consumption setting, respectively. This focus is illustrated in Figure 6.7 by the blue lines. Part 3 extended this by comparing the effect of the processing of delight stimuli (comparing two types of system processing at a time) in a hedonic versus a utilitarian consumption setting. This is indicated by the orange dotted arrows in Figure 6.7.

Figure 6.7: Experiment: 2 x 3 Factorial Design and Illustration of the Focus of Parts 1-3



Furthermore, two control conditions were included in the experiment. These were not subject to the system processing manipulation, but to the consumption setting manipulation. Although manipulations were shown to be successful in initial and additional pre-study 2, the experiment included manipulation checks to confirm this again, following recommendations in the literature to do so (Geuens and De Pelsmacker, 2017; Perdue and Summers, 1986). The same consumption setting manipulation check (Wakefield and Inman, 2003) and system processing manipulation checks (Dhar and Nowlis, 1999) were included in the experiment. The only difference was that the manipulation checks were positioned towards the end of the procedure of the experiment, so the key variables (i.e. customer delight and behavioural intentions) were asked right after the manipulations. To ensure participants would be able to associate to which preceding part the system processing manipulation checks referred, an according note was included above the manipulation checks. For example, for System 1 processing, the note introducing the manipulation checks stated:

> "*The questions on this page refer to the continuation of the scenario you read earlier, i.e. the second part of the scenario (which was subject to a 15 seconds time limit)*."

6.4.2 Endurance of Customer Delight and Behavioural Intentions

To specify how the endurance of customer delight and behavioural intentions was to be investigated, this research consulted studies in the wider marketing literature that look at constructs' endurance, such as branding, advertising, satisfaction, service quality perception, and buying behaviour, due to the lack of respective investigations in the customer delight literature (Havlena and Graham, 2004; Krishnan and Smith, 1998;

Mazursky and Geva, 1989; Orth and De Marchi, 2007; Palmer and O'Neill, 2003; Ramanathan and Menon, 2006). These studies measure the relevant construct twice (at t_1 right after exposure to the stimuli and t_2 at a later stage), using magnitude scales to investigate the change (Mazursky and Geva, 1989; Orth and De Marchi, 2007; Palmer and O'Neill, 2003; Ramanathan and Menon, 2006). Consequently, to look at the endurance of customer delight and behavioural intentions, following different types of system processing, common practice was followed, and these variables were measured twice (at t_1 and t_2), capturing their magnitude at each of the two measurement points.

Although one study has been found that separates two measurement points by a short distraction break (Ramanathan and Menon, 2006), the time lying between the two measurement points has commonly been more than a week (reaching up to months or even years) in the existing literature (Havlena and Graham, 2004; Krishnan and Smith, 1998; Mazursky and Geva, 1989; Orth and De Marchi, 2007; Palmer and O'Neill, 2003). Although it was noted that research into the endurance of constructs has used longer time breaks, the challenge here lay in the aspect that customer delight, as an emotion if resulting from System 1 processing, was expected to be short-lived (Bagozzi, Gopinath and Nyer, 1999; Kahneman, 2003; Stanovich and West, 2000). Therefore, the break needed to be long enough to test for change in variables' magnitude, but not too long to not capture any customer delight at all. Hence, the length of break was chosen to be one week. Specifically, participants' delight and behavioural intentions were measured at t_1 immediately after exposure to the continuation of the scenario, and then one week later at t_2.

6.4.3 Measurement Instruments: Customer Delight and Behavioural Intentions

The measurement instrument for customer delight was adapted from Finn (2005), who extends Oliver, Rust and Varki's (1997) customer delight measure by increasing the number of items from one, i.e. delighted, to three, i.e. delighted, gleeful, elated (see Chapter 2 for detailed discussion), and, hence, increases reliability of the customer delight scale (Geuens and De Pelsmacker, 2017). By using Finn's (2005) three items customer delight scale, this research joins other existing studies doing so (e.g. Ball and Barnes, 2017; Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013; Collier et al., 2018).

However, whilst adopting the three items, this research adapted the question wording and scale labels provided by Finn (2005). Finn's (2005) scale labels target the frequency of customer delight felt, ranging from 'never' to 'always'. An alternative to the frequency scale wording and labels exist, which instead asks about the magnitude of customer delight, using scale points that range from 'not at all' to 'extremely' (Chitturi, Raghunathan and Mahajan, 2008; Ludwig et al., 2017; Wang, 2011). This alternative has been used in both real and hypothetical delight scenarios in the literature (Chitturi, Raghunathan and Mahajan, 2008; Ludwig et al., 2017; Wang, 2011). The magnitude wording and scale labels were adopted here. The reason for this choice lay in the endurance focus of this thesis, which was tested by looking at the change in variables' magnitude over time. Customer delight was measured at t_1 and t_2.

Furthermore, behavioural intentions, i.e. intention to revisit, engage in positive word of mouth, commit, and pay more were measured at t_1 and t_2. Here, the respective multi-items measurement instruments were selected from Barnes, Beauchamp and Webster (2010), who use and amend these scales from the existing literature (Bettencourt, 1997; Blodgett, Hill and Tax, 1997; Zeithaml, Berry and Parasuraman, 1996) (e.g. they increase Zeithaml, Berry and Parasuraman's (1996) willingness to pay scale to three

items). The measurement instruments used in their study were adopted here (whilst wording was adjusted to this thesis) for three reasons[22]. First, Barnes, Beauchamp and Webster (2010) apply the measurement instruments in a hypothetical scenario, showing that they capture behavioural intentions successfully following customer delight based on imagination. Second, all items revolve around the likelihood of each behavioural intention, as reflected consistently in all items' wording, meaning that this would decrease the chance of participant confusion and common method bias (Podsakoff et al., 2003). Third, the consumption setting of the academics' study is a restaurant, equivalent to one of the two settings of this thesis, whilst being adaptable in wording to other consumption settings.

6.4.4 Measurement Instruments: Other Variables

Other variables measured in the experiment were customer delight antecedents, customer satisfaction, system processing used in the experiment (not as a manipulation check) as well as in general, visit frequency to the consumption setting in real life, motivation to process, and demographics.

With regards to customer delight antecedents, these were measured to generate insights into whether some antecedents prevail more than others in different conditions, and to test for discriminant validity between customer delight and its antecedents. Finn's (2005) scales of customer delight antecedents were used. Specifically, surprising consumption was measured using two items (astonished, surprised), arousal using three items (stimulated, enthused, excited), and positive affect using three items (contented,

[22] Intention to engage in positive word of mouth scale: although Barnes, Beauchamp and Webster (2010) refer to the intention to engage in positive word of mouth scale as 'loyalty', the according scale items used by the authors revolve around intention to engage in positive word of mouth, and match scales used in other studies (Chitturi, Raghunathan and Mahajan, 2008), whilst using more items.

pleased, happy). Again, the scales were adapted by using magnitude-oriented wording and scale labels (Chitturi, Raghunathan and Mahajan, 2008; Ludwig et al., 2017; Wang, 2011). All delight antecedents measures were included in both parts of the experiment, i.e. at t_1 and t_2. The experiment also included a measurement instrument for customer satisfaction, to test for discriminant validity between customer delight and satisfaction. A customer satisfaction scale with four items was adopted from the literature (Finn, 2005), and placed right after the customer delight and delight antecedents questions (though on a separate page). The customer satisfaction question was included at t_1 and t_2 of the experiment.

In addition to the system processing manipulation checks, it was considered as potentially insightful to include another measure to capture the type of system processing used to read the continuation of the scenario, although only at t_1 of the experiment, as processing of the stimuli was only directly relevant then. This measurement was primarily useful to find out what system processing participants used in the control conditions, where no manipulation of the system processing took place. The according measurement instrument used was the Situation-Specific Thinking Styles (SSTS) scale (Novak and Hoffman, 2009). This scale was chosen as it asks for the type of system processing used in a specific situation. The SSTS scale contains 10 items per system processing (Novak and Hoffman, 2009). However, due to length of the experiment, only five items per type of system processing (i.e. ten items in total) were selected based on their relevance to the experiment. In addition to including the SSTS scale in the procedure of the two control conditions, it was also included in the experimental conditions' procedures for consistency.

Participants were also asked a question regarding their system processing affinity in everyday life. The Rational-Experiential-Inventory (REI) scale (Epstein et al., 1996)

was used for this purpose. This scale was chosen as it includes items for the different types of system processing equally, in contrast to other scales, such as the Need for Cognition scale (Cacioppo and Petty, 1982), or the Faith in Intuition scale (Epstein et al., 1996), which only focus on one type of system processing. The REI scale exists in different lengths (Epstein et al., 1996). Due to the already lengthy experiment, the shortest REI scale with five items per type of system processing was adopted. Moreover, due to the length of the t_1 part of the experiment, the REI scale was included at t_2 to balance out the length of the t_1 and t_2 procedures. Further measures included revolved around participants' frequency of visiting a restaurant or supermarket in real life (measured at t_1) and in the week between the two measurement points (measured at t_2), a description of the imagined consumption setting (captured at t_1), and their motivation to process (measured at t_1) (Suri and Monroe, 2003). These measurement instruments were included to allow for further analysis.

Finally, demographics were measured at t_1, capturing participants' gender, age, nationality, country of residence, duration of residing in the respective country, level of education, employment status, job title, and annual household income. Measurement instruments for employment status, job title, and annual household income were made available by Lightspeed Research Ltd. To verify that the same person participated at t_1 and t_2, the gender and age questions were asked during both measurement points, with participants excluded at data analysis stage if this information did not match (Daly and Nataraajan, 2015). Table 6.6 summarises the different measurement instruments used in the experiment.

Table 6.6: Experiment: Measurement Instruments

Variable	Variable measured in...	Question wording and items (author(s), year)	Scale points/labels (author(s), year)
Customer delight	T_1 and t_2	Based on the experience at the restaurant/supermarket, I feel… (Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005) • Delighted • Elated • Gleeful	Seven-point scale, ranging from '1 = not at all' to '7 = extremely' (Chitturi, Raghunathan and Mahajan, 2008)
Surprising consumption	T_1 and t_2	Based on the experience at the restaurant/supermarket, I feel… (Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005) • Astonished • Surprised	Seven-point scale, ranging from '1 = not at all' to '7 = extremely' (Chitturi, Raghunathan and Mahajan, 2008)
Arousal	T_1 and t_2	Based on the experience at the restaurant/supermarket, I feel… (Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005) • Stimulated • Enthused • Excited	Seven-point scale, ranging from '1 = not at all' to '7 = extremely' (Chitturi, Raghunathan and Mahajan, 2008)
Positive affect	T_1 and t_2	Based on the experience at the restaurant/supermarket, I feel… (Chitturi, Raghunathan and Mahajan, 2008; Finn, 2005) • Contented • Pleased • Happy	Seven-point scale, ranging from '1 = not at all' to '7 = extremely' (Chitturi, Raghunathan and Mahajan, 2008)
Customer satisfaction	T_1 and t_2	Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket. (Finn, 2005) • The overall experience at the restaurant/supermarket was as good as I expected. • This restaurant/supermarket was worth the time I spent in it. • The overall experience at the restaurant/supermarket was satisfying to me. • I felt comfortable with this restaurant/supermarket.	Seven-point scale, ranging from '1 = strongly disagree' to '7 = strongly agree' (Finn, 2005)
Intention to revisit	T_1 and t_2	Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket. (Barnes, Beauchamp and Webster, 2010) • I am likely to visit this restaurant/supermarket again in the future. • It is likely that I would never visit this restaurant/supermarket again. (reverse) • It is likely that I would still visit this restaurant/supermarket in the future.	Seven-point scale, ranging from '1 = strongly disagree' to '7 = strongly agree' (Barnes, Beauchamp and Webster, 2010)

Variable	Variable measured in...	Question wording and items (author(s), year)	Scale points/labels (author(s), year)
Intention to engage in positive word of mouth	T_1 and t_2	Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket. (Barnes, Beauchamp and Webster, 2010) • I am likely to say positive things about the restaurant/supermarket to other people. • I am likely to recommend this restaurant/supermarket to someone who seeks my advice. • I am likely to encourage friends and relatives to eat at this restaurant/shop at this supermarket.	Seven-point scale, ranging from '1 = strongly disagree' to '7 = strongly agree' (Barnes, Beauchamp and Webster, 2010)
Intention to commit	T_1 and t_2	Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket. (Barnes, Beauchamp and Webster, 2010) • I am likely to become very committed to this restaurant/supermarket. • I am likely to continue frequenting this restaurant/supermarket over the next few years. • I am likely to give resources (i.e., time and money) to help this restaurant/supermarket succeed.	Seven-point scale, ranging from '1 = strongly disagree' to '7 = strongly agree' (Barnes, Beauchamp and Webster, 2010)
Intention to pay more	T_1 and t_2	Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket. (Barnes, Beauchamp and Webster, 2010) • I am likely to pay a higher price than for other, similar restaurants/supermarkets. • I am likely to come back even if the price increases. • I am not willing to pay more to dine at this restaurant/shop at this supermarket. (reverse)	Seven-point scale, ranging from '1 = strongly disagree' to '7 = strongly agree' (Barnes, Beauchamp and Webster, 2010)
System processing used when reading the scenario (SSTS scale)	T_1	Please indicate how the below statements applied to you whilst reading/ reconsidering the continuation of the scenario. (adapted from Novak and Hoffman, 2009) • I trusted my hunches. • I relied on my sense of intuition. • I used my instincts. • I used my gut feelings. • I relied on my first impressions. • I tackled this task systematically. • I carefully assessed the information in front of me. • I was very aware of my thinking process.	Seven-point scale, ranging from '1 = definitely false' to '7 = definitely true' (Novak and Hoffman, 2009)

Variable	Variable measured in...	Question wording and items (author(s), year)	Scale points/labels (author(s), year)
		• I reasoned things out carefully. • I approached this task analytically.	
Visit frequency to consumption setting in real life	T_1	Approximately how many times do you actually visit a restaurant/supermarket (like the one you imagined in the previous scenario)? • Daily • 2-3 times a week • Once a week • 2-3 times a month • Once a month • Every other month • Less than every other month	Drop-down
Visit frequency to consumption setting between t_1 and t_2	T_2	How many times have you actually visited a restaurant/supermarket (like the one you imagined in the scenario) since the first part of the study one week ago? • Not at all • Once • Twice • 3-4 times • 5-6 times • 7 times or more	Drop-down
Description of imagined consumption setting	T_1	In a few words, please describe the restaurant/supermarket you imagined in the previous scenario.	Open-ended
Motivation to process	T_1	Please indicate what applied to you whilst reading/reconsidering the continuation of the scenario. I was… (Suri and Monroe, 2003) • Very interested to read – not interested to read • Very involved – not involved • Very interested to understand – not interested to understand	Seven-point semantic differentials scale (Suri and Monroe, 2003)
Mood	T_1 and t_2	At this moment I am feeling… (Allen and Janiszewski, 1989) • Good – bad • Unpleasant – pleasant (reverse) • Happy – sad	Seven-point semantic differentials scale (Allen and Janiszewski, 1989)

Variable	Variable measured in...	Question wording and items (author(s), year)	Scale points/labels (author(s), year)
		• Negative – positive (reverse)	
Generally used type of system processing (REI scale)	T_2	Generally thinking now (not specific to the scenario from one week ago), please indicate how the following statements apply to you. (Epstein et al., 1996) • I don't like to have to do a lot of thinking. (reverse) • I try to avoid situations that require thinking in-depth about something. (reverse) • I prefer to do something that challenges my thinking abilities rather than something that requires little thought. • I prefer complex to simple problems. • Thinking hard and for a long time about something gives me little satisfaction. • I trust my initial feelings about people. • I believe in trusting my hunches. • My initial impressions of people are almost always right. • When it comes to trusting people, I can usually rely on my "gut feelings". • I can usually feel when a person is right or wrong even if I can't explain how I know.	Seven-point scale ranging from '1 = completely false' to '7 = completely true' (Epstein et al., 1996)
Gender	T_1 and t_2	Please indicate your gender. • Male • Female	Drop-down
Age	T_1 and t_2	Please indicate your age. • 18-29 years old • 30-39 years old • 40-49 years old • 50-59 years old • 60 and above	Drop-down
Nationality	T_1	Please indicate your nationality. • American • Other (please specify)	Drop-down
Country of residence	T_1	Please indicate your main country of residence. • United States • Other (please specify)	Drop-down

Variable	Variable measured in...	Question wording and items (author(s), year)	Scale points/labels (author(s), year)
Duration of living at country of residence	T_1	How long have you been living in your main country of residence? • Less than 5 years • 5-10 years • More than 10 years • All my life	Drop-down
Level of education	T_1	Please indicate your highest level of educational qualification. • Secondary school/high school qualification • Undergraduate university degree, e.g. Bachelor of Arts, Bachelor of Science • Postgraduate university degree, e.g. Master of Science, MBA, PhD • Other qualification (please specify) • No qualification • Prefer not to say	Drop-down
Employment status	T_1	Please indicate your current employment status by selecting one of the answers below. • In permanent full-time employment • In permanent part-time employment • Self-employed/freelance • Retired • Student (in school or internship) • House wife/house husband • Unable to work/disabled • Without work OR currently not working and looking for work • Temporary, seasonal or occasional work • In unpaid employment (e.g. voluntary work) or full-time care of another household member • Prefer not to say	Drop-down
Job title	T_1	Please indicate which of the following best describes your job title. • Senior executive (SVP, MD, CEO, CFO, CTO, Founder) • Executive (GM, VP) • Senior manager • Manager • Staff/worker	Drop-down

Variable	Variable measured in...	Question wording and items (author(s), year)	Scale points/labels (author(s), year)
		• Assistant/coordinator/junior staff • Apprentice/trainee • None of the above	
Household income	T_1	Please indicate your household income per year (before tax, including all sources of income). • Up to $15,000 • $15,000-$24,999 • $25,000-$34,999 • $35,000-$49,999 • $50,000-$74,999 • $75,000-$99,999 • $100,000-$124,999 • $125,000-$149,999 • $150,000 or more • Prefer not to say	Drop-down

Source: author

6.4.5 Mitigation of Common Method Bias

Common method bias, as a recognised issue in research, can affect the validity and reliability of items and covariation between variables, and may be the cause of measurement error (Bagozzi, 1984; MacKenzie and Podsakoff, 2012; Podsakoff et al., 2003). Table 6.7 lists a summary of the potential causes of common method bias (Podsakoff et al., 2003). Common method bias can be dealt with in two ways: (1) through a cautious design of the study before data collection, aiming to minimise these potential sources, and (2) by applying statistical remedies (e.g. Harman's single-factor test, multiple method factors) after the data were collected (Bagozzi, 1984; MacKenzie and Podsakoff, 2012; Podsakoff et al., 2003). This research followed the former approach to minimise common method bias by carefully designing the experiment, to minimise the potential causes summarised in Table 6.7. Particular focus lay on (a) item characteristic and context, (b) acquiescence biases ('yea-saying' and 'nay-saying'), and (c) mood state. Preventative measures were taken for all three types of potential causes of common method bias.

The item characteristic and context effects were minimised by selecting scales that have been successfully applied in the extant literature; using clear, concise, and uncomplicated language (which was checked by running a pilot test); avoiding lengthy scales with too many items; and using different scale formats and changing scale anchors (MacKenzie and Podsakoff, 2012; Podsakoff et al., 2003). With regards to acquiescence biases, three preventative measures were applied. First, attention checks, e.g. 'Please select '1 = not at all' for this row' (Smith et al., 2016), Instructional Manipulation Checks (Oppenheimer, Meyvis and Davidenko, 2009), and scales that contained positively and negatively worded/reversed items were used (Baumgartner and Steenkamp, 2001). Cases were excluded where acquiescence bias might have been present (Martin, Engelland and

Collier, 2011). Second, it was aimed to increase participants' motivation by being transparent about the study and the value of people's input to the research, emphasising that participation was voluntary, including instructions asking them to respond to questions to their best ability (MacKenzie and Podsakoff, 2012), and offering them to be sent a findings report after submission of this thesis. Third, scale formats were alternated between Likert scales, semantic differential scales, drop-down questions, and open-ended questions. Scales were selected that had different scale anchors. Despite the variation of scale formats, it was ensured that the number of scale points, i.e. seven points, were consistent across all relevant questions.

The effect of mood, as the third potential cause of common method bias relevant to the experiment, was captured by a semantic differentials mood measurement scale (Allen and Janiszewski, 1989; shown in Table 6.6), which was placed at the end of the t_1 and t_2 parts of the experiment. At analysis stage, the mood scale items were computed to composites, which were included as covariates when running the models (Podsakoff et al., 2003).

Table 6.7: Summary of Potential Causes of Common Method Biases

Potential cause	Definition of cause
Common rater effects	**Any artifactual covariance between the predictor and criterion variable produced by the fact that the respondent providing the measure of these variables is the same.**
Consistency motif	• Propensity for respondents to try to maintain consistency in their responses to questions.
Implicit theories (and illusory correlations)	• Respondents' beliefs about the covariation among particular traits, behaviours, and/or outcomes.
Social desirability	• Tendency of some people to respond to items more as a result of their social acceptability than their true feelings.
Leniency biases	• Propensity for respondents to attribute socially desirable traits, attitudes, and/or behaviours to someone they know and like than to someone they dislike.
Acquiescence biases (yea-saying and nay-saying)	• Propensity for respondents to agree (or disagree) with questionnaire items independent of their content.
Mood state (positive or negative affectivity; positive or negative emotionality)	• Propensity of respondents to view themselves and the world around them in generally negative terms (negative affectivity) or the propensity of respondents to view themselves and the world around them in generally positive terms (positive affectivity).
Transient mood state	• Impact of relatively recent mood-inducing events to influence the manner in which respondents view themselves and the world around them.
Item characteristic effects	**Any artifactual covariance that is caused by the influence or interpretation that a respondent might ascribe to an item solely because of specific properties or characteristics the item possesses.**
Item social desirability	• The fact that items may be written in such a way as to reflect more socially desirable attitudes, behaviours, or perceptions.
Item demand characteristics	• The fact that items may convey hidden cues as to how to respond to them.
Item ambiguity	• The fact that items that are ambiguous allow respondents to respond to them systematically using their own heuristic or respond to them randomly.
Common scale formats	• Any artifactual covariation produced by the use of the same scale format (e.g., Likert scales, semantic differential scales, "faces" scales) on a questionnaire.
Common scale anchors	• Repeated use of the same anchor points (e.g., extremely, always, never) on a questionnaire.
Positive and negative item wording	• The fact that the use of positively (negatively) worded items may produce artifactual relationships on the questionnaire.
Item context effects	**Any influence or interpretation that a respondent might ascribe to an item solely because of its relation to the other items making up an instrument.**
Item priming effects	• The fact that the positioning of the predictor (or criterion) variable on the questionnaire can make that variable more salient to the respondent and imply a causal relationship with other variables.
Item embeddedness	• The fact that neutral items embedded in the context of either positively or negatively worded items will take on the evaluative properties of those items.

Potential cause	Definition of cause
Context-induced mood	• The first question (or set of questions) encountered on the questionnaire induces a mood for responding to the remainder of the questionnaire.
Scale length	• The fact that if scales have fewer items, responses to previous items are more likely to be accessible in short-term memory and to be recalled when responding to other items.
Intermixing (or grouping) of items or constructs on the questionnaire	• The fact that items from different constructs that are grouped together may decrease intraconstruct correlations and increase interconstruct correlations.
Measurement context effects	**Any artifactual covariation produced from the context in which the measures are obtained.**
Predictor and criterion variables measured at the same point in time	• The fact that measures of different constructs measured at the same point in time may produce artifactual covariance independent of the content of the constructs themselves.
Predictor and criterion variables measured in the same location	• The fact that measures of different constructs measured in the same location may produce artifactual covariance independent of the content of the constructs themselves.
Predictor and criterion variables measured using the same medium	• The fact that measures of different constructs measured with the same medium may produce artifactual covariance independent of the content of the constructs themselves.

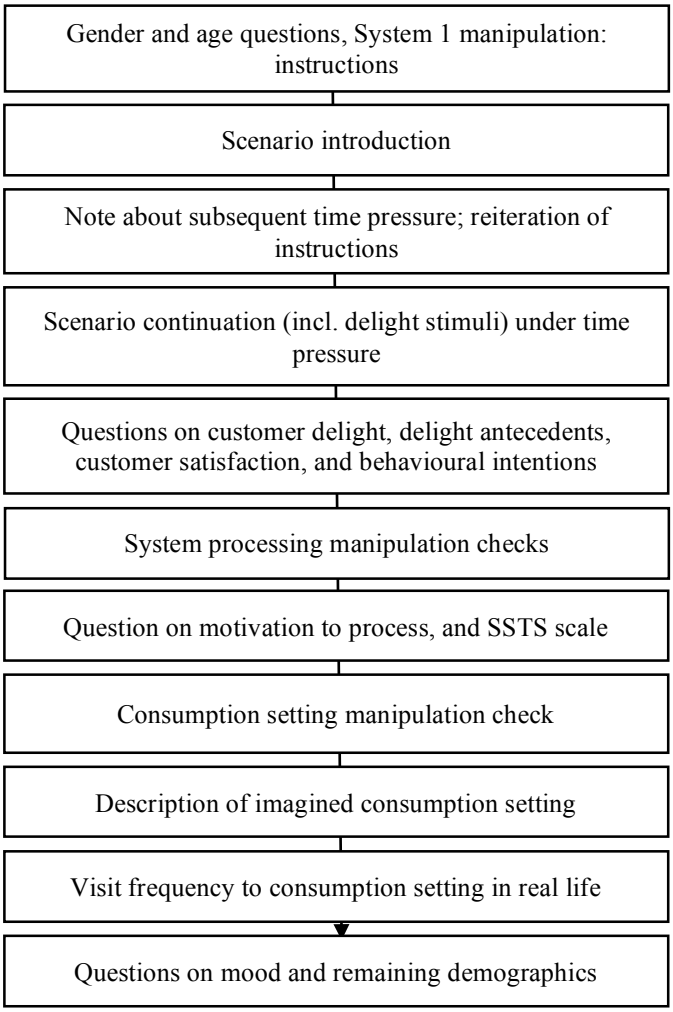
Source: adopted by the author from Podsakoff et al. (2003)

6.4.6 Experiment: t_1 Procedure of the System 1 Processing Conditions

For t_1, the experimental procedure of the System 1 processing conditions (conditions 1 or 4), as well as of all other conditions, started with an introductory page informing participants about the purpose (and length) of the study, that it consisted of two parts that were one week apart, information about ethics, and contact details. To control for gender and age quotas, according demographic questions were asked. Next, participants were exposed to System 1 processing manipulation through instructions, were shown information that they were about to read a two-part, hypothetical scenario, and answered an Instructional Manipulation Check. On the next page, people read the introduction of the scenario, which was followed by a note that they would be subsequently reading a continuation of the scenario under 15 seconds time constraint. System 1 instructions were reiterated. An adaptation of the Instructional Manipulation Check was also included.

On the next page of the survey, participants were exposed to the continuation of the scenario, including the delight stimuli, under 15 seconds time pressure. Following the continuation of the scenario, the questions on customer delight, delight antecedents, customer satisfaction, and behavioural intentions were asked. Moreover, the system processing manipulation checks (with a reiterating note that these referred to the continuation of the scenario read under time pressure), motivation to process, the SSTS scale, and the consumption setting manipulation check were captured. Subsequently, description of the imagined consumption setting, and real life visit frequency to a similar consumption setting as the one imagined were asked. The t_1 part closed with a mood question and remaining demographic questions. For an export of the t_1 questionnaire of the experiment, please refer to Appendix 5. Figure 6.8 illustrates the procedures of the System 1 processing conditions.

Figure 6.8: Experiment: t_1 Procedure of the System 1 Processing Conditions



Source: author

6.4.7 Experiment: t_1 Procedure of the System 2 Processing Conditions

Participants that were randomly allocated to one of the System 2 processing conditions (conditions 2 or 5) were first exposed to System 2 manipulation through analytical priming. This entailed writing down expectations towards a visit to either a restaurant or supermarket (depending on their condition allocation) for one minute. Participants were allowed to proceed only after that time had passed. Subsequently, System 2 manipulation through instructions took place, with an additional note to subjects

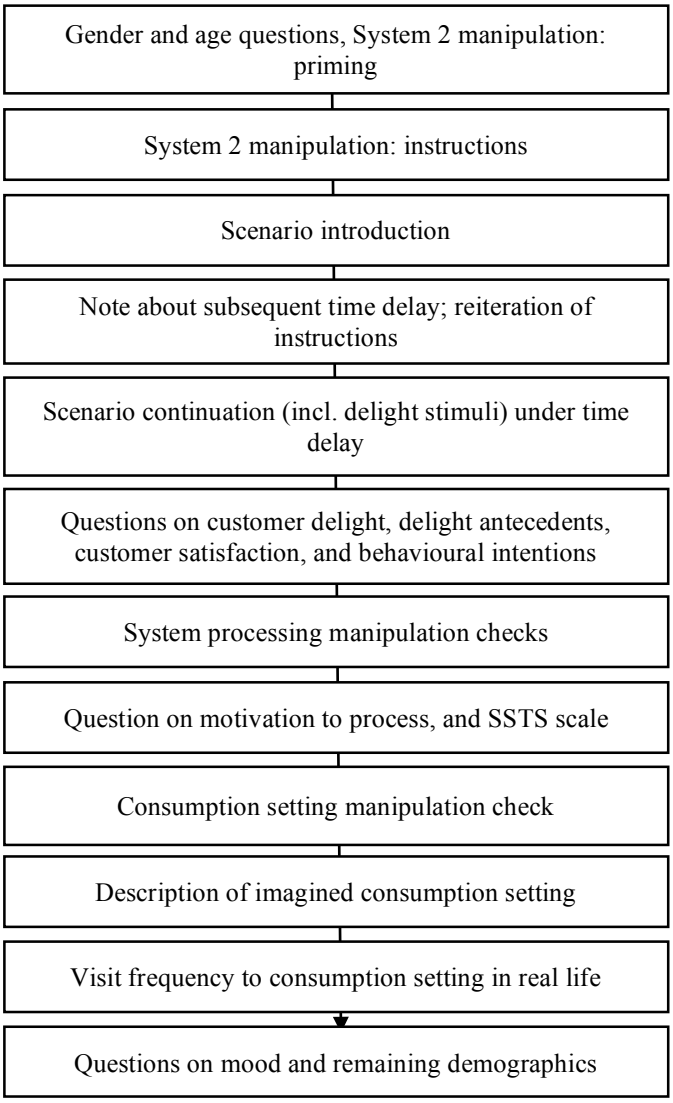
that they were going to read a two-part, hypothetical scenario, and participants answered an Instructional Manipulation Check.

On the next page, participants read the introduction of the scenario, followed by a note that they were going to read and analyse a continuation of the scenario next, for which they would have at least one minute, and could only proceed once that time had passed. On the same page, the instructional manipulation was reiterated, and an adaptation of the previous Instructional Manipulation Check was displayed. Next, subjects were exposed to the continuation of the scenario under time delay as part of the system processing manipulation, and an open-ended textbox prompted them to write down their thoughts, based on their analyses of the continuation of the scenario. The remainder of the procedure of the System 2 processing conditions was equal to that of the System 1 processing conditions, and is illustrated in full in Figure 6.9. Please refer to Appendix 5 for an export of the questionnaire.

6.4.8 Experiment: t_1 Procedure of the Sequential Systems 1+2 Processing Conditions

As the case with initial pre-study 2, the conditions that were subject to sequential Systems 1+2 processing manipulation (conditions 3 or 6) started with a preparation task relating to the System 2 priming conducted later in the procedure. This meant, participants were first asked to write down their expectations towards the consumption setting they were randomly allocated to, i.e. either towards a restaurant or a supermarket. Participants had to spend at least one minute on this task, with Qualtrics being set to show the 'next' button only once that time had passed. Thereafter, to mentally 'detach' participants from this System 2 priming preparation task, and to get them into the mind set for the subsequent System 1 part of the procedure, participants were asked to write down feelings they associated with being on holidays.

Figure 6.9: Experiment: t_1 Procedure of the System 2 Processing Conditions



Source: author

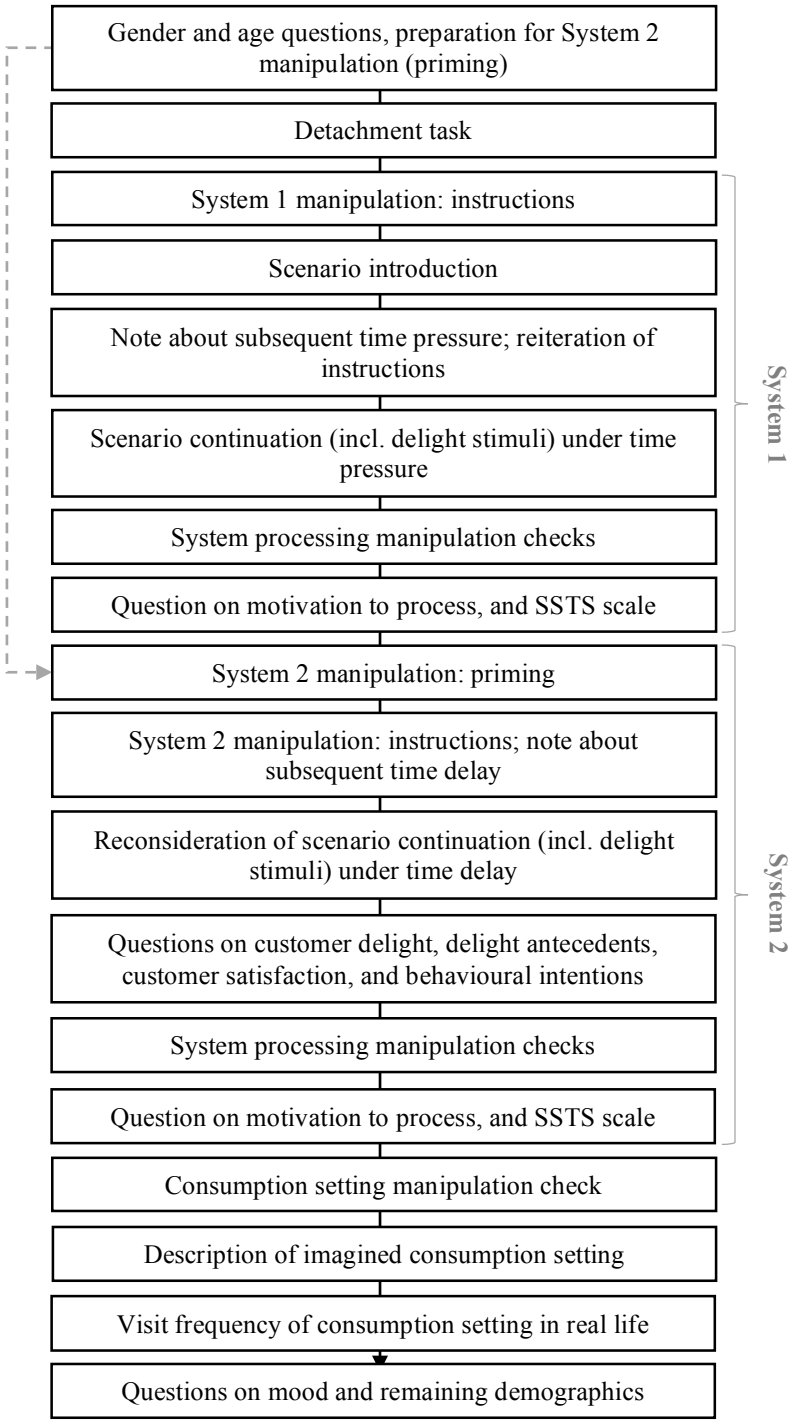
After these tasks, the actual System 1 processing part commenced by manipulation through instructions, a note that they were going to read a two-part, hypothetical scenario, and an Instructional Manipulation Check. On the next page, participants read the introduction of the scenario. Subsequently, a note was shown informing them that they had 15 seconds to read the subsequent continuation of the scenario, reiterating the System 1 instructions. To verify that participants read this information properly, an adaptation of the previous Instructional Manipulation Check was

included on this page. Next, subjects read the continuation of the scenario under 15 seconds time pressure. This was followed by the system processing manipulation checks, the motivation to process scale, and the SSTS scale.

Following these steps, participants' System 2 processing was triggered. Accordingly, participants were first exposed to System 2 processing manipulation through priming. More specifically, they were asked to review the expectations they had written down at the start of the experiment for at least 30 seconds. Qualtrics question piping function was used to show their previously listed expectations. Subjects were not able to amend those expectations, as the purpose was for them to compare their expectations to the experience they had read about in the continuation of the scenario.

Next, System 2 processing manipulation continued through instructions, and information was displayed that subjects had at least one minute on the next page to elaborately reconsider the continuation of the scenario and that they were only allowed to proceed once the time had passed. An Instructional Manipulation Check was also included. Upon proceeding, subjects were exposed to the continuation of the scenario once again and asked to analytically reconsider it, whilst writing their respective thoughts into a textbox beneath. After the one minute had passed, people could proceed to the next pages, which contained the same questions, such as on customer delight and behavioural intentions, and the manipulation checks, as the other conditions detailed above. Figure 6.10 visualises the sequential Systems 1+2 processing conditions' procedure (for an export of the questionnaire, please refer to Appendix 5).

Figure 6.10: Experiment: t_1 Procedure of the Sequential Systems 1+2 Processing Conditions



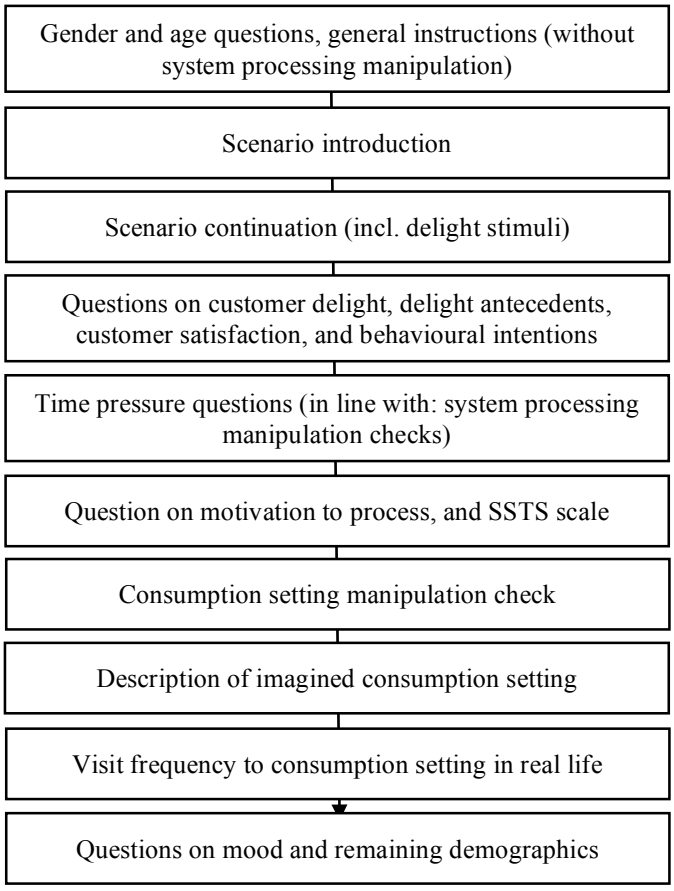
Source: author

6.4.9 Experiment: t_1 Procedure of the Control Conditions

In the two control conditions, participants first read a general note about reading a two-part, hypothetical scenario, after which they were exposed to the introduction of

the scenario. On the next page, they read the continuation of the scenario, followed by the same questions asked in the other conditions presented so far (Figure 6.11). Please refer to Appendix 5 for an export of the t_1 questionnaire.

Figure 6.11: Experiment: t_1 Procedure of the Control Conditions



Source: author

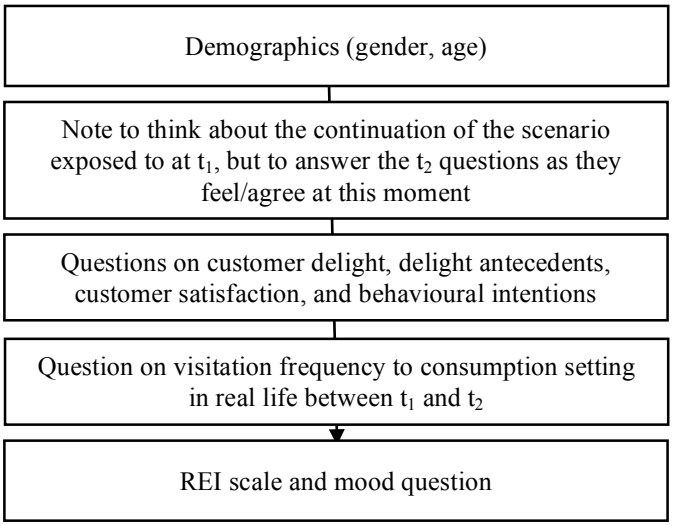
6.4.10 Experiment: t_2 Procedure of All Conditions

One week after their t_1 submission, participants were contacted again and invited to the t_2 part of the experiment. No manipulations were included at t_2; however, the t_2 questions were adapted in their wording to reflect the consumption setting to which participants were allocated at t_1. The procedure at t_2 was the same for all t_1 conditions. Participants first read the introductory information, reiterating the purpose of the study

(emphasising it related to the scenario read at t_1), ethical aspects, and contact details. Their gender and age information was captured thereafter. On the next page, they read a note asking them to think of the scenario, specifically the continuation of the scenario, from the previous week. To prompt participants in remembering it, a note was included summarising the continuation of the scenario without mentioning the delightful part so to not bias them. For example, it was generally noted that during the supermarket visit, instances happened in relation to the products found and the final bill. The note also emphasised that all subsequent questions asked for their feelings and agreement at the time of t_2, and that they should disregard or think about their t_1 answers.

On the next few pages, participants were asked questions on customer delight, delight antecedents, customer satisfaction, and behavioural intentions. They were also asked how many times they had been to the respective consumption setting in real life within the one week since t_1. The REI scale was included to capture whether participants generally processed more intuitively or analytically, and a question on their mood. Figure 6.12 shows the t_2 procedure. Please refer to Appendix 6 for the t_2 questionnaire export.

Figure 6.12: Experiment: t_2 Procedure (all Conditions)



Source: author

The experiment, with its two parts, was pilot tested using a convenience sample of ten people (from the author's own network). None of the pilot test participants had taken part in any of the pre-studies. No major implications emerged from the pilot test.

6.4.11 Experiment: Sample

Lightspeed Research Ltd. was commissioned as the commercial online panel provider to gain access to participants, and to execute this two-part experiment. It is to note that Lightspeed Research Ltd. did not have access to the Qualtrics script nor the actual data, complying with King's ethics. The sampling frame included any consumers; minimum participation age was 18 years. Three sample criteria were set for the experiment to be achieved at the end of t_2: (1) US as the country of data collection, (2) an equal gender distribution, and (3) an age distribution that is similar to the US national age distribution[23]. To achieve points (2) and (3) at the end of t_2, different measures had to be taken, primarily at t_1.

First, differential sampling was applied at t_1, meaning that more people from demographic groups that were known to have a lower response rate were invited than those known to respond more likely. For example, more people of the age group 18-39 years needed to be invited at t_1 than those of the age group 50+ years. Second, quotas were applied for gender and age at t_1 in Qualtrics. Hence, these aspects constituted a quota sampling approach. Third, the experiment's data collection was split into four smaller waves (see Table 6.8 for the data collection dates) instead of having one data collection

[23] This was based on the last US census from 2010; specifically, 0-19 years: 27% (this age group has not been found as being split up so it starts from 18 years), 20-29 years: 14%, 30-39 years: 13%, 40-49 years: 14%, 50-59 years: 14%, 60+ years: 18% (United States Census Bureau, 2011). Rebasing these percentages to exclude the age group 0-19 years, the age distributions that guided this thesis's sampling quotas were as follows: 20-29 years:19%, 30-39 years: 18%, 40-49 years: 19%, 50-59 years: 19%, 60+ years: 25%. The guiding US census percentage for 20-29 year olds was assumed to be slightly higher, as the above figure excludes 18-19 years olds due to the lack of breakdown provided by the census information, although 18-19 years olds were included in this thesis's data collection.

wave. This was to better control for demographic criteria, achieve desired distributions, and collect data on different days (i.e. early part versus later part of the working week). Participants took part in one wave only, and the online panel provider ensured that no panellist that had already participated in a past wave was invited a second time. Based on these criteria, panellists were randomly selected by the panel provider's system to be invited to this study. Invitations were adjusted to one time zone (US Eastern Standard Time).

Table 6.8: Experiment: Data Collection Periods

Wave	T_1 data collection period	T_2 data collection period
1 – soft launch	26/04-27/04/2017 (Wed-Thurs)	03/05-05/05/2017 (Wed-Fri)
2 – full launch first wave	10/05-11/05/2017 (Wed-Thurs)	17/05-19/05/2017 (Wed-Fri)
3 – full launch second wave	23/05-24/05/2017 (Tues-Wed)	30/05-01/06/2017 (Tues-Thurs)
4 – full launch final wave[24]	13/06-15/06/2017 (Tues-Thurs)	20/06-23/06/2017 (Tues-Fri)

Participants had two days to fill in the t_1 part. The deadline was one day after the invitation was sent out, and a reminder was sent on the second day in order to increase the response rates (Deutskens et al., 2004). Based on their t_1 submission date (taken from the Qualtrics data export), the t_2 invitation date was determined for each participant as being exactly seven days later. It is to note that participants were also given two days to participate in the t_2 part, meaning that this part was either completed seven or eight days after their t_1 submission. Although this meant that t_2 was completed approximately one week after the t_1 part, it was necessary to be somewhat flexible as to whether t_2 was

[24] The final wave spread over three days, instead of two days as was the case with the previous waves. This was to ensure that the final sample size was achieved, and having to run another wave was avoided. The operationalisation for the final wave was equal to the previous waves, e.g. participants were invited to the t_2 part exactly seven days after their t_1 submission.

participated in seven or eight days later, as some participants might have not checked their emails daily.

The number of people invited overall, and consequently for each demographic group, was determined by the required sample size for this experiment at the end of t_2. Following recommendations in the literature about sample sizes for experimental conditions (Geuens and De Pelsmacker, 2017), consideration of Type I and Type II errors (Malhotra, Birks and Wills, 2012), and sample sizes used in experiments conducted in the customer delight literature (Chitturi, Raghunathan and Mahajan, 2008; Dutta et al., 2017; Wang, 2011) and dual-processing theory literature (Cappalletti, Gueth and Ploner, 2011; Dhar and Nowlis, 1999; Laran, Janiszewski and Salerno, 2016; Nordgren and Dijksterhuis, 2009; Suri and Monroe, 2003), the target sample size for the experiment at the end of t_2 was approximately 300 (after data cleaning). This meant it was aimed to have 30-50 participants in each of the eight conditions. Table 6.9 indicates how many people were invited to participate at t_1 across all four data collection waves, in order to achieve this final t_2 sample size.

Table 6.9: Experiment: t_1 Invitees per Age and Gender (Across all Data Collection Waves)

		Age					
		18-29 years	**30-39 years**	**40-49 years**	**50-59 years**	**60+ years**	**Total**
Gender	Female	22,588 (50%)	9,921 (22%)	5,502 (12%)	6,699 (15%)	909 (2%)	45,619 (100%)
	Male	19,944 (48%)	9,616 (23%)	8,352 (20%)	2,647 (6%)	649 (2%)	41,208 (100%)
	Total	42,532 (49%)	19,537 (23%)	13,854 (16%)	9,346 (11%)	1,558 (2%)	86,827 (100%)

Panel members were invited by Lightspeed Research Ltd. directly; via email and a notification on their online board of available studies ('globaltestmarket'). The email

copy was created by the panel provider, and only mentioned the name of the study, that it was conducted by King's College London, the duration (t_1: 12 minutes; t_2: 5 minutes; approximated based on the pilot test), that it consisted of two parts, that participation was only welcome if they could commit to taking part in both parts, and that compensation was only given upon completion of both parts. Please refer to Appendix 7 and Appendix 8 for a screenshot of the t_1 and t_2 email invitations, courtesy of Lightspeed Research Ltd. To comply with Lightspeed Research Ltd.'s common practice, participants who failed the attention checks at t_1 were invited to t_2 regardless (but were excluded from the dataset during data analysis).

People were compensated for participation, which constituted a way to increase response rates (Deutskens et al., 2004). However, participants were only compensated if they participated in both the t_1 and t_2 parts, and received their compensation after submitting the t_2 part. Lightspeed Research Ltd. compensates its panellists with 'panel points', which they can eventually exchange for cash or vouchers once sufficient points have been accumulated. For this research, Lightspeed Research Ltd. credited all participants who took part in both parts 32 panel points. To comply with King's College London ethics, all participants were compensated, regardless of whether their cases were included or excluded (e.g. due to failed attention checks) in the final dataset.

6.4.12 Response Rates and Non-Response Bias

In contrast to pre-studies 1 and 2, where it was not possible to determine the response rates due to the inaccessibility of such information from MTurk, Lightspeed Research Ltd. provided respective information for the experiment to calculate the response rates. Specifically, at t_1, 920 participants were recorded (this excludes attempts

to participate after the gender and age quotas were full) (Table 6.10). Based on the total of 86,827 t_1 invitees, this constituted a response rate of 1%.

Such a low response rate was expected due to two reasons. First, multi-part studies suffer from generally low response rates (Daly and Nataraajan, 2015). The same applies to studies conducted online, which generally obtain low response rates as the number of invitees is higher due to the vast outreach of the internet (Daly and Nataraajan, 2015). Second, and more importantly, the age group of 18-29 years old was known to be less responsive to participating in studies than older age groups. Due to the unresponsiveness of this age group, noticeably more people had to be invited aged 18-29 years to ensure that the final age distribution was as close to the US national age distribution as possible. However, this increased the overall total of invitees and, thus, resulted in a relatively low response rate at t_1. It is assumed that the response rate had been a lot higher at t_1 had this study not aimed to achieve a sample distribution close to the US national age distribution, meaning that the challenge of recruiting participants aged 18-29 years would have not been encountered. However, if no efforts had been made to recruit younger people, it is assumed that this would have led to an age bias towards the older age groups. It was concluded that the most necessary steps were taken to increase the response rate at t_1, and that this low response rate did not constitute a hindrance to proceed with this research, thus, following the extant literature supporting this thought (Blair and Zinkhan, 2006).

At t_2, 464 out of the 920 t_1 participants took part, which constituted a re-response rate of 50%. Table 6.10 lists the demographics per gender and age of all respondents at t_1 and t_2 (prior to data cleaning; for final sample sizes after data cleaning, please refer to Chapter 7).

