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This research operationalised the Extended Model of Goal Directed Behaviour (EMGB) in a new behavioural context: smoking cessation using nicotine replacement therapy. An initial empirical phase revealed good R² values showing a high level of explanatory capability in the model, however, a number of model antecedents were not significant, including emotions. This initiated a follow up qualitative phase which, produced a new set of emotion terms, contextually specific to smoking cessation, for utilisation in future research. Furthermore, a new aspect of emotion theory regarding the directional capability of emotion was uncovered. The findings of this two phase study are discussed.

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An Application of the Extended Model of Goal Directed Behaviour within Smoking Cessation: An Examination of the Role of Emotions

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INTRODUCTION

The Extended Model of Goal directed Behaviour (EMGB) is the latest decision making model which considers the role of a behavioural act in pursuit of a further goal. Perugini and Bagozzi (2001) attempted to deepen and broaden the Theory of Planned Behaviour (TPB) by addressing the areas of affect, motivation and habit. A limited number of empirical studies utilising the EMGB and its predecessor Model of Goal directed Behaviour (MGB) have been applied to a variety of behaviours including: body weight regulation, studying effort, the regulation of hypertension, learning SPSS software and eating in a fast food restaurant (Bagozzi and Lee, 2000; Leone, et al., 1999; Perugini and Bagozzi, 2001; Taylor et al., 2005). Overall the findings of these studies have concluded favourably on the MGB and the EMGB, and have shown that these models deliver superior performance when compared to the TPB in terms of predictive utility (Perugini and Conner, 2000). However, concerning the capture of affect through the antecedents of anticipated emotion it is interesting to note the lack of consistency in the empirical findings in this area. Examining the Bagozzi and Lee (2000) study on body weight regulation positive emotion alone was found to be significant; furthermore, in a test of studying effort (Leone, et al. 1999) negative anticipated emotion alone was significant. The current research recognises this inconsistency in the capture of emotion and a two phase study was launched to examine, in detail the role of emotions within the EMGB.

LITERATURE REVIEW–EMOTIONS AND THE EMGB

Underpinning the emotions element of the EMGB is the work of Bagozzi et al. (1998) with their creation of the model of goal-directed emotions and the Theory of Self Regulation (Bagozzi 1992). The core element that Bagozzi and colleagues are trying to capture in the EMGB is the intensity of the anticipatory emotion: “the intensity of the anticipatory emotion is the crucial aspect that gives them their motivational potential” (Bagozzi et al. 1998:4). Bagozzi et al. (1998) created a path model of emotion following the lineage of: Goal Situation ? Anticipatory Emotions ? Volitional Processes ? Instrumental Behaviours ? Goal Attainment ? Goal-outcome Emotions. This concept is rooted in the work of Weiner (1992) in terms of approach and avoidance behaviour that is, hope of success and fear of failure. This is realised in the sense of the directional capability of emotion depending on the goal appraisal made. Thus, positive anticipated emotion results in progress towards goal attainment and negative anticipated emotion results in movement away from goal attainment; a theory supported by numerous scholars including Oatley and Johnson-Laird (1987); Frijda (2000) and Bagozzi (1992).

This path model is based on the cognitive determinants of emotions whereby the stage of appraisal of a goal situation determines the relationship of a given emotion to a goal. Primary cognitive appraisal is what Lazarus (1991) refers to as a personal stake in ones well-being. The focus of the model resides around the notion that personal stakes are the motivating force behind the emotion (Brown et al. 1997). Thus, if a goal is of personal significance to a persons well-being then a greater level of emotion will be produced; which leads to action initiation. In the context of smoking cessation there is a strong sense of personal well-being at stake through successful achievement of the goal of smoking cessation that is, better health, more energy, longer life etc. Brown et al. (1997) cite a working paper by Bagozzi, Baumgartner and Pieters (1998) who claim that anticipated emotions with their motivational potential should trigger a chain of action orientated events including planning and effort intentions. Empirical studies including Brown et al. (1997) and Bagozzi et al. (2003) have demonstrated this link, showing support for the theory that anticipated emotion of goal outcome has an explanatory role in the decision making process.

