

**Ozlem Hesapci Sanaktekin, Ph.D**

Assistant Professor of Marketing, Istanbul Bilgi University

Kazım Karabekir Cad. No: 2/13 34060 Eyüp Istanbul

Tel: +90212 311 7547 [ozlemh@bilgi.edu.tr](mailto:ozlemh@bilgi.edu.tr)

**Baris Ursavas, MBA**

Lecturer in Marketing, Istanbul Bilgi University

Kazım Karabekir Cad. No: 2/13 34060 Eyüp Istanbul

Tel: +90212 311 7544 [bursavas@bilgi.edu.tr](mailto:bursavas@bilgi.edu.tr)

# **The role of self-esteem on the persuasive effects of emotional sequence**

## **Abstract**

The research reported in this article determined how individuals with different levels of self-esteem process and respond to conflicting affective stimuli of varying valence (i.e., positive and negative) sequence. Results of the experiment confirm the previous findings which suggest that when participants evaluate an ad, they prefer improving ad emotions, because attitudes are based on an assessment of whether the emotions deviate positively or negatively from previous levels of emotions. Further, the results display existence of an impact of self-esteem on responses towards conflicting emotions with different valence sequences. While for HSE respondents valence sequence in the emotional appeal made no difference on overall attitudes, LSE respondents were more in favor of the "sad followed by happy" emotional appeal.

**Key words:** emotions, emotional valence, self-esteem, persuasion

## **INTRODUCTION**

An increasing body of research in cognitive psychology suggests that emotional valence is represented by two independent dimensions and that oppositely charged emotions can be experienced simultaneously (Thompson, Zanna and Griffin 1995; Williams and Aaker 2002; Larsen, et al. 2001; Aaker, Drolet and Griffin 2008). The simultaneous experience of conflicting emotions is referred to as mixed emotions or emotional ambivalence (Bee 2005). Little research exists on the use of mixed emotions in advertising (Janssens and Pelsmacker 2007). This literature suggests that the extent to which respondents react to mixed emotional advertisements may depend on such factors as cultural background and age (Williams and Aaker 2002). More specifically, research posit that because older (versus younger) individuals and individuals from Eastern cultures (versus Western cultures) cope more easily with the concept of duality they tend to process more easily and react less negatively to messages conveying conflicting emotions. Younger individuals and individuals from Western cultures, on the other hand, develop less positive attitudes to such messages due to a lower level of propensity to cope with duality.

Though the growing body of literature investigating the influence of cultural and demographic characteristics on responses generated toward mixed emotional appeals, no study, to our knowledge, has been conducted to investigate the role of certain personality traits, such as self-esteem, within the context of conflicting emotional appeals.

How individuals with differing levels of self esteem respond to conflicting emotional stimuli remains a nascent area of research. Our limited knowledge regarding the integration of positive and negative affective stimuli is somewhat disconcerting, given that consumers are frequently exposed to combinations of such stimuli. Thus, the current study is an attempt to empirically test the effects of self esteem on attitudinal responses towards emotions that incorporate two emotions of opposite valence.

### **Emotional Valence Sequence**

A number of theories have been developed to explain how evaluations of a stimulus object can be influenced by comparison with other stimulus objects. Expectancy-contrast theories (e.g., Sherif & Sherif, 1967) suggest that stimuli are evaluated with respect to a psychological reference point. When contrast is present, this results in a shift in perception (i.e., a preceding stimulus causes a subsequent stimulus to be perceived differently). Contrast occurs when two oppositely valenced stimuli in combination result in a more extreme affective response than does either stimulus alone. The evaluation of affective outcomes is marked by contrast effects, and preceding events affect the perception of subsequent ones. Positive (negative) events appear more positive (negative) when preceded by negative (positive) ones than not (Olsen and Pracejus 2004). The only research on the impact of one affect-eliciting message on reactions to a second was reported by Aaker, Stayman, and Hagerty (1986). They found that a positively valenced emotional ad received lower evaluations when the ad that preceded it elicited the same emotion versus when it elicited a different emotion.