Table 6.10: Experiment: t_1 and t_2 Participants per Age and Gender (Across all Data Collection Waves, Prior to Data Cleaning)

			Age					
			18-29 years	**30-39 years**	**40-49 years**	**50-59 years**	**60+ years**	**Total**
T_1	Gender	Female	111 (24%)	96 (21%)	89 (19%)	67 (14%)	101 (22%)	464 (100%)
		Male	78 (17%)	114 (24%)	80 (18%)	85 (19%)	99 (22%)	456 (100%)
		Total	189 (20%)	210 (23%)	169 (18%)	152 (17%)	200 (22%)	920 (100%)
T_2	Gender	Female	40 (18%)	47 (21%)	53 (24%)	42 (19%)	41 (18%)	223 (100%)
		Male	36 (15%)	47 (20%)	55 (23%)	54 (22%)	49 (20%)	241 (100%)
		Total	76 (17%)	94 (20%)	108 (23%)	96 (21%)	90 (19%)	464 (100%)

Furthermore, data were checked for non-response bias, i.e. a significant difference in responses between participants and non-participants (Armstrong and Overton, 1977). As it is frequently impossible to access data from people who did not respond due to lacking contact details, common practice in the literature is to test for non-response bias by comparing the first and fourth quartiles of the dataset, i.e. the first 25% and last 25% of participants, and identify whether these two groups significantly differ in demographics and key variables (Armstrong and Overton, 1977). The rationale behind the first and fourth quartiles of the dataset is that the first quartile represents early respondents, and the fourth quartile represents late respondents, who are assumed to have similar response characteristics as people who did not respond at all (Armstrong and Overton, 1977). Thus, comparing early and late responses constitutes an alternative option to investigate whether responses would have significantly differed between respondents and non-respondents, which would mean that non-response bias is present (Armstrong and Overton, 1977).

Please note that the challenge when applying this approach, which was initially introduced through application to survey data collected in one wave (Armstrong and

Overton, 1977), lay in the above-mentioned fact that the data collection was split up into four waves to control for gender and age. This meant, the dataset could not be used as one when applying the approach to test for non-response bias, as the first and last 25% of the dataset would have been from different waves, and respondents might have been wrongly identified as early or late. Hence, the idea was to compare the first and last 25% of each of the four waves, at t_1 and t_2, respectively, to test whether non-response bias was present within each of the waves at each of the two measurement points. Please note that the final, cleaned dataset of 304 subjects was used to test for the presence of non-response bias (see Chapter 7 for details for how the data were cleaned). Table 6.11 shows the number of (cleaned) respondents, and the number of early and late respondents per wave.

Table 6.11: Experiment: Number of Total, Early, and Late Respondents per Wave for Tests of Non-Response Bias

Wave	**Total respondents per wave (cleaned)**	**Number of first 25%, number of last 25% (rounded up to next integer)**
1 – soft launch	34	9, 9
2 – full launch first wave	74	19, 19
3 – full launch second wave	167	42, 42
4 – full launch final wave	29	8, 8
Total	304	156

Variables included in the tests for non-response bias were demographics, i.e. gender, age, and income, and customer delight and behavioural intentions. To test for differences in gender and age between early and late respondents, χ^2 tests were run. No significant differences were found for the soft launch wave at t_1 and t_2, full launch first wave at t_1 and t_2, and full launch final wave at t_1 and t_2. The only significant difference was found in the full launch second wave, where there was a significant difference in age between early and late respondents at t_1 ($\chi^2 = 50.322$, df = 4, asympt. sig. = 0.000) and t_2 ($\chi^2 = 27.615$, df = 4, asympt. sig. = 0.000). With regards to the key variables, non-

parametric Mann-Whitney tests were run due to the non-normal distributions of these variables (please refer to Chapter 7 for a detailed discussion of the non-normal distributions data). No significant differences between early and late respondents were found with regards to customer delight and intention to revisit, engage in positive word of mouth, and commit, in any of the four waves at t_1 and t_2. The only significant difference was found in the final wave of the full launch at t_1 in intention to pay more ($z = -2.793$, asympt. sig. = 0.005); no significant difference was found for this variable at t_2.

Based on these results, it was concluded that non-response bias was not present at t_1 and t_2, following the extant literature that has concluded no presence of non-response bias, despite very few significant differences in certain variables (Deutskens et al., 2004). The absence of non-response bias meant that no difference occurred between people that responded to the experiment and those that did not. However, please note that these conclusions are drawn with caution, since the dataset was split up into its four waves to test for non-response bias, meaning small sample sizes, respectively.

6.5 Chapter Conclusion

This chapter elaborated on the methodological aspects of this thesis. First, different methodologies and methods were discussed, before narrowing these down to the ones used here. Specifically, a positivist methodology with a quantitative method, i.e. an experiment, was adopted. The main reasons for this choice constituted this thesis's interest in cause-and-effect relationships, and the need for manipulation of the system processing and consumption setting, to test the conceptual models. The research was thereafter outlined as consisting of pre-study 1, pre-study 2, and the experiment, which were conducted online and used non-student US samples (MTurk and the commercial online panel provider Lightspeed Research Ltd.).

Pre-study 1 aimed to create the experimental scenarios (based on a hypothetical restaurant and supermarket settings, as part of the consumption setting manipulation) by empirically identifying the most delightful stimuli for both consumption settings. Ten delight stimuli were identified from the extant literature (in line with: Arnold et al., 2005; Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015). Participants, who were randomly allocated to a consumption setting, were exposed to these ten delight stimuli, and asked to rank order them based on how delightful they found them. Core service, unanticipated value, and unanticipated acquisition were identified as the most delightful stimuli in both consumption settings. Pre-study 2 focused on testing the success of the experimental manipulations, and consisted of a reading time study, an initial pre-study 2, and an additional pre-study 2. Priming, instructions, and time pressure/time delay constituted the system processing manipulation techniques. A 2 (consumption setting: hedonic, utilitarian) x 3 (processing system: System 1, System 2, sequential Systems 1+2) factorial design was introduced. Participants were exposed to the experimental scenarios and manipulation checks. Manipulations were confirmed successful.

The remainder of the chapter focused on the experiment testing the conceptual models introduced in Chapter 5. The experimental manipulations were first finalised based on the results of initial pre-study 2 and additional pre-study 2. The experiment consisted of six experimental conditions and two control groups; the latter groups were only subject to consumption setting manipulation. The operationalisation of the endurance aspect was explained as data being collected at two measurement points, i.e. at t_1 and t_2, separated by a break of one week. Furthermore, the different measurement instruments were derived from the literature for customer delight (Finn, 2005) and behavioural intentions (Barnes, Beauchamp and Webster, 2010), amongst other things,

and implications discussed to mitigate common method bias prior to data collection, such as using varying scale labels (Podsakoff et al., 2003). Subsequently, the t_1 procedures of all eight conditions of the experiment were detailed, which varied based on the system processing manipulation techniques applied in the respective conditions. No system processing manipulation nor scenario exposure occurred at t_2, but the same customer delight and behavioural intentions questions were asked as at t_1.

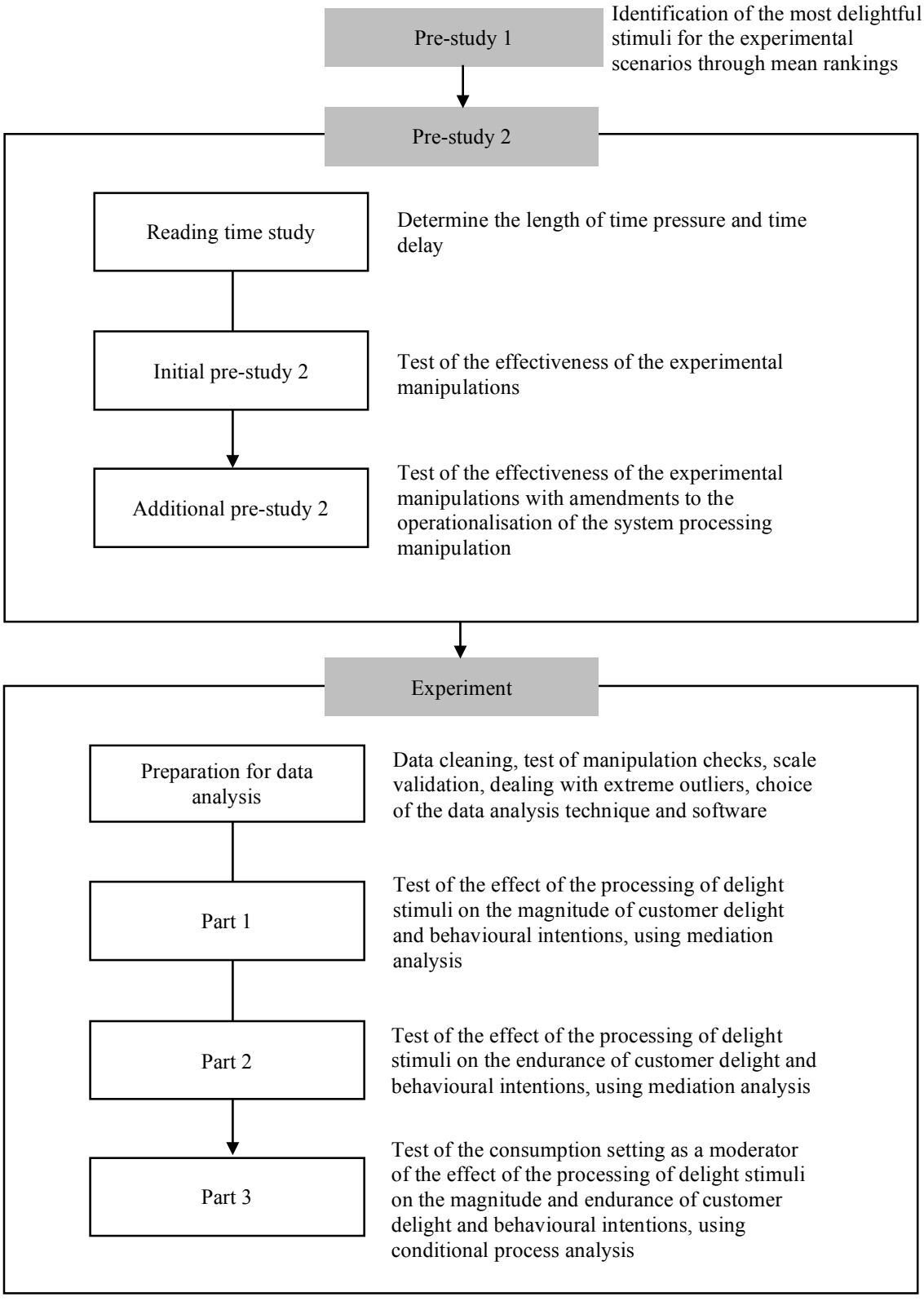
Lastly, quota sampling was used for the experiment. It was controlled for gender and age in order to achieve a sample that had an equal gender distribution and was similar to the US national age distribution at t_2. Hence, a large number of people, especially 18-29 years old, were invited. This led to an expected low response rate (1%). Tests were run to detect whether non-response bias was present (Armstrong and Overton, 1977). This was done by comparing data on demographics and key variables of the first 25% and last 25% of respondents for each data collection wave (using the cleaned sample). It was concluded that non-response bias was not present. Chapter 7 presents the according data analyses and findings for pre-study 1, pre-study 2, and the experiment.

7. Data Analysis and Findings

This chapter presents the data analysis and respective findings. The first section examines pre-study 1, which revolved around identifying the most delightful stimuli for the scenarios of the experiment. The second section focuses on pre-study 2, which tested whether the experimental manipulations worked. Pre-study 2 consisted of a reading time study, an initial pre-study 2, and an additional pre-study 2.

The third section details the data analysis and results of the experiment, which starts with information on how the data were prepared for data analysis. Thereafter, results are presented in three separate parts, in accordance with each part's aim and the structure introduced in Chapter 5. To remind the reader, part 1 aimed at testing the effect of the processing of the delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting, respectively. Part 2 focused on the effect of the processing of the delight stimuli on the endurance of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting, respectively. Part 3 looked at whether the consumption setting moderates the effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in turn, of behavioural intentions. Figure 7.1 illustrates the elements of this chapter.

Figure 7.1: Elements and the Process of Data Analysis



Source: author

7.1 Pre-Study 1: Identifying the Delight Stimuli for the Experimental Scenarios

Pre-study 1 aimed to identify the most delightful stimuli for the experimental scenarios for each consumption setting; specifically, for the continuation of the scenario. For this purpose, an online study was conducted using MTurk. Data were gathered from panellists based in the US. 124 participants took part in this study (restaurant condition: 65; supermarket condition: 59). No duplicates were found in the dataset (based on IP addresses and workers' IDs).

However, seven cases were excluded as they failed the attention check (restaurant condition: one; supermarket condition: six). Furthermore, subjects that spent less than two minutes in total on pre-study 1 (from start to submission) were considered 'speeders', and were excluded from the dataset. Specifically, 11 subjects were removed due to this reason (restaurant condition: six; supermarket condition: five). Consequently, pre-study 1 consisted of a final sample of 106 US subjects, with 58 participants randomly allocated to the restaurant condition, and 48 participants to the supermarket condition (median participation time: 4.26 minutes). The disparity between the number of subjects between the two consumption settings was (a) due to the fact that slightly more people were allocated to the restaurant setting by Qualtrics during the data collection period, and (b) a higher number of exclusions in the supermarket setting. Table 7.1 provides information on the gender and age distributions overall and for each condition.

Table 7.1: Pre-Study 1: Sample Demographics (Gender and Age)

Demographic category		**Total (n = 106)**	**Condition**	
			Hedonic (n = 58)	**Utilitarian (n = 48)**
Gender	Female	50 (47%)	30 (52%)	20 (42%)
	Male	56 (53%)	28 (48%)	28 (58%)
Age (in years)	18-29	31 (29%)	15 (26%)	16 (33%)
	30-39	45 (43%)	24 (41%)	21 (44%)
	40-49	9 (9%)	4 (7%)	5 (10%)
	50-59	14 (13%)	10 (17%)	4 (8%)
	60+	7 (7%)	5 (9%)	2 (4%)

Pre-study 1 asked participants to rank the ten stimuli presented according to how delightful they found them; placing the most delightful stimuli at the top (automatically coded '1' by Qualtrics), descending to the least delightful one at the bottom of the list (automatically coded '10'). Data were analysed using SPSS. Means were created for each stimulus in each consumption setting across all subjects. These means were ordered into rankings, with lower means indicating that a stimulus was perceived as more delightful. Table 7.2 presents the results of pre-study 1.

Table 7.2: Pre-Study 1: Results of Delight Stimuli Rankings

	Condition					
	Hedonic (n = 58)			**Utilitarian (n = 48)**		
Delight stimulus	**Mean**	**Std. deviation**	**Ranking position**	**Mean**	**Std. deviation**	**Ranking position**
Core product	2.84	2.315	1	4.00	2.370	2
Unanticipated value	4.28	2.752	2	3.50	2.798	3
Unanticipated acquisition	4.95	2.958	3	3.08	1.911	1
Employee's effort	5.10	2.299	4	6.73	2.412	9
Employee's affect/engagement	5.21	2.539	5	6.00	2.585	5
Employee's time efficiency	5.34	2.148	6	6.48	2.518	8
Free product	5.60	2.889	7	5.58	2.938	4
Employee's skills	6.07	2.505	8	6.44	2.172	7
Tangibles	6.95	2.544	9	6.19	2.788	6
Employee's interpersonal distance	8.66	1.712	10	7.00	2.895	10

Analysing the means showed that although the order of stimuli differed between the two consumption settings, the three most delightful stimuli were the same in both settings. Specifically, core product, unanticipated value, and unanticipated acquisition were found to be the most delightful stimuli. The order of rankings four to nine differed between the two consumption settings without any recognisable pattern. For both consumption settings, the least delightful stimulus constituted employee interpersonal distance. Hence, to ensure that the experimental scenarios for both consumption settings

were as similar as possible, the top three most delightful stimuli were used. Specifically, the continuation of the scenario, for both consumption settings, contained core product, unanticipated value, and unanticipated acquisition as the delight stimuli.

7.2 Pre-Study 2: Testing the Effectiveness of the Experimental Manipulations

Pre-study 2 consisted of a reading time study, an initial pre-study 2, and an additional pre-study 2, and focused on testing whether the system processing and consumption setting manipulations worked. The preceding reading time study was conducted to determine the length of time pressure and time delay as part of the system processing manipulation. This was followed by initial pre-study 2. Thereafter, additional pre-study 2 tested some amendments to the operationalisation of the system processing manipulation. Data analyses and findings of all parts of pre-study 2 are presented in this section (see Figure 7.1 for the elements and process of data analysis of pre-study 2).

7.2.1 Reading Time Study

A small-scale study was conducted with 21 subjects (native and non-native English speakers; restaurant condition: 12; supermarket condition: nine; please refer to Table 7.3 for gender and age distributions overall and for each condition) of the author's own network, to determine the length of time pressure and time delay as part of the system processing manipulation during exposure to the continuation of the scenario. For System 1 processing manipulation, the ideal length was supposed to be determined that created time pressure, whilst enabling participants to read the full continuation of the scenario. Participants were asked to read the continuation of the scenario in their own speed, and then proceed immediately. Time was measured within Qualtrics without the knowledge of the participants. 12 people read the continuation of the scenario for the restaurant

setting, and nine for the supermarket setting. Table 7.3 presents the mean, median, minimum, and maximum reading times for each consumption setting. The mean and median reading times were similar for both consumption settings. Hence, based on the findings of the reading time study, the time pressure, as part of the System 1 processing manipulation, was determined to be 15 seconds for both consumption settings. Specifically, participants that were exposed to System 1 processing manipulation had 15 seconds to read the continuation of the scenario. Participants that were exposed to System 2 processing manipulation had at least 60 seconds to analyse the continuation of the scenario.

Table 7.3: Reading Time Study: Sample Demographics (Gender and Age) and Results of Reading Time (Continuation of the Scenario)

		Condition	
		Hedonic (n = 12)	**Utilitarian (n = 9)**
Gender	Female	6 (50%)	3 (33%)
	Male	6 (50%)	6 (67%)
Age (in years)	18-29	4 (33%)	1 (11%)
	30-39	5 (42%)	3 (33%)
	40-49	2 (17%)	5 (56%)
	50-59	1 (8%)	0 (0%)
	60+	0 (0%)	0 (0%)
Reading time	Mean	18.58	18.55
	Median	16.95	17.39
	Minimum	10.28	9.88
	Maximum	35.92	31.31

7.2.2 Initial Pre-Study 2

Initial pre-study 2 was conducted using an MTurk sample of 137 subjects. Two cases were eliminated as they were duplicates (identified by IP address), three participants failed at least one attention check, and two subjects were deleted from the dataset as they were considered speeders (participation time less than two minutes). None of the participants that were instructed to process through System 1 (either in the System 1 or

sequential Systems 1+2 processing conditions) spent noticeably longer than 15 seconds reading the continuation of the scenario (maximum was 20 seconds); thus, no case was excluded for violating the instruction to proceed when the 'next' button appeared. Consequently, the final sample of initial pre-study 2 consisted of 130 US participants (median participation time: 7.26 minutes). Table 7.4 lists the sample size, and the gender and age distributions overall and for each of the six conditions.

The consumption setting manipulation was tested for its success through a three-item semantic scale (Wakefield and Inman, 2003). Higher scale points on the semantic scale indicated a consumption setting to be more hedonic, whereas lower scale points indicated it to be more utilitarian. For each participant, the three items were computed to a composite. A dummy variable was created representing the consumption setting each subject was allocated to. An independent samples t-test was conducted. Results showed that participants in the restaurant setting used higher scale points, meaning that they considered the restaurant as more hedonic (mean = 5.69, std. deviation = 1.213). Participants in the supermarket setting used lower scale points, indicating a perception of the supermarket as being more utilitarian (mean = 2.18, std. deviation = 1.391). The statistics showed a significant difference in the means between the participants allocated to the restaurant and those allocated to the supermarket ($t(128) = 15.296$, $p < 0.001$). Thus, the consumption setting manipulation was shown to be valid.

Table 7.4: Initial Pre-Study 2: Sample Demographics (Gender and Age)

Demographic category		**Total (n = 130)**	**Condition**					
			System 1_ hedonic (n = 23)	**System 2_ hedonic (n = 19)**	**Seq. Systems 1+2_ hedonic (n = 22)**	**System 1_ utilitarian (n = 26)**	**System 2_ utilitarian (n = 19)**	**Seq. Systems 1+2_ utilitarian (n = 21)**
Gender	Female	52 (40%)	14 (61%)	5 (26%)	9 (41%)	11 (42%)	7 (37%)	6 (29%)
	Male	78 (60%)	9 (39%)	14 (74%)	13 (59%)	15 (58%)	12 (63%)	15 (71%)
Age (in years)	18-29	36 (28%)	6 (26%)	4 (21%)	3 (14%)	11 (42%)	7 (37%)	5 (24%)
	30-39	53 (41%)	8 (35%)	6 (32%)	8 (36%)	9 (35%)	10 (53%)	12 (57%)
	40-49	19 (15%)	5 (22%)	1 (5%)	7 (32%)	2 (8%)	1 (5%)	3 (14%)
	50-59	12 (9%)	4 (17%)	3 (16%)	2 (9%)	2 (8%)	0 (0%)	1 (5%)
	60+	10 (8%)	0 (0%)	5 (26%)	2 (9%)	2 (8%)	1 (5%)	0 (0%)

The system processing manipulation was checked by two questions asking about (1) how much time pressure participants felt when reading the continuation of the scenario (hereafter referred to as 'perceived time pressure'), and (2) how fast they needed to read the continuation of the scenario (hereafter referred to as 'perception of fast reading') (Dhar and Nowlis, 1999). These two questions were not computed to one composite as they were questions with distinct scale labels. A system processing dummy variable was computed based on participants' allocation to the conditions. To test whether there were significant mean differences in perceived time pressure and in perception of fast reading between the six conditions, one-way Analysis of Variance (ANOVA) was chosen as the data analysis technique over independent sample t-tests, as the ANOVA allows to compare means of more than two conditions (Malhotra, Birks and Wills, 2012).

Please note that as opposed to the System 1 processing conditions and System 2 processing conditions, each of the two system processing manipulation checks was asked twice in the sequential Systems 1+2 processing conditions; after the System 1 processing part, and after the System 2 processing part. To be able to compare the two sequential Systems 1+2 processing conditions with the other four conditions, composites were computed combining the answers to the perceived time pressure check as well as the perception of fast reading check of the System 1 part and the System 2 part.

For the perceived time pressure manipulation check, results showed a significant difference in means between at least two conditions ($F(5) = 9.922$, $p < 0.001$). To identify which of the conditions were different in their perceived time pressure, a post hoc test for multiple comparisons (Tukey's HSD test for independent measures ANOVA/between-subjects ANOVA) was conducted. The post hoc test output (see Appendix 9) showed that participants' perceived time pressure significantly differed between the System 1 processing condition and the System 2 processing condition, for both consumption

settings. Consequently, based on the perceived time pressure manipulation check, it was shown that the system processing manipulation was valid in the System 1 processing condition and System 2 processing condition, in both consumption settings.

However, the post hoc test output revealed that in the case of the two sequential Systems 1+2 processing conditions, results were mixed regarding the significance of mean differences when comparing them with either the System 1 or the System 2 processing conditions. This was assumed to be due to the sequential Systems 1+2 conditions embracing both types of system processing, which could have resulted in a less distinct mean difference when comparing them with the System 1 or System 2 processing conditions. Consequently, it was decided to look at the two sequential Systems 1+2 processing conditions in isolation, to see whether the System 1 part and System 2 part were significantly different in the means of perceived time pressure. This enabled the author to draw conclusions upon whether the system processing manipulation was successful for the sequential Systems 1+2 processing conditions. Hence, dependent t-tests (paired-samples t-tests) were conducted, as these allow to test for a significant difference in means of a variable, which was taken from one sample at different time points (Malhotra, Birks and Wills, 2012).

Results for the sequential Systems 1+2 processing condition in the restaurant setting showed that the mean ratings of perceived time pressure for the System 1 processing part (mean = 4.00, std. deviation = 2.000) and the System 2 processing part (mean = 1.82, std. deviation = 1.140) were significantly different ($t(21) = 4.446$, $p < 0.001$). Hence, participants perceived significantly more time pressure in the System 1 part than in the System 2 part. The same was found for the sequential Systems 1+2 processing condition in the supermarket setting; perceived time pressure during the System 1 processing part (mean = 3.95, std. deviation = 1.962) and the System 2

processing part (mean = 2.76, std. deviation = 1.700) was significantly different ($t(20) = 2.554$, $p < 0.05$). Consequently, the system processing manipulation, as checked by perceived time pressure, was successful in the sequential Systems 1+2 processing conditions.

For the second system processing manipulation check, i.e. perception of fast reading, the same data analysis procedure was followed as with the perceived time pressure manipulation check. ANOVA results showed a significant difference between at least two conditions ($F(5) = 11.206$, $p < 0.001$). Hence, a post-hoc test (Tukey's HSD test for independent measures ANOVA/between-subjects ANOVA) was conducted. Results showed significant differences in perception of fast reading between the System 1 and System 2 processing conditions for both consumption settings (for the System 1 and System 2 restaurant conditions at 0.10 level) (Appendix 10). This meant that the system processing manipulation, as checked by participants' perception of fast reading, was successful for the System 1 processing conditions and System 2 processing conditions in both consumption settings.

As was the case with the perceived time pressure manipulation check, the sequential Systems 1+2 processing conditions were checked separately. Results showed a significant mean difference in participants' perception of fast reading in the restaurant setting between the System 1 processing part (mean = 5.18, std. deviation = 1.435) and the System 2 processing part (mean = 2.32, std. deviation = 1.615) ($t(21) = 6.077$, $p < 0.001$). The same was found in the supermarket consumption setting for the System 1 processing part (mean = 4.62, std. deviation = 1.884) and the System 2 processing part (mean = 2.95, std. deviation = 1.499) ($t(20) = 3.307$, $p < 0.01$). Hence, this second system processing manipulation check was successful in the two sequential Systems 1+2

conditions. In conclusion, it was shown that the experimental manipulations for the consumption setting and system processing were valid.

7.2.3 Additional Pre-Study 2

Initial pre-study 2 was followed by an additional pre-study 2 to test two amendments to the operationalisation of the system processing manipulation (no changes were made to the scenarios nor questions; see Chapter 6 for detailed discussion). First, time pressure for the System 1 processing conditions was increased by including a countdown clock into the interface as a visual prompt to proceed, instead of the appearing 'next' button. Second, the time delay for the System 2 processing conditions was increased from 60 seconds to 90 seconds. Only the System 1 and System 2 processing conditions in the restaurant setting were included in additional pre-study 2. The sample consisted of 50 US residents, with two exclusions due to failed attention checks, resulting in a final sample size of 48 (restaurant condition: 25; supermarket condition: 23; median participation time: 6.50 minutes). Table 7.5 lists the gender and age distributions overall and per condition of additional pre-study 2.

Table 7.5: Additional Pre-Study 2: Sample Demographics (Gender and Age)

Demographic category		**Total (n = 48)**	**Condition**	
			System 1_hedonic (n = 25)	**System 2_hedonic (n = 23)**
Gender	Female	18 (37%)	8 (32%)	10 (43%)
	Male	30 (63%)	17 (68%)	13 (57%)
Age (in years)	18-29	21 (44%)	14 (56%)	7 (30%)
	30-39	14 (29%)	3 (12%)	11 (48%)
	40-49	5 (10%)	4 (16%)	1 (4%)
	50-59	6 (13%)	2 (8%)	4 (17%)
	60+	2 (4%)	2 (8%)	0 (0%)

Considering that additional pre-study 2 embraced only two conditions, independent samples t-tests were used for data analysis. The same system processing manipulation checks were used as in initial pre-study 2. Results showed that the means of perceived time pressure between the System 1 condition (mean = 4.20, std. deviation = 1.781) and the System 2 condition (mean = 1.78, std. deviation = 1.347) were significantly different ($t(46) = 4.698$, $p < 0.001$). The same significant results were found for the mean difference in perception of fast reading between the System 1 condition (mean = 4.76, std. deviation = 1.877) and the System 2 condition (mean = 3.00, std. deviation = 1.859) ($t(46) = 3.261$, $p < 0.01$). Hence, additional pre-study 2 confirmed that the system processing manipulation was successful.

To finalise the operationalisation of the system processing manipulation for the experiment, data for the system processing manipulation checks of additional pre-study 2 were compared with the matching conditions of initial pre-study 2. Independent samples t-tests were conducted, and results showed that there were no significant mean differences in perceived time pressure and perception of fast reading between initial pre-study 2 and additional pre-study 2 (Table 7.6). However, as the means of the system processing manipulation checks were higher for the System 1 condition in additional pre-study 2, it was decided to include the countdown clock as a visual prompt to proceed. It was also decided to set the time delay to 60 seconds, as part of the System 2 processing manipulation.

Table 7.6: Initial Pre-Study 2 and Additional Pre-Study 2: Results of Manipulation Check Comparisons

Manipulation check	Condition (hedonic)	Mean	Std. deviation	Test statistic		
				t-statistic	df	p
Perceived time pressure*	System 1_initial pre-study 2	3.87	1.984	-0.559	46	0.579
	System 1_additional pre-study 2	4.20	2.102			
	System 2_initial pre-study 2	1.42	0.607	-1.081	40	0.286
	System 2_additional pre-study 2	1.78	1.347			
Perception of fast reading**	System 1_initial pre-study 2	4.52	1.504	-0.483	46	0.632
	System 1_additional pre-study 2	4.76	1.877			
	System 2_initial pre-study 2	3.26	1.695	0.475	40	0.637
	System 2_additional pre-study 2	3.00	1.859			

*Scale: 1 = no pressure to 7 = very much pressure
**Scale: 1 = not at all fast to 7 = very fast

7.3 Experiment: Testing the Conceptual Models

Prior to analysing the experimental data, some preparatory steps were taken. This entailed cleaning the data; test of the effectiveness of the experimental manipulations; validating the scales used for customer delight and behavioural intentions, and checking for discriminant validity between customer delight and delight antecedents as well as customer satisfaction; deciding on how to deal with extreme outliers; checking for the normality of data distribution; and choosing the appropriate data analysis technique and software. Subsequently, the experimental data were analysed, and the models were tested for parts 1, 2, and 3 (see Figure 7.1 for the elements and process of data analysis of the experiment).

7.3.1 Preparation for Data Analysis

7.3.1.1 Data Cleaning and Sample

T_1 and t_2 data for each participant were matched using participants' ID numbers the online panel provider allocated to them. Data were cleaned in three stages to ensure highest data quality. In the first stage, attention check fails (185 fails at t_1, 21 fails at t_2, 25 fails at both t_1 and t_2) and duplicates, based on ID numbers, were identified and

removed. Furthermore, participants that did not take part at t_2 were excluded from the dataset. This data cleaning stage led to a provisional sample of 349 subjects.

In the second stage of data cleaning, the gender and age information gathered at t_1 and t_2 were used to verify that the same person participated in both parts, with non-matching information leading to exclusion from the dataset. This was the case for 13 subjects. In addition, the quality of open-ended questions was checked for each participant with the intention to exclude cases with low quality responses, such as 'don't know' or random letters inserted. 20 cases were excluded as their responses were assessed as being of low quality. This resulted in 316 subjects.

Finally, at the third stage of data cleaning, the 316 subjects were checked for how long they spent participating overall, and the time spent on answering questions on the key variables, i.e. customer delight and behavioural intentions. 12 cases were excluded from the dataset as they were identified as 'speeders', spending noticeably little time overall (e.g. less than four minutes in the System 2 hedonic condition) and/or on the key variables (e.g. less than 20 seconds on the customer delight and delight antecedents questions shown on one page). This rigid data cleaning procedure resulted in a final sample size of 304 US subjects (median participation time t_1: 11.74 minutes; median participation time t_2: 5.80 minutes). Comparing the final sample size of 304 subjects to the uncleaned sample sizes of t_1 (920 subjects) and t_2 (464 subjects), this constituted a 67% exclusion of data for t_1 and a 34% exclusion of data for t_2. Table 7.7 provides information on the sample size, and the gender and age distributions overall and for each of the eight conditions (please refer to Appendix 11 for further sample information).

Table 7.7: Experiment: Sample Demographics (Gender and Age)

Demographic category		Total (n = 304)	Condition							
			System 1_ hedonic (n = 36)	System 2_ hedonic (n = 37)	Seq. Systems 1+2_ hedonic (n = 36)	System 1_ utilitarian (n = 43)	System 2_ utilitarian (n = 35)	Seq. Systems 1+2_ utilitarian (n = 35)	Control_ hedonic (n = 37)	Control_ utilitarian (n = 45)
Gender	Female	155 (51%)	21 (58%)	17 (46%)	18 (50%)	22 (51%)	15 (43%)	19 (54%)	20 (54%)	23 (51%)
	Male	149 (49%)	15 (42%)	20 (54%)	18 (50%)	21 (49%)	20 (57%)	16 (46%)	17 (46%)	22 (49%)
Age (in years)	18-29	29 (10%)	5 (14%)	4 (11%)	3 (8%)	3 (7%)	3 (9%)	4 (11%)	3 (8%)	4 (9%)
	30-39	58 (19%)	4 (11%)	9 (24%)	11 (31%)	8 (19%)	7 (20%)	5 (14%)	7 (19%)	7 (16%)
	40-49	74 (24%)	7 (19%)	9 (24%)	10 (28%)	11 (26%)	5 (14%)	9 (26%)	12 (32%)	11 (24%)
	50-59	70 (23%)	10 (28%)	6 (16%)	5 (14%)	8 (19%)	12 (34%)	7 (20%)	12 (32%)	10 (22%)
	60+	73 (24%)	10 (28%)	9 (24%)	7 (19%)	13 (30%)	8 (23%)	10 (29%)	3 (8%)	13 (29%)

As explained in Chapter 6, quota sampling was used to achieve a sample with approximately equal gender distribution and an age distribution close to the US national age distribution (20-29 years: 19% (anticipated to be slightly higher if the age group of 18-19 years was included), 30-39 years: 18%, 40-49 years: 19%, 50-59 years: 19%, 60+ years: 25%). Comparing the age distribution of the experiment's sample with the US national age distribution shows that the sample had slightly less participants aged 18-29 years, whereas the proportions of the age groups of 40-49 years and 50-59 years were higher than the US national age distribution. However, although the proportions between the sample's age distribution and the US national age distribution were not entirely equal, best effort was put into achieving strong similarity.

7.3.1.2 Manipulation Checks

Manipulations were first checked for their effectiveness. The same techniques and procedure of analysis were applied as in pre-study 2 (see Appendix 12 for means and standard deviations of manipulation checks for each condition). An independent samples t-test showed that the consumption setting manipulation was valid (restaurant: mean = 5.39, std. deviation = 1.247; supermarket: mean = 2.70, std. deviation = 1.400; $t(302) = 17.652$, $p < 0.001$). With regards to the system processing manipulation checks, one-way ANOVA results showed a significant mean difference between at least two conditions for perceived time pressure ($F(7) = 13.801$, $p < 0.001$). A post-hoc test for multiple comparisons (Tukey's HSD test for independent measures ANOVA/between-subjects ANOVA) showed a significant mean difference in perceived time pressure between the System 1 processing condition and System 2 processing condition, for both consumption settings (Appendix 13).

As was the case in pre-study 2, the two sequential Systems 1+2 processing conditions were additionally tested in isolation, to check whether the System 1 part and System 2 part were significantly different in participants' perceived time pressure. For both sequential Systems 1+2 processing conditions, paired-samples t-test results showed a significant mean difference in perceived time pressure between the two parts for the restaurant setting (System 1 part: mean = 3.50, std. deviation = 1.859; System 2 part: mean = 2.22, std. deviation = 1.551; $t(35) = 4.508$, $p < 0.001$), and the supermarket setting (System 1 part: mean = 4.00, std. deviation = 1.985; System 2 part: mean = 2.49, std. deviation = 1.669; $t(34) = 3.548$, $p = 0.001$). Hence, the system processing manipulation was valid, based on the perceived time pressure manipulation check.

A significant mean difference in perception of fast reading was detected for at least two conditions ($F(7) = 5.379$, $p < 0.001$). A post-hoc test (Tukey's HSD test for independent measures ANOVA/between-subjects ANOVA) showed significant mean differences between the System 1 processing condition and System 2 condition, for both consumption settings (Appendix 14). The two sequential Systems 1+2 processing conditions were separately tested for significant mean differences in perception of fast reading between the System 1 part and System 2 part. Paired-samples t-tests showed a significant mean difference between the System 1 part and the System 2 part in the restaurant setting (System 1 part: mean = 4.86, std. deviation = 1.552; System 2 part: mean = 2.92, std. deviation = 1.795; $t(35) = 6.152$, $p < 0.001$), and the supermarket setting (System 1 part: mean = 4.80, std. deviation = 1.659; System 2 part: mean = 2.60, std. deviation = 1.311; $t(34) = 6.378$, $p < 0.001$). Hence, the system processing manipulation was valid based on the perception of fast reading manipulation check.

7.3.1.3 Scale Validation

Another preparation step constituted the validation of the customer delight and behavioural intentions scales used at t_1 and t_2. This comprised investigating (1) factor loadings, (2) reliability, and (3) discriminant validity between customer delight and delight antecedents as well as customer satisfaction. Points (1) and (2) also incorporated the delight antecedents and customer satisfaction scales, so point (3) could be conducted. With regards to testing for factor loadings, factor analysis (extraction method: principal component analysis; rotation method: varimax) was conducted in SPSS to confirm that the items for each variable loaded on the factor, as stated in the literature (Barnes, Beauchamp and Webster, 2010; Finn, 2005). Results (Table 7.8) showed good factor loadings for the items used for customer delight and the four behavioural intentions variables at t_1 and t_2. Items loaded well on the respective delight antecedents. With regards to customer satisfaction, one item ('The overall experience at the restaurant/supermarket was as good as I expected') did not load sufficiently for t_1 (factor loading: 0.578), and, hence, was removed. Once factor loadings were checked, composites for each variable were computed for t_1 and t_2. Reliability was checked by calculating composite reliabilities[25] and Cronbach's α (Table 7.8). Good reliabilities, based on the 0.70 threshold (Fornell and Larcker, 1981; Nunnally, 1978), were found for customer delight, behavioural intentions, customer delight antecedents, and customer satisfaction at t_1 and t_2.

[25] Formulae used (Hair et al., 2006): $Composite\ Reliability = \frac{(\sum_{i=1}^{n} \lambda i)^2}{(\sum_{i=1}^{n} \lambda i)^2 + (\sum_{c=1}^{n} \delta_i)}$, λ = factor loading, δ = error variance.

Table 7.8: Experiment: Results of Factor Analysis and Reliability Tests of Customer Delight, Behavioural Intentions, Delight Antecedents, and Customer Satisfaction Measures at t_1 and t_2

	Composite reliability		Cronbach's α		AVE			Item factor loading	
Variable	**T_1**	**T_2**	**T_1**	**T_2**	**T_1**	**T_2**	**Variable item**	**T_1**	**T_2**
Customer delight	0.923	0.955	0.866	0.929	0.799	0.877	Delighted	0.839	0.908
							Elated	0.934	0.960
							Gleeful	0.907	0.940
Intention to revisit	0.921	0.912	0.869	0.856	0.796	0.777	I am likely to visit this restaurant/supermarket again in the future.	0.950	0.946
							It is likely that I would never visit this restaurant/supermarket again. (reverse)	0.780	0.747
							It is likely that I would still visit this restaurant/supermarket in the future.	0.936	0.937
Intention to engage in positive word of mouth	0.971	0.974	0.954	0.959	0.917	0.925	I am likely to say positive things about the restaurant/supermarket to other people.	0.943	0.967
							I am likely to recommend this restaurant/supermarket to someone who seeks my advice.	0.966	0.964
							I am likely to encourage friends and relatives to eat/shop at this restaurant/supermarket.	0.963	0.955
Intention to commit	0.856	0.902	0.692	0.824	0.667	0.755	I am likely to become very committed to this restaurant/supermarket.	0.905	0.921
							I am likely to continue frequenting this restaurant/supermarket over the next few years.	0.830	0.877
							I am likely to give resources (i.e., time and money) to help this restaurant/supermarket succeed.	0.702	0.805
Intention to pay more	0.912	0.895	0.844	0.813	0.776	0.740	I am likely to pay a higher price than for other, similar restaurants/supermarkets.	0.886	0.877
							I am likely to come back even if the price increases.	0.913	0.900
							I am not willing to pay more to dine at this restaurant/shop at this supermarket. (reverse)	0.842	0.800
Surprising consumption	0.914	0.962	0.792	0.922	0.841	0.927	Astonished	0.917	0.963
							Surprised	0.917	0.963
Arousal	0.892	0.957	0.813	0.933	0.734	0.882	Stimulated	0.793	0.921
							Enthused	0.879	0.952
							Excited	0.894	0.944
Positive affect	0.930	0.957	0.877	0.932	0.815	0.881	Contented	0.850	0.912
							Pleased	0.932	0.957
							Happy	0.924	0.947
Customer satisfaction	0.939	0.960	0.921	0.956	0.837	0.889	The overall experience at the restaurant/supermarket was satisfying to me.	0.934	0.944
							I felt comfortable with this restaurant/supermarket.	0.897	0.941
							This restaurant/supermarket was worth the time I spent in it.	0.914	0.944

Furthermore, the preparation for data analysis involved checking for discriminant validity between customer delight and its antecedents as well as customer satisfaction, to show that they measured different things (Fornell and Larcker, 1981). The average variance extracted (AVE) was calculated[26] for each variable first (Table 7.8), and was compared to the squared correlation between the respective variable and the other variables (Fornell and Larcker, 1981). Spearman's correlations were run (due to non-normally distributed data as explained in sub-section 7.3.1.5). Following the criterion that discriminant validity is present if the AVE is higher than the squared correlations between variables (Fornell and Larcker, 1981), results confirmed discriminant validity between customer delight and its antecedents and customer satisfaction at t_1 and t_2 (Appendix 15).

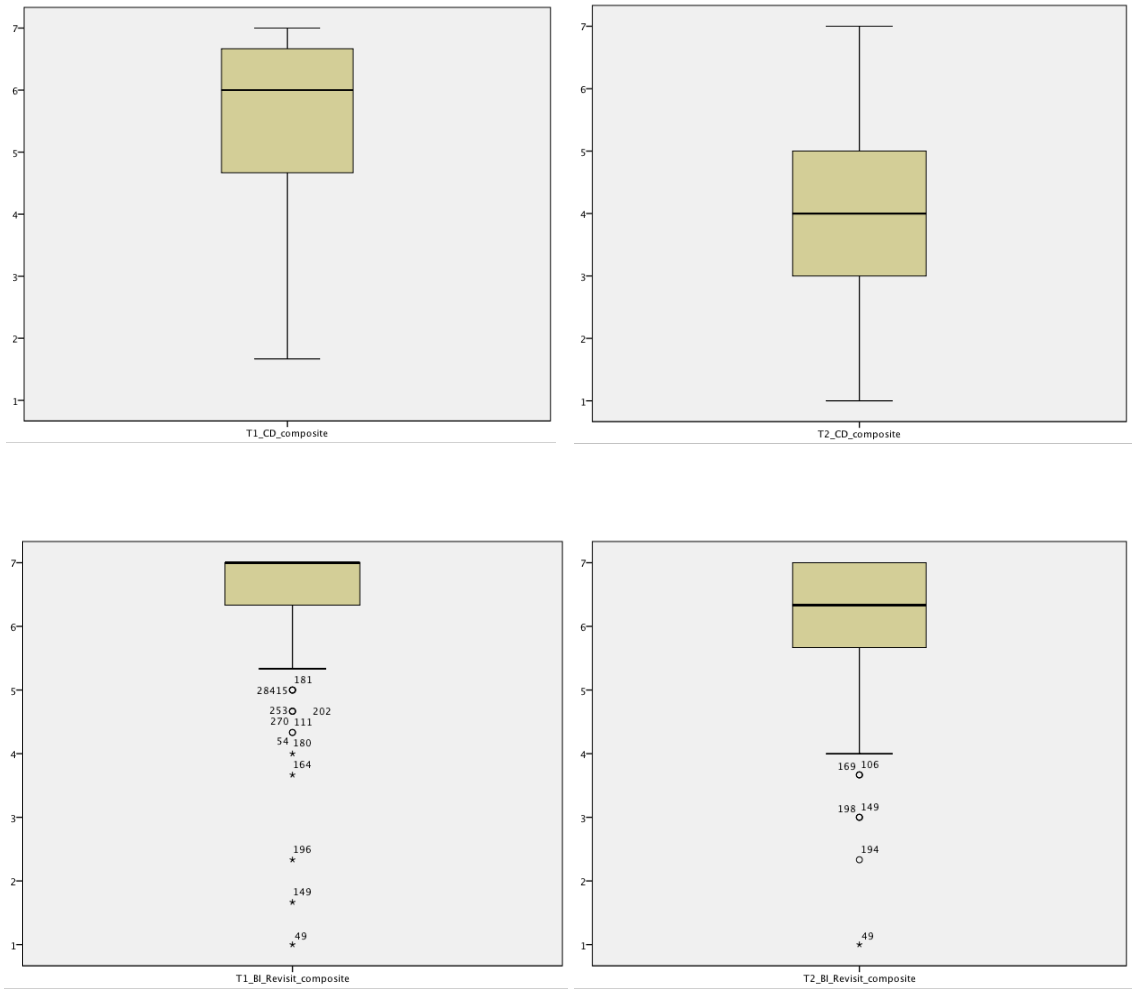
7.3.1.4 Dealing with Extreme Outliers

Following the validation of the scales used for customer delight and behavioural intentions, boxplots were run in SPSS for t_1 and t_2 in order to identify outliers (Orr, Sackett and Dubois, 1991). Outliers are data points that lie far outside of a variable's norm, and can result in inflated error rates as well as distorted estimates (e.g. Orr, Sackett and Dubois, 1991; Osborne and Overbay, 2004; Stevens, 1984). The boxplots showed no outliers for customer delight, neither at t_1 nor t_2. With regards to the behavioural intentions variables, extreme outliers (as indicated by the asterisk in the boxplots) were detected for intention to revisit at t_1 and t_2; for intention to engage in positive word of mouth and to commit at t_1; and no outliers were found for intention to pay more at t_1 and t_2 (see Figure 7.2 for the boxplots of customer delight and intention to revisit as examples; refer to

[26] Formulae used (Hair et al., 2006): $AVE = \frac{\sum_{i=1}^{n} \lambda i^2}{n}$, λ = factor loadings, n = number of observed variables.

Appendix 16 for the boxplots of the other behavioural intentions). These extreme outliers came from nine participants.

Figure 7.2: Experiment: t_1 and t_2 Boxplots for Outlier Detection for Customer Delight and Intention to Revisit



Existing literature has suggested various causes of outliers. These include human error during data collection; data recording or entry; mis-reporting by participants; sampling error; and the existence of outliers as legitimate data points that provide valuable information (Orr, Sackett and Dubois, 1991; Osborne and Overbay, 2004). However, there is little agreement in the literature over how to deal with outliers. Instead,

the decision of whether to include or exclude outliers is to be made based on the researcher's own reasoning (Osborne and Overbay, 2004). A study conducted on the attitudes of academics towards dealing with outliers shows that 67% think that outliers should be removed only if there is a reason, which justifies for them to be considered invalid; 29% state that outliers should always remain included in the dataset; and only 4% indicate that extreme outliers should always be removed, even without an identifiable reason for the outlier (Orr, Sackett and Dubois, 1991).

These findings suggest that the most common way of dealing with outliers is to investigate potential causes of outliers, and only exclude them if they apply to one's research (Orr, Sackett and Dubois, 1991; Osborne and Overbay, 2004). This was the approach taken here. For this purpose, each of the above causes of outliers was inspected whether it applied to this research, to identify a justifiable reason for outlier exclusion or inclusion. First, human error during data collection, recording, or entry could have not constituted a cause of the outliers, as this research was conducted online through Qualtrics, which captured all data inserted and converted them into to a data file. To ensure that everything worked well with the system and data capturing, the experiment was pilot tested, soft launched, and constantly monitored during data collection.

Second, it was considered whether participants might have deliberately mis-reported certain data that constituted outliers, by looking at the research design and participants' overall responses. With regards to the former, Chapter 6 elaborated on the careful design of the experiment. Specifically, precautions were taken, such as by including attention checks and reverse items, to prevent common method bias, specifically mis-reporting. Additionally, it was attempted to maximise participants' motivation. Furthermore, as this research was conducted online, mis-reporting was unlikely to have been caused by the author, social desirability, or self-presentation

motives (Osborne and Overbay, 2004). Overall data from the nine cases of extreme outliers were analysed (a) to check for variance in their overall responses (or whether they constantly selected the same answer option), and (b) to assess the quality of their responses to open-ended questions. Following these steps, none of the nine cases was confidently identified as being outliers due to mis-reporting.

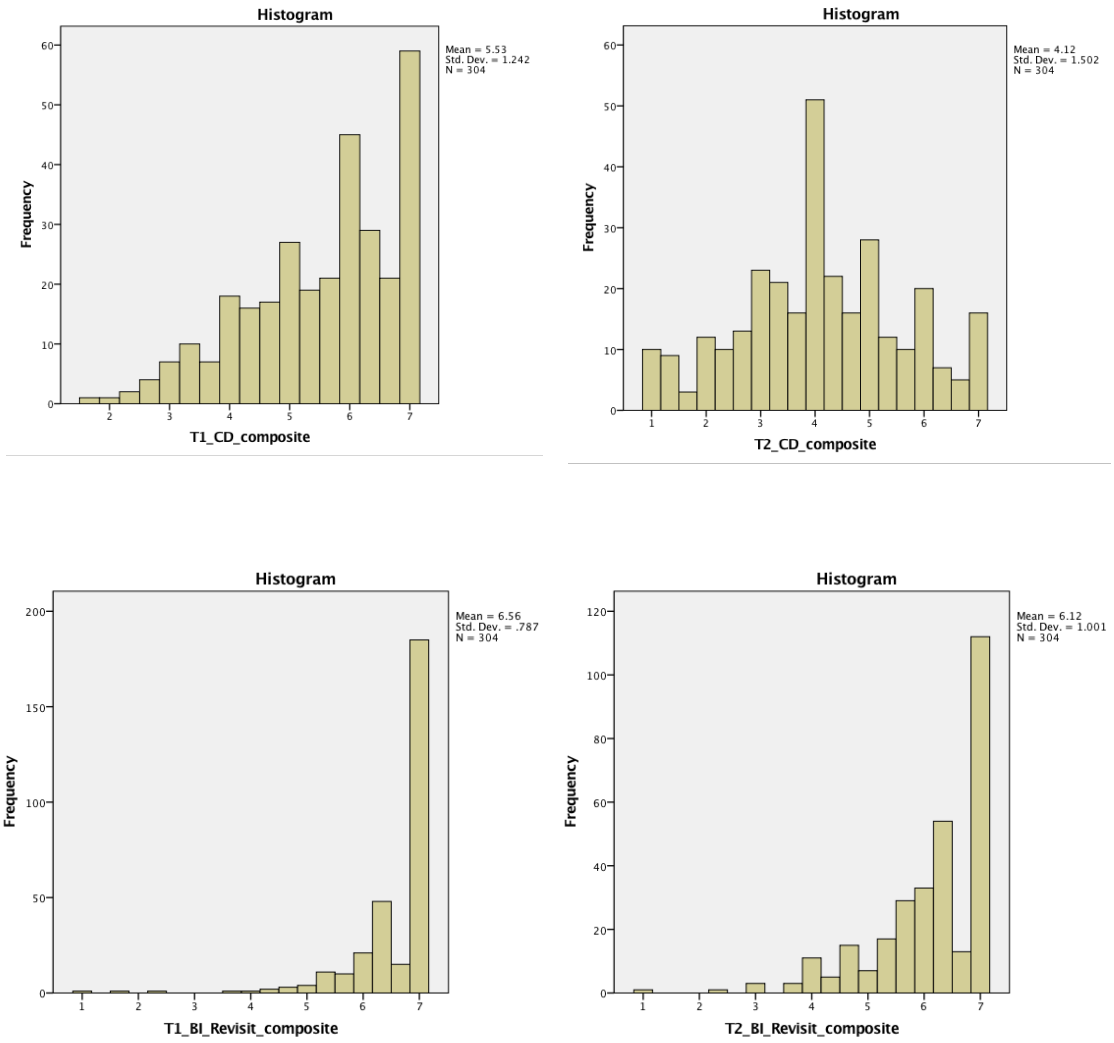
Third, sampling error was investigated as a potential cause of the outliers, which would have been the case if members from a different population, other than the targeted one, had been invited (Osborne and Overbay, 2004). As the experiment was targeted at US consumers aged 18+ years, it had a vast target population, making it unlikely that the 'wrong' target audience was invited. Hence, sampling error as the cause of the outliers was considered as not justifiable. Lastly, the literature has highlighted that outliers should be investigated with regards to whether they carry some valuable information that should not be disregarded (Orr, Sackett and Dubois, 1991; Osborne and Overbay, 2004). Hence, the nine extreme outliers were analysed in more detail, and it was noticed that five out of the nine outlier cases were allocated to a System 1 processing condition, whereas only one case came from a System 2 condition, one from a sequential Systems 1+2 condition, and two from a control condition. The author considered this as potentially valuable information for insightful findings.