Regarding the capture of emotional intensity, this is achieved through the cognitive measurement of emotion using a questionnaire, which dictates that a set of emotion responses and associated scale measurement are required. This categorisation has been the life long work of many emotion theorists and as Lazarus (1991) highlights, the reduction of the rich vocabulary of emotion terms that individuals use, to a cluster of basic dimensions will inevitably result in a certain loss of meaning. It is important to note the wealth of scholarly debate regarding the categorisation of emotion terms. There is no definitive register of what constitutes an emotion; for the purposes of this research the Shaver et al. (1987) set of emotion terms is used as this underpins the emotion element of the EMGB.

The EMGB captures emotion are captured through a set of emotion terms numbering 17 which are framed in terms of positive anticipated emotions in relation to goal success and negative anticipated emotions in relation to goal failure.

The current study is a two phase empirical examination of the role of emotions in the EMGB:

• Phase 1 aim: To test the EMGB in a new behavioural context, focusing on the role of anticipated emotion within the model.
• Phase 2 aim: Acknowledging that emotions were not significantly captured in the model a qualitative phase of research was launched to generate a new list of emotion terms, in addition to gaining a deep understanding of the role of emotions in this behavioural context and an improved understanding of the role of emotions in the EMGB.

METHODOLOGY

Phase 1 examined 202 female smokers aged 16-36 in Scotland. Women were selected to participate in this study as they represent the higher percentage of the UK population who smoke (28% in 2003) and are also more likely to have tried to give up the habit and failed in the past (Mintel, 2004). Recognition is also given to attitudinal and consumption differences between genders as highlighted by Reynoso et al., (2005), therefore, a single gender focus on women offers greater validity to the findings. Structural equation modelling was used to analyse the data collected, the analysis was undertaken using Amos 5.0 (Arbuckle, 2003). Phase 2 involved 13 semi-structured interviews, with female smokers. Christy & Wood (1999) are critical of small qualitative samples sizes as they can potentially exclude interesting findings that may
be gained from using a larger sample size. This point was considered and the approach of repetition was adopted, whereby after the 13th interview no new findings were being uncovered, instead the responses were becoming repetitive. The interviews were designed using a two tiered approach in order to elicit the correct range of information. Firstly a semi structured inductive approach was adopted to allow participants to discuss freely their thoughts, feelings, opinions and behaviour towards smoking. Secondly a structured element, guided by Shaver et al.’s (1987) list of 134 emotion terms was undertaken. Each interviewee was invited to select the emotion terms which resonated with them in the scenario of succeeding or failing to achieve the goal of smoking cessation using Nicotine Replacement Therapy (NRT). After identifying the emotions, interviewees were asked to discuss their thoughts, feelings and reasons for ticking the emotion terms. This allowed the researcher to perform a content analysis of selected emotions which could be rationalised into a useable emotion set through the interviewee’s feedback on the selection of their emotion terms. The interview transcripts were transcribed verbatim and analysed using a grounded theory approach to analysis.

**PHASE 1 RESULTS**

Table 1 shows the descriptive statistics for the model. Interpretation of the mean and standard deviation indicates that past attempts at smoking cessation have not been supported by the use of NRT which is reflected in a generally mixed attitude towards NRT. The influence of peer and social group in the sample was strongly indicated which is perhaps indicative of the behaviour of a relatively young sample. The perceived behavioural control variable demonstrates that only mild concern is expressed among the sample in terms of perceived barriers to using NRT as a smoking cessation aid. The role of emotions was mixed with Positive Anticipated Emotion (PAE) being expressed more strongly than Negative Anticipated Emotion (NAE). Although desire for the goal of smoking cessation was intermediate the desire for the use of NRT was more encouraging. The resulting volition figures were mixed with no strong indicators of behaviour expressed.

The EMGB model performed poorly with model fit statistics of $\chi^2=2664.686$; $\chi^2/df=1145$; $p=0.000$; GFI=.626; CFI=.799; TLI=.785, RMSEA=.081 and AIC= 2924.689) these figures are unsurprising due to the volume of variables which were shown to be not significant, as demonstrated in Figure 1.