Previous research also demonstrates an existence of a recency effect. When positive and negative stimuli occur in a sequence, the later-occurring stimuli are found to have a stronger impact. Recent emotions affect judgment to a greater extent than earlier ones (Fredrickson and Kahneman 1993; Lau-Gesk 2005), and positive (negative) departures from the current affect level are judged as favorable (unfavorable). And this effect has been replicated for both aversive stimuli (Ariely, 1998; Ariely & Carmon, 2000) and positively valenced messages in an advertising context (Baumgartner, Sujan, & Padgett, 1997).

Friestad and Wright (1994) reported that consumers employ coping processes to deal with ad emotions. As Schwarz and Clore (1983) pointed out negative emotions signal change, whereas positive emotions signal safety. In other words, improving (vs. declining) emotions are more positive because they signal that the prior (negative) problem state has been

resolved. Positive emotions lead to positive thoughts that help people cope with the emotional costs of negative information and cope with stressful experiences (Aspinwall 1998).

## **Self-esteem**

The social psychology literature has traditionally placed a significant research interest in the concept of self-esteem, and the construct has been used in an effort to understand the factors underlying human social behavior. Much of the research has focused on assessing people with low versus high self-esteem as well as on various domains in which individuals with low and high self-esteem might differ (e.g., Rosenberg, Schooler, Schoenberg, & Rosenberg, 1995). The concept of self-esteem has found many definitions in the literature. Coopersmith (1967), for instance, defined self-esteem as “a personal judgment of worthiness that is expressed in the attitudes the individual holds towards himself” (p. 5). In another study, self-esteem was defined as the extent to which an individual believes himself/herself to be capable, significant, successful, and worthy (Gergen and Gergen, 1986). A widely accepted definition of self-esteem was put forth by Rosenberg (1979), who viewed self-esteem as one’s positive or negative orientation toward the self.

Watkins and Yui (1993) state that self-esteem should be based on what an individual considers important. More specifically, a person perceiving relatively little discrepancy between his/her ideal and real selves is deemed to have a high level of self-esteem (HSE). On the other hand, low self-esteem (LSE) is associated with a greater perceived discrepancy between one’s ideal and real selves (e.g., Higgins, 1987).

The concept of self-esteem has received research interest in the persuasive communication literature and has been viewed as audience characteristics in many investigations (e.g. Cox & Bauer, 1964; Gergen & Bauer, 1967; McGuire, 1968, 1969). A great number of these investigations view self-esteem as a personality trait that is related to persuasibility. In accordance with the findings of the Yale research group (Hovland & Janis, 1959) on social influence, these studies indicate that self-esteem is a factor that has a negative relationship with the degree of attitude change. More specifically, LSE individuals, as compared to HSE individuals, are found to be more prone to persuasive attempts and change their opinions more easily. Since individuals with a lower level of self-esteem perceive themselves as less competent than others, they may be less effective in refuting persuasive messages (Aronson, 1995, Blaine & Crocker, 1993). Moreover, when confronted with persuasive attempts such individuals may withdraw from the situation, become risk-averse

and self-protective (Blaine & Crocker, 1993), and have difficulty receiving the message (Rhodes & Wood, 1992). When the message requires thoughtful, systematic processing, like a two-sided message (Hesapci & Sunar, 2008; Sorrentino, Bobocel, Gitta, Olson, & Hewitt, 1988), LSE individuals may not comprehend the message as well as HSE individuals. On the other hand, individuals with HSE may have enough confidence to cope with the persuasive content and more easily reject such attempts.

Previous investigations reported that when individuals evaluate an ad, they prefer improving ad emotions, because attitudes are based on an assessment of whether the emotions deviate positively or negatively from previous levels of emotions (Labroo and Ramanathan, 2007). This may imply that because LSE individuals tend to employ self-protective strategies (Baumeister, Tice & Hutton, 1989) an improving emotional stimuli (vs. declining) that incorporate conflicting emotions would enable them to better cope with the preceding negative emotion. Positive emotions lead to positive thoughts that help people cope with the emotional costs of negative information and cope with stressful experiences (Aspinwall 1998). Therefore, it is expected that LSE individuals would be more in favor of an ad that conveys improving conflicting emotions as opposed to declining conflicting emotions. On the other hand, no such difference is expected for the HSE individuals.