Following this investigation into how the causes of outliers applied to the experiment, it was decided that there were no justifiable reasons to exclude the nine outliers from the dataset, and that they might instead provide valuable information on the influence of the processing of delight stimuli on the magnitude and endurance of customer delight and behavioural intentions, and the hypothesised moderation of the consumption setting.

7.3.1.5 Distribution of Data

A further aspect that was considered prior to analysing the experimental data was the distribution of the data of customer delight and the behavioural intentions at t_1 and t_2. To do so, histograms were run in SPSS. Analysis showed that for all variables, data were underpinned by a left-skewed distribution at t_1 and t_2, indicating non-normally distributed data (see Figure 7.3 for the histograms of customer delight and intention to revisit as examples; refer to Appendix 17 for the histograms of the other behavioural intentions).

Figure 7.3: Experiment: t_1 and t_2 Histograms Illustrating Non-Normally Distributed Data for Customer Delight and Intention to Revisit (Based on Untransformed Data)



The non-normal distribution was confirmed by tests of normality, i.e. the Kolmogorov-Smirnov test and Shapiro-Wilk test (Table 7.9). Transformation of data to normal distribution was attempted for customer delight and behavioural intentions by using square transformation and cube transformation (as the techniques for left-skewed data). Repeated normality tests showed that data were still non-normally distributed after the transformation. Hence, the untransformed data were kept.

Table 7.9: Experiment: t_1 and t_2 Results of Tests of Normality for Customer Delight and Behavioural Intentions (Based on Untransformed Data)

		Kolmogorov-Smirnov		Shapiro-Wilk	
Variable	**Measurement point**	**Statistic**	**p**	**Statistic**	**p**
Customer delight	T_1	0.153	0.000	0.922	0.000
	T_2	0.085	0.000	0.978	0.000
Intention to revisit	T_1	0.318	0.000	0.601	0.000
	T_2	0.189	0.000	0.826	0.000
Intention to engage in PWoM	T_1	0.248	0.000	0.720	0.000
	T_2	0.133	0.000	0.899	0.000
Intention to commit	T_1	0.098	0.000	0.940	0.000
	T_2	0.106	0.000	0.967	0.000
Intention to pay more	T_1	0.063	0.005	0.983	0.001
	T_2	0.072	0.001	0.985	0.003

Two aspects were considered as the reasons for the non-normal distribution of data. First, the magnitude scale points that were used reached from ‘not at all’ to ‘extremely’ delighted. Hence, as customer delight was the focus of this thesis and was deliberately triggered in the experiment, it was a logical occurrence that delighted participants would select higher scale points. Although no study in the existing customer delight literature, using the same magnitude scale (Chitturi, Raghunathan and Mahajan, 2008; Ludwig et al., 2017; Wang, 2011), has been found that reports a non-normal distribution of data, it was assumed that if they found participants to be delighted, they would have selected higher scale labels. This would have resulted in non-normal distribution of data in those studies also. As the extant literature has found that the more

a customer is delighted, the stronger their behavioural intentions (e.g. Chitturi, Raghunathan and Mahajan, 2008; Wang, 2011), it was also anticipated that participants would have selected higher scale labels for the behavioural intentions variables, leading to non-normally distribution of respective data. Second, to investigate the conceptual models, it was necessary to ensure that all participants got delighted. This was particularly important in relation to the endurance aspect in order to investigate a change in customer delight and behavioural intentions over time. This would have not been possible if participants had not been delighted at t_1.

However, non-normally distributed data is common in research (Hayes, 2013), and specific statistical, nonparametric tests are available that do not require normally distributed data. Consequently, the non-normal distribution of data was addressed during data analyses of parts 1, 2, and 3 through the selection of non-parametric analysis techniques.

7.3.1.6 Data Analysis Technique and Software

To test the conceptual models proposed in Chapter 5, mediation analysis was applied for parts 1 and 2, and moderated mediation analysis, also referred to as 'conditional process analysis', for part 3. The approach offered by Hayes (2013) and his PROCESS[27] macro (version 2.16) for SPSS was used for data analysis, which constitutes a tool based on regression path analysis (ordinary least squares) and bootstrapping. PROCESS was chosen over other techniques, such as Baron and Kenny's (1986) approach or structural equation modelling.

[27]PROCESS is a freely available add-on for SPSS (www.processmacro.org), which provides a plethora of templates of models of mediation, moderation, and moderated mediation to be run, based on the theorised conceptual models of a researcher. The macro solely requires determining and indicating the independent, dependent, mediating, and moderating variables, and selecting the right model, and, thus, constitutes a simple tool to test easy as well as highly complex conceptual models.

This choice was for several reasons. With regards to mediation analysis, an established technique constitutes Baron and Kenny's (1986) four-step procedure to test for mediation. This approach revolves around running regressions for the individual relationships within the mediation model, with mediation being present if the direct effect of X on Y becomes non-significant, when controlling for the mediator (Baron and Kenny, 1986). However, over the last few years, concerns have been raised with regards to Baron and Kenny's (1986) procedure (Hayes, 2013). Baron and Kenny's (1986) approach does not quantify the indirect effect of an independent variable on a dependent variable through a mediator (Hayes, 2009). Hence, when using this approach, this is followed up by the Sobel test (Sobel, 1982) to quantify the indirect effect. However, the Sobel test requires normal distribution of the data (Hayes, 2009). Furthermore, Baron and Kenny's (1986) approach requires a correlation between an independent variable and a dependent variable for mediation to be present (as well as all other relationships to be significant); more recent scholars disagree with this requirement, and state that mediation can still occur without a significant direct effect of the independent variable on the dependent variable (Hayes, 2009). Furthermore, Baron and Kenny's (1986) approach has been criticised for yielding low power and poor detection of significant indirect effects (MacKinnon et al., 2002).

Practicality was another reason for choosing PROCESS. The step-wise approach, as the case with Baron and Kenny's (1986) procedure followed by the Sobel (1982) test, would have meant a data analysis with a plethora of individual regressions and tests to be run, considering the various conceptual models and relationships this thesis tested. In contrast, PROCESS combines testing for and quantifying an indirect effect in one step. Hence, using PROCESS to test the conceptual models here meant data analysis was considerably more efficient, and the risk of human error was minimised. Moreover, Baron

and Kenny's (1986) approach does not enable testing for conditional indirect effects, i.e. moderated mediation, which was necessary in part 3. PROCESS, on the other hand, allows to test for both indirect effects as well as conditional indirect effects. Hence, using PROCESS allowed to test for all types of models of parts 1, 2, and 3 consistently with one software.

In addition, PROCESS uses bootstrapping, a nonparametric resampling procedure, to estimate the indirect effects (Hayes, 2013). Bootstrapping does not make any assumption about the shape of data distribution of the indirect effect and, hence, allows data to be non-normally distributed (Hayes, 2009, 2013; Preacher, Rucker and Hayes, 2007). Last, structural equation modelling was not considered as a suitable analysis technique as (a) the sample sizes of the experiment's conditions were smaller than the recommended size of at least 100 subjects per condition (Iacobucci, 2010; Kline, 2005), (b) structural equation modelling has been more applied to survey rather than experimental data (Bagozzi and Yi, 1989; Iacobucci, 2010), and (c) the focus here lay on investigating causal effects between only a few variables, whereas structural equation modelling aims to identify the best model fit for a larger number of latent variables (Iacobucci, 2010; Kline, 2005). Hence, the extant literature in customer delight (Dutta et al., 2017), and the wider marketing literature (e.g. Thomas and Saenger, 2017), was joined by using PROCESS, which has become the standard approach when analysing mediation and moderated mediation models, using data gathered in experiments (Geuens and De Pelsmacker, 2017).

One aspect that was considered when using PROCESS lay in accommodating the fact that the conceptual models included a multicategorical independent variable, i.e. processing of the delight stimuli, with three categories (i.e. System 1 processing, System 2 processing, sequential Systems 1+2 processing). The PROCESS macro would have

allowed to run the mediation model of parts 1 and 2, but not the moderated mediation models of part 3, with a multicategorical independent variable (Hayes, 2013). The PROCESS procedure with multicategorical independent variables is that one category is set as the reference group, to which the other categories are compared (Hayes, 2013). For example, when applying this logic here, System 1 processing could have constituted the reference group, and System 2 processing and sequential Systems 1+2 processing would have been compared to System 1 processing. The advantage of this would have been that only one model had to be run, respectively. However, this approach would have resulted in two categories not being compared to each other, such as System 2 processing and sequential Systems 1+2 processing in the above example. Furthermore, this would have led to inconsistency of how data were analysed, as PROCESS does not allow for multicategorical independent variables in moderated mediation models, as relevant in part 3.

To overcome this obstacle and be consistent in the way data were analysed across parts 1, 2, and 3, it was decided to run several models, instead of one, that compared two types of system processing at a time as the categories of the independent variable, i.e. the processing of delight stimuli. This approach allowed for comparison between all relevant types of system processing, specifically:

(1) System 1 processing versus System 2 processing;
(2) System 1 processing versus sequential Systems 1+2 processing; and
(3) System 2 processing versus sequential Systems 1+2 processing.

For parts 1 and 2, this was done for the hedonic and the utilitarian consumption setting, respectively. For part 3, the consumption setting was determined by the inclusion

of the consumption setting as a moderator variable; this variable constituted a dummy variable. Please note that the processing of delight stimuli, as the independent variable, also constituted a dummy variable, based on the condition each participant was allocated to. Moreover, please note that whilst always two types of system processing were compared at a time, the other conditions that were not compared were set as covariates, so their data could be kept in the dataset.

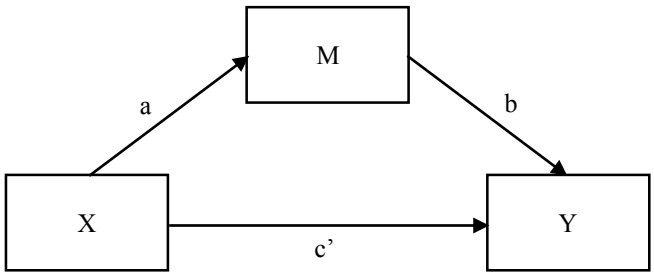
7.3.2 Part 1: The Effect of the Processing of Delight Stimuli on the Magnitude of Customer Delight and Behavioural Intentions in Different Consumption Settings

Part 1 tested the conceptual models that focused on how the processing of delight stimuli affects the magnitude of customer delight and, in turn, of behavioural intentions, in a hedonic and a utilitarian consumption setting, respectively. For this purpose, the t_1 data for all relevant variables were used. The respective conceptual model of part 1 constituted a simple mediation model (Figure 7.4). A simple mediation model hypothesises an independent variable (X) to have an indirect effect on a dependent variable (Y) through an intervening variable, i.e. a mediator (M) (Hayes, 2009). This intervening variable can either fully (only an indirect effect exists; X does not have a direct effect on Y), or partially (an indirect effect and a direct effect of X on Y exist) mediate the effect of X on Y. In PROCESS, Model 4 constitutes the setting to test simple mediation models. The different effects of the simple mediation model are interpreted as follows (Hayes, 2009):

- Path a: this path predicts the direct effect of X (independent variable) on M (mediator variable), quantified by the (unstandardised) coefficient (B); it indicates the units by which two cases, differing by one unit in X, differ in M.

- Path b: this path predicts the direct effect of M on Y (dependent variable), quantified by the (unstandardised) coefficient (B); it indicates the units by which two cases, differing by one unit in M, differ in Y, independent from the effect of X.
- Path c': this path predicts the direct effect of X on Y, quantified by the (unstandardised) coefficient (B); it indicates the units by which two cases, differing by one unit in X, differ in Y, controlling for the effect of M.
- Indirect effect: is the product of path a and path b (a x b). "The indirect effect is interpreted as the amount by which two cases who differ by one unit on X are expected to differ on Y through X's effect on M which in turn affects Y" (Hayes, 2009, p. 409). Alternatively, indirect effects are also interpreted as the effect of X on M and, in turn, on Y (Hayes, 2013). Both ways only differ in wording, but mean the same, and are used interchangeably here.
- Total effect: this is the sum of the indirect effect (a x b) and the direct effect (path c'); it indicates the units by which two cases, differing by one unit in X, differ in Y, taking all effects into account.

Figure 7.4: Simple Mediation Model (PROCESS Model 4)



Source: Hayes (2013)

Bootstrapping samples were set to 10,000 samples, as recommended in the literature (Hayes, 2013). This means, the indirect effect was estimated, through a resampling process, 10,000 times, i.e. in 10,000 subsamples. Using these 10,000 estimates of the indirect effect, a confidence interval (CI) was generated in which the actual indirect effect lay. A 95% bias-corrected confidence interval was chosen, as commonly used in the literature to account for Type I and Type II errors (Malhotra, Birks and Wills, 2012). Hence, this led to an interpretation of results that if data were collected 10,000 times, in 95% of times would the true population value lie within the confidence interval. PROCESS provides the lower and upper bound of the confidence interval, and the indirect effect can be interpreted as being significant, i.e. mediation is present, if the confidence interval does not contain zero (Hayes, 2009). Gender, age, and the t_1 mood composite were set as covariates.

7.3.2.1 Preliminary Analysis

Prior to running the model using PROCESS, the means and standard deviations for customer delight and the four behavioural intentions at t_1 were requested for each condition, to establish a tentative picture of differences (Table 7.10). It was noticed that, for example, the means for the System 2 processing condition in the hedonic consumption setting were higher for all variables compared to the means for the System 1 processing condition in the same consumption setting. Furthermore, Spearman's correlations were also analysed between customer delight and the four behavioural intentions variables at t_1, to sense check the relationships. It was hypothesised that there would be significant, positive relationships between the variables, which was confirmed (see Table 7.11).

Table 7.10: Experiment – Part 1: t_1 Means and Standard Deviations of Key Variables per Condition

Condition	Customer delight magn.*		Intention to revisit magn.**		Intention to engage in PWoM magn.**		Intention to commit magn.**		Intention to pay more magn.**	
	Mean	Std. deviation	Mean	Std. deviation	Mean	Std. deviation	Mean	Std. deviation	Mean	Std. deviation
System 1_hed.	5.51	1.269	6.42	1.015	6.05	1.288	5.21	1.280	4.48	1.298
System 2_hed.	6.05	0.908	6.79	0.460	6.54	0.767	5.80	0.938	4.83	1.297
Seq. Systems 1+2_hed.	5.73	1.101	6.56	0.602	6.26	1.166	5.47	1.015	4.96	1.254
System 1_util.	5.02	1.264	6.29	1.017	5.95	1.093	5.44	1.090	3.56	1.242
System 2_util.	5.27	1.395	6.61	0.602	5.91	1.299	5.46	1.126	3.47	1.284
Seq. Systems 1+2_util.	5.29	1.299	6.83	0.391	6.49	0.673	5.83	0.930	3.01	1.347
Control_hed.	5.82	1.208	6.59	0.705	6.30	1.175	5.54	1.120	4.96	1.407
Control_util.	5.61	1.216	6.51	0.996	6.32	1.035	5.57	1.152	3.53	1.197

*Scale: 1 = not at all to 7 = extremely
**Scale: 1 = strongly disagree to 7 = strongly agree

Table 7.11: Experiment – Part 1: t_1 Correlations Between Customer Delight and Behavioural Intentions

	1	2	3	4	5
1 Customer delight magnitude	1.000				
2 Int. to revisit magnitude	0.495**	1.000			
3 Int. to engage in PWoM magnitude	0.656**	0.730**	1.000		
4 Int. to commit magnitude	0.517**	0.505**	0.605**	1.000	
5 Int. to pay more magnitude	0.231**	0.165**	0.245**	0.251**	1.000

**correlations significant at the 0.01 level (2-tailed)

7.3.2.2 Analysis of the Conceptual Model: Comparisons between the Experimental Conditions in the Hedonic Consumption Setting

System 1 (condition 1) and System 2 processing (condition 2) (comparison a; System 2 processing condition set as reference group) were compared first as the two categories of the independent variable, in the hedonic consumption setting. The results are summarised in Table 7.12 and subsequently discussed. Looking at path a first, the (unstandardised) B showed that the processing of delight stimuli had a significant and negative effect on customer delight magnitude ($B = -0.538$, $t(293) = -2.073$, std. error = 0.260, $p < 0.05$). This is, those assigned to the System 1 processing condition were, on average, 0.538 units lower in their customer delight, compared to those in the System 2 hedonic condition. The results for path b showed a significant and positive effect of the

magnitude of customer delight on the magnitude of intention to revisit (B = 0.273, t(292) = 7.544, std. error = 0.036, $p < 0.001$), to engage in positive word of mouth (B = 0.520, t(292) = 11.838, std. error = 0.044, $p < 0.001$), to commit (B = 0.466, t(292) = 9.770, std. error = 0.048, $p < 0.001$), and to pay more (B = 0.158, t(292) = 2.376, std. error = 0.066, $p < 0.01$), independent from processing. For example, regardless of the system processing participants engaged in, people who were one unit higher in their customer delight were, for example, 0.273 units higher in their intention to revisit, in the hedonic consumption setting.

With regards to the indirect effect, a significant and negative indirect effect was found of the processing of delight stimuli, through customer delight magnitude, on the magnitude of intention to revisit (effect = -0.147, bootstr. std. error = 0.082, CI = [-0.354; -0.023]), to engage in positive word of mouth (effect = -0.280, bootstr. std. error = 0.139, CI = [-0.590; -0.036]), to commit (effect = -0.251, bootstr. std. error = 0.125, CI = [-0.531; -0.039]), and to pay more (effect = -0.085, bootstr. std. error = 0.057, CI = [-0.249; -0.009]). This means, compared to people who processed through System 2, those assigned to the System 1 processing conditions were, on average, 0.147 units lower in their revisit intention as a result of the effect of the processing of delight stimuli on customer delight, which, in turn, affected intention to revisit. The same interpretation holds for intention to engage in positive word of mouth, to commit, and to pay more. In other words, System 2 processing of delight stimuli had a significantly and positively stronger indirect effect on behavioural intentions magnitude, through customer delight magnitude, by the same effect sizes (with a positive sign), compared to System 1 processing. Consequently, $H1.1^{Hed.}$(a)-(d) were supported.

No significant direct effect was found of the processing of delight stimuli on the magnitude of the four behavioural intentions (path c'), controlling for customer delight

magnitude. Thus, System 2 processing did not have a stronger direct effect on behavioural intentions magnitude compared to System 1 processing; $H1.4^{Hed.}$(a)-(d) were not supported. Customer delight magnitude fully mediated the effect of the processing of the delight stimuli on the magnitude of all four behavioural intentions.

Finally, for the comparison between System 1 and System 2 processing, the results showed that the only two significant total effects related to intention to revisit (B = -0.390, t(293) = -2.223, std. error = 0.176, $p < 0.05$), and intention to engage in positive word of mouth (B = -0.500, t(293) = -2.108, std. error = 0.237, $p < 0.05$). Precisely, taking all effects into account, those engaging in System 1 processing were, on average, 0.390 units lower in their intention to revisit, and 0.500 units lower in their intention to engage in positive word of mouth, compared to those that engaged in System 2 processing, in the hedonic consumption setting. Thus, the significant indirect effect accounted for more than a third of the total effect on intention to revisit, and more than half of the total effect on intention to engage in positive word of mouth.

Furthermore, System 1 was compared to sequential Systems 1+2 processing (condition 3) (comparison b; System 1 processing condition set as reference group), and System 2 was compared to sequential Systems 1+2 processing (comparison c; sequential Systems 1+2 processing condition set as reference group). As the results were similar, they are subsequently discussed in conjunction. With regards to path a, the results for both comparisons showed a positive direct effect of the processing of delight stimuli on customer delight magnitude; specifically, sequential Systems 1+2 processing had a more positive effect on customer delight magnitude, compared to System 1 processing, and System 2 processing had a more positive effect on customer delight magnitude, compared to sequential Systems 1+2 processing. However, these effects were not significant,

meaning that there were no significant differences in these effects on customer delight between the types of system processing compared in comparisons b and c.

For both comparisons b and c, the path b results showed a significant and positive direct effect of customer delight magnitude on that of intention to revisit (B = 0.273, t(292) = 7.544, std. error = 0.036, $p < 0.001$), to engage in positive word of mouth (B = 0.520, t(292) = 11.838, std. error = 0.044, $p < 0.001$), to commit (B = 0.466, t(292) = 9.770, std. error = 0.048, $p < 0.001$), and to pay more (B = 0.158, t(292) = 2.376, std. error = 0.066, $p < 0.01$). These direct effects were the same for both comparisons, as well as comparison a, as they were independent from the system processing engaged in.

With regards to the indirect effect of the processing of delight stimuli on behavioural intentions magnitude through customer delight magnitude, no significance was found for comparisons b and c. This was due to the missing significance of path a, respectively. Hence, sequential Systems 1+2 processing, in the hedonic consumption setting, did not have a significantly stronger indirect effect on the magnitude of behavioural intentions, through that of customer delight, compared to System 1 processing and System 2 processing; thus, $H1.2^{Hed.}$(a)-(d) and $H1.3^{Hed.}$(a)-(d) were not confirmed, meaning that the magnitude of customer delight did not mediate the effect of the processing of delight stimuli on the magnitude of all four behavioural intentions.

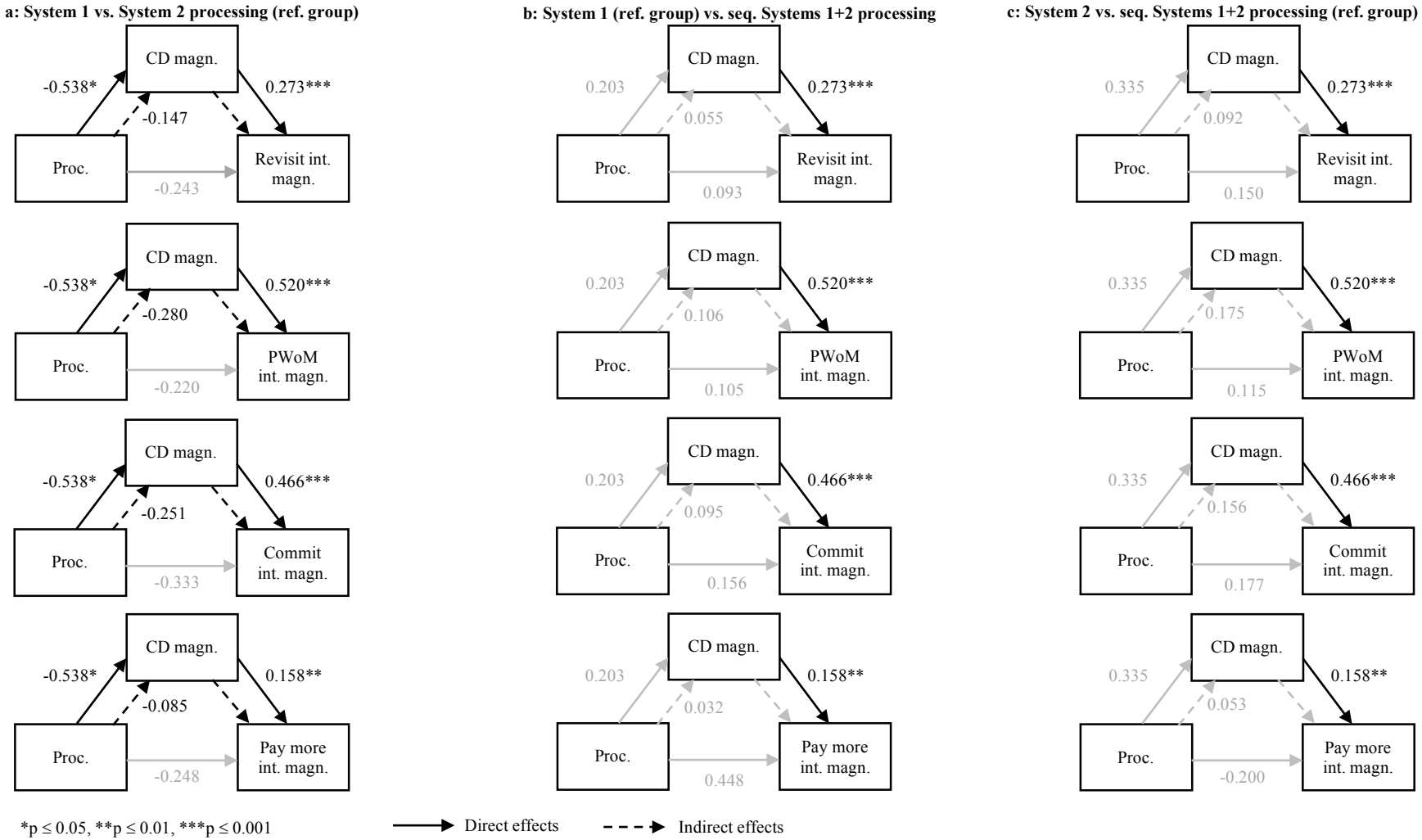
Moreover, as was the case with comparison a, no significant direct effects of the processing of delight stimuli on the magnitude of the behavioural intentions were found, for comparison b and comparison c; $H1.5^{Hed.}$(a)-(d) and $H1.6^{Hed.}$(a)-(b) were not confirmed. No significant total effects were found. Table 7.12 summarises the results for all three comparisons, in a hedonic consumption setting. Figure 7.5 illustrates these visually; significant effects are indicated in black, non-significant ones in grey.

Table 7.12: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental Conditions, Hedonic Consumption Setting)

		Behavioural intentions magnitude			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON (a)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		-0.147	-0.280	-0.251	-0.085
Boot SE		0.082	0.139	0.125	0.057
CI (95%)		[-0.354; -0.023]	[-0.590; -0.036]	[-0.531; -0.039]	[-0.249; -0.009]
Direct/total effects results					
X on M	B	-0.538*	-0.538*	-0.538*	-0.538*
(a path)	t(293)	-2.073	-2.073	-2.073	-2.073
	Std. error	0.260	0.260	0.260	0.260
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	-0.243	-0.220	-0.333	-0.248
(c' path/direct path)	t(292)	-1.501	-1.118	-1.558	-0.836
	Std. error	0.162	0.197	0.213	0.297
Total effect model results					
Total effect (c path)	B	-0.390*	-0.500*	-0.583	-0.333
	t(293)	-2.223	-2.108	-2.393	-1.121
	Std. error	0.176	0.237	0.244	0.297
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON (b)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.055	0.106	0.095	0.032
Boot SE		0.079	0.144	0.130	0.050
CI (95%)		[-0.075; 0.244]	[-0.151; 0.420]	[-0.147; 0.362]	[-0.038; 0.177]
Direct/total effects results					
X on M	B	0.203	0.203	0.203	0.203
(a path)	t(293)	0.776	0.776	0.776	0.776
	Std. error	0.262	0.262	0.262	0.262
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.093	0.105	0.156	0.448
(c' path/direct path)	t(292)	0.574	0.531	0.728	1.507
	Std. error	0.162	0.197	0.214	0.297
Total effect model results					
Total effect	B	0.149	0.210	0.250	0.480
(c path)	t(293)	0.840	0.880	1.019	1.604
	Std. error	0.177	0.239	0.245	0.299
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON (c)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.092	0.175	0.156	0.053
Boot SE		0.072	0.130	0.115	0.047
CI (95%)		[-0.033; 0.257]	[-0.071; 0.441]	[-0.060; 0.396]	[-0.011; 0.181]
Direct/total effects results					
X on M	B	0.335	0.335	0.335	0.335
(a path)	t(293)	1.295	1.295	1.295	1.295
	Std. error	0.259	0.259	0.259	0.259
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.150	0.115	0.177	-0.200
(c' path/direct path)	t(292)	0.933	0.591	0.835	-0.678
	Std. error	0.161	0.195	0.212	0.295
Total effect model results					
Total effect	B	0.242	0.290	0.333	-0.147
(c path)	t(293)	1.381	1.225	1.371	-0.496
	Std. error	0.175	0.237	0.243	0.296
	0.1275	0.172	0.128	0.284	0.284
	4.2829	6.082	4.294	11.616	11.616
	0.0000	0.000	0.000	0.000	0.000

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Figure 7.5: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental Conditions, Hedonic Consumption Setting)



7.3.2.3 Analysis of the Conceptual Model: Comparisons between the Experimental Conditions in the Utilitarian Consumption Setting

Furthermore, the different types of system processing in the utilitarian consumption setting were compared to each other; specifically, System 1 (condition 4) versus System 2 processing (condition 5) (comparison d; System 2 processing condition set as reference group), System 1 versus sequential Systems 1+2 processing (condition 6) (comparison e; System 1 processing condition set as reference group), and System 2 versus sequential Systems 1+2 processing (comparison f; sequential Systems 1+2 processing condition set as reference group).

Looking at the System 1 versus System 2 processing comparison first, no significant direct effect of the processing of delight stimuli on the magnitude of customer delight was found (path a). Significant and positive effects for path b were found; specifically, of customer delight magnitude on the magnitude of intention to revisit ($B = 0.273$, $t(292) = 7.544$, std. error = 0.036, $p < 0.001$), to engage in positive word of mouth ($B = 0.520$, $t(292) = 11.838$, std. error = 0.044, $p < 0.001$), to commit ($B = 0.466$, $t(292) = 9.770$, std. error = 0.048, $p < 0.001$), and to pay more ($B = 0.158$, $t(292) = 2.376$, std. error = 0.066, $p < 0.01$). These effects were independent from the type of system processing participants engaged in, and, thus, were the same as in the hedonic consumption setting. However, due to the missing significance of path a, no significant indirect effect of the processing of delight stimuli on behavioural intentions magnitude through customer delight magnitude occurred when comparing System 1 and System 2 processing, in a utilitarian consumption setting. Hence, $H1.1^{Util.}$(a)-(d) were not confirmed, and customer delight magnitude did not mediate the effect of the processing of delight stimuli on the magnitude of the four behavioural intentions. Furthermore, no significant direct effects were found of the processing of delight stimuli on the magnitude

of the behavioural intentions when comparing System 1 and System 2, resulting in H1.4$^{Util.}$(a)-(d) not being confirmed. However, one significant total effect (path c) was found on the magnitude of intention to revisit (B = -0.339, t(293) = -1.988, std. error = 0.170, $p < 0.05$). Specifically, taking all effects of the model into account, those engaging in System 1 processing were, on average, 0.339 units lower in their intention to revisit than those that engaged in System 2 processing.

Turning to comparisons e and f, results were similar, and, thus, are subsequently discussed together. In neither of the two comparisons did a significant direct effect of the processing of delight stimuli on customer delight magnitude occur (path a), whereas significant direct effects of customer delight magnitude on the magnitude of all four behavioural intentions were found. As these significant direct effects were independent of the system processing participants engaged in, these results were the same as in comparison d. Moreover, no significant indirect effects of the processing of delight stimuli on behavioural intentions magnitude through customer delight magnitude was found for comparisons e and f; thus, H1.2$^{Util.}$(a)-(d) and H1.3$^{Util.}$(a)-(d) were not confirmed, meaning that customer delight magnitude did not mediate the effect of the processing of delight stimuli on the magnitude of the four behavioural intentions.

In contrast to the comparison between System 1 and System 2, significant direct effects were found of the processing of delight stimuli on the magnitude of some behavioural intentions (path c') in comparisons e and f. Specifically, for comparison e, significant and positive direct effects of the processing of delight stimuli on the magnitude of intention to revisit (B = 0.463, t(292) = 2.965, std. error = 0.156, $p < 0.01$), and to engage in positive word of mouth (B = 0.392, t(292) = 2.064, std. error = 0.190, $p < 0.05$) were found, whereas a significant and negative direct effect was found of the processing of delight stimuli on intention to pay more (B = -0.592, t(292) = -2.071, std. error = 0.286,

$p < 0.05$). In other words, people who engaged in sequential Systems 1+2 processing, compared to those that engaged in System 1 processing, were, on average, 0.463 units higher in their intention to revisit, 0.392 units higher in their intention to engage in positive word of mouth, and 0.592 units lower in their intention to pay more. No significant direct effect was found on intention to commit for comparison e. Consequently, $H1.5^{Util.}$(a)-(b) were confirmed, and $H1.5^{Util.}$(c)-(d) were not confirmed.

For comparison f, the only significant, but negative direct effect was found of the processing of delight stimuli on the magnitude of intention to engage in positive word of mouth (B = -0.554, t(292) = -2.732, std. error = 0.199, $p < 0.01$), meaning that people who processed through System 2 were, on average, 0.554 lower in their intention to engage in positive word of mouth; or, in other words, participants that engaged in sequential Systems 1+2 processing were higher in their intention to engage in positive word of mouth by the same effect size (with a positive sign). Hence, $H1.6^{Util.}$(b) was confirmed; $H1.6^{Util.}$(a), (c)-(d) were not confirmed.

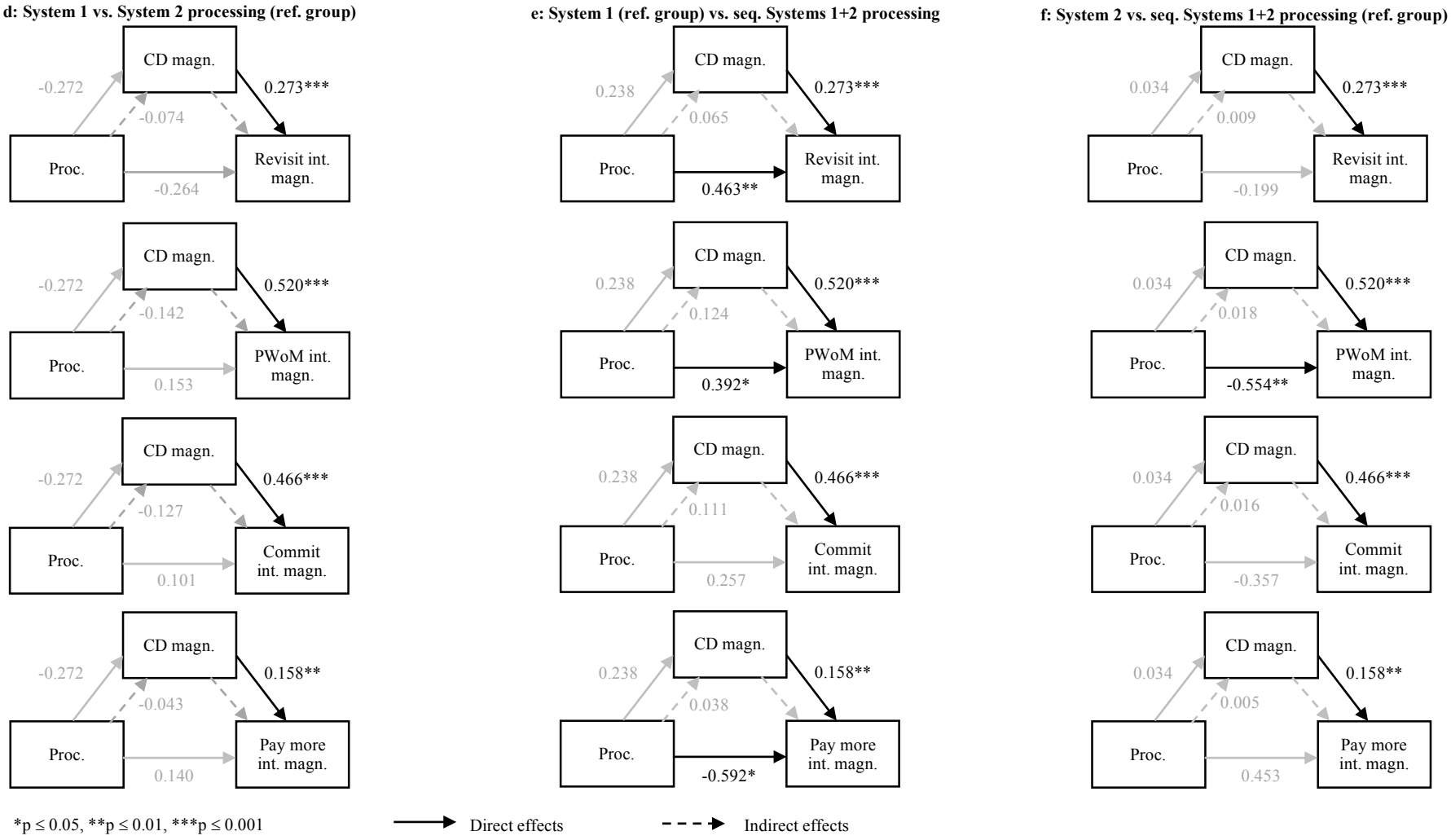
Finally, significant total effects (path c) were found for comparisons e and f. For comparison e, significant and positive total effects were found on the magnitude of intention to revisit (B = 0.528, t(293) = 3.103, std. error = 0.170, $p < 0.01$), and intention to engage in positive word of mouth (B = 0.516, t(293) = 2.241, std. error = 0.230, $p < 0.05$). For example, taking all effects into account, those engaging in sequential Systems 1+2 processing were, on average, 0.528 units higher in their intention to revisit than those that engaged in System 1 processing. For comparison f, the only significant total effect was found on intention to engage in positive word of mouth (B = -0.527, t(293) = -2.177, std. error = 0.242, $p < 0.05$). Please refer to Table 7.13 and Figure 7.6 for detailed results.

Table 7.13: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental Conditions, Utilitarian Consumption Setting)

		Behavioural intentions magnitude			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON (d)					
Indirect effects results					
Indirect effects		-0.074	-0.142	-0.127	-0.043
(X on Y through M; ab path)					
Boot SE		0.075	0.140	0.124	0.053
CI (95%)		[-0.243; 0.059]	[-0.432; 0.120]	[-0.395; 0.095]	[-0.192; 0.027]
Direct/total effects results					
X on M	B	-0.272	-0.272	-0.272	-0.272
(a path)	t(293)	-1.080	-1.080	-1.080	-1.080
	Std. error	0.252	0.252	0.252	0.252
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	-0.264	0.153	0.101	0.140
(c' path/direct path)	t(292)	-1.691	0.803	0.489	0.487
	Std. error	0.156	0.190	0.206	0.286
Total effect model results					
Total effect	B	-0.339*	0.011	-0.026	0.097
(c path)	t(293)	-1.988	0.048	-0.110	0.336
	Std. error	0.170	0.230	0.236	0.288
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON (e)					
Indirect effects results					
Indirect effects		0.065	0.124	0.111	0.038
(X on Y through M; ab path)					
Boot SE		0.078	0.148	0.130	0.053
CI (95%)		[-0.078; 0.229]	[-0.159; 0.426]	[-0.131; 0.379]	[-0.029; 0.191]
Direct/total effects results					
X on M	B	0.238	0.238	0.238	0.238
(a path)	t(293)	0.946	0.946	0.946	0.946
	Std. error	0.252	0.252	0.252	0.252
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.463**	0.392*	0.257	-0.592*
(c' path/direct path)	t(292)	2.965	2.064	1.248	-2.071
	Std. error	0.156	0.190	0.206	0.286
Total effect model results					
Total effect	B	0.528**	0.516*	0.368	-0.555
(c path)	t(293)	3.103	2.241	1.556	-1.927
	Std. error	0.170	0.230	0.236	0.288
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.2823	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON (f)					
Indirect effects results					
Indirect effects		0.009	0.018	0.016	0.005
(X on Y through M; ab path)					
Boot SE		0.077	0.146	0.130	0.047
CI (95%)		[-0.147; 0.166]	[-0.277; 0.304]	[-0.238; 0.276]	[-0.088; 0.106]
Direct/total effects results					
X on M	B	0.034	0.034	0.034	0.034
(a path)	t(293)	0.128	0.128	0.128	0.128
	Std. error	0.265	0.265	0.265	0.265
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	-0.199	-0.554**	-0.357	0.453
(c' path/direct path)	t(292)	-1.212	-2.732	-1.654	1.508
	Std. error	0.164	0.199	0.216	0.300
Total effect model results					
Total effect	B	-0.190	-0.527*	-0.342	0.458
(c path)	t(293)	-1.059	-2.177	-1.375	1.514
	Std. error	0.179	0.242	0.248	0.303
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Figure 7.6: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental Conditions, Utilitarian Consumption Setting)



7.3.2.4 Further Analysis

Although the core focus of part 1 revolved around investigating the effect of the processing of delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions, some additional analyses were conducted. This involved the two control groups included in the experiment, which were only subject to consumption setting manipulation. Each experimental condition was compared to the control group of the respective consumption setting, e.g. System 1 processing in the hedonic consumption setting was compared to the control condition in the same setting. The control condition was set as the reference group, to which each experimental condition was compared.

Please note that although the control conditions were not subject to system processing manipulation, it was investigated how the conditions' subjects processed, by asking them to rate the statements on the SSTS scale (see Chapter 6). Statements were recoded, with intuitive statements given negative scale points (-1 = definitely false to -7 = definitely true), and analytical statements given positive scale points (1 = definitely false to 7 = definitely true). The sum across all statements for each participant was created, with a negative sum indicating that participants engaged in more intuitive processing, and a positive sum indicated more analytical processing. Mean scores were generated in SPSS, which showed that in both control conditions, participants processed slightly more analytically (control hedonic: mean = 0.86, std. deviation = 6.303; control utilitarian: mean = 1.24, std. deviation = 7.139). See Appendix 18 for the mean scores and standard deviations of the SSTS scale for the experimental conditions.

The comparisons between the experimental conditions and the control conditions revealed similar results to those presented in the previous two sub-sections comparing the experimental conditions. Please refer to Figures 7.7 and 7.8 for an illustration of results, and to Appendix 19 and Appendix 20 for more detailed results.

Figure 7.7: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Hedonic Consumption Setting)

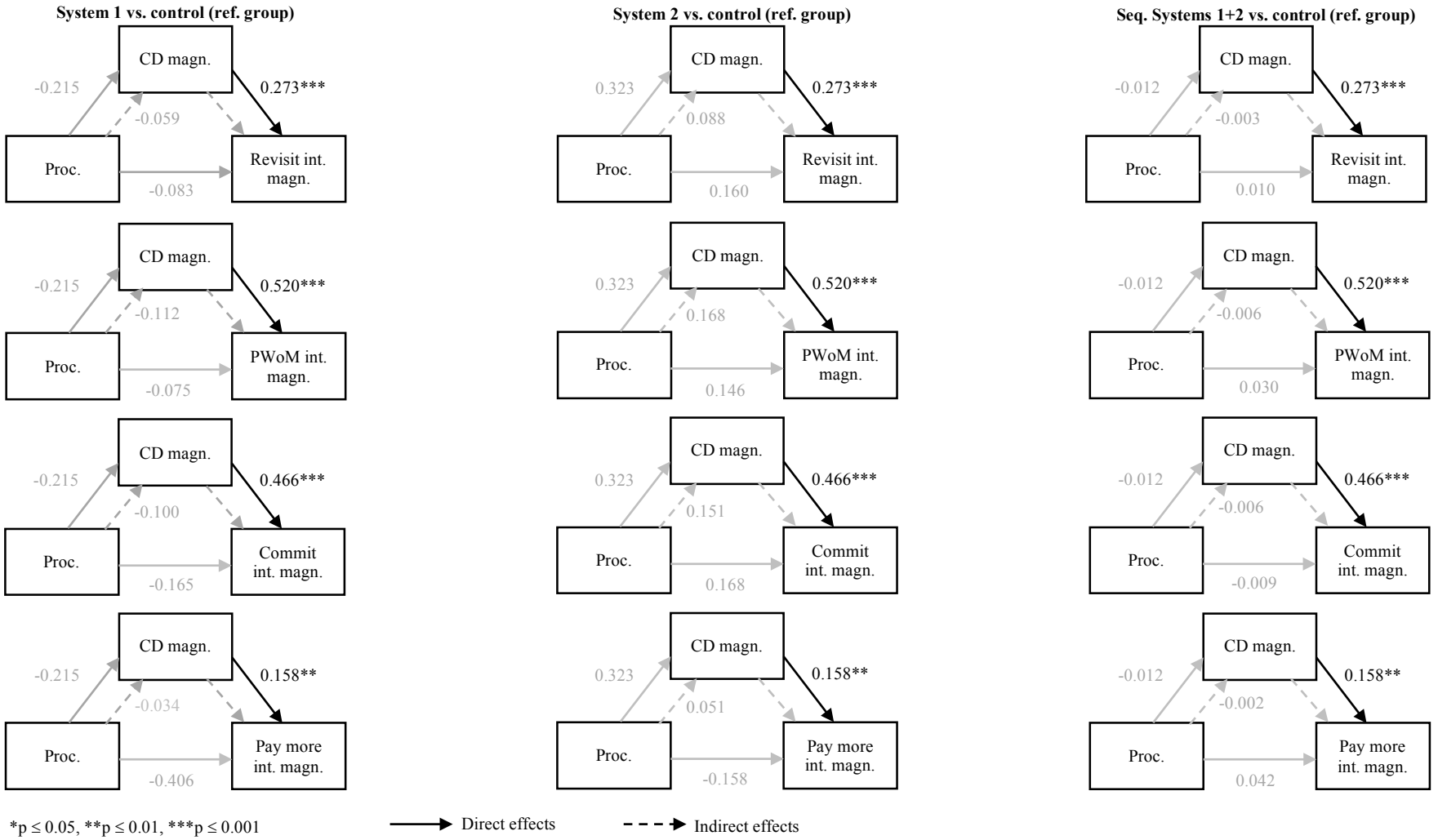
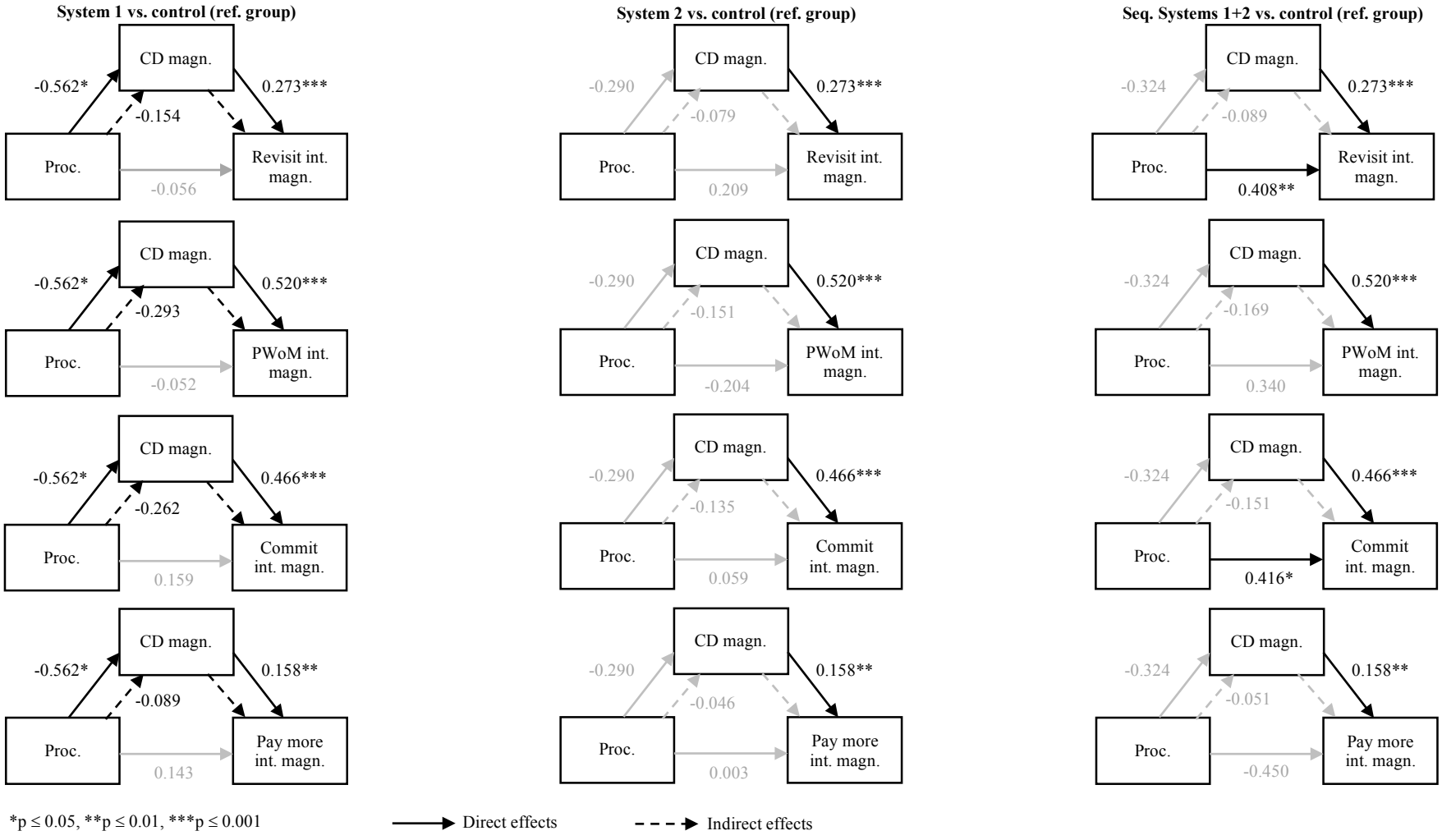


Figure 7.8: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Utilitarian Consumption Setting)



Furthermore, although not part of the conceptual model, it was tested whether there were significant mean rank differences in the magnitude of the three delight antecedents between the experimental conditions compared. Mann-Whitney tests were used due to the non-normal distribution of data. For surprising consumption, a significant difference in mean ranks was found for the comparison between System 1 and System 2 processing in the hedonic consumption setting, with the latter being significantly higher ($z = -2.927$, asympt. sig. = 0.003). For arousal, System 2 processing in the hedonic consumption setting had a significantly higher mean rank than System 1 processing ($z = -2.265$, asympt. sig. = 0.024). With regards to the positive affect antecedent, significant differences in mean ranks were found for the comparisons between the System 1 and System 2 processing conditions in the hedonic consumption setting, with the System 2 processing condition having a significantly higher mean rank ($z = -2.833$, asympt. sig. = 0.005); between the System 1 and sequential Systems 1+2 processing conditions in the utilitarian consumption setting, with the sequential Systems 1+2 processing condition having a significantly higher mean rank ($z = -2.905$, asympt. sig. = 0.004); between the System 1 processing condition and the control condition in the hedonic consumption setting ($z = -2.867$, asympt. sig. = 0.004), with the latter having a significantly higher mean rank; and between the System 1 processing condition and the control condition in the utilitarian consumption setting ($z = -2.676$, asympt. sig. = 0.007), with the latter having a significantly higher mean rank. See Appendix 21 for detailed results.

