The role of integral emotions in female consumers' clothing purchasing decision

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ABSTRACT

The clothing purchasing decision can be an emotional process. Typically, emotions are induced when consumers consider the various evaluative criteria as relevant for their concerns or goals they want to achieve through clothing (Lazarus 2001). Lerner and Keltener (2000:473) have suggested that an emotion specific approach, in particular the Appraisal Tendency Framework (ATF) model is more effective to understand and predict the influence of emotions on decision making and behaviour. Using the ATF approach, this study was therefore conducted to determine and describe the influence of specific integral negative emotions – disgust and sadness - on clothing purchasing decisions and behaviour. A group-administered questionnaire was used to collect data from 316 female consumers, solicited primarily in Gauteng, Johannesburg, South Africa. The Discriminant analysis results demonstrated that emotions of the same valence can have opposing effect and that emotions can have dramatic effects on female consumers' purchasing decisions and behaviour. These results support the assumption that disgust triggers the goals to expel, walking away from the situation, whereas sadness triggers the goal of changing one's circumstances, by spending more time shopping around. Thus, contrary to intuition that negative emotions may results in not purchasing at all, some emotions could actually encourage rather than discourage consumers from purchasing clothing products depending on the specific emotions that are elicited in the process of evaluation of clothing products.

Keywords: emotions, Appraisal Tendency Framework (ATF), clothing, purchasing decision, consumer behaviour

Shopping for clothing involves a complex decision making process about a range of beliefs regarding what is appropriate for or desirable to the consumers (Otieno, Harrow & Lea-Glenn, 2005). Much of the effort that goes into a purchasing decision occurs at the stage where a choice has to be made from the available alternative clothing products (Solomon & Rabolt, 2009). In this phase of the decision making process, consumers' perceptions of the clothing item they anticipate to purchase includes evaluation of the clothing and the application of specific evaluative criteria in order to assess the suitability of the clothing item (Saricam, Kalaoglu, Ozdygu & Urun, 2012). In most instances, the preferred evaluative criteria may reflect underlying personal values, lifestyle, attitudes, personality, knowledge as well as experiences, of which the importance differs in the minds of the consumers (Ling, 2015:566; Paramasur & Roberts-Lombard, 2012). Evaluation of clothing products can lead to positive emotions if an item of clothing meets the expectations of a consumer, or in the case of questionable standards, negative emotions can be elicited. Both have the potential to influence purchasing decision and behaviour (Lazarus 2001).

Until recently, the study of decision making was predominantly viewed as a cognitive process, that is, a matter of estimating which of the various alternatives would yield the most desirable and positive consequences (Solomon, Russell-Bennet & Previte, 2013:31). However, consumer research has shown that emotions undoubtedly play an

important role in consumer decision making and influence the actual behavioural outcomes. For example, tactical decision making (Kustubayeva et al., 2012), decision on whether to continue or discontinue the investment (Brudin & Gustaffson, 2013), anticipated emotions in consumers' intention to select an eco-friendly restaurant (Kim, Njite & Hancer, 2013), influence on perspective taking (Todd, Forstmann, Burgmer, Brooks & Galinsky, 2015) and involvement effects on wine tourists' decision making process (Lee, Brewer & Song, 2017). This shows that emotions could play a significant role in female consumers' clothing purchasing decisions, and may also influence the subsequent purchasing behaviour.