## **METHOD**

The study aims to explore how individuals with different levels of self-esteem process and respond to emotional stimuli that incorporate two oppositely-valenced emotions and with different valence sequence. Therefore the design of the study relies on 2 self-esteem (low vs. high) x 2 order of emotional valence (positive preceding negative vs. negative preceding positive) between subjects design. Interaction between the independent variables is predicted. For the emotion types, happiness as an example of positive affect and sadness as an example of negative affect are chosen because they are found to be similarly experienced, recognized, and expressed across different cultural contexts (Matsumoto, 1990). Further they are the two discrete emotions frequently used to form mixed emotions (eg., Williams & Aaker, 2002).

### **Stimuli Development**

To develop the emotional appeal, a pretest was conducted in which undergraduate students (n = 60; 55 % female, mean age = 20.3) were shown a set of two advertisements

intended to evoke both happiness and sadness. Ads for a fictitious digital camera brand, and a fictitious relocation company were formed. Participants indicated the degree to which they experienced a set of emotions in response to each advertisement on a 7 point scale (1 = not at all; 7 = very strongly). Nine items were included to create the sad index (sad, downhearted, discouraged, distressed, sorrowful, dejected, depressed, regretful, lonely), and four items were included to create a Happy index (happy, delighted, joyful, pleased)(e.g., Edell & Burke, 1987; Holbrook & Batra, 1987; Izard, 1977; Williams & Aaker, 2002). 20 filler emotions were also included in the scale.

The results of a one-way ANOVA on the emotion indices indicated that the ad of the relocation company led to no significant differences in felt happiness and sadness ( $M = 5.03$ ,  $M = 4.84$ ;  $F = .96$ ,  $p > .05$ ), thus representing an emotional appeal that was a mixture of both emotions. Using this stimulus as a base, a second emotional appeal was created. Everything but the sequence of the emotional-valence in the appeal was kept constant. The first emotional stimulus created was presenting a negative emotional appeal followed by a positive one. A second emotional appeal that presented a positive emotional stimuli followed by a negative one was further created. The ads were created to be as similar as possible, varying only in the valence sequence of the emotions. A second pretest was conducted in which graduate and undergraduate students ( $n = 60$ ; 56.7 % female, mean age = 22.6) were shown print advertisements containing either a negative followed by a positive mixed appeal or a positive followed by a negative mixed appeal.

After viewing one of the two ad conditions, participants indicated the degree to which they experienced certain emotions in response to each advertisement. The results of a one-way ANOVA on the Happy and Sad indices indicated that the advertisement with a mixed emotional stimuli containing a negative followed by a positive emotional appeal led to no significant differences in felt happiness ( $M = 4.88$ ) and sadness ( $M = 4.90$ ;  $F(1, 58) = .017$ ,  $p > .05$ ). The advertisement with a mixed emotional stimuli containing a positive followed by a negative emotional appeal led to no significant differences in felt happiness ( $M = 5.03$ ) and sadness ( $M = 4.95$ ;  $F(1, 58) = .158$ ,  $p > .05$ ). Both ad conditions are found to represent emotional appeals consisting of both a positive and a negative emotion.

*Participants and Procedure.* 202 (62.4% female, mean age = 21.401) undergraduate students participated in return for partial class credit. The experiments were run in small groups ( $n = 15-20$ ) in a computer laboratory setting. Respondents were provided with a “consent to participate” for and background information of the study. They were told that the purpose of

the study was to assess consumer responses to potential advertisements for a service company, launching a new campaign. They were then directed to view the advertisement created for the hypothetical relocation company. Each participant was randomly assigned to one of the two ad condition of the study. The stimuli contained a full page color photograph of the relocation company. Participants in the “happy preceding sad” appeal condition read, “a new home, a new neighborhood, a new beginning...I feel so happy about starting a new life; but I also feel sad about leaving all the memories behind”. Participants in the sad preceding happy appeal condition read, “I feel so sad about leaving all the memories behind...but I also feel happy about starting a new life... a new home, a new neighborhood, a new beginning!”. After viewing the ad, respondents were asked to complete a self-administered questionnaire. They were then debriefed, thanked and dismissed.