Both emotion antecedents alongside past behaviour and perceived behavioural control were shown to be not significant on behavioural desire, whilst the path of past behaviour to volition was also shown to be not significant. This reduces the EMGB model to represent the variables of: goal desire, attitude, subjective norm and volition, these are the exogenous constructs that significantly impact on behavioural desire and consequently volition. This reduced model has adequate model fit yielding the following fit statistics: $\chi^2=1189.677$; $\chi^2/df=202$; $p=0.000$; GFI =0.763; CFI=0.898; TLI=0.884, RMSEA=0.103 and AIC= 735.203. The two key endogenous constructs of behavioural desire and behavioural volition yielded high R² values of 0.772 and 0.902 respectively showing the model to have good explanatory capability. The non significance of the emotion construct prompts a need for further investigation as prior studies (as discussed on Page 1) have shown a mixed empirical response, which the current study further supports. This indicates that the emotion antecedent is not performing well in the model across a variety of behaviours. In terms of smoking, there are established associations between smoking and emotion. Gilbert (1995) explains in detail how individuals relate their positive and negative emotions to smoking evidenced in scenarios such as, smoking to alleviate anxiety or smoking to gain pleasure from the nicotine sensation. Furthermore, smoking cessation is commonly linked with anxiety caused during nicotine withdrawal, with the cessation process referred to as “emotionally involving” (Biener and Taylor 2002:74). This presents a rather perplexing situation indicating that emotions are not being captured in the model despite being placed in the context of an emotionally charged behavioural situation. Recalling that the EMGB examines simultaneously a behaviour in pursuit of a further goal, in this scenario the behaviour is using NRT with the goal of smoking cessation. The EMGB model captures emotion through the use of 17 emotion terms in a questionnaire, split into positive and negative emotion scenarios that is: “If I succeed in reaching my goal of giving up smoking in the next 12 weeks” with a list of positive emotions and vice versa for the negative scenario. Phase 2 of qualitative research was launched in order to investigate the applicability of the existing emotion terms and develop a new set of emotion terms if required. Furthermore, this stage allows for clarification of the role of emotions in the model and provides a platform to gain a deeper understanding of emotions in the context of smoking cessation.

**PHASE 2 RESULTS AND DISCUSSION**

**Positive Emotion in Goal Failure**

The interviews produced surprising findings adding to the literature on the directional capability of emotion. In the scenario of failing to achieve the goal of giving up smoking a number of respondents indicated positive emotions, such as happiness. Respondents were invited to discuss these unexpected findings. Respondent Mona explains:

* A small part in me thinks that I like smoking so maybe at first I will have defeat and then annoyed and feel pity for myself [for having failed to give up] then I would have the displeasure and the regret that I lit up the cigarette and then I would just be a little happy that I could smoke again.

This demonstrates the battle that smokers engage in during smoking cessation as they are essentially stopping themselves doing something which they often do enjoy. However, the double edged sword nature of smoking means that this enjoyment is accompanied by severe health risks. The dichotomous nature of smoking behaviour means that the decision making process can be flooded with mixed emotional experiences, which the current EMGB model fails to acknowledge.

**Negative Emotion in Goal Success**

As Mona discussed feeling happy by failing to achieve her goal of smoking cessation, several other respondents discussed negative emotions arising from goal achievement as Ashley explains:

* Frustration because I can’t have it and also anger because it would be like I can easily have that but I’ve got to stop myself so it’s constantly that I’m fighting a battle so I would get angry because I’m fighting that battle.

Ashley mentions fighting a battle, however, this begs the question that although smokers may win the battle in the sense that they successfully stop smoking, do they ever win the war against always wanting to be a smoker? This reveals an interesting dimension to smoking behaviour whereby the physical aspects of cessation may be successfully achieved, however, the psychological dimension to the behaviour may still always be present, these
respondents suggest that a psychological addiction remains and, therefore, represents a key part of cessation therapy that needs to be addressed.