Most theories of emotional influences on decision predicts that emotions of the same valence, such as fear and anger (both negative emotions) can exert distinct influences on decision making, while emotions of the opposite valence, such as anger and happiness (a negative and a positive emotion) can exert similar influences. However, Lerner and Keltener (2000) have suggested that an emotion specific approach, in particular the Appraisal-Tendency Framework (ATF) model, is more effective to understand and predict the influence of emotions on decision making and behaviour. Based on the source of consumers' emotional experiences and the relationship with the decision at hand, the ATF distinguishes between two kinds of emotions that can influence decision and behaviour which are the integral and incidental emotions (Renshon & Lerner, 2012). Integral emotions are those that are clearly related to the decision at hand (Renshon & Lerner, 2012), whether they are predictions of future emotions or emotions triggered in the heat of the moment, while incidental emotions are the emotional experiences that arise from factors unrelated to the decision at hand (Loewenstein & Lerner, 2003). One of the distinctions that characterise most consumer purchase situations is that the emotions experienced are often triggered by shopping tasks or products themselves, rather than unrelated situations (Diehl et al., 2010). Moreover, the integral emotional reactions are used as a proxy for value and facilitate evaluation of the various clothing options (Yip, 2011), meaning, the integral emotions may produce adaptive decisions relevant to the situation when female consumers think about the parameters of decision or its implication with the expectations they hope to achieve through clothing. Additionally, the integral emotions are experienced when marketers embed emotions in the marketing stimuli or clothing products with the intention of influencing a particular decision (Achar, So, Agrawal & Duhachek, 2016). The study examined the effects of specific integral emotions on decision making and behaviour.

According to Goko (2017), results from clothing retailers have clearly indicated that South African household consumption is slowing down, meaning consumers are deciding not to purchase clothing products. Emotions are widely recognised as a critical part of the decision making process. As such, any transaction including the buying of clothing products which rely on the decision making of the consumers must be understood in terms of how and when emotions impact, particularly on the clothing purchasing decision. In South Africa, there is a small stream of research that explores how integral emotions influence consumer decision making and behaviour. Furthermore, to date, no research conducted in South Africa has applied the ATF approach to link the influences of integral specific negative emotions to the female consumers' clothing purchasing behaviour. The purpose of this study was therefore to investigate the influence of integral negative emotions in female consumers' clothing purchasing decisions and behaviour. This can be explored by firstly determining the specific negative emotions elicited during the evaluation of an ill-fitting blouse and secondly, by identifying and describing the behaviour that drives the specific negative emotional responses. A study that provides a thorough investigation of the role of specific integral emotions in the clothing purchasing decision is greatly needed, so as to improve insight into consumer decision making and behaviour. The study aims to provide some valuable insights into the role that specific integral emotions can play during female consumers' clothing purchasing decisions and the subsequent behaviour.

LITERATURE OVERVIEW

According to So et al. (2015), the range of the effects of emotions on decision making is diverse. Some can be predicted by the valence approach of which the implicit assumption is that the behaviours that follow positive or negative emotional responses are supposed to be driven by the overall positivity or negativity of the evaluation process outcome. However, the focus of mere valence has the disadvantage of ignoring all specific elements that are present in the different emotions which are not easily expressed by valence alone (Zeelenberg & Pieters, 2004). In order to fully understand how female consumers respond when specific emotional states have been elicited while evaluating clothing products among the alternatives in clothing retail, research began to examine the influence of distinct dimensions associated with a particular emotion on decision making. In this approach, the impact of emotions on consumer behaviour extends beyond the distinctions between positive and negative emotions (Wanglee, 2013).

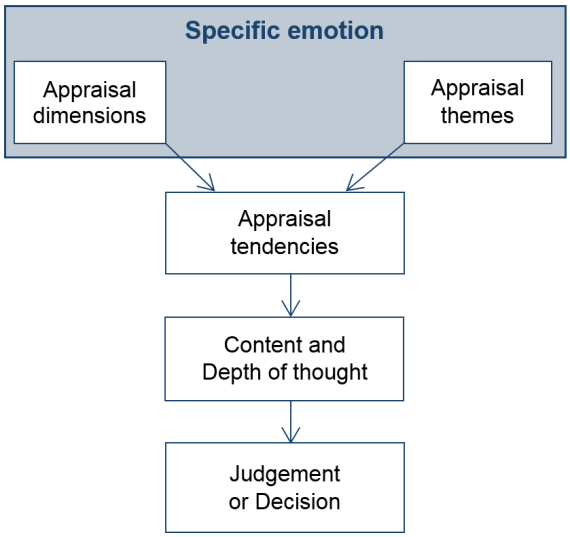
The Appraisal Tendency Framework (ATF)