Lastly, to establish whether there were any significant mean rank differences in the magnitude of customer delight and of behavioural intentions based on other variables, i.e. age, gender, and income, further analyses were conducted (see Appendix 22 for detailed results). Mann-Whitney tests were used to check whether there were any significant mean rank differences in the magnitude of customer delight and behavioural

intentions between men and women. Results showed significant mean rank differences between gender groups for the magnitude of customer delight (z = -3.271, asympt. sig. = 0.001), intention to revisit (z = -3.015, asympt. sig. p = 0.003), and intention to engage in positive word of mouth (z = -2.731, asympt. sig. = 0.006), with women having a significantly higher mean rank than men for these variables. No significant differences were found between men and women for intention to commit or to pay more. Further, Kruskal Wallis tests were run to test for significant mean differences between age and income groups for the magnitude of customer delight and behavioural intentions. No significant differences were found.

7.3.3 Part 2: The Effect of the Processing of Delight Stimuli on the Endurance of Customer Delight and Behavioural Intentions in Different Consumption Settings

Part 2 looked at how the processing of delight stimuli affects the endurance of customer delight and, in turn, of behavioural intentions, in hedonic and utilitarian consumption settings. Hence, t_1 and t_2 data were relevant. Prior to testing the conceptual model of part 2, two steps were taken: (1) 'endurance' scores, combining the t_1 and t_2 data, were created to represent the endurance variables in the conceptual model, and (2) some preliminary analyses were conducted. Following these steps, the conceptual model was tested. As done in part 1, two types of system processing were compared, as the two categories of the independent variable, i.e. processing of delight stimuli. PROCESS Model 4, i.e. a simple mediation model, was chosen, and 10,000 bootstrapping samples were set with a 95% bias-corrected confidence interval. Gender, age, and t_1 mood were extended as covariates by including the t_2 mood composite.

7.3.3.1 Creating Endurance Variables

As explained in Chapter 6, the endurance aspect was operationalised by measuring customer delight and behavioural intentions twice (at t_1 and t_2), separated by a break of one week. For the conceptual model to be tested, the two sets of data collected for customer delight and behavioural intentions had to be merged into one variable, i.e. a change score, which constituted 'customer delight endurance' and 'behavioural intentions endurance'. The two common change scores used in the extant literature are (1) simple change score, and (2) residualised score (Bergh and Fairbank, 2002; Cronbach and Furby, 1970; Van Meter, 1974).

The simple change score is easily calculated by subtracting the t_1 value from the t_2 value for the according variable, for each participant (Cronbach and Furby, 1970). Although this is a straightforward approach reflecting the raw change of a participant's ratings between t_1 and t_2, two critique points have been raised in the literature. On the one hand, the t_1 data have been considered in the literature as problematic, as they share variance with the created change score, meaning that these are (negatively) correlated with each other (Bergh and Fairbank, 2002; Cronbach and Furby, 1970). This might hinder meaningful conclusions about the amount of change for participants whose t_1 values were greatly dissimilar to their t_2 values (Van Meter, 1974). On the other hand, simple change scores have lower reliability (compared to the individual t_1 and t_2 measures of the variable), as they reflect the combined t_1 and t_2 measurement errors and their correlation (Bergh and Fairbank, 2002). Hence, it has been recommended to use the simple change score only if the individual t_1 and t_2 responses of a variable have high reliability and low correlations (Bergh and Fairbank, 2002).

An alternative approach to the simple change score is the residualised score, which is calculated by subtracting the predicted t_2 value (obtained by regressing t_2 on t_1)

from the observed t_2 value, for each participant (Bergh and Fairbank, 2002; Van Meter, 1974). The advantage of the residualised score is that it does not correlate with the t_1 and t_2 values, and that individuals, whose values changed more or less than expected, are singled out (Cronbach and Furby, 1970; Van Meter, 1974). However, the major disadvantage of residualised scores is that they are not actual indicators for change, as their interpretation solely reveals whether a person's t_2 value is more or less than the predicted value, but not by how much it has changed, compared to t_1 (Bergh and Fairbank, 2002).

For the purpose of this thesis, the simple change score approach was applied to create the endurance variables for customer delight and behavioural intentions, to test the conceptual model of part 2 (and of part 3). This was due to two reasons. First, this thesis focused on how much people's customer delight and behavioural intentions changed, depending on the type of system processing used during delightful experiences. Hence, the residualised score approach, which only states whether such change is more or less than predicted, did not fit this goal. Second, the residualised score approach requires data to be normally distributed (Van Meter, 1974), which was not the case here.

To investigate whether the issue of high correlations between the t_1 data and the simple change scores applied here, Spearman's correlation coefficients were computed and analysed (Appendix 23). Results showed that these correlations were weak to moderate, but not high, which would have challenged using the simple change score approach. Furthermore, reliabilities of the simple change scores (Appendix 24) as well as the individual t_1 and t_2 customer delight and behavioural intentions variables were analysed (Table 7.8). It was identified that the reliability results lay above or close to the 0.70 threshold (Fornell and Larcker, 1981; Nunnally, 1978). Hence, these statistics did not cause concerns that the issue, which the literature has highlighted about using simple

change scores applied here (Bergh and Fairbank, 2002; Cronbach and Furby, 1970). Instead, these statistics confirmed that the data met the preconditions for using the simple change score approach, i.e. high reliability of individual t_1 and t_2 values and low correlations (Bergh and Fairbank, 2002). Consequently, the simple change score approach was applied and endurance scores (hereafter referred to as 'endurance variables') were created for customer delight and the four behavioural intentions, by subtracting the t_1 value from the t_2 value for each participant.

7.3.3.2 Preliminary Analysis

Prior to running and analysing the conceptual model of part 2, some preliminary analyses were conducted. First, although the endurance variables were used for part 2, the means and standard deviations for customer delight and behavioural intentions for the t_2 data were computed, for each condition, to get a tentative picture of the data (Appendix 25). Again, it was noticed that the means of variables were higher in the System 2 processing condition compared to the System 1 processing condition, in the hedonic consumption setting. Second, it was tested within each of the eight conditions whether there was a significant change between the t_1 and t_2 responses for customer delight and behavioural intentions, respectively. For this purpose, the Wilcoxon signed rank test was used, which is a non-parametric test that allows to investigate a significant mean difference in a variable captured at different points within one sample (equivalent to the parametric paired t-test) (Malhotra, Birks and Wills, 2012). Results showed significant mean differences in customer delight, intention to engage in positive word of mouth, and intention to commit between t_1 and t_2, for each condition. Significant mean differences in intention to revisit were found between t_1 and t_2 for all conditions apart from the System 1 processing condition, in the utilitarian consumption setting. For intention to pay more,

significant mean differences between t_1 and t_2 were only found for the sequential Systems 1+2 condition in the hedonic consumption setting, and the control condition in the hedonic consumption setting (see Appendix 26 for detailed results).

Third, the means and standard deviations for the endurance variables for customer delight and behavioural intentions for each condition, and Spearman's correlations between customer delight endurance and behavioural intentions endurance were computed (Table 7.14 and Table 7.15). Derived from the literature stating that there is a positive relationship between customer delight magnitude and behavioural intentions magnitude, and the assumptions that the more enduring customer delight, the more enduring behavioural intentions, positive correlations were anticipated between the endurance variables. Results confirmed positive correlations between these variables.

Table 7.14: Experiment – Part 2: Endurance Variable Means and Standard Deviations of Key Variables per Condition

	Customer delight endur.		**Intention to revisit endur.**		**Intention to engage in PWoM endur.**		**Intention to commit endur.**		**Intention to pay more endur.**	
Condition	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**
System 1_hed.	-1.31	1.386	-0.41	0.777	-0.46	1.122	-0.56	1.007	-0.16	1.120
System 2_hed.	-1.46	1.680	-0.43	0.820	-0.69	1.148	-0.65	0.892	-0.06	1.307
Seq. Systems 1+2_hed.	-1.23	1.205	-0.47	0.749	-0.83	1.386	-0.64	0.778	-0.61	1.238
System 1_util.	-1.17	1.237	-0.19	0.924	-0.67	1.004	-0.38	1.033	0.03	1.005
System 2_util.	-1.39	1.206	-0.50	0.738	-0.43	0.888	-0.48	1.067	-0.14	1.181
Seq. Systems 1+2_util.	-1.15	1.513	-0.47	0.991	-0.79	1.082	-0.72	1.104	0.30	1.518
Control_hed.	-1.39	1.475	-0.53	0.873	-0.80	1.216	-0.69	1.029	-0.62	1.057
Control_util.	-1.79	1.530	-0.59	1.012	-1.01	0.995	-0.67	1.022	-0.03	1.101

Table 7.15: Experiment – Part 2: Endurance Variable Spearman's Correlation Coefficients Between Customer Delight and Behavioural Intentions

	1	**2**	**3**	**4**	**5**
1 Customer delight endurance	1.000				
2 Int. to revisit endurance	0.264**	1.000			
3 Int. to engage in PWoM endurance	0.382**	0.575**	1.000		
4 Int. to commit endurance	0.417**	0.464**	0.570**	1.000	
5 Intention to pay more endurance	0.208**	0.234**	0.278**	0.280**	1.000

**correlation is significant at the 0.01 level (2-tailed)

7.3.3.3 Analysis of the Conceptual Model: Comparisons between the Experimental Conditions in the Hedonic Consumption Setting

The different types of system processing in the hedonic consumption setting were compared to each other; specifically, System 1 (condition 1) versus System 2 processing (condition 2) (comparison a; System 2 processing condition set as reference group), System 1 versus sequential Systems 1+2 processing (condition 3) (comparison b; System 1 processing condition set as reference group), and System 2 versus sequential Systems 1+2 processing (comparison c; sequential Systems 1+2 processing condition set as reference group). As results were similar between these three comparisons, they are subsequently discussed together.

For all three comparisons, no significant direct effect was found of the processing of delight stimuli on customer delight endurance (path a). This meant that, for example, System 1 and System 2 processing did not significantly differ in their effect on customer delight endurance. However, significant and positive direct effects were found of customer delight endurance on behavioural intentions endurance, independent of the system processing used (path b). Specifically, a one unit increase in customer delight endurance resulted in a 0.151 unit increase in the endurance of intention to revisit ($t(291) = 4.252$, std. error = 0.036, $p < 0.001$), a 0.298 unit increase in the endurance of intention to engage in positive word of mouth ($t(291) = 6.821$, std. error = 0.044, $p < 0.001$), a 0.288 unit increase in the endurance of intention to commit ($t(291) = 7.516$, std. error = 0.038, $p < 0.001$), and a 0.194 unit increase in the endurance of intention to pay more ($t(291) = 3.953$, std. error = 0.049, $p < 0.001$). In other words, the more enduring customer delight, the more enduring these behavioural intentions. As this direct effect was independent from the type of system processing used, these results were the same for all three comparisons. Due to the lack of the significance of path a, a significant indirect

effect of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance was found neither for comparison a, b, nor c. Thus, $H2.1^{Hed.}$(a)-(d), $H2.2^{Hed.}$(a)-(d), and $H2.3^{Hed.}$(a)-(d) were not confirmed, and customer delight endurance did not mediate the effect of the processing of delight stimuli on the endurance of the four behavioural intentions, in the hedonic consumption setting.

Looking at path c', the only significant direct effect of the processing of delight stimuli was found in comparison c on endurance of intention to engage in positive word of mouth ($B = 0.567$, $t(291) = 2.090$, std. error = 0.271, $p < 0.05$). Specifically, controlling for the effect of customer delight endurance, those who processed through System 2 were, on average, 0.567 units higher in their endurance of intention to engage in positive word of mouth than those who processed through sequential Systems 1+2, and vice versa. This was in contrast to what was hypothesised and, thus, $H2.6^{Hed.}$(a)-(d) were not confirmed. As no significant path c' was found for comparisons a and b, $H2.4^{Hed.}$(a)-(d) and $H2.5^{Hed.}$(a)-(d) were not confirmed.

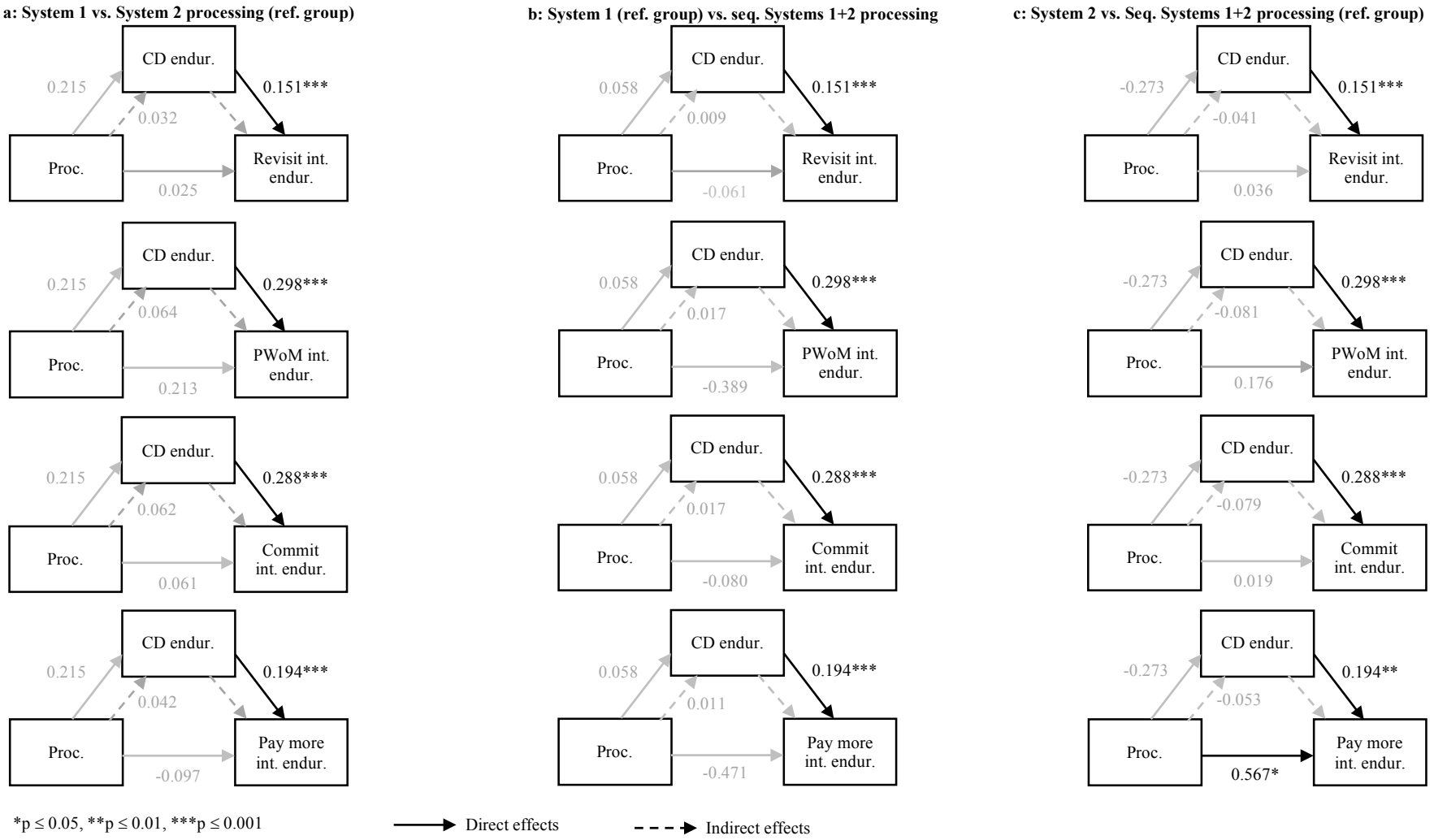
Lastly, a significant total effect was found for comparison a on the endurance of intention to revisit ($B = -0.390$, $t(292) = -2.223$, std. error = 0.176, $p < 0.05$). Specifically, accounting for all effects, people who processed through System 1 were, on average, 0.390 units lower in their endurance of intention to revisit, compared to those who processed through System 2. Table 7.16 details the results for comparisons a, b, and c, and Figure 7.9 visualises the key effects.

Table 7.16: Experiment – Part 2: Unstandardised Results (Comparisons Between the Experimental Conditions, Hedonic Consumption Setting)

		Behavioural intentions endurance			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON (a)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.032	0.064	0.062	0.042
Boot SE		0.054	0.104	0.099	0.070
CI (95%)		[-0.068; 0.148]	[-0.144; 0.270]	[-0.135; 0.253]	[-0.083; 0.199]
Direct/total effects results					
X on M	B	0.215	0.215	0.215	0.215
(a path)	t(292)	0.663	0.663	0.663	0.663
	Std. error	0.063	0.063	0.063	0.063
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.025	0.213	0.061	-0.097
(c' path/direct path)	t(291)	0.128	0.881	0.287	-0.355
	Std. error	0.196	0.241	0.212	0.272
Total effect model results					
Total effect	B	-0.390*	0.277	0.123	-0.055
(c path)	t(292)	-2.223	1.066	0.531	-0.197
	Std. error	0.176	0.259	0.231	0.278
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON (b)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.009	0.017	0.017	0.011
Boot SE		0.045	0.088	0.085	0.059
CI (95%)		[-0.082; 0.099]	[-0.158; 0.193]	[-0.147; 0.189]	[-0.107; 0.132]
Direct/total effects results					
X on M	B	0.058	0.058	0.058	0.058
(a path)	t(292)	0.179	0.179	0.179	0.179
	Std. error	0.326	0.326	0.326	0.326
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	-0.061	-0.389	-0.080	-0.471
(c' path/direct path)	t(291)	-0.308	-1.602	-0.374	-1.721
	Std. error	0.197	0.243	0.213	0.274
Total effect model results					
Total effect	B	-0.052	-0.372	-0.063	-0.459
(c path)	t(292)	-0.257	-1.423	-0.271	-1.639
	Std. error	0.203	0.261	0.233	0.280
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON (c)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		-0.041	-0.081	-0.079	-0.053
Boot SE		0.052	0.100	0.097	0.068
CI (95%)		[-0.151; 0.057]	[-0.278; 0.113]	[-0.272; 0.114]	[-0.210; 0.065]
Direct/total effects results					
X on M	B	-0.273	-0.273	-0.273	-0.273
(a path)	t(292)	-0.845	-0.845	-0.845	-0.845
	Std. error	0.323	0.323	0.323	0.323
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.036	0.176	0.019	0.567*
(c' path/direct path)	t(291)	0.182	0.731	0.090	2.090
	Std. error	0.196	0.241	0.212	0.271
Total effect model results					
Total effect	B	-0.006	0.095	-0.060	0.514
(c path)	t(292)	-0.027	0.367	-0.259	1.851
	Std. error	0.201	0.259	0.231	0.278
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Figure 7.9: Experiment – Part 2: Unstandardised Results (Comparisons Between the Experimental Conditions, Hedonic Consumption Setting)



7.3.3.4 Analysis of the Conceptual Model: Comparisons between the Experimental Conditions in the Utilitarian Consumption Setting

As done with the conditions in the hedonic consumption setting, those in the utilitarian consumption setting were compared: System 1 (condition 4) versus System 2 (condition 5) (comparison d; System 2 processing condition set as reference group), System 1 versus sequential Systems 1+2 (condition 6) (comparison e; System 1 processing condition set as reference group), and System 2 versus sequential System 1+2 (comparison f; sequential Systems 1+2 processing condition set as reference group). Results were similar to those of the conditions of the hedonic consumption setting, and, hence, discussed only briefly (see Table 7.17 and Figure 7.10 for detailed results).

Whereas no significant direct effects were found of the processing of delight stimuli on the endurance of customer delight for any of the three comparisons (path a), significant and positive direct effects were found of the endurance of customer delight on the endurance of all four behavioural intentions (path b). As these effects were independent of the system processing, results were the same as for comparisons a, b, and c. Due to the missing significance of path a, no significant indirect effects of the processing of delight stimuli on the endurance of behavioural intentions through the endurance of customer delight was found, for any of the comparisons; thus, H2.1$^{Util.}$(a)-(d), H2.2$^{Util.}$(a)-(d), and H2.3$^{Util.}$(a)-(d) were not confirmed. Thus, customer delight endurance did not mediate the effect of the processing of delight stimuli on the endurance of the four behavioural intentions, in the utilitarian consumption setting.

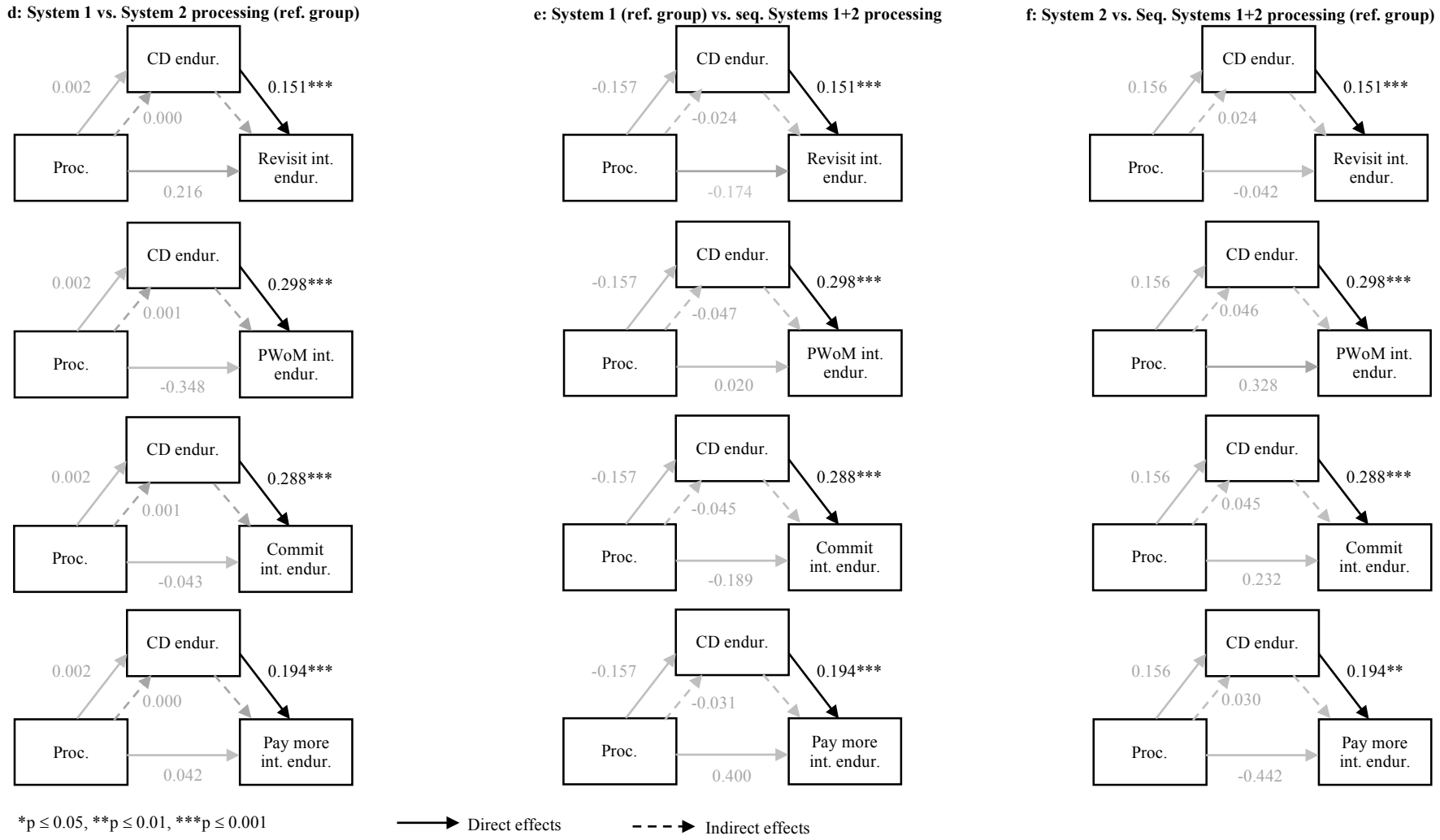
Moreover, no significant direct effects of the processing of delight stimuli on the endurance of behavioural intentions, controlling for the endurance of customer delight, were found, which means that H2.4$^{Util.}$(a)-(d), H2.5$^{Util.}$(a)-(d), and H2.6$^{Util.}$(a)-(d) were not confirmed. Finally, no significant total effects were found.

Table 7.17: Experiment – Part 2: Unstandardised Results (Comparisons Between the Experimental Conditions, Utilitarian Consumption Setting)

		Behavioural intentions endurance			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON (d)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.000	0.001	0.001	0.000
Boot SE		0.045	0.087	0.085	0.058
CI (95%)		[-0.087; 0.096]	[-0.168; 0.176]	[-0.164; 0.173]	[-0.122; 0.113]
Direct/total effects results					
X on M	B	0.002	0.002	0.002	0.002
(a path)	t(292)	0.006	0.006	0.006	0.006
	Std. error	0.319	0.319	0.319	0.319
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.216	-0.348	-0.043	0.042
(c' path/direct path)	t(291)	1.116	-1.463	-0.205	0.158
	Std. error	0.193	0.238	0.209	0.268
Total effect model results					
Total effect	B	0.216	-0.347	-0.042	0.043
(c path)	t(292)	1.086	-1.359	-0.185	0.156
	Std. error	0.199	0.256	0.228	0.274
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON (e)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		-0.024	-0.047	-0.045	-0.031
Boot SE		0.049	0.096	0.094	0.067
CI (95%)		[-0.126; 0.071]	[-0.234; 0.146]	[-0.238; 0.128]	[-0.187; 0.086]
Direct/total effects results					
X on M	B	-0.157	-0.157	-0.157	-0.157
(a path)	t(292)	-0.498	-0.498	-0.498	-0.498
	Std. error	0.316	0.316	0.316	0.316
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	-0.174	0.020	-0.189	0.400
(c' path/direct path)	t(291)	-0.905	0.084	-0.911	1.504
	Std. error	0.192	0.236	0.207	0.266
Total effect model results					
Total effect	B	-0.197	-0.027	-0.234	0.369
(c path)	t(292)	-1.000	-0.106	-1.037	1.356
	Std. error	0.197	0.254	0.226	0.272
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON (f)					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.024	0.046	0.045	0.030
Boot SE		0.051	0.099	0.095	0.069
CI (95%)		[-0.079; 0.130]	[-0.154; 0.242]	[-0.144; 0.230]	[-0.090; 0.191]
Direct/total effects results					
X on M	B	0.156	0.156	0.156	0.156
(a path)	t(292)	0.472	0.472	0.472	0.472
	Std. error	0.330	0.330	0.330	0.330
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	-0.042	0.328	0.232	-0.442
(c' path/direct path)	t(291)	-0.211	1.333	1.072	-1.596
	Std. error	0.200	0.246	0.216	0.277
Total effect model results					
Total effect	B	-0.187	0.374	0.277	-0.412
(c path)	t(292)	-0.091	1.416	1.174	-1.451
	Std. error	0.206	0.264	0.236	0.284
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Figure 7.10: Experiment – Part 2: Unstandardised Results (Comparisons Between the Experimental Conditions, Utilitarian Consumption Setting)



7.3.3.5 Further Analysis

As was the case with part 1, part 2 also compared the experimental conditions with the control conditions in each consumption setting, respectively. Due to the similarity of findings to those resulting from comparing the experimental conditions, this sub-section does not elaborate further on the results. Instead, the reader is referred to Figure 7.11 and Figure 7.12 for a visual representation of findings, and to Appendix 27 and Appendix 28 for detailed results.

Moreover, although the antecedents were not part of the conceptual model, Mann-Whitney tests were run to investigate whether there was a significant difference in the mean ranks of the delight antecedents between the conditions. This was done for the t_2 data as well as the endurance variables created for each of the antecedents. The results showed, for all comparison of conditions, that no significant differences in the mean ranks were found, meaning that no antecedent was more prevalent in one condition compared to another (see Appendix 29 and Appendix 30 for results).

Lastly, further analyses were conducted to detect any significant mean rank differences in the t_2 data as well as the endurance variables of customer delight and behavioural intentions based on other variables, i.e. gender, age, and income. Mann-Whitney tests were used for gender, and Kruskal Wallis tests for age and income (see Appendix 31 for results). No significant mean rank differences were found for the t_2 data or the endurance variables in customer delight and the four behavioural intentions.

Figure 7.11: Experiment – Part 2: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Hedonic Consumption Setting)

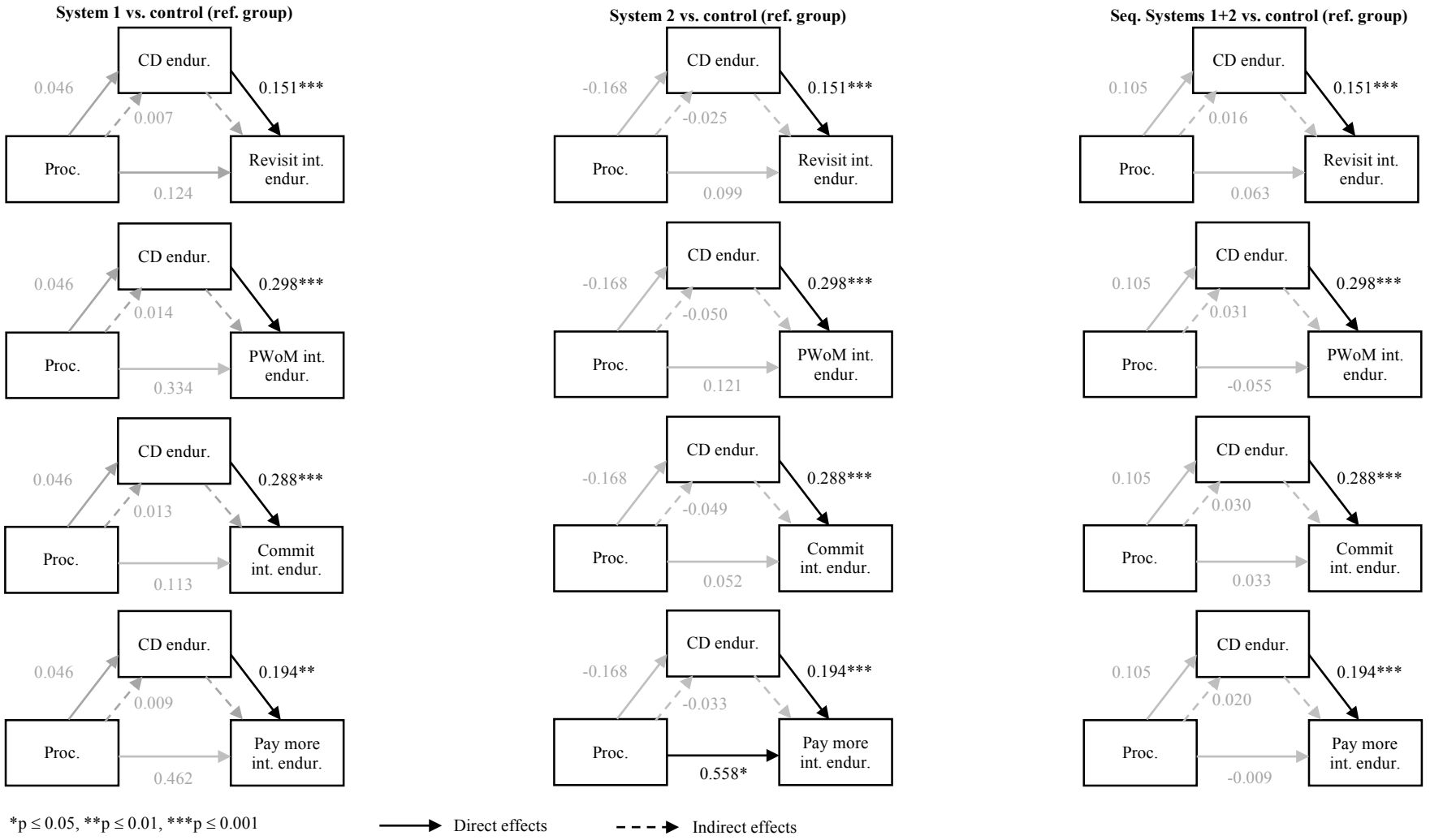
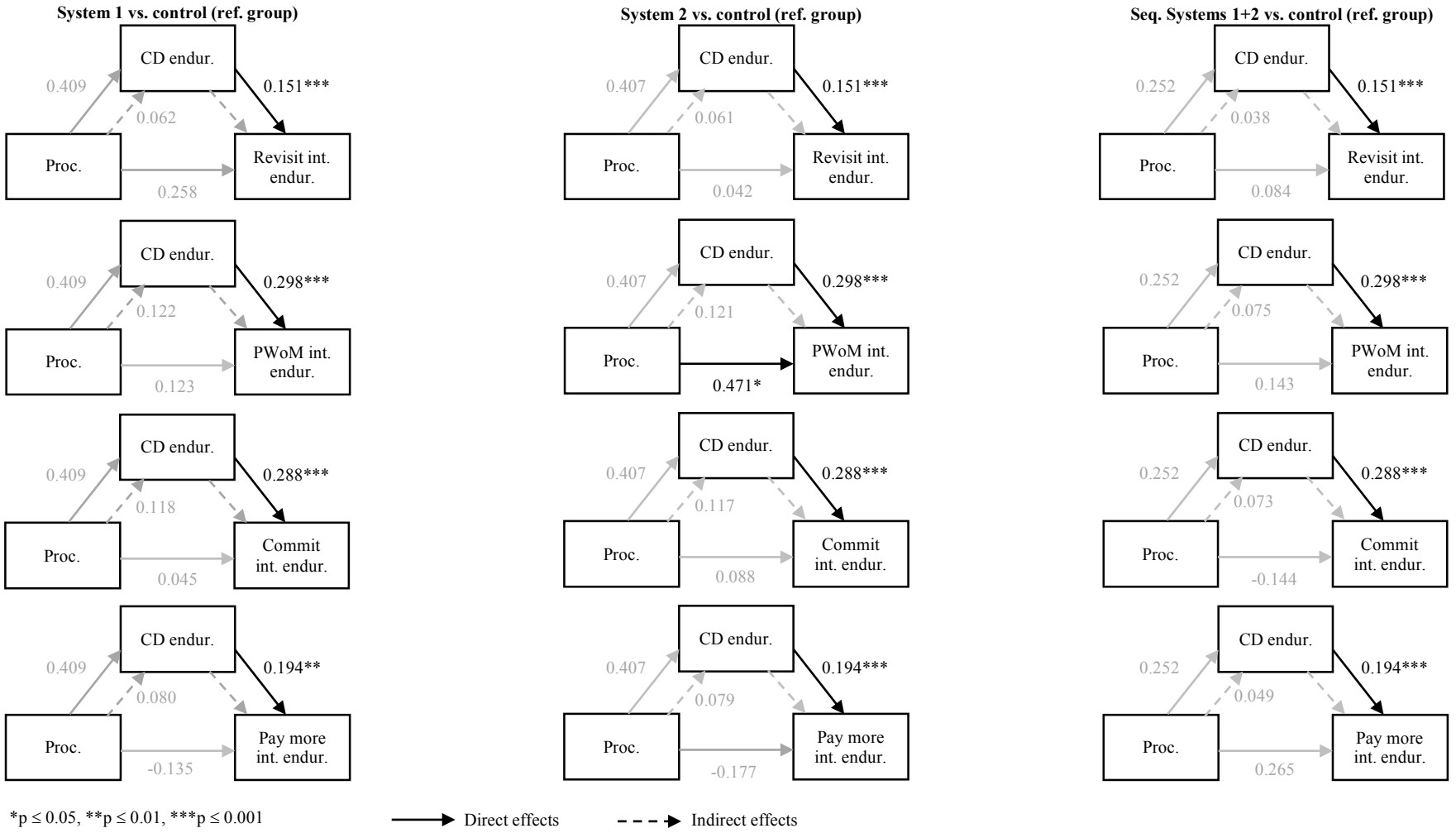


Figure 7.12: Experiment – Part 2: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Utilitarian Consumption Setting)



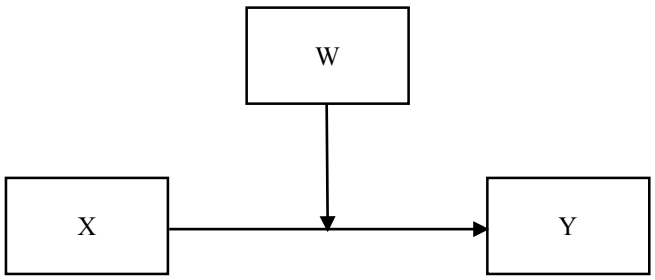
7.3.4 Part 3: The Consumption Setting as a Moderator of the Effect of the Processing of Delight Stimuli on the Magnitude and Endurance of Customer Delight and Behavioural Intentions

So far, part 1 focused on the effect of the processing of delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight in a hedonic and a utilitarian consumption setting, respectively. Part 2 looked at the effect of the processing of delight stimuli on the endurance of behavioural intentions through the endurance of customer delight. This, again, was investigated separately in a hedonic and a utilitarian consumption setting. Part 3 extended the focus of the previous two parts by directly comparing these indirect effects between the hedonic and the utilitarian consumption setting. Specifically, part 3 revolved around investigating whether there was a significant difference in the strength of the indirect effect of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions between the hedonic as opposed to the utilitarian consumption setting. Conceptually, this was achieved by adding the consumption setting as a moderator, leading to moderated mediation models (please refer to Chapter 5 for details).

A moderator (W) is a variable that describes the boundary condition of an effect of an independent variable (X) on a dependent variable (Y). Specifically, the strength of the effect of the independent variable on the dependent variable depends on different levels of a moderator. Moderation describes the 'when' of this effect through an interaction with the independent variable (X x W). A moderation can occur either on a direct effect of an independent variable on a dependent variable, or an indirect effect of an independent variable on a dependent variable through a mediator (Hayes, 2009). Figure 7.13 depicts the case of a moderation of a direct effect, which investigates how the effect of two cases, that differ by one unit in X, differ in Y on different levels of the

moderator. A moderation is present if the interaction between the independent variable and the moderator on the dependent variable is significant.

Figure 7.13: Moderation Model (PROCESS Model 1)

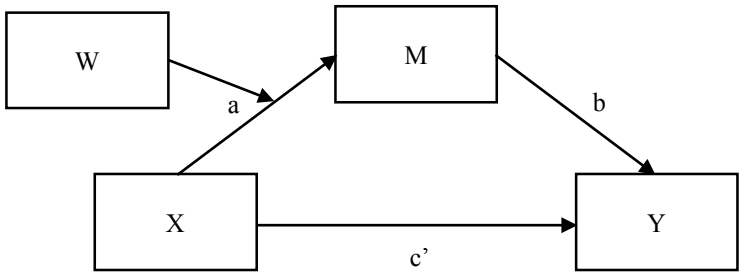


Source: Hayes (2013)

A variable can also moderate an indirect effect of an independent variable on a dependent variable through a mediator. In the case of a moderation of an indirect effect, moderated mediation (also referred to as a 'conditional indirect effect' (CIE)) is present (Hayes, 2009, 2013, 2015). This moderation indicates the boundary conditions of an indirect effect; specifically, "[…] moderated mediation occurs when the strength of an indirect effect depends on the level of some variable, or in other words, when mediation relations are contingent on the level of a moderator" (Preacher, Rucker and Hayes, 2007, p. 193). The conditional indirect effect quantifies by how much two cases, which differ by a unit in the independent variable, differ in the dependent variable through the indirect effect of the independent on the dependent variable through a mediator, at a certain level of the moderator (Hayes, 2013). A moderation of an indirect effect can occur on path a and/or b[28]. However, the focus here lay on the moderation of path a of the indirect effect (which constitutes Model 7 in PROCESS). Figure 7.14 illustrates this.

[28] Variables within the meditation model can act as moderators, such as the independent variable moderating the effect of the mediator on the dependent variable, i.e. path b. However, due to relevance, this thesis only considers moderation by a variable that is neither the independent, mediating, nor dependent variable in the simple mediation model.

Figure 7.14: Moderated Mediation Model (PROCESS Model 7)



Source: Hayes (2013)

If the moderated mediation is significant, this is interpreted as the conditional indirect effect being significantly different at a certain level of a moderator. The reverse applies if the moderated mediation is not significant (Hayes, 2015). Whether a moderated mediation is significant is indicated in PROCESS by the 'Index of Moderated Mediation' (Hayes, 2013, 2015). The Index of Moderated Mediation is the weight, i.e. a product of two or more regression coefficients, in the function that links the indirect effect to the moderator (Hayes, 2015). The Index of Moderated Mediation does not require the interaction between the independent and moderator variables to be significant (Hayes, 2015). Bootstrapping is used to calculate the Index of Moderated Mediation, including its effect and confidence interval (Hayes, 2013).

In Chapter 5, hypotheses and conceptual models were developed that incorporated the consumption setting as a moderator of the indirect effect of the processing of delight stimuli on the magnitude and endurance of behavioural intentions through that of customer delight. It was hypothesised that path a would be moderated by the consumption setting, which the existing literature refers to as a 'first stage moderation model' (Edwards and Lambert, 2007). As was the case with parts 1 and 2, the different types of system processing were compared to each other in part 3.

To test for moderation of the indirect effects, PROCESS model 7 was chosen. 10,000 bias-corrected bootstrapping samples were set, creating a 95% bias-corrected

confidence interval (Hayes, 2013). A dummy variable was created for the consumption setting as the moderator. The conditions with the same system processing manipulation were merged into one dummy variable, e.g. System 1 in the hedonic consumption setting and System 1 in the utilitarian consumption setting were merged into a System 1 processing dummy variable. This was possible as the moderator was expected to distinguish them based on the consumption setting dummy variable. Gender, age, and t_1 mood were included as covariates when running the conceptual model looking at the moderation of the indirect effect of the processing of delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight. When running the model looking at the moderation of the indirect effect of the processing of delight stimuli on the endurance of behavioural intentions through the endurance of customer delight, t_2 mood was additionally set as a covariate.

7.3.4.1 Analysis of the Conceptual Model: Comparisons between the Experimental Conditions (Magnitude)

System 1 versus System 2 processing (comparison a; System 2 processing conditions set as reference group), System 1 versus sequential Systems 1+2 processing (comparison b; System 1 processing conditions set as reference group), and System 2 versus sequential Systems 1+2 processing (comparison c; sequential Systems 1+2 processing conditions set as reference group) were compared, to investigate whether there was a significant difference in the indirect effect in a hedonic versus a utilitarian consumption setting. As the results were similar for all three comparisons, they are subsequently discussed together.

To get a tentative idea whether moderated mediation was present (although PROCESS confirms this through its Index of Moderated Mediation), the direct effect of

X on M, W on M, and the interaction term between X and W were analysed. For comparison a, a non-significant effect occurred of the processing of delight stimuli on the magnitude of customer delight. As opposed to that, the effect of the moderator on the magnitude of customer delight was significant and positive (B = 0.420, t(295) = 2.823, std. error = 0.149, p <0.01). Despite the significant effect of the moderator, i.e. the consumption setting, on customer delight, the fact that the direct effect of the processing of delight stimuli on the magnitude of customer delight was non-significant resulted in the interaction term to be non-significant, hinting at a non-significant moderated mediation. The same results were identified for comparisons b and c.

Significant results were found for the effect of customer delight on all four behavioural intentions. Specifically, independent of how participants processed and the consumption setting, a one unit increase in customer delight resulted in a 0.264 unit increase in intention to revisit (t(296) = 7.449, std. error = 0.035, p < 0.001), a 0.514 unit increase in intention to engage in positive word of mouth (t(296) = 11.895, std. error = 0.043, p < 0.001), a 0.441 unit increase in intention to commit (t(296) = 9.355, std. error = 0.047, p < 0.001), and a 0.270 unit increase in intention to pay more (t(296) = 3.676, std. error = 0.073, p < 0.001).

As elaborated above, PROCESS shows whether a moderated mediation is present based on its Index of Moderated Mediation. For all three comparisons, the respective index contained zero; thus, no conditional indirect effect, or moderated mediation, was present. Specifically, there was no significant difference between the strength of the indirect effect of the processing of the delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight between the hedonic as opposed to the utilitarian consumption setting. The consumption setting did not moderate the indirect effect. Hence, H3.1, H3.2, and H3.3 were not supported. Results are listed in Table 7.18.

Table 7.18: Experiment – Part 3: Unstandardised Results (Comparisons Between the Experimental Conditions, Magnitude)

			Behavioural intentions magnitude			
			Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON (a)						
Effects results						
X on M		B	-0.435	-0.435	-0.435	-0.435
		t(295)	-1.920	-1.920	-1.920	-1.920
		Std. error	0.227	0.227	0.227	0.227
W on M		B	0.420**	0.420**	0.420**	0.420**
		t(295)	2.823	2.823	2.823	2.823
		Std. error	0.149	0.149	0.149	0.149
M on Y		B	0.264***	0.514***	0.441***	0.270***
		t(296)	7.449	11.895	9.355	3.676
		Std. error	0.035	0.043	0.047	0.073
X on Y		B	-0.258*	-0.034	-0.107	-0.052
		t(296)	-2.276	-0.243	-0.710	-0.223
		Std. error	0.113	0.138	0.151	0.235
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.051	0.051	0.051	0.051
		t(295)	0.175	0.175	0.175	0.175
		Std. error	0.291	0.291	0.291	0.291
Index of Moderated Mediation		Index	0.014	0.026	0.023	0.014
		Boot SE	0.084	0.157	0.135	0.085
		CI (95%)	[-0.159; 0.174]	[-0.283; 0.332]	[-0.258; 0.278]	[-0.153; 0.190]
CIE at values of W	Hedonic	Effect	-0.101	-0.197	-0.170	-0.104
		Boot SE	0.071	0.127	0.111	0.073
		CI (95%)	[-0.274; 0.009]	[-0.476; 0.029]	[-0.421; 0.024]	[-0.293; 0.006]
	Utilitarian	Effect	-0.115	-0.224	-0.192	-0.117
		Boot SE	0.070	0.124	0.108	0.076
		CI (95%)	[-0.281; 0.002]	[-0.483; 0.007]	[-0.422; 0.001]	[-0.315; 0.004]
COMPARISON (b)						
Effects results						
X on M		B	0.221	0.221	0.221	0.221
		t(295)	0.941	0.941	0.941	0.941
		Std. error	0.235	0.235	0.235	0.235
W on M		B	0.432**	0.432**	0.432**	0.432**
		t(295)	2.961	2.961	2.961	2.961
		Std. error	0.146	0.146	0.146	0.146
M on Y		B	0.264***	0.514***	0.441***	0.270***
		t(296)	7.449	11.895	9.355	3.676
		Std. error	0.035	0.043	0.047	0.073
X on Y		B	0.278*	0.241	0.190	-0.061
		t(296)	2.466	1.750	1.263	-0.261
		Std. error	0.113	0.138	0.150	0.234
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.004	0.004	0.004	0.004
		t(295)	0.014	0.014	0.014	0.014
		Std. error	0.301	0.301	0.301	0.301
Index of Moderated Mediation		Index	0.001	0.002	0.002	0.001
		Boot SE	0.083	0.162	0.137	0.085
		CI (95%)	[-0.166; 0.162]	[-0.315; 0.325]	[-0.273; 0.264]	[-0.166; 0.180]
CIE at values of W	Hedonic	Effect	0.059	0.116	0.099	0.061
		Boot SE	0.068	0.127	0.109	0.071
		CI (95%)	[-0.062; 0.209]	[-0.118; 0.385]	[-0.104; 0.327]	[-0.052; 0.231]
	Utilitarian	Effect	0.058	-0.113	0.097	0.060
		Boot SE	0.070	0.132	0.113	0.073
		CI (95%)	[-0.062; 0.211]	[-0.135; 0.384]	[-0.106; 0.336]	[-0.061; 0.234]
COMPARISON (c)						
Effects results						
X on M		B	-0.016	-0.016	-0.016	-0.016
		t(295)	-0.067	-0.067	-0.067	-0.067
		Std. error	0.240	0.240	0.240	0.240
W on M		B	0.338*	0.338*	0.338*	0.338*
		t(295)	2.319	2.319	2.319	2.319
		Std. error	0.146	0.146	0.146	0.146
M on Y		B	0.264***	0.514***	0.441***	0.270***
		t(296)	7.449	11.895	9.355	3.676
		Std. error	0.035	0.043	0.047	0.073
X on Y		B	-0.020	-0.207	-0.083	0.114
		t(295)	-0.176	-1.475	-0.539	0.475
		Std. error	0.115	0.141	0.153	0.239
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.400	0.400	0.400	0.400
		t(295)	1.340	1.340	1.340	1.340
		Std. error	0.298	0.298	0.298	0.298
Index of Moderated Mediation		Index	0.105	0.205	0.176	0.108
		Boot SE	0.080	0.152	0.130	0.081
		CI (95%)	[-0.029; 0.288]	[-0.066; 0.540]	[-0.066; 0.453]	[-0.025; 0.301]

			Behavioural intentions magnitude			
			Revisit	**Engage in PWoM**	**Commit**	**Pay More**
CIE at values of W	Hedonic	Effect	0.101	0.197	0.169	-0.103
		Boot SE	0.063	0.117	0.100	0.063
		CI (95%)	[-0.004; 0.248]	[-0.017; 0.444]	[-0.012; 0.378]	[-0.006; 0.263]
	Utilitarian	Effect	-0.004	-0.008	-0.007	-0.004
		Boot SE	0.067	0.127	0.108	0.069
		CI (95%)	[-0.139; 0.128]	[-0.270; 0.228]	[-0.229; 0.205]	[-0.145; 0.131]

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

7.3.4.2 Analysis of the Conceptual Model: Comparisons between the Experimental Conditions (Endurance)

With regards to the conceptual model testing the moderation of the indirect effect of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance, System 1 versus System 2 processing (comparison d), System 1 versus sequential Systems 1+2 processing (comparison e), and System 2 versus sequential Systems 1+2 processing (comparison f) were compared. The same reference groups were set as above.