Examining the literature relating to goal directed behaviour and emotion, demonstrates that key authors within the field recognise that positive emotions are associated with goal attainment and negative emotions result in problems with ongoing plans for goal attainment (Oately and Johnson-Laird, 1987). A conceptually similar approach is adopted by Stein, Liwag and Wade (1996) cited in Bagozzi et al. (1998) who discuss the nature of events and their related emotions, that is, an event establishing goal success will lead to happiness and vice versa. Although psychology scholars have investigated the concept of mixed emotions (e.g. Sullivan and Strongman 2003; Larsen et al. 2004) to the authors’ knowledge, no acknowledgment has been given to the conflicting nature of emotions that can occur in goal directed behaviour, whereby positive and negative emotions can arise from failure to achieve a goal.

**Emotion Terms**

Respondents were presented with the Shaver et al.’s (1987) list of 134 emotion terms and asked to select the terms they identify with in the two cessation scenarios of succeeding and failing.

### TABLE 1

DESCRIPTIVE STATISTICS

<table>
<thead>
<tr>
<th>Construct</th>
<th>Mean (S.D)</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volition</td>
<td>4.27(1.55)</td>
<td>0.95</td>
</tr>
<tr>
<td>Behavioural Desire</td>
<td>5.32(2.37)</td>
<td>0.91</td>
</tr>
<tr>
<td>Attitude (ATT)</td>
<td>4.13(0.96)</td>
<td>0.87</td>
</tr>
<tr>
<td>Subjective Norm (SN)</td>
<td>1.72(1.27)</td>
<td>0.86</td>
</tr>
<tr>
<td>Perceived Behavioural Control (PBC)</td>
<td>4.19(1.29)</td>
<td>0.52</td>
</tr>
<tr>
<td>Positive Anticipated Emotion (PAE)</td>
<td>7.2(1.70)</td>
<td>0.92</td>
</tr>
<tr>
<td>Negative Anticipated Emotion (NAE)</td>
<td>4.69(1.52)</td>
<td>0.89</td>
</tr>
<tr>
<td>Goal Desire (GD)</td>
<td>4.24(1.8)</td>
<td>0.92</td>
</tr>
<tr>
<td>Goal Perceived Feasibility (GPF)</td>
<td>3.92(1.5)</td>
<td>0.52</td>
</tr>
<tr>
<td>Past Behaviour (PB)</td>
<td>0.53(0.90)</td>
<td>single item construct</td>
</tr>
</tbody>
</table>

### FIGURE 1

Regression Paths
Following Richins’ (1997) recommendation that a manageable list of emotion terms, appropriate to the nature of the study be selected, a refined list of 11 terms in the table below was derived from the original list of 134. The emotion terms on the left side of the table are the terms used by Shaver et al. (1987) as emotion categories.

In order to create the list of emotions in Table 2, the reduction approach of Richins (1997) was adopted. Her approach involves various stages of diminution to produce a manageable list, the forthcoming sections explains how these stages were executed in order to arrive at the list in Table 2. The findings show that from a potential list of 134 emotions, in the scenario of succeeding to reach the goal of giving up smoking a total of 62 items were selected. Similarly in the case of failing to reach the goal of giving up smoking 38 items were selected. Those items left blank from the list were discarded at this stage based on the rationale that they were inappropriate in this context. The following stage of elimination was performed based on those items which had similar meanings, for example, glee and jolliness. All stages of elimination were directed by the interviewee’s transcribed material, respondents were asked to explain the rationale for selection of the individual emotions that they choose and, thus, issues such as straying from the goal concept became apparent. This allowed further elimination to be performed as it became apparent that on occasion respondents had selected emotions which strayed from the core concept of the goal.

The list was further revised to ensure that only emotion items that are common to smoking cessation behaviour remain. This explains how items such as elation, zest and thrill for example could be eliminated. Although respondents gave a justified rationale for selecting that specific term, they are not particularly common words used in the context of smoking cessation. Recalling that the aim of this list is for insertion into a large scale quantitative questionnaire, a decision had to be made in order to tame the lengthy list of emotions. This stage of reduction was not performed prior to the interviews being conducted to avoid any element of researcher bias to ensure that the information elicited from respondents was from the richest possible platform. This reduction phase follows that of Richins (1997) in stage three of her reduction strategy.