Lerner and Keltner (2000; 2001) as well as Lerner and Tiedens (2006) generated a more refined nuanced emotion-specific approach on consumer decision making, known as the Appraisal Tendency Framework (ATF). The general approach of the ATF predicts that emotions of the same valence (such as sad and disgust), which are both negative emotions, can exert distinct influences on decision making. The ATF also predicts that emotions of the opposite valence (such as anger and happiness), which are negative and a positive emotion, can exert similar influences. Thus from the view of appraisal theories, it can be argued that different negative or positive emotional states are associated with different antecedent appraisals (Smith & Ellsworth, 1985), hence, may influence clothing purchasing decision making in different ways. This is because distinct emotions activate different goals which influence subsequent decision making and behaviour (Raghunath & Pham, 1999). A focus on emotion specific rather than the valence approach may offer an understanding to the clothing retailers on how to predict consumers' behaviour with regard to the specific emotions elicited during the evaluation of clothing products in the purchasing decision process. Using the ATF this study argues that emotions of the same valence can have opposite influences on female consumers' clothing purchasing decision. The ATF has given some evidence that has clearly shown that specific emotions, especially the negative specific emotion, may affect female consumers' purchasing decisions and behaviour in a different way. A thorough investigation of the impact of the elicited specific emotions during evaluation of the alternatives during clothing purchasing decision is greatly necessary. This may help and guide the clothing manufacturers and retailers on how to design and produce clothing products that are most relevant for the needs and preferences of South African female consumers.

Appraisal Tendencies

The ATF is based on the idea that specific emotions give rise to specific cognitive and motivational properties (Han et al., 2007; Lerner & Tiedens, 2006), hence, systematically linking the appraisal processes associated with specific emotions to different decisions and behaviour when female consumers are shopping for clothing. Specifically, Lerner et al. (2014) mention that once an emotion has been activated, it can trigger a cognitive predisposition to assess future events in line with the central appraisal dimensions or theme that characterise the emotion. The ATF summarises these processes as "appraisal tendencies". In particular, appraisal tendencies are goal-directed processes through which emotions exert influences on decision and behaviour until the emotion eliciting situation is resolved (Lerner & Keltner, 2000; Lerner & Tiedens, 2006). Based on the appraisal tendency approach, Diehl et al. (2010) examined carry-over effects of task-related emotions on consumer search and shopping behaviour. The study experimentally induced participants to feel disgust and sad. Consistent with the ATF, the authors found that the emotion disgust, characterised by avoidance behaviour, reduces search, while the emotion sadness, characterised by approach tendencies, increases search. Although tailored to help consumers respond to the elicited emotion, appraisal tendencies persist beyond the eliciting situation and affect content and depth of consumers' thought (Lerner, Han & Keltner, 2007). These propositions make up the ATF illustrated in Figure 1.

FIGURE 1
THE MAIN CONSTRUCTS OF THE APPRAISAL TENDENCY FRAMEWORK (HAN ET AL., 2007)



The ATF (figure 1), depicts that the experience of a particular emotion (whether disgust, happiness, fear) will subsequently lead to appraisal tendencies which are formed on the basis of specific appraisal dimensions and appraisal themes. In turn, these alter the content of thought (what exactly decision makers think about) and depth of thought (how deeply or shallowly they consider information) which influences the individual's decision.

Extending the ATF to the clothing purchasing decision

Shopping for clothing is particularly unpleasant to most female consumers as it is difficult to find clothing that fit well (Horwaton & Lee 2010; Otieno et al., 2005). A South African study conducted by Kasambala (2013), found that mainly negative emotions were expressed by female consumers when they shop for clothing considering their body shapes, garment sizing and the communication from garment size labels. The core premise of this study is that the specific negative integral emotions felt by female consumers while assessing various evaluative criteria (elicitation of an emotional state) indicate a particular problem to the attainment of a clothing goal. These specific felt negative emotions can be associated with guiding female consumers' decisions and behaviour differently (Frijda, 1988, Keltner & Gross, 1999). Additionally, in order to further evidence, Lerner and Keltener (2000) are of the opinion that the ATF points to a clear strategy that researchers should compare emotions that are highly differentiated in their appraisal theme on decision and behaviour. In this strategy is the idea that emotions of the same valence should influence decision making and behaviour in an opposite way, which is a proposition that contradicts the valence accounts. The current study examined the behavioural outcome of the negative integral emotions (disgust and sadness). Specifically, the study argued that disgust and sadness, both being negative emotions, may influence female consumers' decision making outcome differently.