For none of the three comparisons was a significant direct effect found of the processing of delight stimuli on customer delight endurance, and of the consumption setting on customer delight endurance, or a significant interaction between the processing of delight stimuli and the consumption setting. This provided some first information that a moderated mediation might not be present, in any of the comparisons. However, significant and positive results were found of the effect of customer delight endurance on all four behavioural intentions endurance, independent of the system processing used and the consumption setting. Specifically, a one unit increase in customer delight endurance led to a 0.150 unit increase in the endurance of intention to revisit ($t(295) = 4.268$, std. error = 0.035, $p < 0.001$), a 0.300 unit increase in the endurance of intention to engage in positive word of mouth ($t(295) = 6.906$, std. error = 0.043, $p < 0.001$), a 0.288 unit increase in the endurance of intention to commit ($t(295) = 7.550$, std. error = 0.038, $p <$

0.001), and a 0.178 unit increase in the endurance of intention to pay more (t(295) = 3.529, std. error = 0.050, $p < 0.001$).

Looking at the Index of Moderated Mediation, the confidence interval for all three comparisons contained zero, meaning that no significant moderated mediation was found. Thus, no significant difference was found in the strength of the indirect effects of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance between the hedonic and the utilitarian consumption settings, for any of the comparisons. This showed that the consumption setting did not moderate the indirect effect, and, hence, H3.4, H3.5, and H3.6 were not supported. The detailed results for the tested moderation of the indirect effect are listed in Table 7.19.

7.3.4.3 Further Analysis

As was the case with parts 1 and 2, part 3 compared the experimental conditions with the control conditions to investigate whether there was a significant difference in the indirect effect between the hedonic and utilitarian consumption settings. This was done for the magnitude and endurance, respectively. Due to the similarity of results with the previous sub-section (i.e. non-significant moderated mediation), and the length of this thesis, results are not discussed further in detail. Instead, the reader is referred to Appendix 32 and Appendix 33 for results.

Table 7.19: Experiment – Part 3: Unstandardised Results (Comparisons Between the Experimental Conditions, Endurance)

			Behavioural intentions endurance			
			Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON (d)						
Effects results						
X on M		B	0.183	0.183	0.183	0.183
		t(294)	0.640	0.640	0.640	0.640
		Std. error	0.286	0.286	0.286	0.286
W on M		B	0.140	0.140	0.140	0.140
		t(294)	0.753	0.753	0.753	0.753
		Std. error	0.186	0.186	0.186	0.186
M on Y		B	0.150***	0.300***	0.288***	0.178***
		t(295)	4.268	6.906	7.550	3.529
		Std. error	0.035	0.043	0.038	0.050
X on Y		B	0.126	-0.073	0.018	-0.022
		t(295)	0.922	-0.435	0.121	-0.111
		Std. error	0.136	0.168	0.148	0.195
Conditional indirect effects (CIE) results						
Interaction between X and W		B	-0.135	-0.135	-0.135	-0.135
		t(294)	-0.370	-0.370	-0.370	-0.370
		Std. error	0.365	0.365	0.365	0.365
Index of Moderated Mediation		Index	-0.020	-0.041	-0.039	-0.024
		Boot SE	0.055	0.107	0.104	0.065
		CI (95%)	[-0.133; 0.082]	[-0.254; 0.168]	[-0.246; 0.162]	[-0.167; 0.098]
CIE at values of W	Hedonic	Effect	0.007	0.014	0.014	0.008
		Boot SE	0.047	0.091	0.089	0.056
		CI (95%)	[-0.086; 0.102]	[-0.165; 0.194]	[-0.163; 0.188]	[-0.100; 0.124]
	Utilitarian	Effect	0.027	0.055	0.053	0.032
		Boot SE	0.041	0.082	0.079	0.051
		CI (95%)	[-0.050; 0.118]	[-0.108; 0.217]	[-0.095; 0.213]	[-0.058; 0.149]
COMPARISON (e)						
Effects results						
X on M		B	-0.131	-0.131	-0.131	-0.131
		t(294)	-0.447	-0.447	-0.447	-0.447
		Std. error	0.292	0.292	0.292	0.292
W on M		B	0.068	0.068	0.068	0.068
		t(294)	0.376	0.376	0.376	0.376
		Std. error	0.181	0.181	0.181	0.181
M on Y		B	0.150***	0.300***	0.288***	0.178***
		t(295)	4.268	6.906	7.550	3.529
		Std. error	0.035	0.043	0.038	0.050
X on Y		B	-0.123	-0.177	-0.140	-0.046
		t(295)	-0.897	-1.045	-0.943	-0.236
		Std. error	0.137	0.169	0.148	0.196
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.154	0.154	0.154	0.154
		t(294)	0.413	0.413	0.413	0.413
		Std. error	0.374	0.374	0.374	0.374
Index of Moderated Mediation		Index	0.023	0.046	0.044	0.027
		Boot SE	0.056	0.110	0.108	0.069
		CI (95%)	[-0.090; 0.130]	[-0.179; 0.256]	[-0.173; 0.257]	[-0.103; 0.183]
CIE at values of W	Hedonic	Effect	0.004	0.007	0.007	0.004
		Boot SE	0.041	0.080	0.077	0.049
		CI (95%)	[-0.080; 0.081]	[-0.149;0.163]	[-0.145; 0.156]	[-0.093; 0.104]
	Utilitarian	Effect	-0.020	-0.039	-0.038	-0.023
		Boot SE	0.046	0.092	0.089	0.057
		CI (95%)	[-0.113; 0.072]	[-0.215; 0.149]	[-0.217; 0.137]	[-0.155; 0.079]
COMPARISON (f)						
Effects results						
X on M		B	0.146	0.146	0.146	0.146
		t(294)	0.490	0.490	0.490	0.490
		Std. error	0.299	0.299	0.299	0.299
W on M		B	0.201	0.201	0.201	0.201
		t(294)	1.109	1.109	1.109	1.109
		Std. error	0.181	0.181	0.181	0.181
M on Y		B	0.150***	0.300***	0.288***	0.178***
		t(295)	4.268	6.906	7.550	3.529
		Std. error	0.035	0.043	0.038	0.050
X on Y		B	-0.003	0.250	0.122	0.068
		t(295)	-0.021	1.456	0.810	0.342
		Std. error	0.139	0.172	0.151	0.199
Conditional indirect effects (CIE) results						
Interaction between X and W		B	-0.411	-0.411	-0.411	-0.411
		t(294)	-1.101	-1.101	-1.101	-1.101
		Std. error	0.373	0.373	0.373	0.373
Index of Moderated Mediation		Index	-0.062	-0.123	-0.118	-0.073
		Boot SE	0.060	0.118	0.110	0.074

			Behavioural intentions endurance			
			Revisit	**Engage in PWoM**	**Commit**	**Pay More**
CIE at values of W	Hedonic	CI (95%)	[-0.187; 0.052]	[-0.361; 0.101]	[-0.344; 0.089]	[-0.258; 0.049]
		Effect	-0.040	-0.079	-0.076	-0.047
		Boot SE	0.050	0.098	0.092	0.060
	Utilitarian	CI (95%)	[-0.145; 0.054]	[-0.282; 0.107]	[-0.263; 0.097]	[-0.186; 0.057]
		Effect	0.022	0.044	0.042	0.026
		Boot SE	0.044	0.087	0.083	0.052
		CI (95%)	[-0.064; 0.111]	[-0.133; 0.213]	[-0.127; 0.200]	[-0.071; 0.148]

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

7.4 Chapter Conclusion

This chapter elaborated on the data analysis and findings of pre-study 1, pre-study 2, and the experiment. Pre-study 1 (n = 106) aimed to identify the delight stimuli for the experimental scenarios. Core service, unanticipated acquisition, and unanticipated value were identified as the most delightful stimuli, in the hedonic and the utilitarian consumption settings. Pre-study 2 ($n_1 = 21$, $n_2 = 130$, $n_3 = 48$) tested the effectiveness of the experimental manipulations, i.e. manipulation of the system processing and consumption setting. Manipulation checks, based on independent t-tests, paired sample t-tests, and ANOVAs, confirmed that the planned manipulations were successful.

The experimental data were rigorously cleaned, leading to a final sample size of 304 subjects at the end of t_2. Tests of the system processing and consumption setting manipulation checks confirmed that the manipulations were valid. The scales used for the key variables were validated through factor analysis, reliabilities tests, and tests for discriminant validity. Nine extreme outliers were detected, and after thorough analysis it was decided to keep them in the dataset. Tests for normal distribution of data showed that the experimental data for customer delight and behavioural intentions were not normally distributed at t_1 and t_2. The experimental data were analysed using the PROCESS macro (Hayes, 2013) for SPSS. This data analysis technique was chosen due to its practicality of testing for the presence of mediation and moderated mediation and respective effect sizes at once, and due to the fact that it allows for data to be non-normally distributed.

The experiment consisted of three parts. Dummy variables were created for the independent variable, i.e. processing of delight stimuli (and for the consumption setting in part 3). Within each part, always two types of system processing were compared to each other, as the two categories of the independent variable, leading to three comparisons (i.e. System 1 versus System 2 processing; System 1 versus sequential Systems 1+2 processing; System 2 versus sequential Systems 1+2 processing). In each comparison, one type of system processing was set as the reference group to which the other type was compared; the conditions that were not compared (in the respective comparison) were set as covariates.

Part 1 found that, compared to System 1 processing, people who processed through System 2 reported stronger customer delight, which, in turn, led to stronger behavioural intentions, in a hedonic consumption setting. This significant indirect effect, however, was not found in a utilitarian consumption setting. No such significant indirect effect was found for the other comparisons. No significant direct effects were found of the processing of delight stimuli on the magnitude of behavioural intentions, in the hedonic consumption setting, whereas significant direct effects were found on the magnitude of intention to revisit, to engage in positive word of mouth, and to pay more when sequential Systems 1+2 processing was involved, in the utilitarian consumption setting. Furthermore, a consistent significant positive effect was found of customer delight magnitude on behavioural intentions magnitude, meaning that the stronger customer delight, the stronger all four behavioural intentions; this applied in both consumption settings.

Part 2 found no significant indirect effect of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance for the comparisons, in any of the consumption settings. The only significant direct and positive

effect of the processing of delight stimuli was found on the endurance of intention to pay more, in the hedonic consumption setting, when comparing System 2 processing and sequential Systems 1+2 processing (reference group). However, consistent significant and positive effects were found of customer delight endurance on behavioural intentions endurance, meaning that the more enduring customer delight, the more enduring the four behavioural intentions; this occurred in both consumption settings.

Finally, part 3 investigated whether the indirect effect of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions was moderated by the consumption setting. In other words, it was investigated whether there was a significant difference in the strength of the indirect effect of the processing of delight stimuli between the hedonic and the utilitarian consumption settings, which is also referred to as moderated mediation. No such significant moderated mediation was found, for any of the comparisons. This was the case when looking at magnitude as well as endurance. Consequently, the consumption setting did not constitute a moderator here. Table 7.20 summarises the accepted and rejected hypotheses. Chapter 8 discusses these findings by linking them to the literature on customer delight and dual-processing theory, in order to derive theoretical implications.

Table 7.20: Summary of Accepted and Rejected Hypotheses

Hypothesis	Hypothesis accepted/ rejected (per setting)
H1.1: Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger.	Hed.: accepted; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: accepted; util.: rejected
(c) commit is stronger.	Hed.: accepted; util.: rejected
(d) pay more is stronger.	Hed.: accepted; util.: rejected
H1.2: Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H1.3: Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H1.4: Compared to System 1 processing, the positive direct effect of System 2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H1.5: Compared to System 1 processing, the positive direct effect of sequential Systems 1+ 2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: accepted
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: accepted
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H1.6: Compared to System 2 processing, the positive direct effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: accepted
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H2.1: Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H2.2: Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H2.3: Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H2.4: Compared to System 1 processing, the positive direct effect of System 2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H2.5: Compared to System 1 processing, the positive direct effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H2.6: Compared to System 2 processing, the positive direct effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger.	Hed.: rejected; util.: rejected
(b) engage in positive word of mouth is stronger.	Hed.: rejected; util.: rejected
(c) commit is stronger.	Hed.: rejected; util.: rejected

Hypothesis	Hypothesis accepted/ rejected (per setting)
(d) pay more is stronger.	Hed.: rejected; util.: rejected
H3.1: Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(b) engage in positive word of mouth is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(c) commit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
H3.2: Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(b) engage in positive word of mouth is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(c) commit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
H3.3: Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the magnitude of intention to	
(a) revisit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(b) engage in positive word of mouth is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(c) commit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
H3.4: Compared to System 1 processing, the positive indirect effect of System 2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(b) engage in positive word of mouth is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(c) commit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
H3.5: Compared to System 1 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(b) engage in positive word of mouth is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(c) commit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
H3.6: Compared to System 2 processing, the positive indirect effect of sequential Systems 1+2 processing of delight stimuli on the endurance of intention to	
(a) revisit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(b) engage in positive word of mouth is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(c) commit is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected
(d) pay more is stronger when the consumption setting is hedonic (rather than utilitarian).	Rejected

8. Discussion

This chapter discusses the findings of parts 1, 2, and 3 of the experiment presented above, and links them to the extant literature of customer delight and dual-processing theory, to highlight theoretical implications. To ensure consistency with the structure of the previous chapters, findings of parts 1, 2, and 3 are discussed separately. Although the focus lies on the experiment, pre-study 1 findings are discussed briefly first.

8.1 Pre-Study 1: Identifying the Delight Stimuli for the Experimental Scenarios

This thesis investigated the intrinsic processing customers engage in during delightful experiences, and how this affects the magnitude and endurance of customer delight and, in turn, of behavioural intentions. This was looked at in a hedonic and a utilitarian consumption setting (parts 1 and 2), and the effects of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions were compared between consumption settings (part 3). Prior to the experiment, pre-study 1 was conducted to identify the most delightful stimuli for the consumption settings for each experimental scenario. For this purpose, participants were exposed to ten delight stimuli gathered from the existing literature (in line with: Arnold et al., 2005; Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015), in either a hedonic or utilitarian consumption setting, and were asked to rank order these stimuli for how delightful they were. Analyses showed that for the hedonic consumption setting, core product (1), unanticipated value (2), and unanticipated acquisition (3) were the three most delightful stimuli, whereas in the utilitarian consumption it was unanticipated acquisition (1), core product (2), and unanticipated value (3). Hence, despite different rank orders, the three most delightful stimuli were the same for both consumption settings.

These findings add to the key theme in the customer delight literature that has investigated stimuli of customer delight, and which ones are most delightful (e.g. Arnold et al., 2005; Bartl, Gouthier and Lenker, 2013; Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Meyer, Barnes and Friend, 2017; Verma, 2003; Wang, 2011). Previous studies have looked at delight stimuli and customer delight either in a hedonic (e.g. Oliver, Rust and Varki, 1997) or utilitarian consumption setting (Finn, 2005). Limited research exists that has looked at delight stimuli in different consumption settings in one study to determine what stimuli lead to customer delight in which setting (Barnes, Ponder and Dugar, 2011).

The scant literature that has investigated delight stimuli in different consumption settings differentiates those based on the proximity of contact between customer and frontline employee, using Bowen's service taxonomy (Barnes, Ponder and Dugar, 2011; Bowen, 1990). However, the customer delight literature has categorised the consumption setting more frequently into hedonic and utilitarian (e.g. Finn, 2005; Oliver, Rust and Varki, 1997; Wang, 2011). Hence, the findings of pre-study 1 contribute to the key theme of delight stimuli in the customer delight literature by (a) expanding the scant literature that has looked at how delightful stimuli are in different consumption settings (Barnes, Ponder and Dugar, 2011), (b) generating a list of stimuli ranging from most delightful to least delightful, and (c) using the consumption setting categorisation that has most frequently been referred to in the literature (e.g. Finn, 2005; Oliver, Rust and Varki, 1997; Wang, 2011). Such knowledge is helpful to select the stimuli that create stronger customer delight in different consumption settings, and to ensure effective resource allocation.

Finally, it was argued in Chapter 2 that the current customer delight literature has more prevalently investigated interpersonal delight stimuli, whereas non-interpersonal

stimuli have been scarcely looked at (e.g. Arnold et al., 2005). Pre-study 1 extends the current customer delight literature by finding that the most delightful stimuli were of non-interpersonal nature. This advances the customer delight literature by emphasising the importance of non-interpersonal delight stimuli to create customer delight in both a hedonic and utilitarian consumption setting, and raises awareness amongst marketing academics and practitioners alike to also consider non-interpersonal delight stimuli if they want to better delight customers.

8.2 Experiment: Testing the Conceptual Models

8.2.1 Part 1: The Effect of the Processing of Delight Stimuli on the Magnitude of Customer Delight and Behavioural Intentions in Different Consumption Settings

Part 1 of the experiment looked at how the processing of delight stimuli affects the magnitude of customer delight and, in turn, of behavioural intentions; specifically, intention to revisit, to engage in positive word of mouth, to commit, and to pay more. In other words, the aim was to find out which type of system processing needs to be stimulated, when a customer is exposed to a delightful experience, in order to create stronger customer delight and, in turn, stronger behavioural intentions, in a hedonic and a utilitarian consumption setting, respectively. Data analyses were conducted by comparing each type of system processing with each other (i.e. System 1 versus System 2 processing; System 1 versus sequential Systems 1+2 processing; System 2 versus sequential Systems 1+2 processing). This was done separately for the hedonic and the utilitarian consumption setting. For both consumption settings, it was hypothesised that System 1 processing would have a weaker positive effect on the magnitude of behavioural intentions through customer delight magnitude than System 2 processing or sequential

Systems 1+2 processing; sequential Systems 1+2 processing was predicated to have a stronger positive effect than System 1 processing and System 2 processing.

The only significant indirect effect occurred in the comparison between System 1 versus System 2 processing, i.e. System 2 had a stronger effect than System 1, in a hedonic consumption setting, but not in the utilitarian one. For the comparisons between System 1 versus sequential Systems 1+2 processing, and System 2 versus sequential Systems 1+2 processing, no significant indirect effects were found; this means, their effect on customer delight magnitude and, in turn, behavioural intentions magnitude did not differ. This occurred in both the hedonic and the utilitarian consumption setting.

These findings advance the extant customer delight literature in several important ways. Findings extend the emerging, scarcely investigated key theme of customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016). Although scant studies exist that explicitly look at customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016) as well as other few studies that can be interpreted as looking at the psychological elements of customer delight as they investigate its antecedents (e.g. Finn, 2005; Oliver, Rust and Varki, 1997), no study exists that looks at how customers intrinsically process delightful experiences. This is the first study that sheds light on the intrinsic processing of customers during delightful experiences, and, thus, suggests what happens in their minds during such experiences. This new knowledge extends the customer delight literature by showing how customers' processing during delightful experiences affects the magnitude of customer delight and, in turn, of behavioural intentions. This is important as academics and practitioners now understand which form of system processing to trigger, i.e. System 2 processing in a hedonic consumption setting, in order to generate stronger customer delight and, in turn, behavioural intentions. In addition, by explaining how customers intrinsically process delightful experiences, this thesis also

addresses calls that have been made for further investigations into the psychological aspects of customer delight (e.g. Barnes, Ponder and Dugar, 2011; Oliver, Rust and Varki, 1997; Sivakumar, Li and Dong, 2014).

Furthermore, customer delight has so far been defined as an emotion only (Oliver, Rust and Varki, 1997). Hence, based on the System 1 and System 2 processing framework, customer delight should have only resulted from System 1 processing (Kahneman, 2003; Stanovich and West, 2000). However, it was argued that customer delight should also result from System 2 processing as well as sequential Systems 1+2 processing, due to the similar characteristics, i.e. elaborate analysis, between the cognitive element of surprising consumption as an antecedent of customer delight and System 2 processing. Results show that customer delight can indeed result from System 2 processing and sequential Systems 1+2 processing. With the System 1 and System 2 processing framework stating that outcomes of System 2 and sequential Systems 1+2 processing constitute judgements (Kahneman, 2003; Stanovich and West, 2000), this suggests that customer delight may not only constitute an emotion, but may also be a judgement. Thus, this finding extends the current understanding of customer delight as an emotion only (Oliver, Rust and Varki, 1997), by offering a new, more analytical understanding of customer delight. This new understanding is important as it sheds light on how to increase the magnitude of customer delight.

The finding of the superiority of the effect of System 2 processing (over System 1) on the magnitude of customer delight and, in turn, of all four behavioural intentions in the hedonic consumption setting links to the customer delight literature in further ways. When looking at the extant customer delight literature, although affective and cognitive antecedents of customer delight have been identified (Finn, 2005; Loureiro, Miranda and Breazeale, 2014; Oliver, Rust and Varki, 1997), the affective nature of customer delight

has been frequently emphasised. In contrast, less emphasis has been put on the cognitive aspect, i.e. the comparison between received performance and pre-held expectations, as part of the surprising consumption antecedent. The latter especially shares similar characteristics with System 2 processing. The negligence of the importance of this cognitive aspect of customer delight in hedonic consumption settings constitutes an oversight in the literature. As further analyses in part 1 revealed, people in the System 2 processing condition in the hedonic consumption setting reported significantly higher levels of surprising consumption than participants in the System 1 processing condition. Thus, their customer delight had a stronger cognitive element to it, strengthening the point that System 2, i.e. cognitive processing, leads to stronger customer delight and, in turn, stronger behavioural intentions. With these findings, the scant literature is advanced that has focused on the surprising consumption aspect of customer delight (e.g. Kim and Mattila, 2013; Rust and Oliver, 2000) by highlighting the importance of the cognitive aspects on the magnitude of customer delight. This helps balance out the currently strong emphasis on the affective aspects of customer delight, and raises awareness amongst marketing academics and practitioners to increasingly focus on the cognitive aspects of customer delight.

Furthermore, the 1980s saw a shift towards an emphasis on hedonic aspects of consumption, away from the more rationale perspective. It has been strongly emphasised that experiential, emotive elements should be incorporated to create customer experiences, especially in hedonic consumption settings (Holbrook and Hirschman, 1982). Findings here suggest that, without disregarding the importance of affective elements to customer experiences, more rational, cognitive elements, i.e. System 2 processing, are important to achieve stronger outcomes, in hedonic consumption settings. Thus, the literature that has emphasised affective elements in hedonic consumption

settings (e.g. Holbrook and Hirschman, 1982) is extended by highlighting the relevance of cognitive elements to create stronger positive outcomes, such as customer delight and, in turn, behavioural intentions.

Although the focus of part 1 lay on the indirect effect of the processing of delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions, some interesting findings occurred with regards to the direct effects between the variables of the model. When solely focussing on the positive direct effect of the magnitude of customer delight on the magnitude of behavioural intentions, this effect was found to be significant in both the hedonic and the utilitarian consumption setting. These findings are important as they emphasise that the more someone is delighted, the stronger their behavioural intentions, and extend current studies that find a similar positive effect of customer delight on behavioural intentions (e.g. Collier et al., 2018; Finn, 2005; Oliver, Rust and Varki, 1997; Swanson and Davis, 2012). These findings also extend the wider literature on customer experiences (e.g. Lemon and Verhoef, 2016), relationship marketing (e.g. Morgan and Hunt, 1994), and loyalty (e.g. Dick and Basu, 1994) by highlighting the importance of customer delight as a marketing concept that may help increase business success.

However, an emphasis has existed in the extant literature on intention to revisit and to engage in positive word of mouth as the primary outcomes of customer delight (e.g. Arnold et al., 2005; Chitturi, Raghunathan and Mahajan, 2008; Dutta et al., 2017). Hence, this thesis also incorporated intention to commit and to pay more; two outcome variables the extant customer delight has scarcely looked at (Barnes, Beauchamp and Webster, 2010). The results suggest that the positive effect of customer delight was stronger on intention to commit than on intention to revisit, although weaker than on intention to engage in positive word of mouth. Although the weakest effect, customer

delight had a significant positive effect on the magnitude of intention to pay more. Hence, although intention to engage in positive word of mouth was confirmed here as a prevalent outcome of customer delight, the strong focus of the literature on intention to revisit is put into question. Specifically, the full spectrum of the benefits of customer delight might have been neglected so far by principally focusing on intention to revisit (and to engage in positive word of mouth), whilst not sufficiently looking at other outcome variables. Findings here highlight intention to commit and intention to pay more as customer delight outcomes in both hedonic and utilitarian consumption settings, and make academics and practitioners aware of the need to consider other beneficial outcomes of customer delight, beyond intention to revisit and to engage in positive word of mouth.

Interesting findings also emerged from the direct effects of the processing of delight stimuli on the four behavioural intentions. In the hedonic consumption setting, no significant direct effect occurred in any of the three comparisons. In the comparison between System 1 and System 2, customer delight magnitude fully mediated the effect of the processing of delight stimuli on the magnitude of behavioural intentions; this confirms the current understanding in the extant literature of customer delight as being a mediator between delight stimuli and behavioural intentions (e.g. Barnes et al., 2016; Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Dutta et al., 2017; Wang, 2011). However, significant direct effects were found in the utilitarian consumption setting, when sequential Systems 1+2 processing was involved. Specifically, sequential Systems 1+2 processing led to stronger intention to revisit and to engage in positive word of mouth, whereas for intention to pay more, the opposite occurred – sequential Systems 1+2 processing led to significantly weaker intention to pay more (than System 1 processing). These findings show that customer delight does not always act as a mediator, as so far suggested in the literature (e.g. Barnes et al., 2016; Chitturi, Raghunathan and

Mahajan, 2008; Collier et al., 2018; Dutta et al., 2017; Wang, 2011). There are circumstances where delight stimuli can directly affect intention to revisit, to engage in positive word of mouth, and to pay more without someone necessarily getting delighted. Sequential Systems 1+2 processing in a utilitarian consumption setting was found here to be such a circumstance. This is the first study that found a direct link of delight stimuli (in relation to intrinsic processing) on certain behavioural intentions.

The findings also extend the current dual-processing theory literature in several important ways. This thesis advances the dual-processing theory literature by intertwining a well-established marketing concept, i.e. customer delight, with the theory. Dual-processing theory has been principally used in the psychology literature to explain customers' processing in relation to, for example, emotions (e.g. Bodenhausen, Kramer and Suesser, 1994). When looking at the marketing literature, dual-processing theory has been scarcely applied (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011); however, studies that do so constitute seminal work, such as Petty and Cacioppo's (1986) Elaboration Likelihood Model, which looks at customers' processing in relation to attitudes. Respective work has provided invaluable insights into how marketing academics and practitioners can increase marketing concepts' magnitude and endurance by triggering a certain way of processing. Thus, by applying dual-processing theory to look at customers' intrinsic processing in relation to customer delight, this thesis extends the scant literature that has linked the theory to marketing concepts (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011). By doing so, this thesis emphasises the theory's importance to the marketing domain, and raises awareness amongst academics that intertwining the theory with further marketing concepts may reveal more original insights into how their magnitude and endurance can be increased.

In addition, linking customer delight, as an emotion, with dual-processing theory also addresses existing calls for intertwining the theory with new emotions (Evans, 2008; Kahneman, 2003; Slovic et al., 2004; Wang, 2006). Whilst doing so, a new approach is taken. Specifically, studies placing emotions within the context of dual-processing theory look at those as stimuli, and what type of system processing they trigger (e.g. Bodenhausen, Kramer and Suesser, 1994; Bodenhausen, Sheppard and Kramer, 1994; Connolly and Butler, 2006; Lerner and Tiedens, 2006). In contrast, this thesis takes an emotion, as defined in the literature (Oliver, Rust and Varki, 1997), and investigates it as the outcome. Specifically, it looks at how the system processing affects its creation and, thus, its quality, i.e. magnitude (and endurance in part 2). This approach provides more implementable knowledge into how an emotion's magnitude can be increased, i.e. by triggering a certain way of system processing, and whether it always constitutes an emotion, or whether it may also be a judgement.

The findings also extend the current dual-processing theory literature by revealing how system processing affects the magnitude (and endurance in part 2) of outcomes in different consumption settings. This thesis constitutes the first study to do so, advancing the existing dual-processing theory literature (e.g. Dane, Rockmann and Pratt, 2012; Olsen, Samuelsen and Gaustad, 2014) that has so far not suggested whether the effect of system processing on outcomes differ based on circumstances, such as consumption settings. This has conveyed the idea that dual-processing theory is generally applicable. By investigating how system processing affects the magnitude of outcomes in different consumption settings, this thesis advances the extant literature by offering insights into the type of system processing that should be triggered in a certain consumption setting to create stronger outcomes. Specifically, findings suggest that System 2 processing should

be triggered in a hedonic consumption setting, whereas the system processing does not matter in a utilitarian consumption setting; this is, when customers ought to be delighted.

The dual-processing theory literature is extended in further ways. Focusing on the comparisons between System 1 and System 2 processing first, according to the System 1 and System 2 framework, System 2 outcomes are of stronger magnitude than System 1 outcomes (Kahneman, 2003; Stanovich and West, 2000). The same thinking underlies other seminal work building on dual-processing theory, such as the Elaboration Likelihood Model by Petty and Cacioppo (1986). The fact that the findings suggest a significantly positive and stronger effect of System 2 processing compared to System 1 processing on outcomes confirms the System 1 and System 2 processing framework, in a hedonic consumption setting. A significant indirect effect when comparing System 1 processing versus System 2 processing was, however, not found in the utilitarian consumption setting. Specifically, System 2 processing did not have a stronger indirect effect than System 1 processing. Hence, this finding contradicts the System 1 and System 2 processing framework in a utilitarian consumption setting.

An insightful explanation of the superiority of System 2 in the hedonic, but not in the utilitarian consumption setting, may lie in the nature of the consumption setting. Hedonic consumption settings, such as restaurant visits, have frequently been characterised as high involvement contexts, which is where people deploy more cognitive effort (Chitturi, Raghunathan and Mahajan, 2008). Contrarily, utilitarian consumption settings have frequently been characterised by a routine purchasing nature, underpinned by automaticity and little cognitive effort put into the situation, i.e. low involvement (Chitturi, Raghunathan and Mahajan, 2008; Loureiro, Miranda and Breazeale, 2014). As introduced in the previous chapters, the System 1 and System 2 framework states that if a person is highly involved, they are more likely to process through System 2, whereas if

involvement is low, processing is more likely to take place through System 1 (Kahneman, 2003; Stanovich and West, 2000). Although no conclusion can be drawn with regards to whether System 1 processing or System 2 processing was more or less likely to occur in a hedonic consumption setting, as the focus lay on distinguishing between the strength of their effects in different consumption settings, the superiority of the effect of System 2 may be indicative of this type of processing being more relevant in a hedonic consumption setting, and less relevant in the utilitarian consumption setting. These finding advance the dual-processing theory literature by suggesting that System 2 processing, as opposed to System 1 processing, leads to stronger outcomes in a hedonic, but not a utilitarian consumption setting.

Turning to the comparisons involving sequential Systems 1+2 processing, the System 1 and System 2 processing framework states that outcomes of sequential Systems 1+2 processing constitute judgements, and should be stronger than System 1 processing outcomes (Kahneman, 2003; Stanovich and West, 2000). When compared to System 2 processing, it was noted that although the System 1 and System 2 processing framework states that both System 2 and sequential Systems 1+2 outcomes constitute judgements (Kahneman, 2003; Stanovich and West, 2000), it does not specify whether these judgements differ in their magnitude. Hence, this thesis argued, and hypothesised, that outcomes of sequential Systems 1+2 processing should be of stronger magnitude. However, no significant differences were found between sequential Systems 1+2 processing and System 1 processing or System 2 processing with regards to the indirect effect of the processing of delight stimuli, in the hedonic and the utilitarian consumption setting.

Two possible explanations are considered for the non-significant effect of processing of delight stimuli in the comparisons involving sequential Systems 1+2

processing. First, in terms of method, there might have been an overlap of the same systems used between the compared conditions. For example, in the System 1 versus sequential Systems 1+2 processing comparison, System 1 processing was used in both conditions compared. This might have prevented differences in the effect to be significant. In contrast, when comparing the System 1 and System 2 processing condition, entirely distinct systems were used, which might have fostered differences in the indirect effect to be significant.

A second possible explanation for the indirect effects being non-significant could lie in a potential interference of System 1 during System 2 processing, when processing through sequential Systems 1+2. Specifically, in the case of sequential Systems 1+2 processing, System 1 provides a tentative output, which is then followed by a System 2 processing output that can either confirm the System 1 output, or correct it (Kahneman, 2003; Stanovich and West, 2000). As argued in Chapter 5, customer delight has been defined as a positive construct (Oliver, Rust and Varki, 1997), and it was, hence, hypothesised that System 2 processing would correct the System 1 output in such a way that it would further increase customer delight magnitude. However, the existing literature has found that System 1 can interfere during the System 2 processing stage in such a way that it reduces the quality of the System 2 output (Mishra, Mishra and Nayakankuppam, 2007). If this happened here, it means that an interference of System 1 during System 2 processing might have decreased the magnitude of customer delight.

This extends the current dual-processing theory literature by showing that sequential Systems 1+2 processing does not lead to stronger magnitude of an outcome, as shown in the case of customer delight. Furthermore, the System 1 and System 2 processing framework does not explicitly specify whether outcomes of System 2 and sequential System 1+2 differ in their magnitude; it only states that in both cases, the

outcome constitutes a judgement (Kahneman, 2003; Stanovich and West, 2000). This thesis adds to the dual-processing theory literature by directly comparing the magnitude of outcomes of System 2 processing and sequential Systems 1+2 processing, and clarifies that these are not significantly different in their magnitude, in relation to customer delight, in the hedonic and utilitarian setting. In addition, it expands the scant literature that investigates sequential Systems 1+2 processing (Diederich and Trueblood, 2018; Mishra, Mishra and Nayakankuppam, 2007).

The opposite occurred with regards to the direct effect of processing on behavioural intentions. As mentioned above, significant direct effects were found when sequential Systems 1+2 processing was involved, in the utilitarian consumption setting. Sequential System 1+2 processing resulted in stronger intention to revisit and to engage in positive word of mouth when compared to System 1 processing, and in stronger intention to engage in positive word of mouth when compared to System 2. However, sequential Systems 1+2 processing led to weaker intention to pay more, compared to System 1 processing. These findings advance dual-processing theory by showing the superiority of sequential Systems 1+2 processing over System 1 processing and System 2 processing to increase the magnitude of intention to revisit and to engage in positive word of mouth, in a utilitarian consumption setting. This further advance the System 1 and System 2 processing framework by adding intention to revisit, to engage in positive word of mouth, and to pay more as new outcome variables of the System 1 and System 2 processing framework, and shows how these can be determined by triggering a certain way of system processing, in a utilitarian consumption setting.

8.2.2 Part 2: The Effect of the Processing of Delight Stimuli on the Endurance of Customer Delight and Behavioural Intentions in Different Consumption Settings

Part 2 looked at how the processing of delight stimuli affects the endurance of customer delight and, in turn, of behavioural intentions. Specifically, it was investigated which intrinsic form of system processing needs to be stimulated when a customer is exposed to a delightful experience, in order to create more enduring customer delight and, in turn, more enduring behavioural intentions. This was investigated in a hedonic and utilitarian consumption setting, respectively. As done in part 1, data analyses for part 2 compared each type of system processing to another (i.e. System 1 versus System 2 processing; System 1 versus sequential Systems 1+2 processing; System 2 versus sequential Systems 1+2 processing) in a hedonic as well as a utilitarian consumption setting. It was hypothesised, for both consumption settings, that System 1 processing would have a weaker positive indirect effect on behavioural intentions endurance through customer delight endurance than System 2 and sequential Systems 1+2 processing, whereas sequential Systems 1+2 processing was expected to have a stronger positive indirect effect than System 1 processing and System 2 processing.

It was found that there was no significant indirect effect of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance, in any of the comparisons in the hedonic and the utilitarian consumption setting. Thus, no type of system processing is superior over the others in creating more enduring customer delight and, in turn, more enduring behavioural intentions. This non-significance of the indirect effect is due to a missing significant direct effect of the processing of delight stimuli on customer delight endurance. Due to the similarity of

results of the comparisons in the hedonic and utilitarian consumption settings, findings are subsequently discussed together.

The findings advance the literature on customer delight in several ways. As argued in part 1, this thesis extends the current customer delight literature by investigating how customers' intrinsic processing during delightful experiences affects the magnitude of customer delight; in part 2, it was of interest how this affects the endurance of customer delight, and, in turn, of behavioural intentions. Thus, this thesis further expands the scant literature that has explicitly linked customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016), by not only looking at how intrinsic processing affects the magnitude of customer delight, but also its endurance. The fact that no significant differences between the types of system processing were found means that academics and practitioners now know that system processing does not create more enduring customer delight, and that when wanting to increase customer delight's longevity, their focus should be on aspects other than system processing. In addition, looking at the intrinsic processing in relation to customer delight also addresses existing calls to look at the psychological aspects of customer delight (e.g. Chitturi, Raghunathan and Mahajan, 2008; Oliver, Rust and Varki, 1997).

Furthermore, this thesis constitutes the first study to look at the endurance of customer delight. It was considered worthwhile investigating the endurance of customer delight as the current literature has shown, in relation to other constructs, that their longevity can be controlled and increased through a certain way of intrinsic processing (Petty and Cacioppo, 1986). Although system processing was not confirmed here as a means to control and increase the longevity of customer delight, the calls in the literature for investigations of customer delight over multiple occurrences (e.g. Barnes, Beauchamp and Webster, 2010; Barnes et al., 2016; Wang, 2011) are addressed. Looking at customer

delight endurance is a new approach to address these calls, as the existing literature has often linked the considerations of customer delight over multiple occurrences with investigations into how customer delight can be repeated multiple times, or how it can be avoided that expectations are raised over time, following delightful experiences (Ludwig et al., 2017; Meyer, Barnes and Friend, 2017; Rust and Oliver, 2000; Sivakumar, Li and Dong, 2014).

Furthermore, Chapter 7 looked at the differences in customer delight between the two measurement points, i.e. t_1 and t_2. Results showed that customer delight significantly decreased in all conditions during the one week that lay between the two measurement points. This was irrespective of whether customer delight followed System 1 processing, System 2 processing, or sequential Systems 1+2 processing. This significant decrease in customer delight partially confirms the description of customer delight in the extant literature as being short-lived and 'fleeting' (Bagozzi, Gopinath and Nyer, 1999; Rust and Oliver, 2000). However, customer delight did not vanish within one week. Instead, customer delight remained at the second measurement point. Hence, although system processing was not found to be a variable determining the endurance of customer delight and, in turn, of behavioural intentions, there might be other variables that could have a significant effect on the endurance of customer delight, which have not been explored (please refer to Chapter 9 for a suggestion for future research into this matter).

Although the focus of part 2 lay on the indirect effect of the processing of delight stimuli on the endurance of behavioural intentions through the endurance of customer delight, interesting findings emerged when looking at the direct effects of customer delight endurance on behavioural intentions endurance. Consistent significant and positive direct effects were found of customer delight endurance on behavioural intentions endurance, independent of the processing of delight stimuli, in both the hedonic

and the utilitarian consumption setting. This means, the more enduring customer delight, the more enduring a customer's intention to revisit, to engage in positive word of mouth, to commit, and to pay more. This finding complies with the extant literature, namely that there is a positive effect of customer delight on behavioural intentions (e.g. Chitturi, Raghunathan and Mahajan, 2008; Collier et al., 2018; Oliver, Rust and Varki, 1997). This emphasises the importance of customer delight to business success. However, the extant literature has only considered the positive effect of the magnitude of customer delight on the magnitude of behavioural intentions. The findings expand on this by showing the positive effect of the endurance of customer delight on the endurance of behavioural intentions, and, hence, provide important insights into customer delight constituting a means to create more enduring relationships in both the hedonic and utilitarian consumption setting. This is important as more enduring relationships are crucial to increase profitability of businesses (Barnes, Beauchamp and Webster, 2010).

It was argued in part 1 that more attention should be paid to intention to commit and to pay more as outcomes of customer delight. Findings of part 2, in both the hedonic and the utilitarian consumption setting, emphasise this argument. Although positive effects were found of customer delight endurance on the endurance of all four behavioural intentions, the effect was stronger on the endurance of intention to commit and to pay more, compared to the effect on the endurance of intention to revisit. These findings reiterate that intention to revisit should not be the prevalent focus, alongside intention to engage in positive word of mouth, when investigating customer delight outcomes, as has been done principally in the literature to date (e.g. Dutta et al., 2017; Oliver, Rust and Varki, 1997; Wang, 2011). Consequently, this thesis extends the scant literature that has looked at intention to commit and to pay more as outcomes of customer delight (Barnes, Beauchamp and Webster, 2010), and emphasises that academics and practitioners ought

to look at outcomes of customer delight other than intention to revisit and to engage in positive word of mouth.

In addition to extending the literature on customer delight, theoretical implications are also derived with regards to the dual-processing theory literature. According to the System 1 and System 2 processing framework, System 1 processing outcomes are of less endurance, compared to System 2 and sequential Systems 1+2 processing outcomes (Kahneman, 2003; Stanovich and West, 2000). Other models that apply dual-processing theory have also shown this. For example, Petty and Cacioppo (1986) suggest, in their Elaboration Likelihood Model, that attitudes formed via the central route (equivalent to System 2) are more enduring, compared to attitudes formed via the peripheral route (equivalent to System 1). The findings here contradict the current thinking of the System 1 and System 2 processing framework, when applied to the endurance of customer delight. The absence of a significant indirect effect was due to the non-significant direct effect of the processing of delight stimuli on customer delight endurance. Thus, the type of system processing engaged in, when being exposed to delight stimuli, does not determine the endurance of customer delight. Hence, this thesis extends the dual-processing theory literature by showing that dual-processing theory does not have universal applicability to all constructs, such as customer delight, in order to explain their endurance. This is important, so academics are aware of the need to empirically test the endurance of marketing concepts in the context of dual-processing theory, respectively, instead of assuming that the endurance of all constructs can be extended through triggering a certain form of system processing.

8.2.3 Part 3: The Consumption Setting as a Moderator of the Effect of the Processing of Delight Stimuli on the Magnitude and Endurance of Customer Delight and Behavioural Intentions

Part 3 looked at whether the consumption setting moderates the indirect effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in turn, of behavioural intentions. Specifically, it was of interest whether these indirect effects significantly differed in strength in a hedonic as opposed to a utilitarian consumption setting. Again, data analyses were run by comparing two types of system processing at a time (i.e. System 1 versus System 2 processing; System 1 versus sequential Systems 1+2 processing; System 2 versus sequential Systems 1+2 processing). It was hypothesised that the positive indirect effect of the processing of delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight would be stronger in a hedonic as opposed to a utilitarian consumption setting. Furthermore, it was predicated that the positive indirect effect of the processing of delight stimuli on behavioural intentions endurance through customer delight endurance would be stronger in a hedonic than in a utilitarian consumption setting. Findings suggest that no significant moderation occurred, for any of the system processing comparisons incorporating either the magnitude or endurance aspect. Specifically, this shows that the indirect effect of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions, did not significantly differ in its strength between a hedonic compared to a utilitarian consumption setting. In other words, the consumption setting did not constitute a moderator. As results were similar for the comparisons, they are discussed simultaneously in this sub-section.

The part 3 findings link to the extant customer delight literature in several ways. The fact that the indirect effect of the processing of delight stimuli on the magnitude and

endurance of customer delight and, in turn, of behavioural intentions was not weaker in a utilitarian compared to a hedonic consumption setting contradicts the literature that has questioned the occurrence of customer delight in a utilitarian consumption setting; specifically, studies that have stated that customer delight in a utilitarian consumption settings is weaker (Finn, 2005), or not relevant at all (Ball and Barnes, 2017; Loureiro, Miranda and Breazeale, 2014). Instead, the findings suggest that customer delight does indeed occur in a utilitarian consumption setting, joining studies that have highlighted the importance of customer delight in such settings (Arnold et al., 2005; Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013; Loureiro, Miranda and Breazeale, 2014; Meyer, Barnes and Friend, 2017).

Furthermore, the literature is joined that has looked at moderators of customer delight (Barnes et al., 2016; Barnes, Ponder and Dugar, 2011; Beauchamp and Barnes, 2015; Collier et al., 2018; Falk, Hammerschmidt and Schepers, 2010; Fueller and Matzler, 2008; Kim and Aggarwal, 2016). Specifically, the scant literature is extended that has looked at delight stimuli in different consumption setting (Barnes, Ponder and Dugar, 2011). Although the consumption setting was not found to be a moderator here, this is the first study to conceptualise the consumption setting as a moderator within the context of customer delight. This procedure allowed to directly compare the effect of delight stimuli related aspects, here the system processing, in different consumption settings, to identify whether the effect is superior in its strength in a specific consumption setting as opposed to another setting. This advances common practice in the current customer delight literature to look at customer delight in either hedonic (Ball and Barnes, 2017; Barnes, Beauchamp and Webster, 2010; Collier and Barnes, 2015; Ludwig et al., 2017; Ma et al., 2016; Swanson and Davis, 2012; Wang, 2011), or utilitarian consumption settings (Arnold et al., 2005; Barnes et al., 2016; Bartl, Gouthier and Lenker, 2013;

Loureiro, Miranda and Breazeale, 2014; Meyer, Barnes and Friend, 2017), and to make unsubstantiated conclusions as to which consumption setting is more suited for customer delight to occur, although no direct comparisons are conducted by these studies.

Moreover, the scant literature that has looked at delight stimuli in different consumption settings has done so by categorising settings based on the proximity of contact between customer and frontline employees, using Bowen's service taxonomy (Barnes, Ponder and Dugar, 2011; Bowen, 1990). No study has been found that compares delight stimuli in hedonic versus utilitarian settings in one study; a categorisation of the consumption setting far more often referred to in the customer delight literature (e.g. Finn, 2005; Oliver, Rust and Varki, 1997; Wang, 2011). Thus, this thesis advances the customer delight literature by not only conceptualising the consumption setting as a moderator, but also ensuring consistency with the categorisation of the consumption setting as commonly used in the literature, which may allow for comparison with the findings of studies that look at customer delight either in a hedonic or a utilitarian consumption setting (e.g. Finn, 2005; Oliver, Rust and Varki, 1997; Wang, 2011).

Finally, the extant dual-processing theory literature is advanced. As explained above in parts 1 and 2, the dual-processing theory literature is extended by applying the theory in different consumption settings to investigate the effect of system processing on outcomes' magnitude and endurance, respectively. This showed whether triggering a certain form of system processing leads to stronger and more enduring outcomes in a certain setting, compared to other types of system processing. By comparing the strength of the effect of system processing on outcomes between consumption settings, as done in part 3, this thesis advances the existing dual-processing theory literature further by showing whether this effect is superior in one consumption setting over another. This provides insights into whether a certain form of system processing leads to stronger and

more enduring outcomes in one consumption setting compared to another setting. As there was no significant difference found between the effect of system processing on the magnitude and endurance of outcomes here, the dual-processing theory is extended by new knowledge that a certain form of processing does not lead to stronger and more enduring outcomes in one consumption setting over another. This is the first study that provides such insights.

8.3 Chapter Conclusion

This chapter focused on discussing the findings of this thesis in light of the extant literature. First, theoretical implications were derived from pre-study 1. The findings extend the key theme of delight stimuli in the customer delight literature by expanding the scant literature that has investigated delight stimuli in different consumption settings (Barnes, Ponder and Dugar, 2011), whilst providing a list ranging from the most to the least delightful delight stimuli, and using hedonic and utilitarian consumption settings as the commonly used classification of settings in the literature (e.g. Finn, 2005). These findings help select the most delightful stimuli in a respective consumption setting. The fact that non-interpersonal stimuli were found as most delightful in both consumption settings extends the scant literature that has looked at non-interpersonal delight stimuli (e.g. Arnold et al., 2005), and highlights their importance to create customer delight.

Thereafter, this chapter focused on discussing the results of the experiment. With regards to part 1, the customer delight literature is advanced in several important ways. The findings extend the scant investigations into the psychology related to customer delight (Ball and Barnes, 2017; Ma et al., 2016) by looking at consumers' intrinsic processing. This reveals what happens in customers' minds during delightful experiences, and is important as it shows how the magnitude of customer delight and, in turn, of

behavioural intentions can be increased by triggering a certain type of system processing in a hedonic, but not in a utilitarian consumption setting. Furthermore, the understanding of customer delight as an emotion, as so far defined (Oliver, Rust and Varki, 1997), is extended by showing that customer delight also results from System 2 and sequential Systems 1+2 processing, meaning that it may also constitute a judgement. This provides a new, more analytical perspective on customer delight and how its magnitude can be increased. This extends the scant literature by highlighting the importance of the cognitive aspects of customer delight to increase its magnitude, and that cognitive aspects are relevant in hedonic consumption settings also. This advances the literature that has primarily emphasised affective aspects in such settings (Holbrook and Hirschman, 1982).

The consistently significant positive direct effects of the magnitude of customer delight on that of behavioural intentions complies with studies that find that the more someone is delighted, the stronger their behavioural intentions (e.g. Wang, 2011). Findings also extend the current predominance in the customer delight literature of intention to revisit and to engage in positive word of mouth as delight outcomes (e.g. Oliver, Rust and Varki, 1997), by highlighting the positive effect customer delight has on intention to commit and intention to pay more. Furthermore, this thesis advances the current customer delight literature by constituting the first study that finds a direct effect of delight stimuli, in relation to intrinsic processing, on intention to revisit, to engage in positive word of mouth, and to pay more, in a utilitarian consumption setting.

Results also link to the dual-processing theory literature in several important ways. Intertwining dual-processing theory with customer delight as a well-established concept in marketing highlights the theory's importance to the marketing domain and to explain how marketing concepts can be increased in their magnitude. Furthermore, by applying the theory in different consumption settings, the current dual-processing theory

literature is advanced by offering insights into how system processing affects the magnitude of outcomes in different settings. Furthermore, dual-processing theory is confirmed by the results in the hedonic consumption setting, but not in the utilitarian setting. This suggests that the theory does not have universal applicability in explaining how the magnitude of outcomes can be increased.

With regards to part 2, the customer delight literature is extended, specifically the key theme of customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016), by not only looking at the effect of intrinsic processing on the magnitude of customer delight, but also its endurance. The fact that no significant effect was found shows that system processing is not a means to increase the endurance of customer delight. Furthermore, this thesis adds to the customer delight literature by constituting the first study to look at the endurance of customer delight. The finding that customer delight significantly decreased in t_2 partially confirms the 'fleeting' nature of customer delight, as labelled in the literature (Rust and Oliver, 2000). Moreover, the consistent significant direct effects of customer delight endurance on the endurance of all four behavioural intentions show that the more enduring customer delight, the more enduring behavioural intentions. This confirms the extant studies that find a positive effect of customer delight on behavioural intentions (e.g. Oliver, Rust and Varki, 1997), whilst emphasising that academics and practitioners should look at customer delight outcomes beyond intention to revisit and to engage in positive word of mouth. Results also suggest implications to dual-processing theory. The fact that no significant indirect effect was found of the processing of delight stimuli on customer delight endurance and, in turn, behavioural intentions endurance suggests that the theory does not universally apply to all constructs, such as customer delight, to explain their endurance.