### Joy/Anger

Joy and anger are the two emotion categories which contain the largest number of emotion terms and therefore will be discussed in detail, demonstrating their relevance for inclusion in the list and also their pertinence to the individuals in the study who identified these emotions as key in smoking cessation attempts.

#### Joy

The basic emotion term ‘joy’ contained the largest number of related emotions therefore it is unsurprising that the current list reflects this ratio. The following findings exemplify the method of reduction used with the full list of emotions. The content analysis revealed that 23 out of a possible 33 emotions were selected in this section. To illustrate how the qualitative findings guided the reduction phase the example of happy below is cited. Detailed qualitative analysis demonstrated that many of these terms were selected, yet represented just one concept.

**Interviewer:** [Respondent selected Gladness, Happiness, Elation, Satisfaction, Pride]. Ok then so looking at the ones under joy what were you thinking with each of them? **Sarah:** I would just be the happiest person in the world if I managed to get rid of them and give up completely.

This demonstrates the way that respondents who were verbally expressive would take the opportunity to tick numerous emotion terms, however, exploration of this reveals that actually the core of what they are expressing can be summed up in one word ‘happiness’. Happiness was selected to represent numerous emotions within the joy category as it is a common emotion and a term that is in daily dialogue therefore people can easily resonate with it. None of the respondents offered any emotion terms that were obviously distinct from happiness therefore happiness was selected.

Within the basic emotion of joy it was clear, as the reduction pattern was followed, that a number of key themes were emerging. Due to the challenging nature of smoking cessation, represented in its high failure rate, the majority of respondents had tried to give up

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**TABLE 2**

<table>
<thead>
<tr>
<th>Category</th>
<th>Emotion Terms Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joy</td>
<td>Happiness, Satisfaction, Optimism, Pride, Relief.</td>
</tr>
<tr>
<td>Anger</td>
<td>Jealous, Anger, Annoyed.</td>
</tr>
<tr>
<td>Sadness</td>
<td>Disappointment.</td>
</tr>
<tr>
<td>Fear</td>
<td>Anxiety.</td>
</tr>
<tr>
<td>Love</td>
<td>No emotion terms selected</td>
</tr>
<tr>
<td>Surprise</td>
<td>Surprise.</td>
</tr>
</tbody>
</table>
in the past and failed. For this reason most identified with the emotion of satisfaction that would come with goal achievement. As Sharon describes:

...sort of satisfaction with myself for actually being able to do it for once because it’s something that I’ve thought about on and off for so long and if I actually manage to do it, I’ll be so satisfied.

Pride is another emotion which follows the theme of admiration for the self in achieving this challenging behaviour. Whereas satisfaction is derived from succeeding after many failed attempts, pride is a result of the difficulty that people have in succeeding at giving up smoking as Yvette and Katy both explain:

Interviewer: And pride you mentioned that as one of the first things that you’d feel.
Yvette: Yeah that feeling of accomplishing something that a lot of people can’t do so I’d be proud of myself if I managed to do it.
Katy: Pride, the fact that I can quit and so many people can’t, I’ve done it ‘look at me I’m an ex-smoker’!

Within this joy section of emotion terms examples of co-occurrence (Richins 1997) were uncovered. Co-occurrence is used as a reduction tool by Richins (1997) which represents those emotions selected by respondents, which occur only as a result of a previous emotion experience. For example, triumph was selected in the content analysis; however it was revealed that triumph occurs as a result of pride. Eliminating co-occurrence resulted in further refinement of the list.

The final two emotions selected under the banner of joy are optimism and relief. Optimism was a theme which resonated throughout the interviews, as respondents discussed how success in giving up smoking would translate into optimistic feelings about other dimensions of their life. This serves to reinforce the importance of smoking cessation in people’s lives as Erin explains:

Yeah I just think that if I can do that [give up smoking] then it makes me think that anything is possible. So if I can do that then the sky is the limit!