The effect of sadness in the clothing purchasing decision and behaviour

Sadness is one of the extremely unpleasant emotions (Diehl et al., 2010) and it elicits a sense of, or is associated with a core theme of loss and helplessness (Lazarus, 1991; Frijda, 2005). Consistent with this sadness is also known to be high on situational as opposed to individual control (the extent to which a person believes that human agent is in control of the situation) (Lerner & Keltner, 2000; Smith & Ellsworth, 1985). According to Rhagunathan and Pham (1999), this sense of loss can be experienced in response to the loss or absence of a cherished object or person (e.g. death of a loved one, loss of favourite jeans, breakup of a relationship), as well as an encounter with a debilitating situation which may include a clothing fit problem. A central adaptive function of sadness is that female consumers may be motivated to prevent further loss as well as regulate the sad emotions by rewarding themselves (Rhagunathan & Pham, 1999; Salerno, Laran & Janiszewski, 2014; Lerner et al., 2004). Until the reward is received, the sad feeling may make the female consumer to be impatient (Keltner & Lerner 2011 cited in Lerner, Li & Weber, 2013).

To add, in the case of myopic-misery hypothesis, according to which sadness should increase impatience in consumers seeking reward replacement, Lerner et al. (2013), for example, found that sadness made individuals willing to forgo future gains in return for instant gratification (wanting something immediately). Moreover, sadness is intimately connected to the "self". In an effort to improve their sense of self, it has been found that individuals are willing to pay more for items that may make them feel better (Cryder, Lerner, Gross, & Dahl, 2008).

The effect of disgust in the clothing purchasing decision and behaviour

In contrast to sadness, disgust is often triggered by being physically close to an offensive object, person or idea, which leads to immediately "shut up and get away" reaction (Lazarus, 1991). Specifically, disgusting has been assumed to play a role in indicating that a substance should be avoided or expelled (Han, Lerner & Zackhauser, 2012) not only with respect to the actual source of disgust, but also to any tangible related objects, people or situation (Diehl et al., 2010). Moreover, disgust is also characterised by an extreme unwillingness to attend to a situation (Diehl et al., 2010). In this sense, disgust which is considered to be an "avoid" emotion which motivates an individual to stay away from the disgusting situation or object, is different from a sadness emotion which encourages one to act. This

is evident through research conducted by Lerner et al. (2004) who have suggested that disgusted individuals report lower willingness to pay values for other products. Additionally, Han et al. (2012) believed that disgust powerfully increased the frequency with which decision makers traded away an item they owned for a new item. Furthermore, disgust is characterised by appraisals of high certainty and that the situation is under individual control (Lazarus, 1991), suggesting that when an item of clothing product causes female consumers to feel disgusted, they feel certain that they know how to deal with the problem and have the ability to do so (Diehl et al., 2010).

Therefore, in this study, female consumers who experience sadness while evaluating the alternatives, may desire to change the circumstance by engaging in greater search, thereby spending more time shopping. Since sadness triggers an immediate need to improve the situation (Lerner et al., 2013), female consumers experiencing sadness may be particularly be motivated to expose themselves to clothing products in general in the hope of finding an item that may alter their sad feeling. Furthermore, while engaging in greater search for, and evaluating other clothing items, female consumers may be exposed to a wider range of clothing and may likely purchase more products with an increased self-focus and therefore enhance the feelings of self.