## **Measures**

As key variables, participants were asked to rate their attitudes towards the ad, attitudes towards the service company, intention to purchase, felt discomfort, self-esteem inventory, and manipulation checks for emotions.

*Attitude toward the Ad.* Subjects reported their attitudes toward the ad on a five-item scale (1= bad, dislike, negative, unfavorable, ineffective; 7= good, like, positive, favorable, effective; MacInnis and Park, 1991) and intention to buy the advertised service on a five-item seven-point scale.

*Self-esteem.* Self-esteem was measured by the Turkish version of the Adult Sources of Self-Esteem Inventory (ASSEI) developed by Elovson and Fleming (1989). The inventory consisted of 40 items; each item is scored on an 11-point scale. Additionally, participants are asked to complete measures including felt discomfort, ambivalence, verisimilitude, manipulation checks for emotion type, sequence of emotion valence, and demographic information.

## **FINDINGS**

### **Manipulation checks**

As a check on emotion type, participants rated the extent to which they felt specific emotions after being exposed to the appeal on a seven-point scale (1 = not at all, 7 = very

strongly). The results of a one way ANOVA on the happy index in response to the “sad followed by happy” and “happy followed by sad” indicated no significant differences in felt happiness ( $M = 4.58/M = 4.60$  respectively;  $F(1, 200) = .033, p = .856$ ). The results of a one way ANOVA on the sad index in response to the “sad followed by happy” and “happy followed by sad” indicated no significant differences in felt sadness ( $M = 4.44/M = 4.61$  respectively;  $F(1, 200) = 1.446, p = .231$ ).

2 x 2 ANOVA on happy index revealed no main effect of valence sequence ( $F(3, 198) = .203; p = .653$ ) or self-esteem ( $F(3, 198) = .531, p = .467$ ). Further, no interaction effect of self-esteem and valence sequence was found significant on felt happiness ( $F(3, 198) = .938, p = .334$ ). 2 x 2 ANOVA on sad index revealed no main effect of valence sequence ( $F(3, 198) = .833, p = .362$ ) or self-esteem ( $F(3, 198) = .335, p = .564$ ). Further, no interaction effect of self-esteem and valence sequence was found significant on felt sadness ( $F(3, 198) = 1.003, p = .318$ ). Manipulation checks revealed that the manipulations created for the experimental conditions work properly.