Perhaps due to the addictive nature of smoking, respondents discussed cessation as an ultimate challenge in their lives. Hence, achievement of this goal signifies a ‘can do’ attitude and this optimism can be translated into other areas of life. This is a good example of a context specific emotion term, which supports the idea that if emotions are to be captured within the EMGB a uniformed list of emotions may not always prove to be significant, due to the wide variety of emotions that can be experienced in a goal behaviour situation. Relief is the final emotion term selected and also fits the bracket of being context specific and relates to the challenging nature of the behaviour. Relief is experienced as a result of goal achievement, as it occurs, usually after failed attempts and through its significance in people’s lives as discussed earlier. Ashley explains why relief would be something she would experience:

Yeah the relief that I’m now a non-smoker and the feeling that I’ve done it....when I can completely say that I do not like smoking it will be a relief for me and it’ll be like, well I’ve done it and I will never do it again, hopefully, but I just got that feeling that I would get relief from not smoking.

Thus far the emotion terms selected under the basic emotion ‘joy’ have been discussed. The following section addresses the basic emotion of anger, which has 3 emotion terms: Jealous, Anger and Annoyed.

Anger

When discussing the anger emotions there were a number of reasons given for the selection of these terms. Jealousy was a strong emotion that respondents selected. Kat described feeling jealousy as a result of seeing other people smoking and Ashley talked of how she thinks she would feel if she gave up and her boyfriend smoked:

When my boyfriend would light up a cigarette I pictured my getting really jealous and also because these are feelings that occur at different stages so in the first couple of months I know that when he lights up a cigarette I’ll be like, I’d want one and I’d be jealous of him smoking and I can’t because you say no you can’t so you won’t, so I know I’d be jealous of him or somebody else lighting up.

This quote serves to highlight the complexity of emotion within the goal behaviour context; whereby Ashley is discussing jealously but identifying it as an emotion at a stage within smoking cessation. This idea of stages, points to a future research direction in terms of understanding the impact of these conflicting emotions in the decision making process. For example, Ashley above discusses feeling jealous but recognising that this occurs in the initial couple of months, suggesting that beyond this time frame she wouldn’t feel jealous. Does this hold true for other people and other emotions? Are the conflicting emotions, part of the initial stages of the cessation process, as indicated here? This highlights an area for enhanced support for individuals at this key stage, to assist in the management of these negative emotions before they become inhibitors to successful cessation.

Anger and frustration were often discussed synonymously by respondents. However, deeper probing suggested that anger was the more distinct emotion that was being referred to, whilst frustration was actually more closely related to annoyance. Anger is a strong emotion that respondents used and it was often directed towards themselves for having little willpower as Yvette summed up:

Anger is just anger at myself for having such little willpower.

Identifying that anger is an emotion experienced as a result of goal failure also shows an area for additional support for smokers. It is widely acknowledged that willpower alone is not a successful cessation strategy, yet it is the one adopted by the majority of smokers trying to stop.

Finally, annoyance was selected for inclusion to the list as it was popularly described as the way respondents felt at trying to stop smoking and failing. The annoyance tends to reside in the fact that respondents, from past experience, have started smoking again through a seemingly trivial event, which has triggered the habit again, as Gemma explains:

I was just more annoyed with myself because I had started smoking again and thinking I don’t need to be doing this but yet I’m still doing it and it was fine when I was on holiday it didn’t even seem, I didn’t feel disappointed on holiday because I was having such a good time on holiday but when I came back to Scotland...........I thought oh no I shouldn’t have done that on holiday I should just not have smoked.
An Application of the Extended Model of Goal Directed Behaviour within Smoking Cessation

Sadness

Within the basic emotion of sadness, there was an overwhelmingly strong identification with the emotion of disappointment. Due to the importance of the decision to give up smoking, respondents explained that if they had set themselves the goal of giving up smoking and failed then sheer disappointment within themselves would be experienced as Erin explains:

Yeah I’d feel that if I was genuinely trying for myself to give up and I wanted to give up for me I would just think that I would be really disappointed that I hadn’t done it when in my head I think if I really wanted to I could and the realisation that obviously you can’t quite give up as easily as you think. Even though I still think that I can, but I just think that if it was for myself I would just stop and not have another one so I’d definitely be disappointed if I did that and failed.