On the contrary, reward replacement may not apply to a disgusted female consumer, if anything, the disgusting situation should diminish impatience because it triggers responses of expelling and avoiding rather than acquiring (Keltner & Lerner, 2011 cited in Lerner et al. 2013). Therefore, rather than predicting that the same valence emotions are always beneficial or harmful, the ATF may pinpoint how specific negative emotions (sad and disgust) may affect female consumers' behaviour differently when evaluating the clothing product alternatives.

METHODOLOGY

Sampling and data collection

A non-probability purposive, snowball and convenient sampling strategy was used to recruit female respondents between 18 and 66 years of age, primarily residing in the province of Gauteng, and specifically in the Johannesburg Metropolitan area. The city of Johannesburg was chosen because it is a fast-paced metropolis often referred to as the economic hub of South Africa (Fourie 2016). With more shopping malls opening, expanding or upgrading, the city attracts international fashion houses such as Forever 21, River Island, Mango and Tommy Hilfiger, alongside flagship stores for the Foschini group, Edcon, Mr Price and Truworths (Donnely, 2015), and was considered a very viable market with regard to the purchasing of clothes. Female consumers were chosen for this study, as the media typically portrays women as clothes-obsessed shoppers (Koca & Koc, 2016) who would be able to provide valuable insight into clothing purchasing behaviour. The respondents were recruited as part of a convenient sampling strategy that made use of readily available respondents (Henn et al., 2009) who satisfied specific inclusion criteria. Respondents were included in this study if they bought their own ready-to-wear clothing, which implied that they were able to make their own clothing purchasing decisions; this resulted in a purposively selected sample of respondents (Babbie & Mouton, 2007). These respondents were recruited at gatherings of women such as baby showers, breakfast prayer meetings at a church, stokvel meetings - a traditional community-based savings scheme (Ndwandwe, 2016) as well as arranged meetings at homes. In addition, snowball sampling was used to recruit further respondents. Snowball sampling entails asking initial contacts for further contacts and is based on the key assumption that members of the target population know one another (Vogt et al., 2012), which makes it possible to grow the sample (Laher & Botha, 2012).

Data gathering

A consumer survey using group-administered questionnaires was used to collect data. The respondents were asked to complete the survey questionnaire individually in the presence of the researcher; this strategy allows the researcher to clarify certain matters for an individual or group, after which each member completes their own questionnaire (Delport, 2007). Although demographic differences were not the focus of the current study, in section A, respondents were asked to provide demographic information. The majority of respondents who took part in this study were between the ages of 26 and 45 (62.7 per cent), with smaller numbers of participants in the age groups

36 to 45 years of age (28.5 percent), 18 to 25 years of age (14.9 percent) and 56 to 65 years of age (7.3 percent). Black ethnicity was reported by 83.2 percent of the respondents, with the remaining 16.5 percent representing three other ethnic groups (Asian, White and Coloured). The majority of the respondents had obtained matric (35.4 percent), with a smaller number of respondents having obtained an undergraduate or postgraduate university degree (28.8 percent), and 24.4 percent having obtained a diploma. The majority of the respondents in this study occupied office positions (22 percent), with a large number of respondents being self-employed (16.8 per cent). Students made up 13 percent of the respondents and housewives constituted 13.6 percent, while slightly less than 10 percent of the sample were in the education sector (employed as lecturers or teachers), followed closely by those in managerial positions (7.3 percent) and medical/health occupations (7.3 percent). Section B comprised of the emotions measure instrument which included the elicitation of emotions and the behavioural response section. A total of 316 women took part in the study. Ethics approval for the research was granted by the College Ethics Committee of the College of Agricultural and Environmental Sciences at Unisa (Ref # 2014/CAES/175).

Data for emotions measure were gathered in two consecutive parts.

Part 1: Procedure and emotion induction

In part 1, respondents were asked to view an illustration of an ill-fitting blouse which was meant to induce either "disgust" or "sadness". This study offered the support for the assumption that the chosen illustration would be more likely to arouse the desired emotions (Lerner et al., 2004). Six items were included in the table, whereby a disgust factor was measured through disgusting, revolting and shocking, and sad factor included sad, depressed and miserable. This was to avoid revealing the researcher's interest in specific negative emotions.