The part 3 findings that the strength of the indirect effect, when compared between different types of system processing, does not differ between a hedonic and a utilitarian consumption setting, contradicts the existing opinions that customer delight is not necessary in a utilitarian setting (Loureiro, Miranda and Breazeale, 2014). Furthermore, this thesis advances the literature that has looked at moderators of customer delight (e.g. Barnes et al., 2016), and especially the scant research that has looked at delight stimuli in different consumption settings (Barnes, Ponder and Dugar, 2011). It does so by formally conceptualising the consumption setting as a moderator, and by using hedonic versus utilitarian consumption settings as a commonly used classification in the literature (e.g. Finn, 2005). Finally, dual-processing theory is advanced by revealing that a certain form of system processing does not lead to increased magnitude and endurance of outcomes in one consumption setting as opposed to another setting.

9. Conclusion

This final chapter first briefly summarises the key points of this thesis in order to then draw conclusions and highlight the contributions made. It then develops managerial implications derived from pre-study 1 and the experiment. Finally, limitations are acknowledged and areas for future research suggested.

9.1 Summary and Conclusion

This thesis investigated the intrinsic processing in relation to customer delight, or, in other words, how customers intrinsically process delightful experiences. Thus, this thesis sheds light on what happens in customers' minds during such experiences, and shows how this affects the magnitude and endurance of customer delight, and, in turn, how that impacts the magnitude and endurance of customers' behavioural intentions, i.e. intention to revisit, to engage in positive word of mouth, to commit, and to pay more. This thesis looked at the intrinsic processing in relation to customer delight through the theoretical 'lens' of dual-processing theory.

Intertwining customer delight and dual-processing theory, or, specifically, the System 1 and System 2 processing framework (Kahneman, 2003; Stanovich and West, 2000), led to a threefold investigation into the intrinsic processing related to customer delight: (1) the effect of the processing of delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions, in a hedonic and utilitarian consumption setting, respectively (part 1); (2) the effect of the processing of delight stimuli on the endurance of customer delight and, in turn, of behavioural intentions, in a hedonic and utilitarian consumption setting, respectively (part 2); and (3) the effect of the processing of delight stimuli on (a) the magnitude, and (b) the endurance of customer delight and, in

turn, of behavioural intentions compared between a hedonic and a utilitarian consumption setting by including the consumption setting as a moderator (part 3).

To investigate customers' intrinsic processing during delightful experiences, this thesis chose a positivist, deductive approach, and an experimental research design. The reasons for these choices lay in the focus on investigating cause-and-effect relationships, which required manipulation for the system processing and consumption setting, joining common practice in the customer delight literature and the dual-processing theory literature to take on a positivist approach (e.g. Chitturi, Raghunathan and Mahajan, 2008; Dane, Rockmann and Pratt, 2012; Wang, 2011). The experiment was conducted online (n = 304 US residents), consisting of two parts (t_1 and t_2) that were separated by a break of one week. Data were analysed using the PROCESS macro (Hayes, 2013) for SPSS due to, for example, its practicality as it allows to test for the presence of mediation as well as moderated mediation, quantifies effect sizes in one application (instead of having to run several separate tests, such as the case with Baron and Kenny's (1986) approach), and its suitability to be applied to non-normally distributed data.

Based on brief summaries of the findings for each of the three parts, the research questions posed in this thesis are subsequently answered and conclusions drawn. To remind the reader, the research questions posed were as follows:

> ***RQ1:*** *How does the processing of delight stimuli affect the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the magnitude of customer delight, in a hedonic and a utilitarian consumption setting?*

RQ2: *How does the processing of delight stimuli affect the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the endurance of customer delight, in a hedonic and a utilitarian consumption setting?*

RQ3: *How does the consumption setting moderate the effect of the processing of delight stimuli on the magnitude of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the magnitude of customer delight?*

RQ4: *How does the consumption setting moderate the effect of the processing of delight stimuli on the endurance of intention to (a) revisit, (b) engage in positive word of mouth, (c) commit, and (d) pay more through the endurance of customer delight?*

Briefly summarising the results of part 1, it was shown that a significant indirect effect of the processing occurred of delight stimuli on the magnitude of all four behavioural intentions through the magnitude of customer delight, in the hedonic but not the utilitarian consumption setting. This was when System 1 and System 2 processing were compared. This meant, System 2 processing led to significantly stronger customer delight and, thus, stronger intention to revisit, to engage in positive word of mouth, to commit, and to pay more in the hedonic setting, but not the utilitarian setting. No significant indirect effects were found in the other comparisons. This was due to a missing significant direct effect of the processing of delight stimuli on the magnitude of customer delight, although a significant and positive direct effect was found of the magnitude of

customer delight on the magnitude of all four behavioural intentions, in all comparisons and both consumption settings. No direct effect of the processing of delight stimuli on behavioural intentions was found in the hedonic consumption setting, but for some of the comparisons that involved sequential Systems 1+2 processing in the utilitarian setting.

Based on these summarised findings of part 1, RQ1 is answered and conclusions drawn. Specifically, it is concluded that in a hedonic consumption setting, System 2 processing ought to be triggered as opposed to System 1 processing. This is important as triggering customers' System 2 processing during delightful experiences leads to stronger customer delight and, in turn, stronger behavioural intentions. Triggering for sequential Systems 1+2 processing does not lead to stronger customer delight and, in turn, stronger behavioural intentions than System 1 and System 2. Thus, in a hedonic consumption setting, System 2 is the superior type of processing to create stronger customer delight and, in turn, stronger behavioural intentions. It is also concluded that by resulting from System 2 processing, customer delight may not only constitute an emotion, but may also be a judgement. This is a new perspective on customer delight which ought to raise awareness amongst marketing academics and practitioners alike of the importance of cognitive aspects, i.e. the surprising consumption antecedent, to better delight customers. This suggests that a shift might be necessary away from primarily considering the emotive aspects of customer delight, to a more analytical perspective.

In contrast, it is concluded that in a utilitarian consumption setting, it makes no difference how customers intrinsically process delightful experiences. No type of processing leads to stronger customer delight and, in turn, stronger behavioural intentions. This means, there is no specific system processing that ought to be triggered to better delight customers, and that it practically does not matter how customers process delightful experiences in utilitarian consumption settings, such as supermarkets. It is also

concluded that although customers' intrinsic processing does not affect the magnitude of customer delight, customer delight in a utilitarian consumption setting still occurred. Thus, customer delight is a marketing concept that is relevant not only in hedonic consumption settings, but also in utilitarian ones.

Summarising the findings for part 2, for none of the two consumption settings was a significant indirect effect found of the processing of delight stimuli on the endurance of behavioural intentions though customer delight endurance. This was due to the absence of a significant direct effect of the processing of delight stimuli on the endurance of customer delight, whereas a significant and positive direct effect was found of customer delight endurance on behavioural intentions endurance for all comparisons, in the hedonic and the utilitarian consumption setting.

Based on these summarised findings of part 2, RQ2 is answered and conclusions drawn. Specifically, it is concluded that, against predications based on dual-processing theory, the processing of delight stimuli has no effect on the endurance of customer delight and, in turn, on the endurance of behavioural intentions. This means, no specific type of system processing leads to more enduring customer delight and, in turn, more enduring behavioural intentions, compared to other processing systems. In other words, stimulating a certain type of system processing does not constitute a means to increase the endurance of customer delight and, in turn, of behavioural intentions. This is the case in hedonic consumption settings and utilitarian consumption settings alike.

However, it is also concluded that although it makes no difference on the endurance of customer delight and, in turn, of behavioural intentions how a customer intrinsically processes a delightful experience in hedonic and utilitarian consumption settings, it should be noted that the more enduring customer delight, the more enduring behavioural intentions. Knowing this, and that system processing does not affect the

endurance of customer delight and behavioural intentions, provides insights to marketing academics and practitioners alike, as they now understand that they should direct their focus on aspects other than system processing in order to create more enduring customer delight and, in turn, behavioural intentions (see sub-section 9.3.2 for areas for future research).

Further summarising the findings for part 3, no significant moderated mediation was found for the model revolving around the effect of the processing of delight stimuli on the magnitude of customer delight and, in turn, of behavioural intentions. Whereas the consumption setting, as the moderator, had a significant direct effect on customer delight magnitude, the processing of delight stimuli did not, resulting in the interaction between the independent and moderator variables to be non-significant; thus, no significant moderated mediation occurred. Results for the conceptual model were similar that revolved around endurance, apart from that the consumption setting, as the moderator, did not have a significant direct effect on customer delight endurance. Thus, no moderated mediation was found either.

Based on these summarised findings of part 3, RQ3 and RQ4 are answered and conclusions drawn. Specifically, it is concluded that the consumption setting does not constitute a moderator here; it does not moderate the effect of the processing of delight stimuli on neither the magnitude nor the endurance of behavioural intentions through that of customer delight. This means, there is no difference in the strength of the effect of the processing of delight stimuli on the magnitude and endurance of customer delight and, in turn, of behavioural intentions in a hedonic as opposed to a utilitarian consumption setting. Thus, the effect of a certain type of system processing (of delight stimuli) is not superior in its strength in one consumption setting over another. For example, in part 1 it was found that System 2 processing leads to stronger outcomes than System 1 processing

in a hedonic consumption setting, but not in a utilitarian one. Part 3 concludes that the effect of System 2 processing, as compared to System 1, is not significantly stronger in a hedonic as opposed to a utilitarian consumption setting. It is concluded that a certain type of system processing does not have a stronger effect on outcomes' magnitude and endurance in one specific consumption setting than it does in another setting; in other words, it is not more advantageous in a certain consumption setting.

Finally, through the investigation into customers' intrinsic processing in relation to customer delight, this thesis made several important contributions to the customer delight literature, especially the scarcely investigated key theme of customer delight and psychology (Ball and Barnes, 2017; Ma et al., 2016). The current knowledge is extended by shedding light on how customers process delightful experiences, and, thus, what happens in customers' minds during such experiences. This insight is important as it suggests how this processing affects the magnitude and endurance of customer delight and, in turn, behavioural intentions. For example, it is now known that triggering customers' System 2 processing during delightful experiences in hedonic consumption settings, such as restaurants, leads to stronger customer delight and behavioural intentions. It is also known now that triggering a certain form of processing does not affect customer delight and, in turn, behavioural intentions, in utilitarian consumption settings. Furthermore, this thesis extends the customer delight literature by challenging the current understanding of customer delight as an emotion only (Oliver, Rust and Varki, 1997). By finding that customer delight also results from System 2 processing, it is suggested that customer delight may not only be an emotion, but may also be a judgement, which offers a new, more analytical understand of customer delight and sheds light on how its magnitude can be increased.

This thesis also contributes to the dual-processing theory literature by intertwining customer delight, as a well-established concept in the marketing domain, with dual-processing theory. This extends the scant investigations of marketing concepts in light of the theory (Filieri, 2015; Olsen, Samuelsen and Gaustad, 2014; Petty and Cacioppo, 1986; Sierra and Hyman, 2011). This highlights the importance of the theory to marketing to explain how customers process exposure to marketing concepts, and how this processing affects the magnitude and endurance of such concepts. Thus, this raises awareness amongst academics to intertwine the theory with further marketing concepts. This thesis further contributes to the dual-processing theory literature by applying the theory in different consumption settings, which is important in order to understand whether the same type of system processing results in stronger and more enduring outcomes in different consumption settings. This thesis provides such insights by suggesting that in a hedonic consumption setting, System 2 processing leads to stronger outcomes, whereas no form of system processing leads to stronger outcomes in a utilitarian setting; and no system processing leads to more enduring outcomes in any of the consumption settings.

Contributions are also made to marketing practice. Insights are offered into how customers process delightful experience, which help practitioners to better understand their customers and to know which type of system processing to trigger during these experiences to achieve stronger customer delight and, in turn, behavioural intentions. Practitioners now know that they should trigger System 2 processing when delighting their customers in a hedonic consumption setting. Through this new knowledge, practitioners can now better control the occurrence of their customers' delight, streamline their delightful experiences across customers, and create and implement delight strategies that will better delight their customers and ensure more efficient resource allocation (see section 9.2 for further discussion of managerial implications).

9.2 Managerial Implications

Based on the findings, managerial implications are derived. Managerial implications are developed briefly based on pre-study 1 before focusing on those emerging from the experiment. As part of pre-study 1, a list of stimuli ranging from most delightful to least delightful for both the hedonic and the utilitarian consumption setting was developed. According to the findings, practitioners in both settings should consider core product, unanticipated acquisition, and unanticipated value as important stimuli that ought to be incorporated in a customer experience to create customer delight. In contrast, interpersonal distance was found to be perceived as least delightful and, hence, practitioners should avoid putting much emphasis on this stimulus if they want to achieve high levels of customer delight. Through such a list of customers' perceptions of delightful stimuli, practitioners now know which stimuli are most and least delightful, guiding practitioners in a variety of consumption settings to better delight their customers and to allocate their resources. Furthermore, practitioners have so far been frequently advised that interpersonal stimuli, such as employee affect and effort, are relatively more effective when creating customer delight (e.g. Kumar and Iyer, 2001). Although the importance of interpersonal delight stimuli is not disregarded here, it is emphasised that practitioners ought to put sufficient attention to non-interpersonal stimuli also, and to apply those to achieve high levels of customer delight.

Turning to the experiment next, the key implications address marketing practitioners who create and deliver delightful experiences in hedonic consumption settings. The key finding constitutes the significantly stronger effect found for System 2 processing on behavioural intentions, i.e. intention to revisit, to engage in positive word of mouth, to commit, and to pay more, through customer delight. This is compared to System 1 processing and in the hedonic consumption setting. In other words, when

customers process a delightful experience more analytically-driven in a hedonic consumption setting, rather than affectively-driven, they are significantly more delighted and have stronger behavioural intentions. This means, practitioners are advised to trigger customers' System 2 processing when delighting them in a hedonic consumption setting to create stronger customer delight and, in turn, stronger behavioural intentions. This insight is important as practitioners now better understand their customers, how they process delightful experiences, and how they can achieve more positive customer responses. This, in turn, may help them increase their business's profitability.

Focusing on more cognitive elements of customer delight offers a new perspective to practitioners. Companies that deliver customer delight in hedonic consumption settings have prevalently focused on an emotive delivery of delightful experiences, with the experiences delivered by Disney World and Ritz Carlton being two examples. However, practitioners now understand, based on the findings of this thesis, that placing more emphasis on the cognitive elements of customer delight, such as expectancy-disconfirmation, is a way to better delight customers. This new way enables practitioners to create stronger customer delight and, in turn, behavioural intentions, and may help practitioners to make their delightful experience stand out from the 'crowded' market of delight experiences, and, thus, may provide them with a competitive advantage.

Furthermore, customer delight has so far been criticised in the trade press for not being viable as its occurrence differs from person to person (Keiningham et al., 1999). Knowing how system processing affects customer delight helps counteract this criticism. Specifically, as the forms of system processing are applied by all humans in a similar way (Kahneman, 2011), this constitutes a mutual characteristic between all customers of a company. Thus, by knowing that their customers' System 2 processing leads to stronger customer delight in a hedonic consumption setting, practitioners can now better control

for its occurrence as well as streamline their delight strategy, instead of trying to delight each customer individually. This increased control and ability to streamline will decrease the risk of 'hit-and-miss' when it comes to delivering delightful experiences and, thus, will help them allocate their resources more efficiently.

Moreover, this new knowledge of the positive effect of System 2 processing on the magnitude of customer delight and, in turn, of behavioural intentions also helps practitioners develop and implement the specific aspects of their delight strategy. This implication ought to be subsequently demonstrated based on an example of practitioners developing and implementing a delight strategy in the context of a restaurant as the consumption setting. Knowing that triggering System 2 processing is a source to better delight customers, practitioners can now develop a training programme for their staff that does not only transfer a mind set of delivering customer delight, but also the knowledge of how this is done best, i.e. by triggering customers System 2 processing. Restaurant employees can be trained so that they make customers analyse the delightful experience by asking them to compare the restaurant's performance to their expectations, how they expected their experience to be, and which aspects of their experience they found unexpected, such as the food.

A practitioner developing and implementing a delight strategy for a restaurant can also incorporate the insight of triggering System 2 processing in their communications. For example, when giving out a free sample of a product, such as glass of a rare wine, this can be accompanied by a note that highlights aspects of the wine, such as its origin, uniqueness, and value, so that customers are given a prompt to cognitively process and realise the fact that they received a special and otherwise costly product for free. Triggering System 2 processing may also be incorporated when using unanticipated monetary value, i.e. discounts on a customer's restaurant bill, as the delight stimuli. A

marketing practitioner should not only consider the value of the discount; they should also consider how it can be achieved that the customer that receives the discount cognitively processes the situation through System 2. For example, they could explain to the customer why the discount is being given, and how much money is saved due to the discount.

If practitioners aim to trigger System 2 processing by emphasising how these above suggested delight stimuli exceed expectations, it is important that practitioners understand what their customers' expectations are in the first place in order to make customers elaborate on the delightful experiences through a performance-expectation comparison. To find out about these expectations, employees could ask customers face-to-face and prior to the delightful instance about the expectations they hold so they can address them during the delightful moment in order to make the customer use their System 2 processing. Alternatively, companies may conduct market research, e.g. surveys, in order to understand the most frequent expectations amongst the segments of their targeted customer base, which they can then draw upon when delighting a customer. Once practitioners know about the expectations of their customers (after having delighted them), they may also capture these insights in their customer relationship management system. This may support and facilitate triggering System 2 processing again when wanting to delight the same customer in the future. Please note that the above examples solely ought to demonstrate this thesis's implications more specifically, and were not empirically tested. Hence, future research may wish you test in a field study how the different types of system processing might be triggered by marketing practitioners when delivering delightful experiences.

With regards to practitioners creating customer experiences in utilitarian consumption settings, they are advised, based on the findings of the non-significant

indirect effect of the processing of delight stimuli on the magnitude of behavioural intentions through the magnitude of customer delight, that manipulating a certain type of system processing is not a means to increase the magnitude of customer delight and, in turn, of behavioural intentions. In other words, practitioners now know that they need not consider how a customer processes a delightful experience in order to increase customer delight and, in turn, behavioural intentions, in a utilitarian consumption setting. However, practitioners are encouraged to look for other ways to increase customer delight, as this research showed that customer delight does occur in utilitarian consumption settings.

Managerial implications can also be derived from other findings of the experiment. This thesis consistently found a significant positive effect of customer delight on behavioural intentions, in both the hedonic and the utilitarian consumption setting. Hence, it shows that customer delight is a highly effective tool that can help practitioners increase their company's profitability, and, hence, encourages practitioners to incorporate customer delight as a paramount means to create outstanding customer experiences. However, practitioners are encouraged to look beyond intention to revisit and to engage in positive word of mouth as the two outcomes of customer delight that have been mostly advocated.

Specifically, practitioners should realise the strong positive effect of customer delight on intention to commit, and to pay more. By doing so, practitioners gain a more comprehensive understanding of the benefits of developing and implementing a delight strategy, which, eventually, can help increase the profitability of their business. Furthermore, by knowing about the benefits of customer delight more comprehensively, practitioners can add new key performance indicators to their business performance measurement, which allows a more in-depth reporting of their delight strategy success. This may also help practitioners to demonstrate the benefits of creating and implementing

a customer delight strategy more convincingly within an organisation, such as to senior management, and to establish a mind set of customer delight amongst colleagues if they know more comprehensively how beneficial delivering customer delight is.

Finally, the findings show that how customers process a delightful experience does not affect the endurance of their customer delight and, in turn, their behavioural intentions. However, it was found that the more enduring customer delight, the more enduring customers' behavioural intentions, i.e. intention to revisit, to engage in positive word of mouth, to commit, and to pay more. Practitioners now know that the longevity of customer delight is a crucial means to create more enduring behavioural intentions, and, thus, more enduring relationships with their customers. More enduring customer relationships, in turn, are crucial for the profitability of a company (in line with: Barnes, Beauchamp and Webster, 2010).

Thus, practitioners should not only think of achieving higher levels of customer delight magnitude in the moment of an encounter. Instead, when formulating a customer delight strategy, practitioners should, separately from how to influence the magnitude of customer delight, also determine how to increase the endurance of customer delight to achieve more enduring behavioural intentions. However, although triggering a certain type of system processing was found to be a means to increase the momentary magnitude of customer delight (in hedonic consumption settings), findings show that this does not apply when looking at the endurance of customer delight. Hence, practitioners (as well as future research, as discussed in the next section) ought to look at other ways to create enduring customer delight.

9.3 Limitations and Areas for Future Research

9.3.1 Limitations

As the case with all research, this thesis is subject to limitations. Four limitations may be identified. The first limitation relates to the fact that the experiment was conducted online, despite most experiments, which use dual-processing theory for their investigations, being conducted in a laboratory setting (e.g. Dane, Rockman and Pratt, 2012; De Neys, 2006). Although conducting the experiment online was considered as the best option due to, for example, the increased external validity of findings (Winer, 1999), it was acknowledged that conducting an online experiment would decrease the control of the author over how individuals took part (Cobanglu and Cobanglu, 2003; Ryals and Wilson, 2005; Winer, 1999), such as whether they were distracted by stimuli unrelated to the experiment. In the case of the experiment, relevant distractions whilst participating might have included participants' mobile phones, other internet sites, or people talking around them, which might have impeded the system processing that was manipulated for. Although respective precautions were taken when designing the experiment, such as including instructions to ignore distractions and multiple attention checks, it is unlikely that all distractions were eliminated through the design of the experiment. Hence, it is considered worthwhile running this experiment in a laboratory setting to validate findings.

The second limitation relates to the measurement of customer delight. Although the three-item customer delight scale (Finn, 2005) was used here to be consistent with the many studies that apply the instrument to measure customer delight (e.g. Barnes, Ponder and Hopkins, 2015; Bartl, Gouthier and Lenker, 2013), one concern arose. Specifically, one of the items of the customer delight scale asks directly for how 'delighted' an individual is, whereas common practice in the literature appears to be that items are used

that represent and describe the construct measured, without revealing it, such as done with the scales of the delight antecedents (Finn, 2005). The fact that customer delight was, amongst others, measured by the 'delighted' item might have made participants realise what is being investigated. This could have influenced participants' responses. Although developing a new customer delight scale was not incorporated here due to the broad investigation into the intrinsic processing related to customer delight, this thesis joins the calls raising concerns about customer delight measurement and that a new, universally applicable and recognised customer delight scale would be beneficial (Barnes, Ponder and Hopkins, 2015), that ensures consistency of measurement and, eventually, better comparison of results between studies.

The third limitation is considered to lie in the non-normal distribution of the data for customer delight and behavioural intentions at t_1 and t_2. This limited the types of tests that could be used for data analysis to nonparametric tests. The main reason for the data being not normally distributed is considered to lie in the selection of delight stimuli, as part of pre-study 1. As explained in more detail in Chapter 6, the aim was to include delight stimuli into the experimental scenarios that ensured that participants would get delighted. This was important in order to investigate the endurance aspect of this thesis. However, that meant that the experimental data for customer delight and behavioural intentions at t_1 and t_2 were skewed, and was not normalising after transformation. As a result, these 'forced' high levels of customer delight and behavioural intentions across all experimental conditions might have led to the fact that only very few significant differences were found in the magnitude of customer delight and behavioural intentions, none in the endurance of these variables, and no significant moderation by the consumption setting. Hence, it might be worthwhile rerunning the experiment with other

stimuli that were identified as less delightful in pre-study 1 to investigate whether this leads to more significant findings.

Lastly, the System 1 and System 2 processing framework states that emotions result from System 1 processing, whereas judgements are outcomes of System 2 processing. As customer delight was found to result from both types of system processing, it was concluded that customer delight may not only be an emotion (when resulting from System 1 processing), but may also constitute a judgement (when resulting from System 2 processing). However, this conclusion was derived from the rationale of the System 1 and System 2 processing framework, and not tested. Specifically, no variables were captured that would precisely determine in which circumstances customer delight was an emotion or when it was a judgement. Hence, this constitutes a limitation of this study. At the same time, one might argue that as customer delight has been so far defined as an emotion only (Oliver, Rust and Varki, 1997), and as it can also result from System 2 processing, that System 2 processing may also be able to result in emotions, not only judgements. Consequently, this limitation of specific characterisation of an outcome as emotion and judgement, and the thinking that System 1 only results in emotions and System 2 only results in judgements, may be investigated in more depth in the future to provide clarity on these points.

9.3.2 Areas for Future Research

Based on this thesis, areas for future research are suggested. Behavioural intentions as the dependent variables were used here to be consistent with the extant literature (e.g. Chitturi, Raghunathan and Mahajan, 2008; Sivakumar, Li and Dong, 2014). Future research may expand on these findings by looking at actual field behaviour. As it has been noted that behavioural intentions do not necessarily translate into field

behaviour (Hennig-Thurau, Henning and Sattler, 2007; Wirtz et al., 2014), it would be important to understand whether the stronger positive effect of System 2 processing (compared to System 1 processing) on customer delight and, in turn, behavioural intentions, in the hedonic consumption setting, translates, for example, into customers actually revisiting a 'delighting' organisation more.

Furthermore, the extant literature that has identified delightful stimuli primarily uses qualitative approaches (e.g. Arnold et al., 2005). Quantitative studies look at the unique effects of stimuli on customer delight at a time (e.g. Bartl, Gouthier and Lenker, 2013). However, positive customer experiences consist of a mix of stimuli (Lemon and Verhoef, 2016). Hence, when constructing the experimental scenarios here, the question arose how many delight stimuli should be included to ensure that participants got delighted, and that the scenarios were as realistic as possible. No study was found that looks at the effect of the amount of delight stimuli on customer delight. Hence, when creating the experimental scenarios, it was assumed that the more delight stimuli were incorporated, the more likely participants would get delighted. To substantiate this assumption, future research may wish to investigate, e.g. through hierarchical regression analysis, how the amount of delight stimuli influences the magnitude of customer delight, and whether there is a 'saturation point' when adding further delight stimuli does not make a difference to the magnitude of customer delight. Such findings would be helpful to practitioners when constructing a delightful experience in order to ensure effective resource allocation.

Part 2 showed that although system processing does not constitute a means to increase the endurance of customer delight and, in turn, of behavioural intentions, a consistent significant effect was found for the endurance of customer delight on the endurance of behavioural intentions. Thus, the more enduring customer delight, the more

enduring behavioural intentions. This means, future research may wish to investigate what independent variables exists that increase the endurance of customer delight so more enduring behavioural intentions are generated. For example, existing research has shown that involving a customer in the creation of a product, i.e. allowing for customer co-creation, can lead to 'lifetime loyalty', i.e. enduring loyalty, due to the customer's involvement and feeling of ownership of the product (Mascarenhas, Kesavan and Bernacchi, 2004). Future research may look at whether co-creating a delightful experience, as opposed to simply receiving a delightful experience as tested here, has a significant effect on the endurance of customer delight and behavioural intentions, and, thus, whether it leads to more enduring customer delight and, in turn, more enduring behavioural intentions.

Finally, it was argued in Chapter 6 that the restaurant and supermarket settings were chosen as the hedonic and utilitarian consumption settings due to their practical relevance, and to test the effects as closely to practice as possible. Furthermore, restaurants and supermarkets are well-established service examples used in the customer delight literature (e.g. Arnold et al., 2005; Barnes, Collier and Robinson, 2014) and the wider marketing literature (e.g. Nguyen, DeWitt and Russell-Bennett, 2012). However, it is acknowledged that although the scenarios were hypothetical, other aspects might have influenced people's imagination and decision. For example, a restaurant might have constituted a setting to some participants to which they only go with friends and family, so they might have imagined going to the restaurant with others. Accordingly, their decision on how delighted they were might have also entailed considerations of how the delight stimuli would have been perceived by their 'imagined' company, implying an element of group decision making. This was not accounted for in this research. It is suggested to validate the effects found in this experiment here by controlling for

individual decision-making and by using services one might demand on a more individual basis, e.g. a massage treatment, which might eliminate such accompanying factors and ensure that the decision whether someone is delighted is made on a purely self-focused level.

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Appendices

Appendix 1: Pre-Study 1: Questionnaire Export

[ALL CONDITIONS]

Dear respondent,

You are invited to participate in this study focusing on outstandingly positive, or in other words delightful, consumer experiences. This study is part of my PhD research at King's College London.

Your participation is very important in understanding what makes a consumer experience most delightful for you. For this reason, I would like to ask you to spare no more than 10 minutes to fill in the questionnaire.

Participation is voluntary! Please be assured that your responses will be treated confidentially and anonymously, and will not be shared with any third party.

You are free to cease your participation at any time during the process. If you don't do so and submit your completed survey, you imply that you consent to participate and your data can be used for analysis. Should you decide to cease your participation after submission, you can do so at any time without giving any reason up to the point of publication in summer 2018, i.e. 31st August 2018, by emailing me at the email address provided below (please state your completion code you'll be provided with at the end of this survey). Your withdrawal will be treated confidentially.

This research has been granted ethical approval (LRS-16/17-3846) by King's College London's Research Ethics Panel.

If you have any questions regarding this study, please contact: Stefanie Jirsak, King's College London, School of Management & Business, 150 Stamford Street, London, SE1 9NH, email: stefanie.jirsak@kcl.ac.uk.

Alternatively, you can contact my lead supervisor, Douglas West, Professor of Marketing, by emailing douglas.west@kcl.ac.uk.

I would like to thank you for your contribution to this study.

Sincerely,

Stefanie Jirsak

On the next page, you will read a hypothetical scenario during which different, alternative instances happen. Please imagine this hypothetical scenario to be as real as possible.

[HEDONIC CONDITION]

Imagine you are visiting a restaurant. You have never been to this restaurant before, but the type of cuisine is to your taste and the prices lie in your affordable price range (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's). You did not read any reviews about this restaurant nor were you recommended to visit by anyone.

To proceed, please click on the '>>' box at the bottom right. Do not click on any of the scale items below.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

Q1 During your visit, one of the ten, alternative instances below could happen. Please rank these alternative instances based on how delightful you find them by dragging and dropping them into position. Start with the most delightful instance at the top (which will automatically give it the number 1), and order them in descending order to the least delightful instance at the bottom (which will automatically give it the number 10).
More specifically, drag and drop the instance you find most delightful in first place at the top, the second most delightful instance in second place, the third most delightful instance in third place and so forth. Continue until finishing by dragging and dropping the least delightful instance to the bottom of the list.

_____ EMPLOYEES ARE FRIENDLY, WELCOMING AND CARING, meaning they are treating you as if you are someone special.

_____ EMPLOYEES ARE ATTENTIVE AND HELPFUL, and are MAKING THE EXTRA EFFORT.

_____ EMPLOYEES ARE KNOWLEDGEABLE about the restaurant and its offerings, are making menu recommendations, and, hence, ARE PROVIDING EXCELLENT SERVICE.

_____ EMPLOYEES ARE TIME EFFICIENT, meaning you don't have to wait around, whilst they're dedicating enough time to you.

_____ EMPLOYEES ARE KEEPING THEIR DISTANCE TO YOU, meaning that whilst they're always available, they are at no time pushy in their behavior.

_____ The restaurant has VISUALLY APPEALING physical facilities, is clean, has a good layout, and employees are appropriately dressed.

_____ YOU ARE GIVEN A DRINK (OF YOUR CHOICE) FOR FREE by the restaurant, which you would have otherwise ordered at a cost.

_____ YOU ARE FINDING EXACTLY THE MEAL YOU WERE LOOKING FOR amongst the restaurant's offerings, which you usually have difficulties finding at other restaurants.

_____ YOU ARE GIVEN A MONETARY DISCOUNT on your final restaurant bill, which reduces your costs significantly.

_____ THE DISH YOU RECEIVE AT THIS RESTAURANT IS THE MOST DELECTABLE ONE YOU'VE EVER HAD IN YOUR LIFE.

[Or]
[UTILITARIAN CONDITION]

Imagine you are visiting a supermarket to do your routine shopping. You have never been to this supermarket before, but it stocks products you'd buy during routine shopping and the prices lie in your affordable price range (it can be any type of supermarket). You did not read any reviews about this supermarket nor were you recommended to visit by anyone.

To proceed, please click on the '>>' box at the bottom right. Do not click on any of the scale items below.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

Q1 During your visit, one of the ten, alternative instances below could happen. Please rank these alternative instances based on how delightful you find them by dragging and dropping them into position. Start with the most delightful instance at the top (which will automatically give it the number 1), and order them in descending order to the least delightful instance at the bottom (which will automatically give it the number 10).
More specifically, drag and drop the instance you find most delightful in first place at the top, the second most delightful instance in second place, the third most delightful instance in third place and so forth. Continue until finishing by dragging and dropping the least delightful instance to the bottom of the list.

_____ EMPLOYEES ARE FRIENDLY, WELCOMING AND CARING, meaning they are treating you as if you are someone special.

_____ EMPLOYEES ARE ATTENTIVE AND HELPFUL, and are MAKING THE EXTRA EFFORT.

_____ EMPLOYEES ARE KNOWLEDGEABLE about the supermarket and the products it stocks, are recommending different products that meet your needs, and, hence, ARE PROVIDING EXCELLENT SERVICE.

_____ EMPLOYEES ARE TIME EFFICIENT, meaning you don't have to wait around, whilst they're dedicating enough time to you.

_____ EMPLOYEES ARE KEEPING THEIR DISTANCE TO YOU, meaning that whilst they're always available, they are at no time pushy in their behavior.

_____ The supermarket has VISUALLY APPEALING physical facilities, is clean, has aisles that are easy to navigate, and employees are appropriately dressed.

_____ YOU ARE GIVEN A FREE SAMPLE OF A PRODUCT (OF YOUR CHOICE) at a stand inside the supermarket, which you would have otherwise purchased at a cost.

_____ YOU ARE FINDING EXACTLY THE PRODUCTS YOU WERE LOOKING FOR at the supermarket, which you usually have difficulties finding in other supermarkets.

_____ YOU ARE GIVEN A MONETARY DISCOUNT on your final shopping bill at the check-out, which reduces your costs significantly.

_____ YOU GET ALL PRODUCTS YOU WERE LOOKING FOR AT THE SUPERMARKET, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket for missing products.

[ALL CONDITIONS FROM HERE ONWARDS]

Q2 In a few words, please describe the restaurant/supermarket you imagined in the previous scenario in regards to e.g. the type of restaurant/supermarket.

Q3 A visit to a restaurant/supermarket (like the one you imagined in the previous scenario) for you is:

	1	2	3	4	5	6	7	
For practical purposes								Just for fun
Purely functional								Pure enjoyment
For a routine need								For Pleasure

Q4 Approximately how many times do you visit a restaurant/supermarket (like the one you imagined in the previous scenario)?

- Daily
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Every other month
- Less than every other month

Q5 Please indicate your gender.

- Male
- Female

Q6 Please indicate your age.

- 18-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- 60 and above

Q7 Please indicate your nationality.

- American
- Other (please specify)

Q8 Please indicate your main country of residence.
- United States
- Other (please specify)

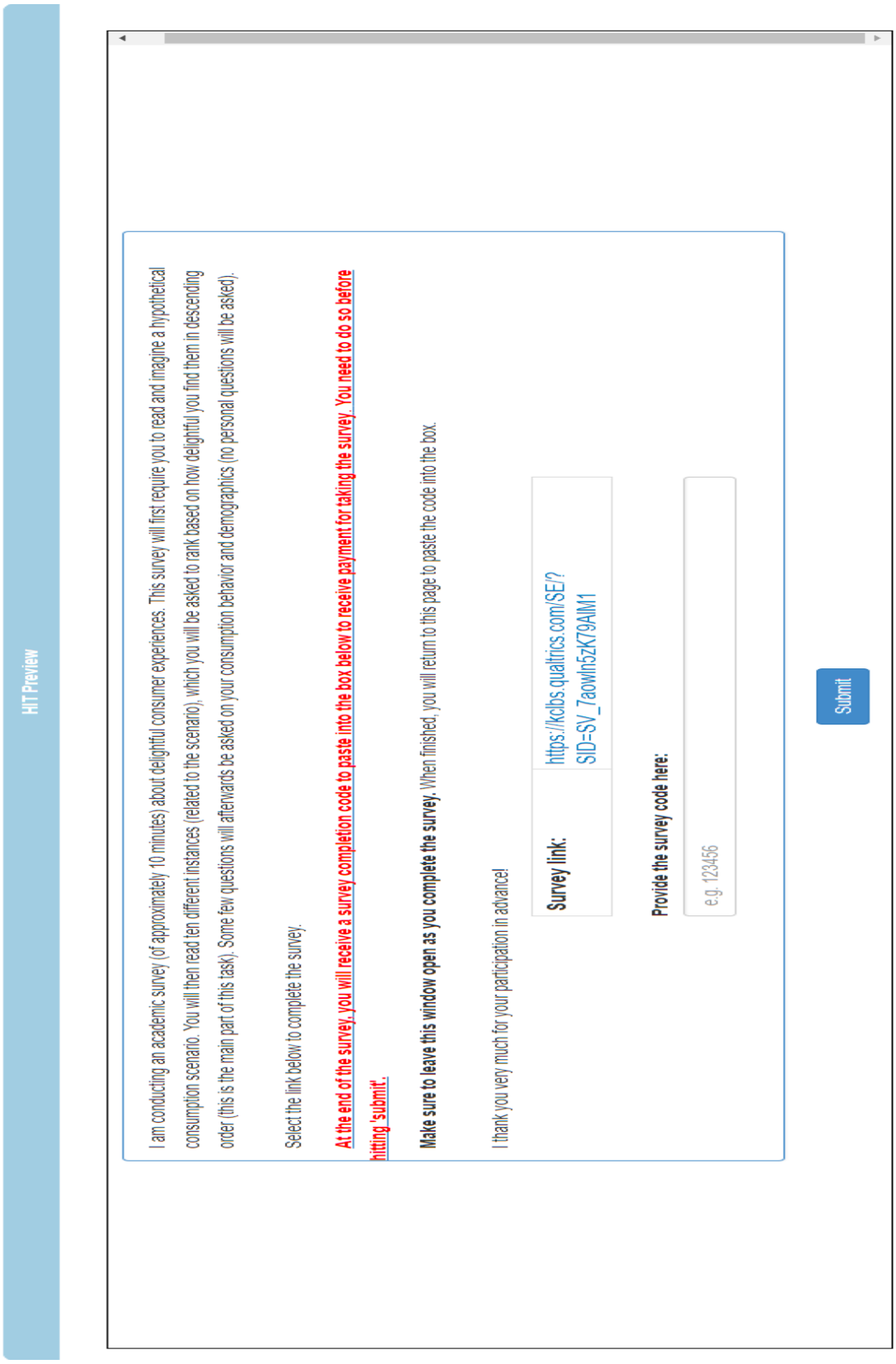
Q9 How long have you been living in your main country of residence?
- Less than 5 years
- 5-10 years
- More than 10 years
- All my life

Q10 Please indicate your highest level of educational qualification.
- Secondary school qualification, e.g. O levels, GCSE, A levels
- Undergraduate university/college degree, e.g. BA, BSc
- Postgraduate university/college degree, e.g. MSc, MBA, PhD
- Other qualification (please specify)
- No qualification

Q11 Please indicate which category your profession falls into.
- Full-time/part-time work or self-employed (please specify job title)
- Student
- Retired
- Unemployed
- Other (please specify)

Q12 Please indicate your annual gross income level (before tax).
- Below average
- Average (US average: approximately $30,240)
- Above average

Appendix 2: Pre-Study 1: MTurk HIT Screenshot



Appendix 3: Initial and Additional Pre-Study 2: Questionnaire Export

[ALL CONDITIONS]

Dear respondent,

You are invited to participate in this study focusing on outstandingly positive, or in other words delightful, consumer experiences. This study is part of my PhD research at King's College London.

Your participation is very important in understanding how delightful consumer experiences are processed. For this reason, I would like to ask you to spare approximately 8 minutes to fill in the questionnaire.

Participation is voluntary! Please be assured that your responses will be treated confidentially and anonymously, and will not be shared with any third party.

You are free to cease your participation at any time during the process. If you don't do so and submit your completed survey, you imply that you consent to participate and your data can be used for analysis. Should you decide to cease your participation after submission, you can do so at any time without giving any reason up to the point of publication in summer 2018, i.e. 31st August 2018, by emailing me at the email address provided below (please state your completion code you'll be provided with at the end of this survey). Your withdrawal will be treated confidentially.

This research has been granted ethical approval (LRS-16/17-3846) by King's College London's Research Ethics Panel.

If you have any questions regarding this study, please contact: Stefanie Jirsak, King's College London, School of Management & Business, 150 Stamford Street, London, SE1 9NH, email: stefanie.jirsak@kcl.ac.uk.

Alternatively, you can contact my lead supervisor, Douglas West, Professor of Marketing, by emailing douglas.west@kcl.ac.uk.

I would like to thank you for your contribution to this study.

Sincerely,

Stefanie Jirsak

[SYSTEM 1 HEDONIC/UTILITARIAN CONDITIONS: System 1 instructions]

There is clear evidence that people who adopt an intuitive approach to e.g. decision-making are more successful in many areas of their lives.

You are going to read a two-part hypothetical scenario (and answer some questions afterwards).

When reading the scenario, use your first impressions and gut instincts (avoid thinking very hard about it).

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[SYSTEM 2 HEDONIC/UTILITARIAN CONDITIONS: System 2 priming]

As a start, please think about a general visit to a restaurant (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's).
For the next 1 minute, thoroughly think of any expectations you might have towards such a restaurant visit, e.g. regarding food, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[Or]

As a start, please think about a general visit to a supermarket to do your routine shopping (it can be any type of supermarket).
For the next 1 minute, thoroughly think of any expectations you might have towards such a supermarket visit, e.g. regarding products, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[SYSTEM 2 HEDONIC/UTILITARIAN CONDITIONS: System 2 instructions]

There is clear evidence that people who adopt a rational approach to e.g. decision-making are more successful in many areas of their lives.
You are going to read a two-part hypothetical scenario (and answer some questions afterwards).
When reading the scenario, thoroughly think about and analyse the scenario and compare it to your pre-held expectations (ignore any first impressions or gut instinct).

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 2 priming preparation]

As a start, please think about a general visit to a restaurant (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's).
For the next 1 minute, thoroughly think of any expectations you might have towards such a restaurant visit, e.g. regarding food, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[Or]
As a start, please think about a general visit to a supermarket to do your routine shopping (it can be any type of supermarket).
For the next 1 minute, thoroughly think of any expectations you might have towards such a supermarket visit, e.g. regarding products, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: detachment task]
In the box below, please name at least 3 feelings you associate with being on holidays (any kind of holiday).

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 1 instructions]
There is clear evidence that people who adopt an intuitive approach to e.g. decision-making are more successful in many areas of their lives.
You are going to read a two-part hypothetical scenario (and answer some questions afterwards).
When reading the scenario, use your first impressions and gut instincts (avoid thinking very hard about it).

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[ALL CONDITIONS: introduction of scenario]
Imagine you are visiting a restaurant. It is a newly opened, independent restaurant. Hence, you have never been to this restaurant before, but the type of cuisine is to your taste and the prices are within your affordable price range (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's). You did not read any reviews about this restaurant nor were you recommended to visit by anyone.

[Or]
Imagine you are visiting a supermarket to do your routine shopping.
It is a newly opened, independent supermarket. Hence, you have never been to this supermarket before, but it stocks products you'd buy during a routine shop and the prices are within your affordable price range (it can be any type of supermarket).
You did not read any reviews about this supermarket nor were you recommended to visit by anyone.

[SYSTEM 1 HEDONIC/UTILITARIAN CONDITIONS: announcement of time pressure and System 1 instructions]
On the next page, you will read a continuation of the scenario, which will be time-constrained.
You will have 15 seconds to read the subsequent continuation of the scenario. Once the 15 seconds are over, the '>>' button at the bottom right will appear as a signal for you to

proceed to the next page. Whilst it is imperative that you read the whole continuation of the scenario, please do so within the 15 seconds timeframe.
Please ignore any distractions around you during this time.
Please remember: when reading the subsequent continuation of the scenario, use your first impressions and gut instincts.

If you're paying attention, CLICK ON 'YES' before clicking on the '>>' button at the bottom right.

- Yes
- No

[SYSTEM 2 HEDONIC/UTILITARIAN CONDITIONS: announcement of time delay and System 2 instructions]
On the next page, you will read a continuation of the scenario.
You will have at least 1 minute (or longer if you wish) to read and thoroughly think about and analyse the subsequent continuation of the scenario and will only be able to proceed once that time has passed, which is when a button containing '>>' will appear at the bottom right.
Please use the full 1 minute to thoroughly think about and analyse what you will read and ignore any distractions around you during this time.
Please remember: when reading the subsequent continuation of the scenario, thoroughly think about and analyse it and compare it to your pre-held expectations.

If you're paying attention, CLICK ON 'YES' before clicking on the '>>' button at the bottom right.

- Yes
- No

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: announcement of time pressure and System 1 instructions]
On the next page, you will read a continuation of the scenario, which will be time-constrained.
You will have 15 seconds to read the subsequent continuation of the scenario. Once the 15 seconds are over, the '>>' button at the bottom right will appear as a signal for you to proceed to the next page. Whilst it is imperative that you read the whole continuation of the scenario, please do so within the 15 seconds timeframe.
Please ignore any distractions around you during this time.
Please remember: when reading the subsequent continuation of the scenario, use your first impressions and gut instincts.

If you're paying attention, CLICK ON 'YES' before clicking on the '>>' button at the bottom right.

- Yes
- No

[ALL CONDITIONS: continuation of scenario]
CONTINUATION OF THE SCENARIO
During your restaurant visit, the following instances happen:
At the restaurant, you find exactly the meal you were looking for amongst its offerings, which you usually have difficulties finding at other restaurants.
The dish you receive at this restaurant is the most delectable one you've ever had in your life.
At the end of your visit, you are given a monetary discount on your final bill, which reduces your costs significantly.

[Or]
CONTINUATION OF THE SCENARIO
During your supermarket visit, the following instances happen:
At the supermarket, you find exactly the products you were looking for, which you usually have difficulties finding in other supermarkets.
You get all products you were looking for at the supermarket, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket.
You are given a monetary discount on your final shopping bill at the check-out, which reduces your costs significantly.

[Additionally for System 2 hedonic/utilitarian conditions]
Thoroughly think about and analyse the above continuation of the scenario and compare it to your pre-held expectations. Describe your respective thoughts in detail in the box below.

[ALL CONDITIONS: system processing manipulation checks]
The questions on this page refer to the continuation of the scenario, i.e. the second part of the scenario you read on the previous page.

Q1 How much time pressure did you feel when reading the continuation of the scenario?

- 1 = no pressure
- 2
- 3
- 4
- 5
- 6
- 7 = very much pressure

Q2 How fast did you need to read the continuation of the scenario?

- 1 = not at all fast
- 2
- 3
- 4
- 5
- 6
- 7 = very fast

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 2 priming]

Below are the expectations towards a restaurant/supermarket you wrote down earlier. Please review those for the next 30 seconds. You will only be able to proceed once that time has passed, which is when a button containing '>>' will appear at the bottom right.

You will not be able to amend the list.

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: announcement of time delay and System 2 instructions]

Additionally to evidence on the success of an intuitive approach to e.g. decision-making, there is also clear evidence that people who adopt a rational approach are successful in many areas of their lives.

On the next page, you will have at least 1 minute (or longer if you wish) to thoroughly think about and analyse the previous continuation of the scenario and compare it to your pre-held expectations (ignoring any first impressions or gut instinct you had when you read the continuation of the scenario in the first place).

You will only be able to proceed once that time has passed, which is when a button containing '>>' will appear at the bottom right.

Please use the full 1 minute to thoroughly think about and analyse the previous continuation of the scenario and ignore any distractions around you during this time.

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: reconsideration of the continuation of the scenario under System 2 processing]

To remind you, this is what happened during the CONTINUATION of your imagined restaurant visit:

At the restaurant, you find exactly the meal you were looking for amongst the its offerings, which you usually have difficulties finding at other restaurants. The dish you receive at this restaurant is the most delectable one you've ever had in your life.

At the end of your visit, you are given a monetary discount on your final bill, which reduces your costs significantly.

[Or]
To remind you, this is what happened during the CONTINUATION of your imagined supermarket visit:
At the supermarket, you find exactly the products you were looking for, which you usually have difficulties finding in other supermarkets.
You get all products you were looking for at the supermarket, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket.
You are given a monetary discount on your final shopping bill at the check-out, which reduces your costs significantly.

Thoroughly think about and analyse the above continuation of the scenario and compare it to your pre-held expectations. Describe your respective thoughts in detail in the box below.

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: repetition of manipulation checks]
The questions on this page refer to you reconsidering the continuation of the scenario on the previous page.

REPETITION OF Q1 and Q2 ABOVE

[ALL CONDITIONS FROM HERE ONWARDS]
Q3 A visit to a restaurant/supermarket (like the one you imagined in the previous scenario) for you is:

	1	2	3	4	5	6	7	
For practical purposes								Just for fun
Purely functional								Pure enjoyment
For a routine need								For Pleasure

Q4 In a few words, please describe the restaurant/supermarket you imagined in the previous scenario.

Q5 Approximately how many times do you visit a restaurant/supermarket (like the one you imagined in the previous scenario)?