Although several other emotion terms were selected within the basic emotion of sadness, the reduction tools as described previously meant that several of these terms were ruled out. An example of this is with regret. Respondent Kat had selected regret at goal failure, however discussion revealed that the regret she is referring to, is not directed at failing to give up smoking; instead she regrets ever starting to smoke.

Fear

Fear is an interesting basic emotion in the context of smoking cessation as it was shown to be far more prevalent if respondents anticipated succeeding in giving up smoking rather than if they failed. When discussing this area respondents identified with anxiety, and other emotion terms which are represented by anxiety, through the notion that being a non-smoker means that the source of their stress relief (cigarettes) is gone, resulting in the feeling of always fighting to maintain cessation. Victoria discussed how she feels anxious about the future and how to cope as a non-smoker; whilst Kat envisages feeling anxious because if she succeeds she’ll want to maintain but will be constantly tense and anxious that she would revert back. This emotion represents another complex layer of smoking behaviour emotion whereby goal achievement can be accompanied by conflicting emotions.

Love

In this context love and its related emotion terms were not found to be applicable. Although a few emotions were selected, discussion revealed that these terms were misconstrued or were being applied outwith the specific goal criteria; findings which are concurrent with Bagozzi et al. (1998) who do not include love emotions in goal behaviour either.

Surprise

Within the surprise emotion bracket, surprise itself has been selected for inclusion. This emotion terms reveals a level of controversy within the literature as some scholars (Fehr and Russell 1984) do not regard it as an emotion term, yet others do include it (Shaver et al. 1987). The concern with surprise, this resides in the method of creating emotion lists, such as the one devised by Shaver et al. (1987). These lists are generated through individuals reporting on the most common emotion terms that they refer to within a set time frame. The rationale for the rejection of surprise is based on the fact that only a small number of people describe surprise as an emotion within one minute of asking. Despite this Shaver et al. (1987) chose to include this emotion in their list, claiming further research into the term is required. Within the context of smoking cessation surprise has been identified as an appropriate emotion to include due to the nature of the behaviour as Erin explains:

Yes well I would be surprised if I did stop smoking, going on my track record and past experience I know I’ve tried so many times and gone back to it I’d be genuinely surprised if I do actually manage to stay off it.

As smoking is habitual and addictive, cessation is relatively difficult; this coupled with people’s failed attempts in the past as Erin mentions, means that successful cessation results in surprise. Although more respondents chose astonished rather than surprise, intuitively, surprise captures the theme in a less dramatic manner and thus is perceived to be more applicable to a wider number of respondents. Astonished and surprise were discussed synonymously by respondents with no obvious distinction on the meaning of the items.

CONCLUSION

The empirical stage of this research represents an initial introduction of the EMGB into the marketing field where the focus of the model is directed towards the use of a product in the pursuit of a further life goal. The qualitative phase demonstrates the depth of information gained through taking a context specific approach to emotion capture. A list of emotions specific to smoking cessation were generated with a new dimension to emotion theory also being uncovered. The impact of this research stretches to the wider sphere of emotion capture in consumer behaviour. In terms of wide scale consumer behaviour research, much of this is conducted quantitatively through a questionnaire, therefore a list of context specific emotions could add validity to emotion findings. Furthermore, this research adds to the debate regarding the directional capability of emotion. Consumer behaviour researchers should acknowledge that positive emotion can result in a goal success or failure situation and vice versa. In terms of goal theory this is pertinent for models such as the EMGB and Theory of Self Regulation. Regarding future research these findings offer several directions for further exploration. In terms of capturing the motivational potential contained in emotion; the author is currently performing an empirical test to determine the effects of positive emotion in goal failure and negative emotion in goal success to assess the impact this is having on future behavioural intentions. It is suggested that this could be a reality for behaviours categorised as ‘risky behaviour’ as there is often a conflict in this decision making process (i.e. binge drinking, condom use etc). Furthermore, a context specific list of emotions should be compared to a standard emotions set to determine the validity of incorporating this phase of research into future emotion studies. The author is currently operationalising this within the EMGB.

REFERENCES