Emotion manipulation check

Respondents were requested to rate each emotion on a five-point scale with end points (where 1 = not at all and 5 = very much). The number of mentions that fell either in the selection of "not at all" and very little" were combined and reported as one group (group one) and the options "much" and "very much" were also grouped into one category (group two). These two groups represented the two poles of the strength of the measurement.

Analysis and results of elicitation of integral negative emotions

The proportions of the selections between the two groups were tested using the z-test. Subsequently, a p-value less than or equal to the significance level is considered statistically significant. P-values less than 0.05 indicate significant difference on a 95% level of confidence and p-values less than 0.01 indicate difference on a 99% level of confidence. The emotion manipulation check was successful. The results indicated that the majority (61%) of respondents (group two) felt negative emotions – disgust and sadness with illustration A.

Part 2: Behavioural response

After rating the emotions, respondents were further asked to reflect upon the strongest specific emotion they identified previously in the exercise. They rated the emotions on a five-point scale and then answered a series of questions that measured the behavioural response. Using the seven number scales, respondents indicated the extent to which they strongly agree or strongly disagree with the statement. The statements were designed to assess the influence of specific emotions on female consumers' clothing purchasing decisions and behaviour.

Analysis of behavioural response

The statistical software program SPSS version 23 (IBM) was used for data analysis procedures. Discriminant analysis was performed to determine firstly if there were any differences between these two categories and purchasing behaviour and secondly, if there was a significant difference and which attributes were the key drivers that separated the two emotional categories. Discriminant analysis allows the researcher to study the differences between two or more groups of objects with respect to several variables simultaneously (Klecka, 1980). In other words, discriminant analysis is concerned with the relationships between a categorical variable and a set of interrelated variables (McLachlan, 2004). The purpose of discriminant analysis is to obtain a model to predict a single qualitative variable from one or more independent variables (IBM knowledge centre, 2016). In most cases the dependent variable consists of two groups or classifications. In this study, for example, the two groups were disgust versus sadness for negative emotions. When testing equality of the group means, it was evident that there was a significant difference between the two groups in all of the shopping behaviour questions ($p<0.0001$). In discriminant analysis, the Wilk's Lambda is used to test the significance of the discriminant functions and is one of the multivariate statistics calculated by SPSS (Discriminant analysis Lesson 2 pdf, 2016). The function obtained was significant for Wilk's Lambda ($p<0.001$) and the classification results showed an accuracy of classifying 79.6% of the cases into the correct category. A canonical correlation of 0.654 was obtained for the function used to discriminate between the groups. Furthermore, it is possible to identify which behaviour is more discriminating than other behaviours. The higher the discriminating powers, the higher the standardised discriminant coefficient. The standardised canonical discriminant function coefficient is used to calculate the discriminant score. The standardised coefficients are obtained by dividing the raw coefficients by the standard deviations of the variables.

RESULTS AND DISCUSSION OF THE BEHAVIOURAL RESPONSE

TABLE 1
BEHAVIOUR THAT DRIVES THE EMOTIONAL RESPONSES

Behaviour that drives the emotional response Disgust*	I walk away (0.441)
	I don't look at other items of clothing (0.152)
	I avoid purchasing any other item of clothing (0.111)
Behaviour that drives the emotional response Sadness*	I spend more time shopping around (-0.333)
	I purchase more items of clothing (-0.211)
	I have to purchase an item of clothing (-0.045)