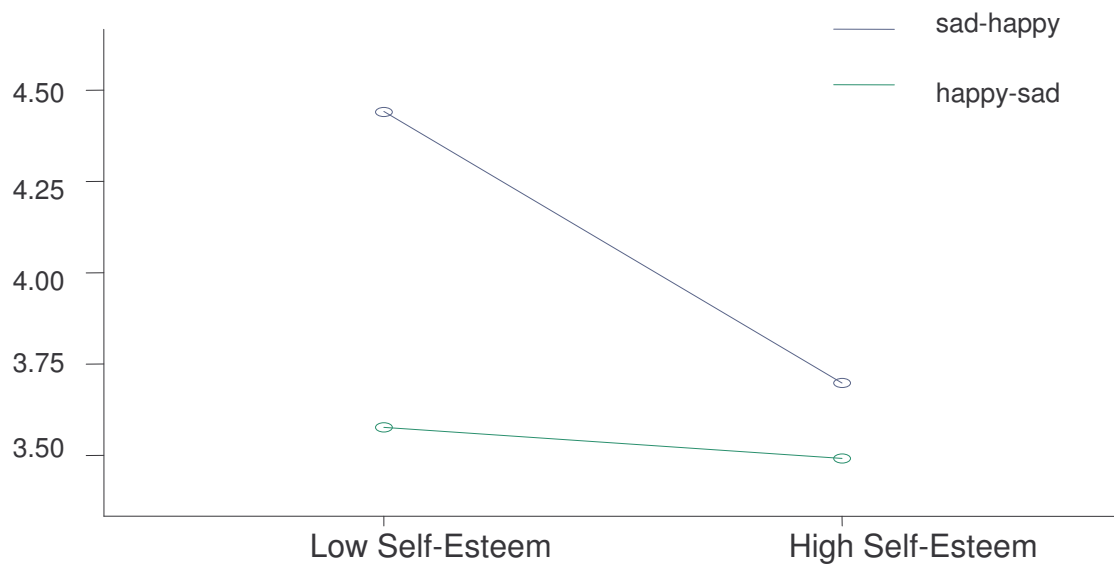
## **Attitudes**

ANOVA was run on Aad ( $\alpha = .84$ ), Abrand ( $\alpha = .90$ ), and intention to buy ( $\alpha = .81$ ). Main effects of valence sequence was found to be significant on Aad, Abrand and intention to buy ( $F = 15.99, p < .01; F = 13.843, p < .01; F = 7.572, p < .01$ , respectively). “Sad followed by happy” mixed emotional appeal generated more favorable attitudes toward the advertisement ( $M = 4.07$ ) than the “happy followed by sad” ad condition ( $M = 3.55$ ). Main effects of self-esteem was found to be significant on Aad ( $F = .009, p = .924$ ). Such that, LSE respondents displayed more favorable attitudes ( $M = 3.94$ ) in general than HSE respondents ( $M = 3.61$ ).

A significant interaction effect of self-esteem and valence sequence on attitudes towards the ad was displayed ( $F(3, 198) = 6.373, p = .012$ ). Planned comparisons revealed a main effect of valence sequence on the attitudes towards the ad for LSE respondents. “Sad followed by happy” appeal elicited more favorable attitudes towards the ad for LSE respondents ( $M = 4.44$ ) than the “happy followed by sad” ad condition ( $M = 3.58, F = 25.907, p < .01$ ). For respondents with HSE, emotional valence sequence in the emotional ad appeal made no difference on attitudinal responses towards the ad ( $M = 3.70/M = 3.49; F = .294, p > .05$ ).



### Interaction of Sequence of Emotional Valence with Self-esteem on AAd



### DISCUSSION

The current study advances our understanding of the effects of emotions by examining the effects of self-esteem on the responses to the appeals that incorporate conflicting emotions with different valence sequence. Conflicting emotions were manipulated as positive emotion followed by negative emotion and negative emotion followed by positive emotion. Results displayed a main effect of valence sequence, such that “negative followed by positive” emotional appeal generated more favorable attitudes toward the advertisement than did the “positive followed by negative” emotional appeal in general. As expected, for respondents with HSE, emotional valence sequence in the mixed emotional ad made no significant difference on the overall attitudinal responses. But for LHS respondents “negative followed by positive” mixed emotional ad elicited more favorable attitudinal responses than did the “positive followed by negative” emotional appeal. Together these findings suggest that an advertising appeal with two conflicting emotions that decline in sequence (i.e. positive followed by negative emotion) leads to less favorable subsequent responses than an improving mixed emotional ad appeal (i.e. negative followed by positive emotion).

The results are in line with the initial findings Labroo and Ramanathan (2007) derived from two experimental studies. They suggest that when participants evaluate an ad, they prefer improving (negative followed by positive) ad emotions, because attitudes are based on

an assessment of whether the emotions deviate positively or negatively from previous levels of emotions. Interestingly, Labroo and Ramanathan (2007) suggested that when participants experience the emotions, positive emotions facilitate coping with the latter negative one. Thus, an ad with improving (negative followed by positive) versus declining (positive followed by negative) emotions results in more favorable attitudes. Furthermore, this beneficial effect of experienced positive emotions in reducing the impact of subsequent negative emotions is found to be reversed when there is a time delay between the experiences of two emotions.