- o Daily
- o 2-3 times a week
- o Once a week
- o 2-3 times a month
- o Once a month
- o Every other month
- o Less than every other month

Q6 Please indicate your gender.
- Male
- Female

Q7 Please indicate your age.
- 18-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old
- 60 and above

Q8 Please indicate your nationality.
- American
- Other (please specify)

Q9 Please indicate your main country of residence.
- United States
- Other (please specify)

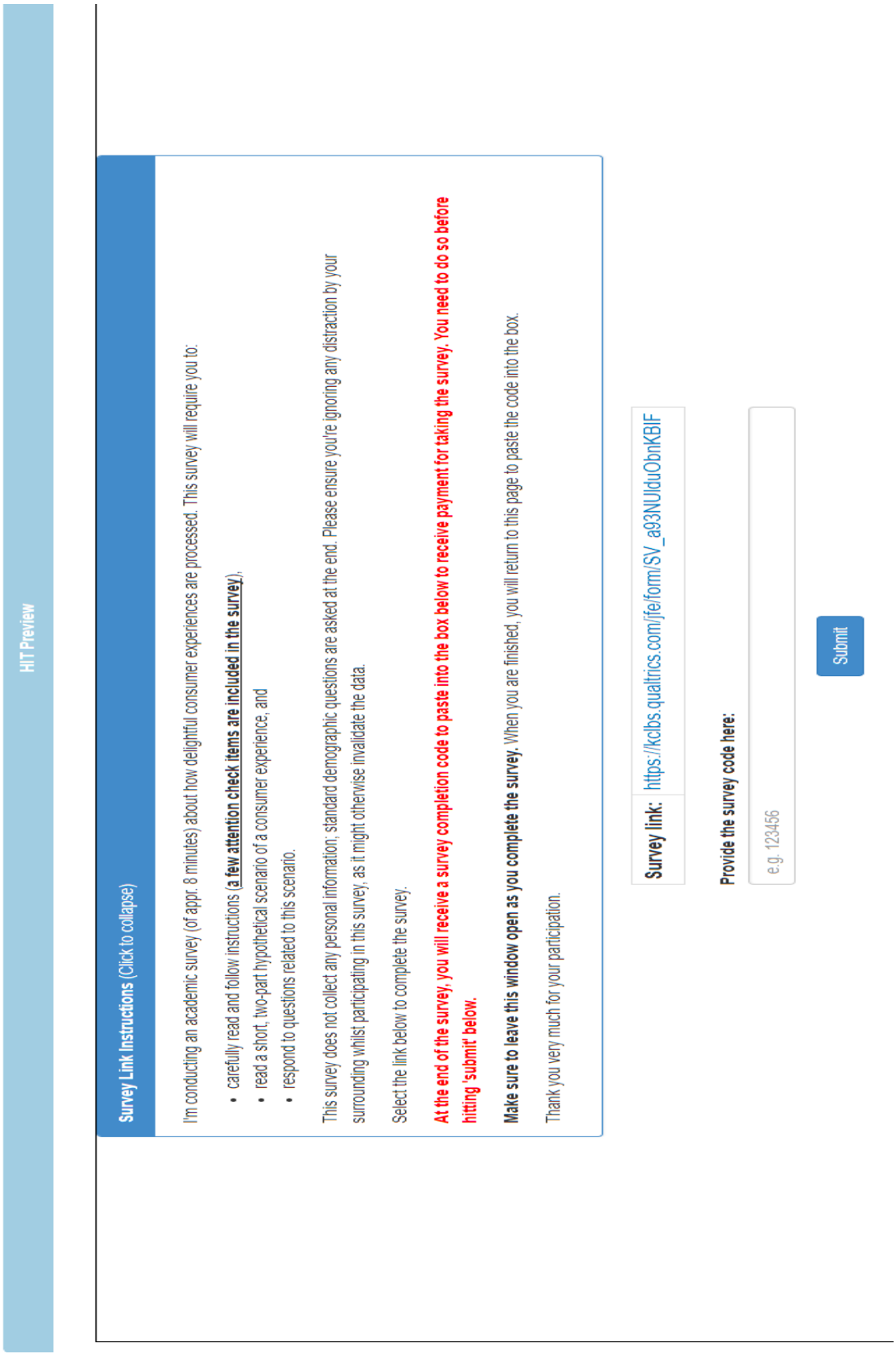
Q10 How long have you been living in your main country of residence?
- Less than 5 years
- 5-10 years
- More than 10 years
- All my life

Q11 Please indicate your highest level of educational qualification.
- Secondary school qualification, e.g. O levels, GCSE, A levels
- Undergraduate university/college degree, e.g. BA, BSc
- Postgraduate university/college degree, e.g. MSc, MBA, PhD
- Other qualification (please specify)
- No qualification

Q12 Please indicate which category your profession falls into.
- Full-time/part-time work or self-employed (please specify job title)
- Student
- Retired
- Unemployed
- Other (please specify)

Q13 Please indicate your individual annual gross income level (before tax).
- Below average
- Average (US average: approximately $30,240)
- Above average

Appendix 4: Initial and Additional Pre-Study 2: MTurk HIT Screenshot



Appendix 5: Experiment: t_1 Questionnaire Export

[ALL CONDITIONS]

Dear respondent,

You are invited to participate in this two-part study focusing on outstandingly positive consumer experiences. This study is part of my PhD research at King's College London.

Your participation is very important in understanding how outstandingly positive consumer experiences are processed. For this reason, I would like to ask you to spare approximately 12 minutes today to fill in the subsequent questionnaire and approximately 5 minutes for the second, follow-up questionnaire you'll be invited to via email in 7 days. Please only take part if you're willing to participate in both parts of the study, i.e. today and in a week's time, as your data otherwise can't be used.

Today's questionnaire entails:

- carefully reading and following instructions (attention check items are included in the survey),
- reading a short, two-part hypothetical scenario of a consumer experience, and responding to questions related to the scenario.

Participation is voluntary! Please rest assured that your responses will be treated confidentially and anonymously, and will not be shared with any third party. There are no right or wrong answers, so please respond to questions as honestly as possible.

You are free to cease your participation at any time during the process. If you don't do so and submit your completed survey, you imply that you consent to participate and your data can be used for analysis. Should you decide to cease your participation after submission, you can do so at any time without giving any reason up to the point of publication in summer 2018, i.e. 31st August 2018, by emailing me at the email address provided below. Your withdrawal will be treated confidentially.

This research has been granted ethical approval (LRS-16/17-3846) by King's College London's Research Ethics Panel.

If you have any questions regarding this study, please contact: Stefanie Jirsak, King's College London, School of Management & Business, 150 Stamford Street, London, SE1 9NH, email: stefanie.jirsak@kcl.ac.uk.

Alternatively, you can contact my lead supervisor, Douglas West, Professor of Marketing, by emailing douglas.west@kcl.ac.uk.

I would like to thank you for your contribution to this study.

Sincerely,

Stefanie Jirsak

If you wish to receive a summary of the results after I've submitted my PhD thesis (i.e. 31st August 2018), please tick the box below. The summary will be sent out by Lightspeed Research Ltd. (i.e. you will not be asked for your email address in this study).

- o Yes, I would like to receive a summary of this study's results after the PhD thesis has been submitted.

[ALL CONDITIONS]
Before we start with the questionnaire, please indicate your gender and age first.

Q1 Please indicate your gender.
- o Male
- o Female

Q2 Please indicate your age.
- o 18-29 years old
- o 30-39 years old
- o 40-49 years old
- o 50-59 years old
- o 60 and above

[SYSTEM 1 HEDONIC/UTILITARIAN CONDITIONS: System 1 instructions]
There is clear evidence that people who adopt an intuitive approach to e.g. decision-making are more successful in many areas of their lives.
You are going to read a two-part hypothetical scenario (and answer some questions afterwards).
When reading the scenario, use your first impressions and gut instincts (avoid thinking very hard about it).

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[SYSTEM 2 HEDONIC/UTILITARIAN CONDITIONS: System 2 priming]
As a start, please think about a general visit to a restaurant (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's).
For the next 1 minute, thoroughly think of any expectations you might have towards such a restaurant visit, e.g. regarding food, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[Or]
As a start, please think about a general visit to a supermarket to do your routine shopping (it can be any type of supermarket).
For the next 1 minute, thoroughly think of any expectations you might have towards such a supermarket visit, e.g. regarding products, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[SYSTEM 2 HEDONIC/UTILITARIAN CONDITIONS: System 2 instructions]

There is clear evidence that people who adopt a rational approach to e.g. decision-making are more successful in many areas of their lives.
You are going to read a two-part hypothetical scenario (and answer some questions afterwards).
When reading the scenario, thoroughly think about and analyse the scenario and compare it to your pre-held expectations (ignore any first impressions or gut instinct).

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 2 priming preparation]

As a start, please think about a general visit to a restaurant (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's).
For the next 1 minute, thoroughly think of any expectations you might have towards such a restaurant visit, e.g. regarding food, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[Or]

As a start, please think about a general visit to a supermarket to do your routine shopping (it can be any type of supermarket).
For the next 1 minute, thoroughly think of any expectations you might have towards such a supermarket visit, e.g. regarding products, prices, facilities and staff, and describe them (aim for at least 3) in detail in the box below.
You will only be able to proceed after the 1 minute has passed, which is when a button containing '>>' will appear at the bottom right.

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: detachment task]

In the box below, please name at least 3 feelings you associate with being on holidays (any kind of holiday).

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 1 instructions]

There is clear evidence that people who adopt an intuitive approach to e.g. decision-making are more successful in many areas of their lives.
You are going to read a two-part hypothetical scenario (and answer some questions afterwards).

When reading the scenario, use your first impressions and gut instincts (avoid thinking very hard about it).

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[CONTROL HEDONIC/UTILITARIAN CONDITIONS]
You are going to read a two-part hypothetical scenario (and answer some questions afterwards).

[ALL CONDITIONS: introduction of scenario]
Imagine you are visiting a restaurant. It is a newly opened, independent restaurant. Hence, you have never been to this restaurant before, but the type of cuisine is to your taste and the prices are within your affordable price range (it can be any type of restaurant where you would sit down to spend some time there; hence, this excludes fast food restaurants, e.g. McDonald's). You did not read any reviews about this restaurant nor were you recommended to visit by anyone.

[Or]
Imagine you are visiting a supermarket to do your routine shopping.
It is a newly opened, independent supermarket. Hence, you have never been to this supermarket before, but it stocks products you'd buy during a routine shop and the prices are within your affordable price range (it can be any type of supermarket).
You did not read any reviews about this supermarket nor were you recommended to visit by anyone.

[SYSTEM 1 HEDONIC/UTILITARIAN CONDITIONS: announcement of time pressure and System 1 instructions]
On the next page, you will read a continuation of the scenario, which will be time-constrained.
You will have 15 seconds to read the subsequent continuation of the scenario. Once the 15 seconds are over, the '>>' button at the bottom right will appear as a signal for you to proceed to the next page. Whilst it is imperative that you read the whole continuation of the scenario, please do so within the 15 seconds timeframe.
Please ignore any distractions around you during this time.
Please remember: when reading the subsequent continuation of the scenario, use your first impressions and gut instincts.

If you're paying attention, CLICK ON 'YES' before clicking on the '>>' button at the bottom right.

- Yes
- No

[SYSTEM 2 HEDONIC/UTILITARIAN CONDITIONS: announcement of time delay and System 2 instructions]

On the next page, you will read a continuation of the scenario.
You will have at least 1 minute (or longer if you wish) to read and thoroughly think about and analyse the subsequent continuation of the scenario and will only be able to proceed once that time has passed, which is when a button containing '>>' will appear at the bottom right.
Please use the full 1 minute to thoroughly think about and analyse what you will read and ignore any distractions around you during this time.
Please remember: when reading the subsequent continuation of the scenario, thoroughly think about and analyse it and compare it to your pre-held expectations.

If you're paying attention, CLICK ON 'YES' before clicking on the '>>' button at the bottom right.

- Yes
- No

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: announcement of time pressure and System 1 instructions]

On the next page, you will read a continuation of the scenario, which will be time-constrained.
You will have 15 seconds to read the subsequent continuation of the scenario. Once the 15 seconds are over, the '>>' button at the bottom right will appear as a signal for you to proceed to the next page. Whilst it is imperative that you read the whole continuation of the scenario, please do so within the 15 seconds timeframe.
Please ignore any distractions around you during this time.
Please remember: when reading the subsequent continuation of the scenario, use your first impressions and gut instincts.

If you're paying attention, CLICK ON 'YES' before clicking on the '>>' button at the bottom right.

- Yes
- No

[ALL CONDITIONS: continuation of scenario]

CONTINUATION OF THE SCENARIO
During your restaurant visit, the following instances happen:
At the restaurant, you find exactly the meal you were looking for amongst its offerings, which you usually have difficulties finding at other restaurants.
The dish you receive at this restaurant is the most delectable one you've ever had in your life.
At the end of your visit, you are given a monetary discount on your final bill, which reduces your costs significantly.

[Or]
CONTINUATION OF THE SCENARIO
During your supermarket visit, the following instances happen:
At the supermarket, you find exactly the products you were looking for, which you usually have difficulties finding in other supermarkets.
You get all products you were looking for at the supermarket, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket.
You are given a monetary discount on your final shopping bill at the check-out, which reduces your costs significantly.

[Additionally for System 2 hedonic/utilitarian conditions]
Thoroughly think about and analyse the above continuation of the scenario and compare it to your pre-held expectations. Describe your respective thoughts in detail in the box below.

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 1 part manipulation checks, question on motivation, and SSTS scale]
The questions on this page refer to the continuation of the scenario you read earlier, i.e. the second part of the scenario (which was subject to a 15 seconds time limit).

Q3 How much time pressure did you feel whilst reading the continuation of the scenario (which was subject to a 15 seconds time limit)?

- 1 = no pressure
- 2
- 3
- 4
- 5
- 6
- 7 = very much pressure

Q4 How fast did you need to read the continuation of the scenario (which was subject to a 15 seconds time limit)?

- 1 = not at all fast
- 2
- 3
- 4
- 5
- 6
- 7 = very fast

Q5 Please indicate what applied to you whilst reading the continuation of the scenario (which was subject to a 15 seconds time limit). I was...

	1	2	3	4	5	6	7	
Very interested to read								Not interested to read
Very involved								Not involved
Very interested to understand								Not interested to understand

Q6 Please indicate how the below statements applied to you whilst reading the continuation of the scenario (which was subject to a 15 seconds time limit).

	1 = definitely false	2	3	4	5	6	7 = definitely true
I reasoned things out carefully.							
I tackled this task systematically.							
I approached this task analytically.							
I was very aware of my thinking process.							
I carefully assessed the information in front of me.							
I used my gut feelings.							
I trusted my hunches.							
I relied on my sense of intuition.							
I relied on my first impressions.							
I used my instincts.							
Please select '7 = definitely true' for this row.							

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: System 2 priming]

Below are the expectations towards a restaurant/supermarket you wrote down earlier. Please review those for the next 30 seconds. You will only be able to proceed once that time has passed, which is when a button containing '>>' will appear at the bottom right.

You will not be able to amend the list.

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: announcement of time delay and System 2 instructions]

Additionally to evidence on the success of an intuitive approach to e.g. decision-making, there is also clear evidence that people who adopt a rational approach are successful in many areas of their lives.
On the next page, you will have at least 1 minute (or longer if you wish) to thoroughly think about and analyse the previous continuation of the scenario and compare it to your pre-held expectations (ignoring any first impressions or gut instinct you had when you read the continuation of the scenario in the first place).
You will only be able to proceed once that time has passed, which is when a button containing '>>' will appear at the bottom right.
Please use the full 1 minute to thoroughly think about and analyse the previous continuation of the scenario and ignore any distractions around you during this time.

To proceed, please click on the '>>' box at the bottom right. DO NOT CLICK ON ANY OF THE SCALE ITEMS BELOW.

	1	2	3	4	5	6	7	
Very rarely								Very frequently

[SEQ. SYSTEMS 1+2 HEDONIC/UTILITARIAN CONDITIONS: reconsideration of the continuation of the scenario under System 2 processing]

To remind you, this is what happened during the CONTINUATION of your imagined restaurant visit:
At the restaurant, you find exactly the meal you were looking for amongst the its offerings, which you usually have difficulties finding at other restaurants.
The dish you receive at this restaurant is the most delectable one you've ever had in your life.
At the end of your visit, you are given a monetary discount on your final bill, which reduces your costs significantly.

[Or]

To remind you, this is what happened during the CONTINUATION of your imagined supermarket visit:
At the supermarket, you find exactly the products you were looking for, which you usually have difficulties finding in other supermarkets.
You get all products you were looking for at the supermarket, which makes the shopping experience more comfortable and less stressful, and means you don't have to go to another supermarket.
You are given a monetary discount on your final shopping bill at the check-out, which reduces your costs significantly.

Thoroughly think about and analyse the above continuation of the scenario and compare it to your pre-held expectations. Describe your respective thoughts in detail in the box below.

[ALL CONDITIONS; differences in introductory sentence phrasing between conditions]
[System 1 hedonic/utilitarian conditions]
The questions on the subsequent pages refer to the continuation of the scenario you just read, i.e. the second part of the scenario (which was subject to a 15 seconds time limit).

[System 2 hedonic/utilitarian conditions]
The questions on the subsequent pages refer to the continuation of the scenario you just read, i.e. the second part of the scenario (which was subject to at least 1 minute reading time).

[Sequential Systems 1+2 hedonic/utilitarian conditions]
The questions on the subsequent pages refer to the continuation of the scenario you just reconsidered, i.e. the second part of the scenario (which was subject to at least 1 minute reconsideration time).

[Control hedonic/utilitarian conditions]
The questions on the subsequent pages refer to the continuation of the scenario you just read, i.e. the second part of the scenario.

Q7 Based on the experience at the restaurant/supermarket, I feel...

	1 = not at all	2	3	4	5	6	7 = extremely
Delighted							
Elated							
Gleeful							
Astonished							
Surprised							
Stimulated							
Please select '1 = not at all' for this row.							
Enthused							
Excited							
Contented							
Pleased							
Happy							

Q8 Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
The overall experience at the restaurant/supermarket was satisfying to me.							
The overall experience at the restaurant/supermarket was as good as I expected.							
I felt comfortable with this restaurant/supermarket.							
This restaurant/supermarket was worth the time I spent in it.							

Q9 Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to visit this restaurant/supermarket again in the future.							
It is likely that I would **NEVER** visit this restaurant/supermarket again.							
It is likely that I would still visit this restaurant/ supermarket in the future.							

Q10 Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to say positive things about the restaurant/ supermarket to other people.							
I am likely to recommend this restaurant/supermarket to someone who seeks my advice.							
I am likely to encourage friends and relatives to eat at this restaurant/shop at this supermarket.							

Q11 Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to become very committed to this restaurant/supermarket.							
I am likely to continue frequenting this restaurant/supermarket over the next few years.							
I am likely to give resources (i.e., time and money) to help this restaurant/supermarket succeed.							

Q12 Please indicate your agreement with the following statements regarding the experience at the restaurant/supermarket.

NB: the statements below don't mean that the restaurant/supermarket will increase its prices; instead, the statements aim to understand how willing you would be to pay more for its level of service.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to pay a higher price than for other, similar restaurants/supermarkets.							
I am likely to come back even if the price increases.							
I am **NOT** willing to pay more to dine at this restaurant/shop at this supermarket.							

[ALL CONDITIONS; differences in question phrasing between conditions]
Q13
[System 1 hedonic/utilitarian conditions]
How much time pressure did you feel whilst reading the continuation of the scenario (which was subject to a 15 seconds time limit)?

[System 2 hedonic/utilitarian conditions]
How much time pressure did you feel whilst reading the continuation of the scenario (which was subject to at least 1 minute reading time)?

[Sequential Systems 1+2 hedonic/utilitarian conditions]
How much time pressure did you feel whilst reconsidering the continuation of the scenario (which was subject to at least 1 minute reconsideration time)?

[Control hedonic/utilitarian conditions]
How much time pressure did you feel whilst reading the continuation of the scenario?

- 1 = no pressure
- 2
- 3
- 4
- 5
- 6
- 7 = very much pressure

[ALL CONDITIONS; differences in question phrasing between conditions]
Q14
[System 1 hedonic/utilitarian conditions]
How fast did you need to read the continuation of the scenario (which was subject to a 15 seconds time limit)?

[System 2 hedonic/utilitarian conditions]
How fast did you need to read the continuation of the scenario (which was subject to at least 1 minute reading time)?

[Sequential Systems 1+2 hedonic/utilitarian conditions]
How fast did you need to reconsider the continuation of the scenario (which was subject to at least 1 minute reconsideration time)?

[Control hedonic/utilitarian conditions]
How fast did you need to read the continuation of the scenario?

- 1 = not at all fast
- 2
- 3
- 4
- 5
- 6
- 7 = very fast

[ALL CONDITIONS; differences in question phrasing between conditions]
Q15
[System 1 hedonic/utilitarian conditions]
Please indicate what applied to you whilst reading the continuation of the scenario (which was subject to a 15 seconds time limit). I was...

[System 2 hedonic/utilitarian conditions]
Please indicate what applied to you whilst reading the continuation of the scenario (which was subject to at least 1 minute reading time). I was...

[Sequential Systems 1+2 hedonic/utilitarian conditions]
Please indicate what applied to you whilst reconsidering the continuation of the scenario (which was subject to at least 1 minute reconsideration time). I was...

[Control hedonic/utilitarian conditions]
Please indicate what applied to you whilst reading the continuation of the scenario. I was...

	1	2	3	4	5	6	7	
Very interested to read								Not interested to read
Very involved								Not involved
Very interested to understand								Not interested to understand

[ALL CONDITIONS; differences in question phrasing between conditions]
Q16
[System 1 hedonic/utilitarian conditions]
Please indicate how the below statements applied to you whilst reading the continuation of the scenario (which was subject to a 15 seconds time limit).

[System 2 hedonic/utilitarian conditions]
Please indicate how the below statements applied to you whilst reading the continuation of the scenario (which was subject to at least 1 minute reading time).

[Sequential Systems 1+2 hedonic/utilitarian conditions]
Please indicate how the below statements applied to you whilst reconsidering the continuation of the scenario (which was subject to at least 1 minute reconsideration time).

[Control hedonic/utilitarian conditions]
Please indicate how the below statements applied to you whilst reading the continuation of the scenario.

	1 = definitely false	2	3	4	5	6	7 = definitely true
I reasoned things out carefully.							
I tackled this task systematically.							
I approached this task analytically.							
I was very aware of my thinking process.							
I carefully assessed the information in front of me.							
I used my gut feelings.							
I trusted my hunches.							
I relied on my sense of intuition.							
I relied on my first impressions.							
I used my instincts.							
Please select '7 = definitely true' for this row.							

[ALL CONDITIONS FROM HERE ONWARDS]

Q17 A visit to a restaurant/supermarket (like the one you imagined in the previous scenario) for you is...

	1	2	3	4	5	6	7	
For practical purposes								Just for fun
Purely functional								Pure enjoyment
For a routine need								For pleasure

Q18 In a few words, please describe the restaurant/supermarket you imagined in the previous scenario.

Q19 Approximately how many times do you actually visit a restaurant/supermarket (like the one you imagined in the previous scenario)?

- Daily
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Every other month
- Less than every other month

Q20 At this moment I am feeling...

	1	2	3	4	5	6	7	
Good								Bad
Unpleasant								Pleasant
Happy								Sad
Negative								Positive

Before submitting your data, please answer the questions below regarding your demographics. Again, your answers will remain anonymous, be treated confidentially and not be shared with any third party.

Q21 Please indicate your nationality.

- American
- Other (please specify)

Q22 Please indicate your main country of residence.

- United States
- Other (please specify)

Q23 How long have you been living in your main country of residence?

- Less than 5 years
- 5-10 years
- More than 10 years
- All my life

Q24 Please indicate your highest level of educational qualification.

- Secondary school/high school qualification
- Undergraduate university degree, e.g. Bachelor of Arts, Bachelor of Science
- Postgraduate university degree, e.g. Master of Sc, MBA, PhD
- Other qualification (please specify)
- No qualification
- Prefer not to say

Q25 Please indicate your current employment status by selecting one of the answers below.

- In permanent full-time employment
- In permanent part-time employment
- Self-employed/freelance
- Retired
- Student (in school or internship)
- House wife/house husband
- Unable to work/disabled
- Without work OR currently not working and looking for work
- Temporary, seasonal or occasional work
- In unpaid employment (e.g. voluntary work) or full-time care of another household member
- Prefer not to say

Q26 Please indicate which of the following best describes your job title.

- Senior executive (SVP, MD, CEO, CFO, CTO, Founder)
- Executive (GM, VP)
- Senior manager
- Manager
- Staff/worker
- Assistant/coordinator/junior staff
- Apprentice/trainee
- None of the above

Q27 Please indicate your household income per year (before tax, including all sources of income).

- Up to $15,000
- $15,000-$24,999
- $25,000-$34,999
- $35,000-49,999
- $50,000-$74,999
- $75,000-$99,999
- $100,000-$124,999
- $125,000-$149,999
- $150,000 or more
- Prefer not to say

Appendix 6: Experiment: t_2 Questionnaire Export

Dear respondent,
Thank you again for your participation in the first part of my two-part study one week ago.
Today, you are invited to participate in the second (and final) part of this study, continuing to focus on the restaurant/supermarket scenario you read last week.
The second part of this study will take approximately 5 minutes of your time. It will entail thinking of last week's restaurant/supermarket scenario and answering respective questions.
This study is part of my PhD research at King's College London. Your participation in this second part today is crucial, as I will otherwise not be able to use your data if you don't participate in both parts of my study.
Having said that, participation is voluntary! Please rest assured that your responses will be treated confidentially and anonymously, and will not be shared with any third party. There are no right or wrong answers, so please respond to questions as honestly as possible.
You are free to cease your participation at any time during the process. If you don't do so and submit your completed survey, you imply that you consent to participate and your data can be used for analysis. Should you decide to cease your participation after submission, you can do so at any time without giving any reason up to the point of publication in summer 2018, i.e. 31st August 2018, by emailing me at the email address provided below. Your withdrawal will be treated confidentially.
This research has been granted ethical approval (LRS-16/17-3846) by King's College London's Research Ethics Panel.
If you have any questions regarding this study, please contact: Stefanie Jirsak, King's College London, School of Management & Business, 150 Stamford Street, London, SE1 9NH, email: stefanie.jirsak@kcl.ac.uk.
Alternatively, you can contact my lead supervisor, Douglas West, Professor of Marketing, by emailing douglas.west@kcl.ac.uk.
I would like to thank you for your contribution to this study.
Sincerely,
Stefanie Jirsak

Before we start, please confirm your demographic information below. Again, your answers will remain anonymous, be treated confidentially and not be shared with any third party.

Q1 Please indicate your gender.

- o Male
- o Female

Q2 Please indicate your age.

- o 18-29 years old
- o 30-39 years old
- o 40-49 years old
- o 50-59 years old
- o 60 and above

[HEDONIC CONDITION AT t_1]
Please think of the restaurant scenario you read one week ago. Specifically, think of the scenario's continuation during which various instances happened regarding the meal you found and received, and your final bill. The subsequent questions refer to the scenario's continuation you read one week ago. However, please respond to the questions as you feel about them and agree to them RIGHT NOW (not as you felt or agreed a week ago) and DO NOT think about what your responses were one week ago. It matters how you feel about and agree to the questions now!

[UTILITARIAN CONDITION AT t_1]
Please think of the supermarket scenario you read one week ago. Specifically, think of the scenario's continuation during which various instances happened regarding the products you found and your final bill. The subsequent questions refer to the scenario's continuation you read one week ago. However, please respond to the questions as you feel about them and agree to them RIGHT NOW (not as you felt or agreed a week ago) and DO NOT think about what your responses were one week ago. It matters how you feel about and agree to the questions now!

Q3 Based on the experience at the restaurant/supermarket from one week ago, I **now** feel...

	1 = not at all	2	3	4	5	6	7 = extremely
Delighted							
Elated							
Gleeful							
Astonished							
Surprised							
Stimulated							
Please select '1 = not at all' for this row.							
Enthused							
Excited							
Contented							
Pleased							
Happy							

Q4 Based on the experience at the restaurant/supermarket from one week ago, please indicate your agreement **now** with the following statements.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
The overall experience at the restaurant/supermarket was satisfying to me.							
The overall experience at the restaurant/ supermarket was as good as I expected.							
I felt comfortable with this restaurant/supermarket.							
This restaurant/ supermarket was worth the time I spent in it.							

Q5 Based on the experience at the restaurant/supermarket from one week ago, please indicate your agreement **now** with the following statements.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to visit this restaurant/supermarket again in the future.							
It is likely that I would **NEVER** visit this restaurant/supermarket again.							
It is likely that I would still visit this restaurant/supermarket in the future.							

Q6 Based on the experience at the restaurant/supermarket from one week ago, please indicate your agreement **now** with the following statements.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to say positive things about the restaurant/ supermarket to other people.							
I am likely to recommend this restaurant/supermarket to someone who seeks my advice.							
I am likely to encourage friends and relatives to eat at this restaurant/ shop at this supermarket.							

Q7 Based on the experience at the restaurant/supermarket from one week ago, please indicate your agreement **now** with the following statements.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to become very committed to this restaurant/supermarket.							
I am likely to continue frequenting this restaurant/supermarket over the next few years.							
I am likely to give resources (i.e., time and money) to help this restaurant/ supermarket succeed.							

Q8 Based on the experience at the restaurant/supermarket from one week ago, please indicate your agreement **now** with the following statements.

NB: the statements below don't mean that the restaurant/supermarket will increase its prices; instead, the statements aim to understand how willing you would be to pay more for its level of service.

	1 = strongly disagree	2	3	4	5	6	7 = strongly agree
I am likely to pay a higher price than for other, similar restaurants/supermarket.							
I am likely to come back even if the price increases.							
I am **NOT** willing to pay more to dine at this restaurant/shop at this supermarket.							

Q9 How many times have you actually visited a restaurant/supermarket (like the one you imagined in the scenario) since the first part of the study one week ago?

- Not at all
- Once
- Twice
- 3-4 times
- 5-6 times
- 7 times or more

Q10 **Generally thinking** (not specific to the scenario from one week ago), please indicate how the following statements apply to you personally.

	1 = completely false	2	3	4	5	6	7 = completely true
I don't like to have to do a lot of thinking.							
I try to avoid situations that require thinking in depth about something.							
I prefer to do something that challenges my thinking abilities rather than something that requires little thought.							
I prefer complex to simple problems.							
Thinking hard and for a long time about something gives me little satisfaction.							
I trust my initial feelings about people.							
I believe in trusting my hunches.							
My initial impressions of people are almost always right.							
When it comes to trusting people, I can usually rely on my "gut feelings".							
I can usually feel when a person is right or wrong even if I can't explain how I know.							
Please select '7 = completely true' for this row.							

Q11 Finally, at this moment I am feeling...

	1	2	3	4	5	6	7	
Good								Bad
Unpleasant								Pleasant
Happy								Sad
Negative								Positive

Appendix 7: Experiment: t_1 Email Invitation

GLOBALTESTMARKET
A rewarding experience

Start a survey now

You have been selected for a new survey!

Hi [FIRSTNAME],

We would like to invite you to participate in a study about consumer experiences.
The study is conducted by **King's College London**.
The study consists of **two parts, one week apart**.

Please only take part if you are willing to participate in both parts.

Please make sure you complete this survey **today or tomorrow**, as it will not be available after that.

If you qualify for and complete **both surveys**, you will earn 32 Market points. **These points will be awarded two weeks after completion of both surveys**.

We look forward to your participation.

Thank you,
The GlobalTestMarket Team

Survey Number: 490820
Time: 12 mins
Reward for Survey Completion:

Start a survey now

By participating in this survey, you will earn or entries to the GlobalTestMarket Quarterly Sweepstakes.

Please note surveys are open for a limited time only so don't delay and login today!

If this survey is incompatible with your device and settings you may be provided alternative surveys that are better supported by your device.

We remind you that It is important for you to read all the questions of the surveys and to ensure that you provide truthful and accurate answers to each question and to comply with the **panel terms**.

We look forward to your participation.

Thank you, The GlobalTestMarket Team

Appendix 8: Experiment: t_2 Email Invitation

GLOBALTESTMARKET
A rewarding experience

Start a survey now

Hi [FIRSTNAME],

Last week you completed Part 1 of the consumer experiences survey for **King's College London.**

Part 2 is now available for you to fill in. Please make sure you complete this survey **by the end of tomorrow in order to earn 32 Market points. These are awarded only for completion of both Part 1 and Part 2.**

The Market points will be awarded within two weeks after completion of Part 2.

We look forward to your participation.
Thank you,

The GlobalTestMarket Team

Survey Number: 491607
Time: 5 mins

Start a survey now

By participating in this survey, you will earn or entries to the GlobalTestMarket Quarterly Sweepstakes.

Please note surveys are open for a limited time only so don't delay and login today!

If this survey is incompatible with your device and settings you may be provided alternative surveys that are better supported by your device.

We remind you that It is important for you to read all the questions of the surveys and to ensure that you provide truthful and accurate answers to each question and to comply with the **panel terms**.

We look forward to your participation.

Thank you, The GlobalTestMarket Team

Appendix 9: Initial Pre-study 2: Post Hoc Test (Tukey) Results for the Perceived Time Pressure Manipulation Check

Condition	Condition compared with	Mean difference	Std. error	p
System 1_hedonic	System 2_hedonic	2.449*	0.495	0.000
	Systems 1+2_hedonic	0.779	0.476	0.578
	System 1_utilitarian	-0.207	0.457	0.998
	System 2_utilitarian	2.027*	0.495	0.001
	Systems 1+2_utilitarian	0.298	0.482	0.990
System 2_hedonic	System 1_hedonic	-2.449*	0.495	0.000
	Systems 1+2_hedonic	-1.670*	0.500	0.014
	System 1_utilitarian	-2.656*	0.482	0.000
	System 2_utilitarian	-0.421	0.518	0.965
	Systems 1+2_utilitarian	-2.150*	0.506	0.001
Seq. Systems 1+2_hedonic	System 1_hedonic	-0.779	0.476	0.578
	System 2_hedonic	1.670*	0.500	0.014
	System 1_utilitarian	-0.986	0.463	0.279
	System 2_utilitarian	1.249	0.500	0.133
	Systems 1+2_utilitarian	-0.481	0.487	0.922
System 1_utilitarian	System 1_hedonic	0.207	0.457	0.998
	System 2_hedonic	2.656*	0.482	0.000
	Systems 1+2_hedonic	0.986	0.463	0.279
	System 2_utilitarian	2.235*	0.482	0.000
	Systems 1+2_utilitarian	0.505	0.469	0.889
System 2_utilitarian	System 1_hedonic	-2.027*	0.495	0.001
	System 2_hedonic	0.421	0.518	0.965
	Systems 1+2_hedonic	-1.249	0.500	0.133
	System 1_utilitarian	-2.235*	0.482	0.000
	Systems 1+2_utilitarian	-1.729*	0.506	0.011
Seq. Systems 1+2_utilitarian	System 1_hedonic	-0.298	0.482	0.990
	System 2_hedonic	2.150*	0.506	0.001
	Systems 1+2_hedonic	0.481	0.487	0.922
	System 1_utilitarian	-0.505	0.469	0.889
	System 2_utilitarian	1.729*	0.506	0.011

*The mean difference is significant at the 0.05 level.

Appendix 10: Initial Pre-study 2: Post Hoc Test (Tukey) Results for the Perceived Fast Reading Manipulation Check

Condition	Condition compared with	Mean difference	Std. error	p
System 1_hedonic	System 2_hedonic	1.259	0.439	0.054
	System 1+2_hedonic	0.522	0.422	0.819
	System 1_utilitarian	-0.747	0.405	0.442
	System 2_utilitarian	2.206*	0.439	0.000
	System 1+2_utilitarian	0.522	0.427	0.826
System 2_hedonic	System 1_hedonic	-1.259	0.439	0.054
	System 1+2_hedonic	-0.737	0.443	0.560
	System 1_utilitarian	-2.006*	0.427	0.000
	System 2_utilitarian	0.947	0.459	0.314
	System 1+2_utilitarian	-0.737	0.448	0.572
Seq. Systems	System 1_hedonic	-0.522	0.422	0.819
1+2_hedonic	System 2_hedonic	0.737	0.443	0.560
	System 1_utilitarian	-1.269*	0.410	0.029
	System 2_utilitarian	1.684*	0.443	0.003
	System 1+2_utilitarian	0.000	0.432	1.000
System 1_utilitarian	System 1_hedonic	0.747	0.405	0.442
	System 2_hedonic	2.006*	0.427	0.000
	System 1+2_hedonic	1.269*	0.410	0.029
	System 2_utilitarian	2.953*	0.427	0.000
	System 1+2_utilitarian	1.269*	0.415	0.032
System 2_utilitarian	System 1_hedonic	-2.206*	0.439	0.000
	System 2_hedonic	-0.947	0.459	0.314
	System 1+2_hedonic	-1.684*	0.443	0.003
	System 1_utilitarian	-2.953*	0.427	0.000
	System 1+2_utilitarian	-1.684*	0.448	0.004
Seq. Systems	System 1_hedonic	-0.522	0.427	0.826
1+2_utilitarian	System 2_hedonic	0.737	0.448	0.572
	System 1+2_hedonic	0.000	0.432	1.000
	System 1_utilitarian	-1.269*	0.415	0.032
	System 2_utilitarian	1.684*	0.448	0.004

*The mean difference is significant at the 0.05 level.

Appendix 11: Experiment: Additional Sample Information

Demographic category		Frequency	Percentage
Level of education	Secondary school/high school qualification	101	33%
	Undergraduate university degree, e.g. Bachelor of Arts, Bachelor of Science	143	47%
	Postgraduate university degree, e.g. Master of Science, MBA, PhD	36	12%
	Other qualification	20	7%
	No qualification	3	1%
	Prefer not to say	1	0%
Employment status	In permanent full-time employment	116	38%
	In permanent part-time employment	30	10%
	Self-employed/freelance	26	9%
	Retired	56	18%
	Student (in school or internship)	6	2%
	House wife/house husband	29	10%
	Unable to work/disabled	22	7%
	Without work OR currently not working and looking for work	12	4%
	Temporary, seasonal, or occasional work	1	0%
	In unpaid employment (e.g. voluntary work) or full-time care of another household member	4	1%
	Prefer not to say	2	1%
Household income	Up to $15,000	26	9%
	$15,000-$24,999	31	10%
	$25,000-$34,999	31	10%
	$35,000-$49,999	37	12%
	$50,000-$74,999	62	20%
	$75,000-$99,999	39	13%
	$100,000-$124,999	26	9%
	$125,000-149,999	16	5%
	$150,000 or more	23	8%
	Prefer not to say	13	4%

Appendix 12: Experiment: Processing Manipulation Checks Means and Standard Deviations per Condition

Condition		Perceived Time pressure*	Perceived Fast reading**
System 1_hedonic	Mean	3.47	4.53
	Std. Deviation	1.905	1.812
System 2_hedonic	Mean	2.27	3.41
	Std. Deviation	1.644	1.771
Seq. Systems 1+2_hedonic	Mean	2.86	3.89
	Std. Deviation	1.486	1.384
System 1_utilitarian	Mean	3.47	4.51
	Std. Deviation	1.667	1.352
System 2_utilitarian	Mean	1.71	3.06
	Std. Deviation	1.274	1.748
Seq. Systems 1+2_utilitarian	Mean	3.26	3.70
	Std. Deviation	1.330	1.093
Control_hedonic	Mean	1.41	3.16
	Std. Deviation	0.927	1.573
Control_utilitarian	Mean	1.62	3.36
	Std. Deviation	1.093	1.401

*Scale: 1 = no pressure to 7 = very much pressure
**Scale: 1 = not at all fast to 7 = very fast

Appendix 13: Experiment: Post Hoc Test (Tukey) Results for the Perceived Time Pressure Manipulation Check

Condition	Condition compared with	Mean difference	Std. error	p
System 1_hedonic	System 1_utilitarian	0.007	0.326	1.000
	System 2_hedonic	1.202*	0.338	0.010
	System 2_utilitarian	1.758*	0.343	0.000
	Seq. Systems 1+2_hedonic	0.611	0.340	0.624
	Seq. Systems 1+2_utilitarian	0.215	0.343	0.998
	Control_hedonic	2.067*	0.338	0.000
	Control_utilitarian	1.850*	0.323	0.000
System 2_hedonic	System 1_hedonic	-1.202*	0.338	0.010
	System 1_utilitarian	-1.195*	0.324	0.006
	System 2_utilitarian	0.556	0.340	0.730
	Seq. Systems 1+2_hedonic	-0.591	0.338	0.656
	Seq. Systems 1+2_utilitarian	-0.987	0.340	0.077
	Control_hedonic	0.865	0.336	0.169
	Control_utilitarian	0.648	0.320	0.468
Seq. Systems 1+2_hedonic	System 1_hedonic	-0.611	0.340	0.624
	System 1_utilitarian	-0.604	0.326	0.585
	System 2_hedonic	0.591	0.338	0.656
	System 2_utilitarian	1.147*	0.343	0.021
	Seq. Systems 1+2_utilitarian	-0.396	0.343	0.944
	Control_hedonic	1.456*	0.338	0.001
	Control_utilitarian	1.239*	0.323	0.004
System 1_utilitarian	System 1_hedonic	-0.007	0.326	1.000
	System 2_hedonic	1.195*	0.324	0.006
	System 2_utilitarian	1.751*	0.329	0.000
	Seq. Systems 1+2_hedonic	0.604	0.326	0.585
	Seq. Systems 1+2_utilitarian	0.208	0.329	0.998
	Control_hedonic	2.060*	0.324	0.000
	Control_utilitarian	1.843*	0.308	0.000
System 2_utilitarian	System 1_hedonic	-1.758*	0.343	0.000
	System 1_utilitarian	-1.751*	0.329	0.000
	System 2_hedonic	-0.556	0.340	0.730
	Seq. Systems 1+2_hedonic	-1.147*	0.343	0.021
	Seq. Systems 1+2_utilitarian	-1.543*	0.345	0.000
	Control_hedonic	0.309	0.340	0.985
	Control_utilitarian	0.092	0.325	1.000
Seq. Systems 1+2_utilitarian	System 1_hedonic	-0.215	0.343	0.998
	System 1_utilitarian	-0.208	0.329	0.998
	System 2_hedonic	0.987	0.340	0.077
	System 2_utilitarian	1.543*	0.345	0.000
	Seq. Systems 1+2_hedonic	0.396	0.343	0.944
	Control_hedonic	1.852*	0.340	0.000
	Control_utilitarian	1.635*	0.325	0.000
Control_hedonic	System 1_hedonic	-2.067*	0.338	0.000
	System 1_utilitarian	-2.060*	0.324	0.000
	System 2_hedonic	-0.865	0.336	0.169
	System 2_utilitarian	-0.309	0.340	0.985
	Seq. Systems 1+2_hedonic	-1.456*	0.338	0.001
	Seq. Systems 1+2_utilitarian	-1.852*	0.340	0.000
	Control_utilitarian	-0.217	0.320	0.998
Control_utilitarian	System 1_hedonic	-1.850*	0.323	0.000
	System 1_utilitarian	-1.843*	0.308	0.000
	System 2_hedonic	-0.648	0.320	0.468
	System 2_utilitarian	-0.092	0.325	1.000
	Seq. Systems 1+2_hedonic	-1.239*	0.323	0.004
	Seq. Systems 1+2_utilitarian	-1.635*	0.325	0.000
	Control_hedonic	0.217	0.320	0.998

*The mean difference is significant at the 0.05 level.

Appendix 14: Experiment: Post Hoc Test (Tukey) Results for the Perceived Fast Reading Manipulation Check

Condition	Condition compared with	Mean difference	Std. error	p
System 1_hedonic	System 1_utilitarian	0.016	0.345	1.000
	System 2_hedonic	1.122*	0.358	0.039
	System 2_utilitarian	1.471*	0.363	0.002
	Seq. Systems 1+2_hedonic	0.639	0.360	0.639
	Seq. Systems 1+2_utilitarian	0.828	0.363	0.307
	Control_hedonic	1.366*	0.358	0.004
	Control_utilitarian	1.172*	0.342	0.016
System 2_hedonic	System 1_hedonic	-1.122*	0.358	0.039
	System 1_utilitarian	-1.106*	0.343	0.030
	System 2_utilitarian	0.348	0.360	0.979
	Seq. Systems 1+2_hedonic	-0.483	0.358	0.878
	Seq. Systems 1+2_utilitarian	-0.295	0.360	0.992
	Control_hedonic	0.243	0.355	0.997
	Control_utilitarian	0.050	0.339	1.000
Seq. Systems 1+2_hedonic	System 1_hedonic	-0.639	0.360	0.639
	System 1_utilitarian	-0.623	0.345	0.618
	System 2_hedonic	0.483	0.358	0.878
	System 2_utilitarian	0.832	0.363	0.301
	Seq. Systems 1+2_utilitarian	0.189	0.363	1.000
	Control_hedonic	0.727	0.358	0.463
	Control_utilitarian	0.533	0.342	0.773
System 1_utilitarian	System 1_hedonic	-.016	0.345	1.000
	System 2_hedonic	1.106*	0.343	0.030
	System 2_utilitarian	1.454*	0.348	0.001
	Seq. Systems 1+2_hedonic	0.623	0.345	0.618
	Seq. Systems 1+2_utilitarian	0.812	0.348	0.280
	Control_hedonic	1.349*	0.343	0.003
	Control_utilitarian	1.156*	0.326	0.011
System 2_utilitarian	System 1_hedonic	-1.471*	0.363	0.002
	System 1_utilitarian	-1.454*	0.348	0.001
	System 2_hedonic	-0.348	0.360	0.979
	Seq. Systems 1+2_hedonic	-0.832	0.363	0.301
	Seq. Systems 1+2_utilitarian	-0.643	0.365	0.648
	Control_hedonic	-0.105	0.360	1.000
	Control_utilitarian	-0.298	0.344	0.989
Seq. Systems 1+2_utilitarian	System 1_hedonic	-0.828	0.363	0.307
	System 1_utilitarian	-0.812	0.348	0.280
	System 2_hedonic	0.295	0.360	0.992
	System 2_utilitarian	0.643	0.365	0.648
	Seq. Systems 1+2_hedonic	-0.189	0.363	1.000
	Control_hedonic	0.538	0.360	0.811
	Control_utilitarian	0.344	0.344	0.974
Control_hedonic	System 1_hedonic	-1.366*	0.358	0.004
	System 1_utilitarian	-1.349*	0.343	0.003
	System 2_hedonic	-0.243	0.355	0.997
	System 2_utilitarian	0.105	0.360	1.000
	Seq. Systems 1+2_hedonic	-0.727	0.358	0.463
	Seq. Systems 1+2_utilitarian	-0.538	0.360	0.811
	Control_utilitarian	-0.193	0.339	0.999
Control_utilitarian	System 1_hedonic	-1.172*	0.342	0.016
	System 1_utilitarian	-1.156*	0.326	0.011
	System 2_hedonic	-0.050	0.339	1.000
	System 2_utilitarian	0.298	0.344	0.989
	Seq. Systems 1+2_hedonic	-0.533	0.342	0.773
	Seq. Systems 1+2_utilitarian	-0.344	0.344	0.974
	Control_hedonic	0.193	0.339	0.999

*The mean difference is significant at the 0.05 level.