*The attributes in the above table are ranked in order of importance**

*The attributes in the above table are ranked in order of importance**

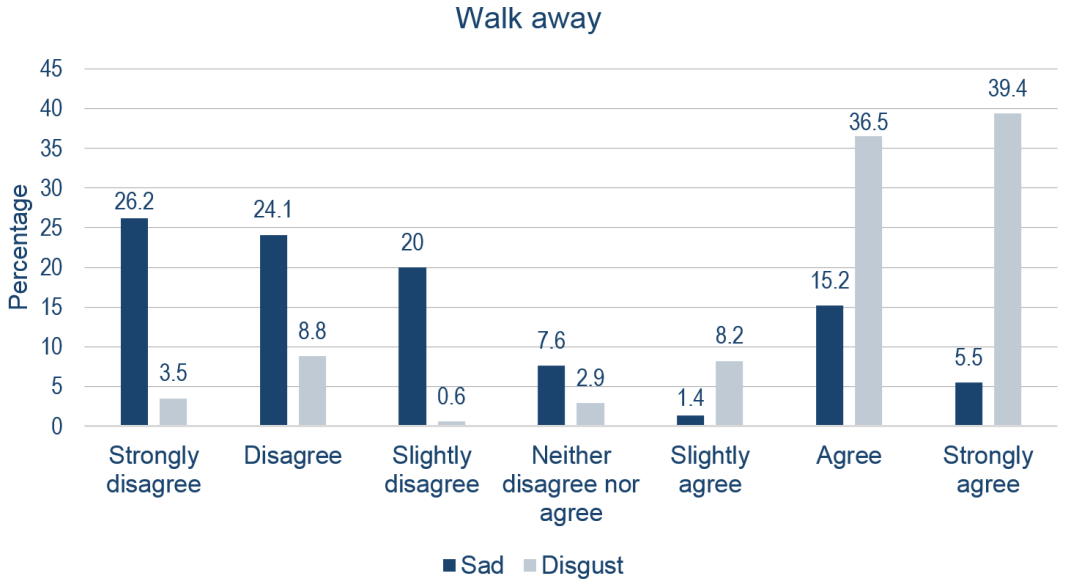
Based on the coefficient above, the best behaviour that drives the emotion "disgust" is "I walk away" (0.441). On the other hand, the best behaviour that drives the emotion "sadness" is "I spend more time shopping around" (-0.333). The results exemplify how female consumers' decision making and behavioural responses are meaningfully shaped by specific emotions. Canonical correlation statistics of primary drivers of emotions "disgust" and "sad" are summarised and shown in figure 2 and figure 3.

Primary behaviour that drives emotion disgust ("walk away")

It is evident from figure 2 that the majority (84.1%) of respondents who felt disgusted with illustration A, agreed that they would "walk away" compared to only 22.1% sad respondents.

Drawing on the ATF, disgust is associated with an emotional state of revulsion. More specifically, disgust is characterised by an extreme unwillingness to attend to a situation, in other words a rejection appraisal (Diehl et al., 2010). This is because disgust revolves around the theme of being physically close to an offensive object, person or idea (Lazarus, 1991:826). Thus, when the emotion disgust is evoked, it may usually lead to an immediate "walk away" behavioural response. Therefore, the finding of the current study strongly suggests that when female consumers are disgusted while evaluating clothing products, the most likely behavioural response would be to leave the clothing retailer and not to purchase anything at all.

FIGURE 2
PRIMARY DRIVERS OF "DISGUST"

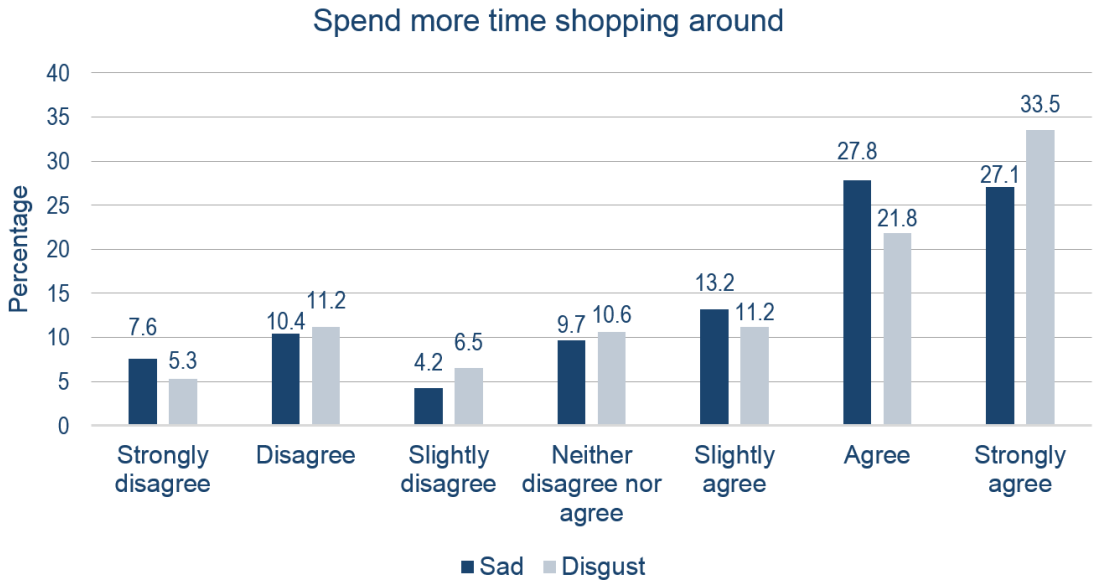


Primary behaviour that drives emotion sad ("spend more time shopping around")

Figure 3 clearly reveals that the majority (68.1%) of respondents who felt sadness with illustration A, agree that they would spend more time shopping compared to 66% of disgusted respondents. Although the frequency count ratings do not appear to show intense difference between the two emotions, however, as previously explained, when testing equality of the group means, it was evident that there was a significant difference between the two groups in all of the shopping behaviour questions ($p<0.0001$). The function obtained was significant for Wilk's Lambda ($p<0.001$) and the classification results showed an accuracy of classifying 79.6% of the cases into the correct category.

In contrast to disgust, sadness is associated with a theme of loss and helplessness (Lazarus, 1991; Frijda, 2005), thus, it is expected to trigger an implicit approach behaviour towards products such as clothing (Diehl et al., 2010) and action tendency to change the circumstance by seeking rewards (Raghunathan & Pham, 1999). The fact that when saddened, an individual may seek to uplift the sad feeling by rewarding themselves makes it understandable that when saddened while evaluating clothing products, female consumers were willing to spend more time, probably engaging in a greater search. By doing so, they may be exposed to a wider range of clothing products and acquire a

FIGURE 3
PRIMARY DRIVERS OF "SADNESS"



clothing item that may improve their sadness feelings.

CONCLUSION

The current results suggest that emotions can have dramatic effects on female consumers' clothing purchasing decisions and behaviour. Moreover, the ATF proved to be fruitful in understanding the effect of specific emotions on purchasing decisions and behaviour, especially when female consumers feel negative emotions. Through the use of the ATF, it was possible to link specific negative emotional responses to different behaviours that female consumers may demonstrate in a clothing retail environment when purchasing clothing. Particularly, the ATF has provided an understanding of the influences of specific emotions on female consumers' clothing purchasing decisions and behaviour, regardless of their valence, when female consumers evaluate various clothing attributes among the alternatives. Overall, the pattern of results supports the assumption that disgust triggers the goals to expel, walking away from the situation, whereas sadness triggers the goal of changing one's circumstances, by spending more time shopping around.

Beyond advancing theories of emotion and decision making, these results have practical implications. The findings suggest that contrary to intuition that negative emotions may result in not purchasing at all, some emotions could actually encourage rather than discourage consumers to purchase clothing products depending on the specific emotions that are elicited in the process of evaluation of clothing products. Through these findings, clothing retailers may learn that it is most likely that a sad consumer may purchase something although it may not be necessarily the item of clothing that may have caused them the sad feeling. On the other hand, a disgusted consumer is most likely to go away without purchasing any item of clothing. In brief, the present findings highlight both powerful effects that emotions can play in everyday clothing purchasing decisions and the need for research on the mechanism driving the behaviour.

FURTHER STUDIES

The influence of emotions on consumers' clothing purchasing decisions is a very broad topic and has tremendous potential for future studies in this area in South Africa. A meaningful future direction is to explore the role that incidental emotions play in consumer decision making and to include male participants.

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