Appendix 15: Experiment: t_1 and t_2 Correlations Between Customer Delight, Delight Antecedents, and Customer Satisfaction

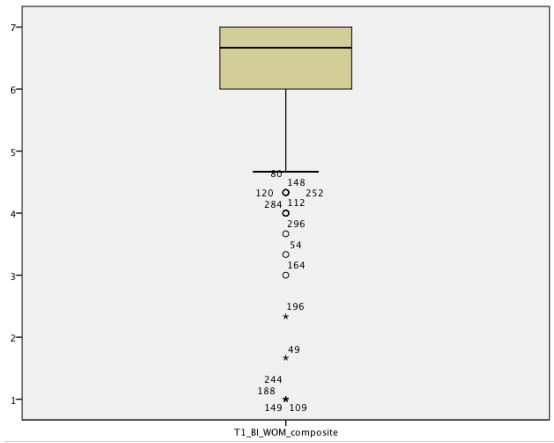
T_1	1	2	3	4	5
1 Customer delight	(0.799)				
2 Surprising consumption	0.705**	(0.841)			
3 Arousal	0.784**	0.665**	(0.734)		
4 Positive affect	0.683**	0.537**	0.669**	(0.815)	
5 Customer satisfaction	0.616**	0.472**	0.529**	0.642**	(0.837)

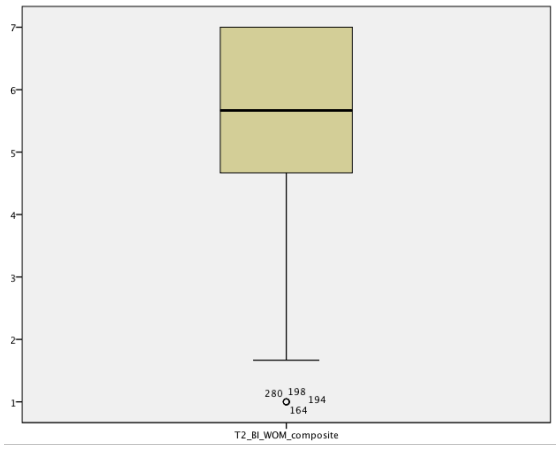
**Correlations significant at the 0.01 level (2-tailed)
Figures in brackets '()' indicate the average variances extracted

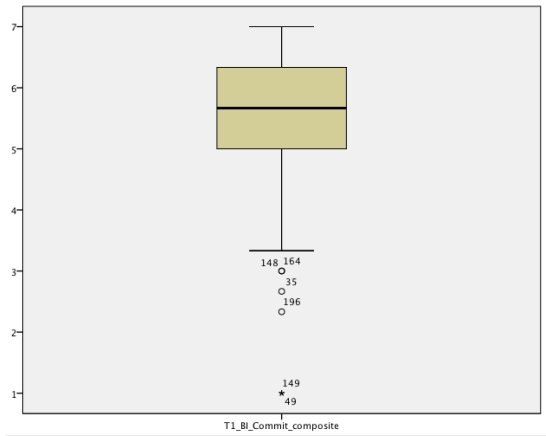
T_2	1	2	3	4	5
1 Customer delight	(0.877)				
2 Surprising consumption	0.800**	(0.927)			
3 Arousal	0.857**	0.807**	(0.882)		
4 Positive affect	0.714**	0.567**	0.692**	(0.881)	
5 Customer satisfaction	0.514**	0.378**	0.475**	0.697**	(0.889)

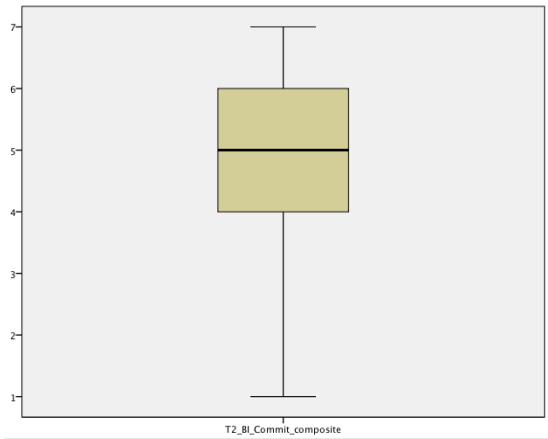
**Correlations significant at the 0.01 level (2-tailed)
Figures in brackets '()' indicate the AVE

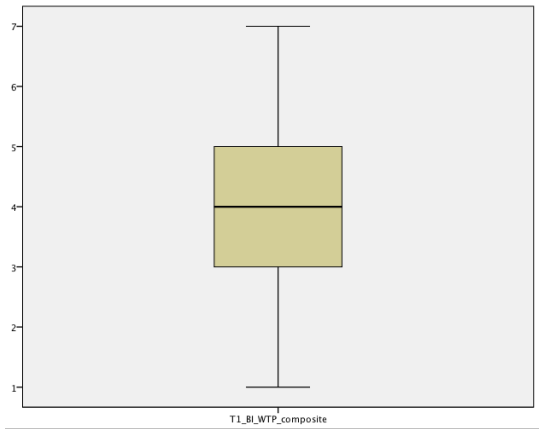
Appendix 16: Experiment: t_1 and t_2 Boxplots for Outlier Detection for Intentions to Engage in Positive Word of Mouth, to Commit, and to Pay More

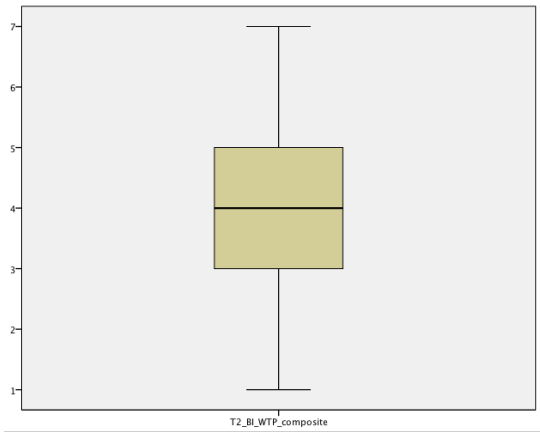




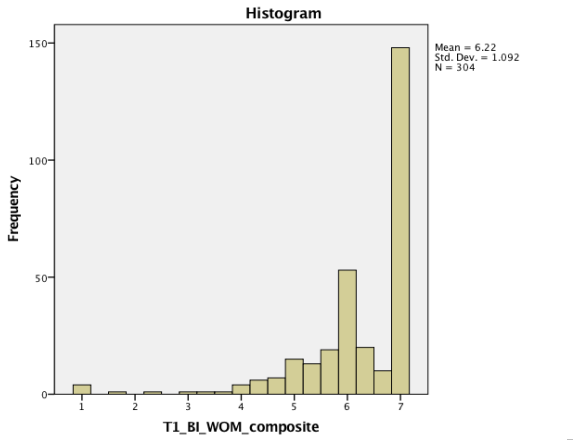


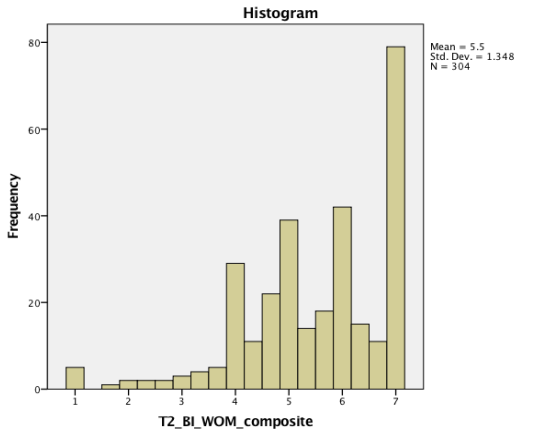


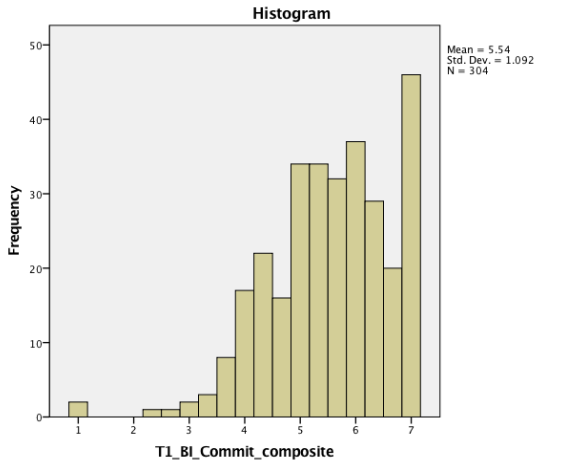


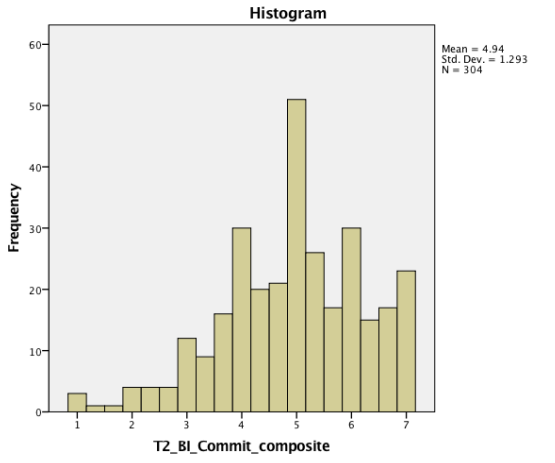


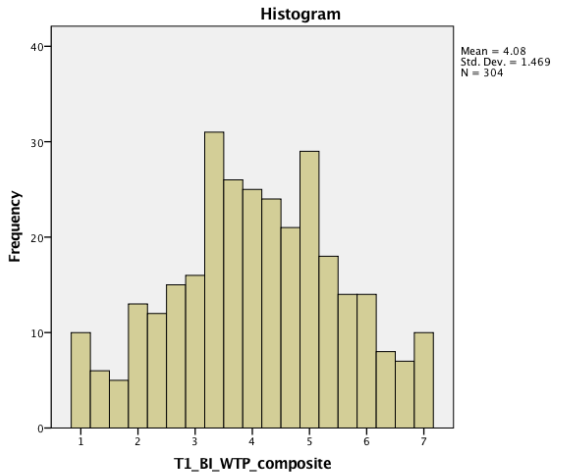
Appendix 17: Experiment: t_1 and t_2 Histograms Illustrating Non-Normally Distributed Data for Intentions to Engage in Positive Word of Mouth, to Commit, and to Pay More (Based on Untransformed Data)

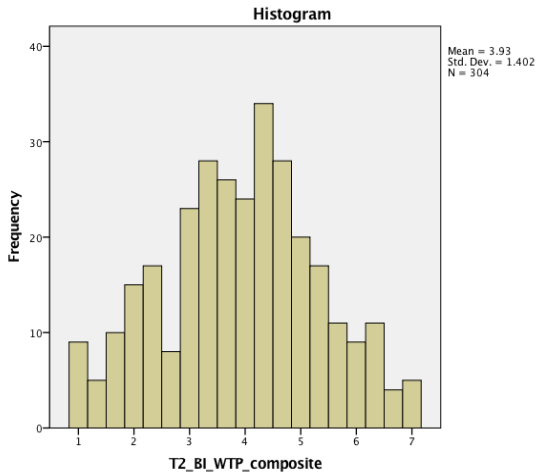












Appendix 18: Experiment – Part 1: SSTS Scale Means and Standard Deviations for the Experimental Conditions

Condition	Mean	Std. deviation
System 1_hedonic	-0.06	6.998
System 1_utilitarian	-1.74	6.694
Seq. Systems 1+2_hedonic_System 1 part	0.06	5.264
Seq. Systems 1+2_hedonic_System 2 part	2.42	6.092
Seq. Systems 1+2_hedonic_parts 1 and 2 combined	1.24	4.835
System 2_hedonic	3.97	7.665
System 2_utilitarian	4.94	8.914
Seq. Systems 1+2_utilitarian_System 1 part	-2.46	1.731
Seq. Systems 1+2_utilitarian_System 2 part	2.00	1.675
Seq. Systems 1+2_utilitarian_parts 1 and 2 combined	-0.23	7.895

Scale: 1 = definitely false to 7 = definitely true

Appendix 19: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Hedonic Consumption Setting)

		Behavioural intentions magnitude			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON: SYSTEM 1 VS. CONTROL					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		-0.059	-0.112	-0.100	-0.034
Boot SE		0.074	0.133	0.121	0.046
CI (95%)		[-0.227; 0.067]	[-0.388; 0.135]	[-0.357; 0.123]	[-0.167; 0.031]
Direct/total effects results					
X on M	B	-0.215	-0.215	-0.215	-0.215
(a path)	t(293)	-0.829	-0.829	-0.829	-0.829
	Std. error	0.260	0.260	0.260	0.260
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	-0.083	-0.075	-0.165	-0.406
(c' path/direct path)	t(292)	-0.517	-0.382	-0.778	-1.376
	Std. error	0.161	0.196	0.212	0.295
Total effect model results					
Total effect	B	-0.142	-0.187	-0.265	-0.440
(c path)	t(293)	-0.809	-0.786	-1.088	-1.481
	Std. error	0.176	0.237	0.244	0.297
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON: SYSTEM 2 VS. CONTROL					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		0.088	0.168	0.151	0.051
Boot SE		0.064	0.124	0.105	0.045
CI (95%)		[-0.018; 0.242]	[-0.040; 0.454]	[-0.046; 0.369]	[-0.005; 0.187]
Direct/total effects results					
X on M	B	0.323	0.323	0.323	0.323
(a path)	t(293)	1.256	1.256	1.256	1.256
	Std. error	0.257	0.257	0.257	0.257
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.160	0.146	0.168	-0.158
(c' path/direct path)	t(292)	1.001	0.749	0.796	-0.539
	Std. error	0.160	0.194	0.211	0.293
Total effect model results					
Total effect	B	0.248	0.314	0.318	-0.107
(c path)	t(293)	1.427	1.334	1.317	-0.363
	Std. error	0.174	0.235	0.241	0.294
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON: SEQ. SYSTEM 1+2 VS. CONTROL					
Indirect effects results					
Indirect effects (X on Y through M; ab path)		-0.003	-0.006	-0.006	-0.002
Boot SE		0.069	0.131	0.117	0.043
CI (95%)		[-0.140; 0.137]	[-0.237; 0.276]	[-0.234; 0.226]	[-0.087; 0.090]
Direct/total effects results					
X on M	B	-0.012	-0.012	-0.012	-0.012
(a path)	t(293)	-0.047	-0.047	-0.047	-0.047
	Std. error	0.2259	0.2259	0.2259	0.2259
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.010	0.030	-0.009	0.042
(c' path/direct path)	t(292)	0.061	0.154	-0.045	0.143
	Std. error	0.161	0.195	0.211	0.294
Total effect model results					
Total effect	B	0.007	0.024	-0.015	0.040
(c path)	t(293)	0.037	0.101	-0.062	0.135
	Std. error	0.175	0.237	0.243	0.296
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Appendix 20: Experiment – Part 1: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Utilitarian Consumption Setting)

		Behavioural intentions magnitude			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON: SYSTEM 1 VS. CONTROL					
Indirect effects results					
Indirect effects		-0.154	-0.293	-0.262	-0.089
(X on Y through M; ab path)					
Boot SE		0.073	0.129	0.118	0.060
CI (95%)		[-0.323; -0.029]	[-0.565; -0.057]	[-0.512; -0.047]	[-0.257; -0.009]
Direct/total effects results					
X on M	B	-0.562*	-0.562*	-0.562*	-0.562*
(a path)	t(293)	-2.384	-2.384	-2.384	-2.384
	Std. error	0.236	0.236	0.236	0.236
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	-0.056	-0.052	0.159	0.143
(c' path/direct path)	t(292)	-0.377	-0.289	0.821	0.529
	Std. error	0.148	0.179	0.194	0.270
Total effect model results					
Total effect	B	-0.209	-0.344	-0.102	0.054
(c path)	t(293)	-1.312	-1.598	-0.463	0.201
	Std. error	0.159	0.216	0.221	0.270
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON: SYSTEM 2 VS. CONTROL					
Indirect effects results					
Indirect effects		-0.079	-0.151	-0.135	-0.046
(X on Y through M; ab path)					
Boot SE		0.069	0.129	0.115	0.045
CI (95%)		[-0.223; 0.048]	[-0.415; 0.093]	[-0.376; 0.081]	[-0.172; 0.016]
Direct/total effects results					
X on M	B	-0.290	-0.290	-0.290	-0.290
(a path)	t(293)	-1.163	-1.163	-1.163	-1.163
	Std. error	0.249	0.249	0.249	0.249
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.209	-0.204	0.059	0.003
(c' path/direct path)	t(292)	1.348	-1.086	0.289	0.011
	Std. error	0.155	0.188	0.204	0.284
Total effect model results					
Total effect	B	0.130	-0.355	-0.076	-0.043
(c path)	t(293)	0.768	-1.559	-0.326	-0.149
	Std. error	0.169	0.228	0.234	0.285
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000
COMPARISON: SEQ. SYSTEM 1+2. VS. CONTROL					
Indirect effects results					
Indirect effects		-0.089	-0.169	-0.151	-0.051
(X on Y through M; ab path)					
Boot SE		0.071	0.134	0.117	0.046
CI (95%)		[-0.249; 0.039]	[-0.437; 0.095]	[-0.386; 0.073]	[-0.178; 0.013]
Direct/total effects results					
X on M	B	-0.324	-0.324	-0.324	-0.324
(a path)	t(293)	-1.300	-1.300	-1.300	-1.300
	Std. error	0.249	0.249	0.249	0.249
M on Y	B	0.273***	0.520***	0.466***	0.158**
(b path)	t(292)	7.544	11.838	9.770	2.376
	Std. error	0.036	0.044	0.048	0.066
X on Y	B	0.408**	0.340	0.416*	-0.450
(c' path/direct path)	t(292)	2.631	1.806	2.040	-1.585
	Std. error	0.155	0.188	0.204	0.284
Total effect model results					
Total effect	B	0.319	0.171	0.265	-0.501
(c path)	t(293)	1.893	0.751	1.134	-1.756
	Std. error	0.169	0.228	0.234	0.285
	R^2	0.128	0.172	0.128	0.284
	F(293)	4.283	6.082	4.294	11.616
	p	0.000	0.000	0.000	0.000

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Appendix 21: Experiment – Part 1: t_1 Mann-Whitney Test Results for Customer Delight Antecedents

Condition comparisons	Surprising consumption*			Arousal*			Positive affect*		
	Mean rank 1st condition Mean rank 2nd condition	z-statistic	Asympt. sig.^	Mean rank 1st condition Mean rank 2nd condition	z- statistic	Asympt. sig.^	Mean rank 1st condition Mean rank 2nd condition	z- statistic	Asympt. sig.^
System 1_hed. vs.	29.75 (mean: 5.39)	-2.927	0.003	31.33 (mean: 4.69)	-2.265	0.024	30.01 (mean: 5.56)	-2.833	0.005
System 2_hed.	44.05 (mean: 6.12)			42.51 (mean: 5.39)			43.80 (mean: 6.39)		
System 1_hed. vs.	33.58 (mean: 5.39)	-1.195	0.232	32.07 (mean: 4.69)	-1.808	0.071	32.89 (mean: 5.56)	-1.489	0.137
seq. Systems 1+2_hed.	39.42 (mean: 5.65)			40.93 (mean: 5.31)			40.11 (mean: 6.07)		
System 2_hed. vs.	40.23 (mean: 6.12)	-1.341	0.180	37.93 (mean: 5.39)	-0.384	0.701	39.85 (mean: 5.56)	-1.207	0.227
seq. Systems 1+2_hed.	33.68 (mean: 5.65)			36.04 (mean: 5.31)			34.07 (mean: 6.07)		
System 1_util. vs.	37.22 (mean: 4.92)	-0.995	0.320	37.92 (mean: 4.71)	-0.686	0.493	36.81 (mean: 5.59)	-1.173	0.241
System 2_util.	42.30 (mean: 5.24)			41.44 (mean: 5.01)			42.80 (mean: 5.91)		
System 1 util. vs.	40.17 (mean: 4.92)	-0.294	0.769	36.41 (mean:4.71)	-1.342	0.180	32.86 (mean: 5.59)	-2.905	0.004
seq. Systems 1+2_util	38.67 (mean: 4.89)			43.30 (mean: 5.16)			47.66 (mean: 6.24)		
System 2_util. vs.	38.33 (mean: 5.24)	-1.174	0.241	34.40 (mean: 5.01)	-0.454	0.650	31.87 (mean: 5.91)	-1.521	0.128
seq. Systems 1+2_util.	32.67 (mean: 4.89)			36.60 (mean: 5.16)			39.13 (mean: 6.24)		
System 1_hed. vs.	34.22 (mean: 5.39)	-1.117	0.264	31.99 (mean: 4.69)	-2.001	0.045	29.97 (mean: 5.56)	-2.867	0.004
Control_hed.	39.70 (mean: 5.62)			41.88 (mean: 5.23)			43.84 (mean: 6.39)		
System 2_hed. vs.	41.00 (mean: 6.12)	-1.427	0.154	38.22 (mean: 5.39)	-0.288	0.773	36.61 (mean: 6.39)	-0.377	0.706
Control_hed.	34.00 (mean: 5.62)			36.78 (mean: 5.23)			38.39 (mean: 6.39)		
Seq. Systems 1+2_hed. vs.	37.07 (mean: 5.65)	-0.028	0.978	36.82 (mean: 5.31)	-0.072	0.942	33.54 (mean: 6.07)	-1.440	0.150
Control_hed.	36.93 (mean: 5.62)			37.18 (mean: 5.23)			40.36 (mean: 6.39)		
System 1_util. vs.	40.53 (mean: 4.92)	-1.435	0.151	41.33 (mean:4.71)	-1.144	0.253	37.14 (mean: 5.59)	-2.676	0.007
Control_util.	48.28 (mean: 5.43)			47.53 (mean: 5.11)			51.53 (mean: 6.13)		
System 2_util. vs.	40.46 (mean: 5.24)	-0.015	0.988	39.61 (mean: 5.01)	-0.302	0.763	37.01 (mean: 5.91)	-1.200	0.230
Control_util.	40.53 (mean: 5.43)			41.19 (mean: 5.11)			43.21 (mean: 6.13)		
Seq. Systems 1+2_util. vs.	35.33 (mean: 4.89)	-1.772	0.076	41.30 (mean: 5.16)	-0.273	0.785	42.47 (mean: 6.24)	-0.683	0.494
Control_util.	44.52 (mean: 5.43)			39.88 (mean: 5.11)			38.97 (mean: 6.13)		

^2-tailed
*Scale: 1 = not at all to 7 = extremely

Appendix 22: Experiment – Part 1: t_1 Mann-Whitney Test Results and Kruskal Wallis Test Results for Customer Delight and Behavioural Intentions for Gender, Age, and Income

Variable		Gender	Age	Income
Customer delight magnitude	z/test statistic	-3.271	2.702	15.080
	Asympt. sig.^	0.001	0.609	0.089
Intention to revisit magnitude	z/test statistic	-3.015	5.817	9.446
	Asympt. sig.^	0.003	0.213	0.397
Intention to engage in PWoM magnitude	z/test statistic	-2.731	3.848	6.536
	Asympt. sig.^	0.006	0.427	0.685
Intention to commit magnitude	z/test statistic	-1.746	3.249	13.807
	Asympt. sig.^	0.081	0.517	0.129
Intention to pay more magnitude	z/test statistic	-0.110	1.387	11.863
	Asympt. sig.^	0.912	0.846	0.221

^2-tailed

Appendix 23: Experiment – Part 2: Spearman's Correlation Coefficients Between t_1, t_2, and Simple Change Score for Customer Delight and Behavioural Intentions

Customer delight	**1**	**2**	**3**
1 T_1	1.000		
2 T_2	0.462**	1.000	
3 Simple change score	-0.341**	0.617**	1.000

**Correlations significant at the 0.01 level (2-tailed)

Intention to revisit	**1**	**2**	**3**
1 T_1	1.000		
2 T_2	0.488**	1.000	
3 Simple change score	-0.147*	0.722**	1.000

**Correlations significant at the 0.01 level (2-tailed)
*Correlations significant at the 0.05 level (2-tailed)

Intention to engage in PWoM	**1**	**2**	**3**
1 T_1	1.000		
2 T_2	0.568**	1.000	
3 Simple change score	-0.117*	0.672**	1.000

**Correlations significant at the 0.01 level (2-tailed)
*Correlations significant at the 0.05 level (2-tailed)

Intention to commit	**1**	**2**	**3**
1 T_1	1.000		
2 T_2	0.626**	1.000	
3 Simple change score	-0.222*	0.573**	1.000

**Correlations significant at the 0.01 level (2-tailed)
*Correlations significant at the 0.05 level (2-tailed)

Intention to pay more	**1**	**2**	**3**
1 T_1	1.000		
2 T_2	0.462**	1.000	
3 Simple change score	-0.341*	0.617**	1.000

**Correlations significant at the 0.01 level (2-tailed)
*Correlations significant at the 0.05 level (2-tailed)

Appendix 24: Experiment – Part 2: Cronbach's α for Simple Change Scores

Change score	**α**
Customer delight	0.645
Intention to revisit	0.695
Intention to engage in PWoM	0.741
Intention to commitment	0.793
Intention to pay more	0.783

Appendix 25: Experiment – Part 2: t_2 Means and Standard Deviations of Customer Delight and Behavioural Intentions

	Customer delight magn.*		Intention to revisit magn.**		Intention to engage in PWoM magn.**		Intention to commit magn.**		Intention to pay more magn.**	
Condition	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**	**Mean**	**Std. deviation**
System 1_hed.	4.20	1.461	6.01	0.968	5.58	1.111	4.65	1.314	4.32	1.223
System 2_hed.	4.59	1.722	6.36	0.696	5.85	1.020	5.15	1.107	4.77	1.338
Seq. Systems 1+2_hed.	4.46	1.188	6.08	0.951	5.43	1.688	4.83	1.402	4.35	1.407
System 1_util.	3.84	1.290	6.10	1.020	5.27	1.320	5.06	1.340	3.59	1.217
System 2_util.	3.88	1.568	6.10	0.824	5.49	1.211	4.98	1.146	3.32	1.364
Seq. Systems 1+2_util.	3.77	1.386	6.36	0.971	5.70	1.449	5.10	1.345	3.31	1.341
Control_hed.	4.43	1.668	6.05	1.053	5.50	1.617	4.85	1.549	4.34	1.471
Control_util.	3.82	1.537	5.92	1.318	5.30	1.275	4.90	1.152	3.50	1.180

*Scale: 1 = not at all to 7 = extremely
**Scale: 1 = strongly disagree to 7 = strongly agree

Appendix 26: Experiment – Part 2: Wilcoxon Signed Rank Test Results for Difference Between t_1 and t_2 for Customer Delight and Behavioural Intentions

Condition		**Customer delight**	**Revisit**	**Engage in PWoM**	**Commit**	**Pay more**
System 1_hedonic	z-statistic	-4.216	-4.879	-2.492	-2.932	-0.933
	Asympt. sig.^	0.000	0.000	0.013	0.003	0.351
System 2_hedonic	z-statistic	-4.252	-3.326	-3.211	-3.829	-0.810
	Asympt. sig.^	0.000	0.001	0.001	0.000	0.418
Seq. Systems 1+2_hedonic	z-statistic	-4.492	-5.295	-3.545	-3.905	-2.979
	Asympt. sig.^	0.000	0.000	0.000	0.000	0.003
System 1_utilitarian	z-statistic	-4.596	-0.981	-3.726	-2.107	-0.478
	Asympt. sig.^	0.000	0.327	0.000	0.035	0.633
System 2_utilitarian	z-statistic	-4.694	-3.374	-2.605	-2.417	-0.654
	Asympt. sig.^	0.000	0.001	0.009	0.016	0.513
Seq. Systems 1+2_utilitarian	z-statistic	-4.405	-2.814	-3.824	-3.379	-1.193
	Asympt. sig.^	0.000	0.005	0.000	0.001	0.233
Control_hedonic	z-statistic	-4.254	-3.423	-3.476	-3.573	-3.103
	Asympt. sig.^	0.000	0.001	0.001	0.000	0.002
Control_utilitarian	z-statistic	-5.322	-3.569	-4.713	-3.724	-0.104
	Asympt. sig.^	0.000	0.000	0.000	0.000	0.917

^2-tailed

Appendix 27: Experiment – Part 2: Unstandardised Results (Comparisons Between Experimental and Control Conditions, Hedonic Consumption Setting)

		Behavioural intentions endurance			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON: SYSTEM 1 VS. CONTROL					
Indirect effects results					
Indirect effects		0.007	0.014	0.013	0.009
(X on Y through M; ab path)					
Boot SE		0.049	0.095	0.092	0.063
CI (95%)		[-0.087; 0.107]	[-0.174; 0.202]	[-0.171; -0.196]	[-0.110; 0.143]
Direct/total effects results					
X on M	B	0.046	0.046	0.046	0.046
(a path)	t(292)	0.143	0.143	0.143	0.143
	Std. error	0.323	0.323	0.323	0.323
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.124	0.334	0.113	0.462
(c' path/direct path)	t(291)	0.633	1.385	0.532	1.700
	Std. error	0.196	0.241	0.212	0.271
Total effect model results					
Total effect	B	0.131	0.347	0.126	0.471
(c path)	t(292)	0.650	1.341	0.546	1.692
	Std. error	0.202	0.259	0.231	0.278
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON: SYSTEM 2 VS. CONTROL					
Indirect effects results					
Indirect effects		-0.025	-0.050	-0.049	-0.033
(X on Y through M; ab path)					
Boot SE		0.054	0.104	0.099	0.070
CI (95%)		[-0.130; 0.085]	[-0.257; 0.153]	[-0.239; 0.148]	[-0.185; 0.097]
Direct/total effects results					
X on M	B	-0.168	-0.168	-0.168	-0.168
(a path)	t(292)	-0.525	-0.525	-0.525	-0.525
	Std. error	0.321	0.321	0.321	0.321
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.099	0.121	0.052	0.558*
(c' path/direct path)	t(291)	0.508	0.505	0.247	2.072
	Std. error	0.194	0.239	0.210	0.169
Total effect model results					
Total effect	B	0.073	0.071	0.003	0.525
(c path)	t(292)	0.367	0.276	0.015	1.904
	Std. error	0.200	0.257	0.229	0.276
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON: SEQ. SYSTEM 1+2 VS. CONTROL					
Indirect effects results					
Indirect effects		0.016	0.031	0.030	0.020
(X on Y through M; ab path)					
Boot SE		0.047	0.090	0.087	0.060
CI (95%)		[-0.072; 0.116]	[-0.145; 0.211]	[-0.140; 0.204]	[-0.088; 0.153]
Direct/total effects results					
X on M	B	0.105	0.105	0.105	0.105
(a path)	t(292)	0.324	0.324	0.324	0.324
	Std. error	0.322	0.322	0.322	0.322
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.063	-0.055	0.033	-0.009
(c' path/direct path)	t(291)	0.323	-0.230	0.156	-0.034
	Std. error	0.195	0.240	0.211	0.271
Total effect model results					
Total effect	B	0.079	-0.024	0.063	0.011
(c path)	t(292)	0.392	-0.093	0.273	0.040
	Std. error	0.201	0.258	0.231	0.277
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Appendix 28: Experiment – Part 2: Unstandardised Results (Comparisons Between Experimental and Control Conditions, Utilitarian Consumption Setting)

		Behavioural intentions endurance			
		Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON: SYSTEM 1 VS. CONTROL					
Indirect effects results					
Indirect effects		0.062	0.122	0.118	0.080
(X on Y through M; ab path)					
Boot SE		0.048	0.090	0.089	0.063
CI (95%)		[-0.017; 0.175]	[-0.044; 0.312]	[-0.039; 0.310]	[-0.019; 0.239]
Direct/total effects results					
X on M	B	0.409	0.409	0.409	0.409
(a path)	t(292)	1.374	1.374	1.374	1.374
	Std. error	0.298	0.298	0.298	0.298
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.258	0.123	0.045	-0.135
(c' path/direct path)	t(291)	1.422	0.553	0.231	-0.538
	Std. error	0.181	0.223	0.196	0.251
Total effect model results					
Total effect	B	0.319	0.245	0.163	-0.055
(c path)	t(292)	1.719	1.026	0.766	-0.216
	Std. error	0.186	0.239	0.213	0.256
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON: SYSTEM 2. VS. CONTROL					
Indirect effects results					
Indirect effects		0.061	0.121	0.117	0.079
(X on Y through M; ab path)					
Boot SE		0.050	0.094	0.090	0.066
CI (95%)		[-0.022; 0.178]	[-0.053; 0.317]	[-0.051; 0.307]	[-0.020; 0.244]
Direct/total effects results					
X on M	B	0.407	0.407	0.407	0.407
(a path)	t(292)	1.312	1.312	1.312	1.312
	Std. error	0.310	0.310	0.310	0.310
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.042	0.471*	0.088	-0.177
(c' path/direct path)	t(291)	0.222	2.028	0.431	-0.678
	Std. error	0.189	0.232	0.204	0.262
Total effect model results					
Total effect	B	0.103	0.592*	0.205	-0.098
(c path)	t(292)	0.533	2.379	0.925	-0.367
	Std. error	0.194	0.249	0.222	0.267
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008
COMPARISON: SEQ. SYSTEM 1+2 VS. CONTROL					
Indirect effects results					
Indirect effects		0.038	0.075	0.073	0.049
(X on Y through M; ab path)					
Boot SE		0.054	0.105	0.098	0.068
CI (95%)		[-0.054; 0.163]	[-0.119; 0.300]	[-0.106; 0.281]	[-0.074; 0.208]
Direct/total effects results					
X on M	B	0.252	0.252	0.252	0.252
(a path)	t(292)	0.811	0.811	0.811	0.811
	Std. error	0.310	0.310	0.310	0.310
M on Y	B	0.151***	0.298***	0.288***	0.194***
(b path)	t(291)	4.252	6.821	7.516	3.953
	Std. error	0.036	0.044	0.038	0.049
X on Y	B	0.084	0.143	-0.144	0.265
(c' path/direct path)	t(291)	0.446	0.618	-0.707	1.015
	Std. error	0.188	0.232	0.204	0.261
Total effect model results					
Total effect	B	0.122	0.218	-0.071	0.314
(c path)	t(292)	0.631	0.876	-0.321	1.174
	Std. error	0.193	0.249	0.222	0.267
	R^2	0.064	0.052	0.053	0.083
	F(292)	1.818	1.460	1.472	2.390
	p	0.051	0.146	0.141	0.008

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Appendix 29: Experiment – Part 2: t_2 Mann-Whitney Test Results for Customer Delight Antecedents

Condition comparisons	Surprising consumption*			Arousal*			Positive affect*		
	Mean rank 1st condition Mean rank 2nd condition	z- statistic	Asympt. sig.^	Mean rank 1st condition Mean rank 2nd condition	z-statistic	Asympt. sig.^	Mean rank 1st condition Mean rank 2nd condition	z-statistic	Asympt. sig.^
System 1_hed. vs.	33.67 (mean: 3.89)	-1.330	0.183	33.89 (mean: 3.93)	-1.239	0.215	33.13 (mean: 4.76)	-1.545	0.122
System 2_hed.	40.24 (mean: 4.42)			40.03 (mean: 4.34)			40.77 (mean: 5.31)		
System 1_hed. vs.	34.83 (mean: 3.89)	-0.682	0.495	35.86 (mean: 3.93)	-0.260	0.795	34.68 (mean: 4.76)	-0.744	0.457
seq. System 1+2_hed.	38.17 (mean: 4.14)			37.14 (mean: 4.06)			38.32 (mean: 5.15)		
System 2_hed. vs.	39.42 (mean: 4.42)	-0.994	0.320	39.66 (mean: 4.34)	-1.090	0.276	39.36 (mean: 5.31)	-0.972	0.331
seq. System 1+2_hed.	34.51 (mean: 4.14)			34.26 (mean: 4.06)			34.57 (mean: 5.15)		
System 1_util. vs.	38.64 (mean: 3.48)	-0.375	0.708	37.72 (mean: 3.57)	-0.774	0.439	38.37 (mean: 4.70)	-0.489	0.625
System 2_util.	40.56 (mean: 3.57)			41.69 (mean: 3.76)			40.89 (mean: 4.77)		
System 1 util. vs.	41.38 (mean: 3.48)	-0.820	0.412	38.66 (mean: 3.57)	-0.363	0.717	38.07 (mean: 4.70)	-0.620	0.535
seq. System 1+2_util	37.19 (mean: 3.20)			40.53 (mean: 3.73)			41.26 (mean: 4.91)		
System 2_util. vs.	38.09 (mean: 3.57)	-1.070	0.285	36.17 (mean: 3.76)	-0.277	0.782	34.90 (mean: 4.77)	-0.248	0.804
seq. System 1+2_util.	32.91 (mean: 3.20)			34.83 (mean: 3.73)			36.10 (mean: 4.91)		
System 1_hed. vs.	35.64 (mean: 3.89)	-0.544	0.586	36.33 (mean: 3.93)	-0.266	0.790	34.85 (mean: 4.76)	-0.859	0.390
Control_hed.	38.32 (mean: 4.09)			37.65 (mean: 4.05)			39.09 (mean: 5.05)		
System 2_hed. vs.	39.66 (mean: 4.42)	-0.870	0.384	39.78 (mean: 4.34)	-0.916	0.360	39.22 (mean: 5.31)	-0.690	0.490
Control_hed.	35.34 (mean: 4.09)			35.22 (mean: 4.05)			35.78 (mean: 5.05)		
Seq. System 1+2_hed. vs.	36.79 (mean: 4.14)	-0.084	0.933	36.89 (mean: 4.06)	-0.044	0.965	36.85 (mean: 5.15)	-0.061	0.951
Control_hed.	37.20 (mean: 4.09)			37.11 (mean: 4.05)			37.15 (mean: 5.05)		
System 1_util. vs.	44.05 (mean: 3.48)	-0.164	0.870	44.73 (mean: 3.57)	-0.084	0.933	42.21 (mean: 4.70)	-0.826	0.409
Control_util.	44.93 (mean: 3.59)			44.28 (mean: 3.59)			46.69 (mean: 4.87)		
System 2_util. vs.	40.77 (mean: 3.57)	-0.093	0.926	42.34 (mean: 3.76)	-0.628	0.530	39.83 (mean: 4.77)	-0.229	0.819
Control_util.	40.29 (mean: 3.59)			39.07 (mean: 3.59)			41.02 (mean: 4.87)		
Seq. System 1+2_util. vs.	37.89 (mean: 3.20)	-0.894	0.372	41.87 (mean: 3.73)	-0.467	0.641	40.49 (mean: 4.91)	-0.005	0.996
Control_util.	42.53 (mean: 3.59)			39.43 (mean: 3.59)			40.51 (mean: 4.87)		

^2-tailed
*Scale: 1 = not at all to 7 = extremely

Appendix 30: Experiment – Part 2: Endurance Variable Mann-Whitney Test Results for Customer Delight Antecedents

Condition comparisons	Surprising consumption			Arousal			Positive affect		
	Mean rank 1st condition Mean rank 2nd condition	z-statistic	Asympt. sig.^	Mean rank 1st condition Mean rank 2nd condition	z-statistic	Asympt. sig.^	Mean rank 1st condition Mean rank 2nd condition	z-statistic	Asympt. sig.^
System 1_hed. vs.	37.21 (mean: -1.50)	-0.083	0.934	38.64 (mean: -0.76)	-0.654	0.513	37.67 (mean: -0.81)	-0.268	0.789
System 2_hed.	36.80 (mean: -1.70)			35.41 (mean: -1.05)			36.35 (mean: -1.08)		
System 1_hed. vs.	36.94 (mean: -1.50)	-0.182	0.856	40.29 (mean: -0.76)	-1.545	0.122	37.90 (mean: -0.81)	-0.572	0.568
seq. System 1+2_hed.	36.06 (mean: -1.51)			32.71 (mean: -1.25)			35.10 (mean: -0.93)		
System 2_hed. vs.	37.27 (mean: -1.70)	-0.111	0.912	38.77 (mean: -1.05)	-0.727	0.467	36.93 (mean: -1.08)	-0.028	0.978
seq. System 1+2_hed.	36.72 (mean: -1.51)			35.18 (mean: -1.25)			37.07 (mean: -0.93)		
System 1_util. vs.	40.80 (mean: -1.44)	-0.565	0.572	39.88 (mean: -1.15)	-0.167	0.868	40.47 (mean: -0.89)	-0.420	0.674
System 2_util.	37.90 (mean: -1.67)			39.03 (mean: -1.25)			38.31 (mean: -1.14)		
System 1 util. vs.	41.57 (mean: -1.44)	-0.899	0.369	41.99 (mean: -1.15)	-1.082	0.279	42.08 (mean: -0.89)	-1.121	0.262
seq. System 1+2_util	36.96 (mean: -1.69)			36.44 (mean: -1.43)			36.33 (mean: -1.32)		
System 2_util. vs.	36.37 (mean: -1.67)	-0.360	0.719	37.14 (mean: -1.25)	-0.679	0.497	36.60 (mean: -1.14)	-0.455	0.649
seq. System 1+2_util.	34.63 (mean: -1.69)			33.86 (mean: -1.43)			34.40 (mean: -1.32)		
System 1_hed. vs.	36.63 (mean: -1.50)	-0.150	0.881	40.38 (mean: -0.76)	-1.345	0.179	40.63 (mean: -0.81)	-1.452	0.147
Control_hed.	37.36 (mean: -1.53)			33.72 (mean: -1.19)			33.47 (mean: -1.34)		
System 2_hed. vs.	37.12 (mean: -1.70)	-0.153	0.879	38.76 (mean: -1.05)	-0.504	0.614	39.84 (mean: -1.08)	-0.951	0.342
Control_hed.	37.88 (mean: -1.53)			36.24 (mean: -1.19)			35.16 (mean: -1.34)		
Seq. System 1+2_hed. vs.	36.08 (mean: -1.51)	-0.367	0.714	36.74 (mean: -1.25)	-0.105	0.916	39.75 (mean: -0.93)	-1.100	0.271
Control_hed.	37.89 (mean: -1.53)			37.26 (mean: -1.19)			34.32 (mean: -1.34)		
System 1_util. vs.	47.01 (mean: -1.44)	-0.906	0.365	47.36 (mean: -1.15)	-1.032	0.302	47.66 (mean: -0.89)	-1.144	0.253
Control_util.	42.10 (mean: -1.84)			44.77 (mean: -1.52)			41.48 (mean: -1.27)		
System 2_util. vs.	41.11 (mean: -1.67)	-0.209	0.834	42.83 (mean: -1.25)	-0.795	0.426	42.41 (mean: -1.14)	-0.654	0.513
Control_util.	40.02 (mean: -1.84)			38.69 (mean: -1.52)			39.01 (mean: -1.27)		
Seq. System 1+2_util. vs.	40.44 (mean: -1.69)	-0.019	0.984	40.83 (mean: -1.43)	-0.112	0.911	40.39 (mean: -1.32)	-0.039	0.969
Control_util.	40.54 (mean: -1.84)			40.24 (mean: -1.52)			40.59 (mean: -1.27)		

^2-tailed

Appendix 31: Experiment – Part 2: t_2 and Endurance Variable Mann-Whitney Test Results and Kruskal Wallis Test Results for Customer Delight and Behavioural Intentions for Gender, Age, and Income

			Gender	**Age**	**Income**
T_2	Customer delight	z/test statistic	-1.251	6.356	10.788
		Asympt. sig.^	0.211	0.174	0.291
	Intention to revisit	z/test statistic	-1.045	3.003	4.661
		Asympt. sig.^	0.296	0.557	0.863
	Intention to engage in PWoM	z/test statistic	-1.290	2.779	8.525
		Asympt. sig.^	0.197	0.596	0.482
	Intention to commit	z/test statistic	-0.802	8.217	6.720
		Asympt. sig.^	0.422	0.084	0.666
	Intention to pay more	z/test statistic	-0.289	3.982	11.676
		Asympt. sig.^	0.773	0.408	0.232
Endurance Variable	Customer delight	z/test statistic	-1.665	4.900	9.176
		Asympt. sig.^	0.096	0.298	0.421
	Intention to revisit	z/test statistic	-0.236	2.759	9.685
		Asympt. sig.^	0.813	0.599	0.377
	Intention to engage in PWoM	z/test statistic	-0.785	2.487	13.008
		Asympt. sig.^	0.433	0.647	0.162
	Intention to commit	z/test statistic	-0.586	4.558	14.425
		Asympt. sig.^	0.558	0.336	0.108
	Intention to pay more	z/test statistic	-0.420	2.278	13.038
		Asympt. sig.^	0.674	0.685	0.161

^2-tailed

Appendix 32: Experiment – Part 3: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Magnitude)

			Behavioural intentions magnitude			
			Revisit	**Engage in PWoM**	**Commit**	**Pay More**
COMPARISON: SYSTEM 1 VS. CONTROL						
Effects results						
X on M		B	-0.429	-0.429	-0.429	-0.429
		t(295)	-1.959	-1.959	-1.959	-1.959
		Std. error	0.219	0.219	0.219	0.219
W on M		B	0.420	0.420	0.420	0.420
		t(295)	2.823	2.823	2.823	2.823
		Std. error	0.149	0.149	0.149	0.149
M on Y		B	0.264***	0.514***	0.441***	0.270***
		t(296)	7.449	11.895	9.355	3.676
		Std. error	0.035	0.043	0.047	0.073
X on Y		B	-0.073	-0.067	-0.000	-0.046
		t	-0.664	-0.499	-0.002	-0.205
		Std. error	0.109	0.133	0.146	0.227
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.051	0.051	0.051	0.051
		t	0.175	0.175	0.175	0.175
		Std. error	0.291	0.291	0.291	0.291
Index of Moderated		Index	0.014	0.026	0.023	0.014
Mediation		Boot SE	0.083	0.158	0.137	0.085
		CI (95%)	[-0.156; 0.180]	[-0.291; 0.339]	[-0.262; 0.276]	[-0.152; 0.191]
CIE at values of W	Hedonic	Effect	-0.100	-0.194	-0.167	-0.102
		Boot SE	0.070	0.125	0.110	0.072
		CI (95%)	[-0.266; 0.016]	[-0.462; 0.034]	[-0.406; 0.030]	[-0.288; 0.007]
	Utilitarian	Effect	-0.113	-0.220	-0.189	-0.116
		Boot SE	0.065	0.119	0.104	0.073
		CI (95%)	[-0.258; 0.002]	[-0.466; 0.005]	[-0.402; 0.005]	[-0.306; 0.010]
COMPARISON: SYSTEM 2 VS. CONTROL						
Effects results						
X on M		B	-0.194	-0.194	-0.194	-0.194
		t(295)	-0.833	-0.833	-0.833	-0.833
		Std. error	0.233	0.233	0.233	0.233
W on M		B	0.338*	0.338*	0.338*	0.338*
		t(295)	2.319	2.319	2.319	2.319
		Std. error	0.146	0.146	0.146	0.146
M on Y		B	0.264***	0.514***	0.441***	0.270***
		t(296)	7.449	11.895	9.355	3.676
		Std. error	0.035	0.043	0.047	0.073
X on Y		B	0.185	-0.033	0.107	-0.006
		t(296)	1.667	-0.244	0.722	0.026
		Std. error	0.111	0.136	0.148	0.230
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.400	0.400	0.400	0.400
		t(295)	1.340	1.340	1.340	1.340
		Std. error	0.298	0.298	0.298	0.298
Index of Moderated Mediation		Index	0.105	0.205	0.176	0.108
		Boot SE	0.080	0.154	0.131	0.081
		CI (95%)	[-0.030; 0.290]	[-0.069; 0.540]	[-0.057; 0.461]	[-0.020; 0.300]
CIE at values of W	Hedonic	Effect	0.054	0.106	0.091	0.056
		Boot SE	0.058	0.111	0.094	0.058
		CI (95%)	[-0.042; 0.192]	[-0.088; 0.350]	[-0.082; 0.290]	[-0.042; 0.193]
	Utilitarian	Effect	-0.051	-0.100	-0.086	-0.052
		Boot SE	0.062	0.119	0.103	0.064
		CI (95%)	[-0.187;0.065]	[-0.337; 0.133]	[-0.300; 0.104]	[-0.198; 0.061]
COMPARISON: SEQ. SYSTEM 1+2 VS. CONTROL						
Effects results						
X on M		B	-0.185	-0.185	-0.185	-0.185
		t(295)	-0.794	-0.794	-0.794	-0.794
		Std. error	0.233	0.233	0.233	0.233
W on M		B	0.432**	0.432**	0.432**	0.432**
		t(295)	2.961	2.961	2.961	2.961
		Std. error	0.146	0.146	0.146	0.146
M on Y		B	0.264***	0.514***	0.441***	0.270***
		t(295)	7.449	11.895	9.355	3.676
		Std. error	0.035	0.043	0.047	0.073
X on Y		B	0.206	0.174	0.190	-0.108
		t(295)	1.843	1.281	1.277	-0.465
		Std. error	0.112	0.136	0.149	0.231
Conditional indirect effects (CIE) results						
Interaction between X and W		B	0.004	0.004	0.004	0.004
		t(295)	0.014	0.014	0.014	0.014
		Std. error	0.301	0.301	0.301	0.301
Index of Moderated Mediation		Index	0.001	0.002	0.002	0.001
		Boot SE	0.083	0.162	0.135	0.087
		CI (95%)	[-0.169; 0.166]	[-0.318; 0.316]	[-0.270; 0.261]	[-0.164; 0.185]

			Behavioural intentions magnitude			
			Revisit	**Engage in PWoM**	**Commit**	**Pay More**
CIE at values of W	Hedonic	Effect	-0.048	-0.093	-0.080	-0.049
		Boot SE	0.064	0.119	0.103	0.065
		CI (95%)	[-0.183; 0.071]	[-0.326; 0.147]	[-0.292; 0.117]	[-0.190; 0.076]
	Utilitarian	Effect	-0.049	-0.095	-0.082	-0.050
		Boot SE	0.063	0.123	0.105	0.068
		CI (95%)	[-0.180; 0.071]	[-0.333; 0.153]	[-0.289; 0.130]	[-0.208; 0.070]

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001

Appendix 33: Experiment – Part 3: Unstandardised Results (Comparisons Between the Experimental and Control Conditions, Endurance)

			Behavioural intentions endurance			
			Revisit	**Engage in PWoM**	**Commit**	**Pay more**
COMPARISON: SYSTEM 1 VS. CONTROL						
Effects results						
X on M		B	0.309	0.309	0.309	0.309
		t(294)	1.116	1.116	1.116	1.116
		Std. error	0.277	0.277	0.277	0.277
W on M		B	0.140	0.140	0.140	0.140
		t(294)	0.753	0.753	0.753	0.753
		Std. error	0.186	0.186	0.186	0.186
M on Y		B	0.150***	0.300***	0.288***	0.178***
		t(295)	4.268	6.906	7.550	3.529
		Std. error	0.035	0.043	0.038	0.050
X on Y		B	0.195	0.224	0.077	0.137
		t(295)	1.474	1.367	0.534	0.724
		Std. error	0.132	0.164	0.144	0.190
Conditional indirect effects (CIE) results						
Interaction between X and W		B	-0.135	-0.135	-0.135	-0.135
		t(295)	-0.370	-0.370	-0.370	-0.370
		Std. error	0.365	0.365	0.365	0.365
Index of Moderated Mediation		Index	-0.020	-0.041	-0.039	-0.024
		Boot SE	0.054	0.108	0.102	0.065
		CI (95%)	[-0.135; 0.083]	[-0.246; 0.174]	[-0.246; 0.159]	[-0.160; 0.100]
CIE at values of W	Hedonic	Effect	0.026	0.052	0.050	0.031
		Boot SE	0.045	0.089	0.083	0.054
		CI (95%)	[-0.055; 0.124]	[-0.118; 0.232]	[-0.108; 0.218]	[-0.061; 0.159]
	Utilitarian	Effect	0.046	0.093	0.089	0.055
		Boot SE	0.043	0.083	0.080	0.052
		CI (95%)	[-0.026; 0.148]	[-0.069; 0.264]	[-0.056; 0.261]	[-0.030; 0.183]
COMPARISON: SYSTEM 2 VS. CONTROL						
Effects results						
X on M		B	0.333	0.333	0.333	0.333
		t(294)	1.148	1.148	1.148	1.148
		Std. error	0.290	0.290	0.290	0.290
W on M		B	0.201	0.201	0.201	0.201
		t(294)	1.109	1.109	1.109	1.109
		Std. error	0.181	0.181	0.181	0.181
M on Y		B	0.150***	0.300***	0.288***	0.178***
		t(295)	4.268	6.906	7.550	3.529
		Std. error	0.035	0.043	0.038	0.050
X on Y		B	0.069	0.297	0.059	0.159
		t(295)	0.517	1.789	0.404	0.826
		Std. error	0.134	0.166	0.146	0.192
Conditional indirect effects (CIE) results						
Interaction between X and W		B	-0.411	-0.411	-0.411	-0.411
		t(294)	-1.101	-1.101	-1.101	-1.101
		Std. error	0.373	0.373	0.373	0.373
Index of Moderated Mediation		Index	-0.062	-0.123	-0.118	-0.073
		Boot SE	0.060	0.118	0.112	0.073
		CI (95%)	[-0.191; 0.051]	[-0.370; 0.099]	[-0.342; 0.103]	[-0.252; 0.047]
CIE at values of W	Hedonic	Effect	-0.012	-0.024	-0.024	-0.014
		Boot SE	0.050	0.099	0.094	0.060
		CI (95%)	[-0.107; 0.092]	[-0.227; 0.167]	[-0.205; 0.165]	[-0.141; 0.104]
	Utilitarian	Effect	0.050	0.100	0.096	0.059
		Boot SE	0.045	0.086	0.081	0.054
		CI (95%)	[-0.027; 0.152]	[-0.059; 0.277]	[-0.061; 0.262]	[-0.026; 0.191]
COMPARISON: SEQ. SYSTEM 1+2 VS. CONTROL						
Effects results						
X on M		B	0.116	0.116	0.116	0.116
		t(294)	0.400	0.400	0.400	0.400
		Std. error	0.290	0.290	0.290	0.290
W on M		B	0.068	0.068	0.068	0.068
		t(294)	0.376	0.376	0.376	0.376
		Std. error	0.181	0.181	0.181	0.181

			Behavioural intentions endurance		
		Revisit	**Engage in PWoM**	**Commit**	**Pay more**
M on Y	B	0.150***	0.300***	0.288***	0.178***
	t(295)	4.268	6.906	7.550	3.529
	Std. error	0.035	0.043	0.038	0.050
X on Y	B	0.072	0.047	-0.063	0.091
	t(294)	0.537	0.282	-0.433	0.471
	Std. error	0.1345	0.166	0.146	0.193
Conditional indirect effects (CIE) results					
Interaction between X and W	B	0.154	0.154	0.154	0.154
	t(294)	0.413	0.413	0.413	0.413
	Std. error	0.374	0.374	0.374	0.374
Index of Moderated Mediation	Index	0.023	0.046	0.044	0.027
	Boot SE	0.056	0.111	0.105	0.068
	CI (95%)	[-0.089; 0.135]	[-0.173; 0.260]	[-0.161; 0.254]	[-0.098; 0.180]
CIE at values of W Hedonic	Effect	0.041	0.081	0.078	0.048
	Boot SE	0.042	0.081	0.078	0.050
	CI (95%)	[-0.033; 0.134]	[-0.071; 0.252]	[-0.068; 0.242]	[-0.033; 0.172]
Utilitarian	Effect	0.017	0.035	0.033	0.021
	Boot SE	0.049	0.096	0.090	0.058
	CI (95%)	[-0.068; 0.127]	[-0.140; 0.236]	[-0.143; 0.213]	[-0.091; 0.149]

*p ≤ 0.05, **p ≤ 0.01, ***p ≤ 0.001