Previous research on mixed emotions has focused on the structural properties of such emotions (e.g., Green, Goldman, & Salovey, 1993), how mixed emotions may be assessed (e.g., Desmet, 2004; Thompson, Zanna, & Griffin, 1995), how mixed emotions are later recalled (Aaker, Drolet, & Griffin, 2005) and the consequences of feeling mixed emotions (e.g., Williams & Aaker, 2002). By examining the possible main and interaction effects of valence sequence in conflicting emotional appeals and self-esteem of the respondents, this study explores a still nascent part of the topic and adds to the growing body of mixed emotions research. Despite current research progress on the topic, our understanding of how mixed emotions influence consumer attitudes and behavior is far from complete.

### **Managerial Implications and Research Limitations**

Although much research is yet to be done on the topic of consumer responses to mixed emotional ad appeals, findings of this present study offer some preliminary managerial implications for advertising practitioners. The findings suggest that consumers develop more favorable attitudes toward the ad appeal that is progressing in nature; from negative to positive emotions. In practical terms, to generate more favorable ad - brand attitudes and purchase intentions, advertisers using a mixed emotional persuasive message should design the message in a way that would elevate viewers' feelings from sad to happy emotions. However, advertisers should also bear in mind that this type of valence sequence positively affects attitudes and purchase intentions only for those consumers with a lower level of self-esteem. Therefore, effectiveness of persuasive messages using a progressive mixed emotional appeal should diminish if such messages convey elements that enhance viewers' self-esteem levels.

Some limitations of these data and areas of future research may be noted. First, we employed positive and negative emotions in one situation, relating to relocation. Future

research might investigate other types of emotional sequences for different situations in order to generalize these data. Moreover, different types of negative emotions may lead to different consequences (Raghunathan and Pham 1999), and so it will be interesting to see which positive emotions facilitate coping with which negative emotions. Future investigations might also wish to consider the impact of emotions and valence sequence on behavioral measures of choice and post-choice satisfaction.

## REFERENCES

- Aaker, J., Drolet, A. And Griffin, D. (2008), Recalling Mixed Emotions, *Journal of Consumer Research*, 35, 268-278.
- Aaker, D. A., Stayman, D. M., & Hagerty, M. R. (1986), Warmth in advertising: Measurement, impact, and sequence effects. *Journal of Consumer Research*, 12, 365-381.
- Ariely, D. (1998), Combining experiences over time: The effects of duration, intensity changes and on-line measurements on retrospective pain evaluations, *Journal of Behavioral Decision Making*, 11, 19–45.
- Ariely, D., & Carmon, Z. (2000), Gestalt characteristics of experiences: The defining features of summarized events, *Journal of Behavioral Decision Making*, 13, 191–201.
- Aronson, E. (1995), *The social animal*. W. H. Freeman and Company.
- Aspinwall, L. G. (1998), Rethinking the Role of Positive Affect in Self-Regulation, *Motivation and Emotion*, 22 (1), 1–32.
- Baumeister, R.F., Tice, D.M., & Hutton, D.G., (1989), Self-presentational motivations and personality differences in self-esteem, *Journal of Personality*, 57, 547-579.
- Baumgartner, H., Sujan, M., & Padgett, D. (1997), Patterns of affective reactions to advertisements: The integration of moment-to-moment responses into overall judgments, *Journal of Marketing Research*, 34, 219–232.
- Bee, C. C. (2005), “Mixed emotions: What if I Feel Good and Bad?”, Unpublished Ph.D. Dissertation, University of Oregon, USA
- Blaine, B., & Crocker, J. (1993), Self-esteem and self-serving biases in reactions to positive and negative events: An integrative review. In R. F. Baumeister (Ed.), *Self-esteem: The puzzle of low self-regard*. New York: Plenum Press.
- Coopersmith, S. (1967), *The antecedents of self-esteem*. San Francisco: Freeman.

- Cox, D. F., & Bauer, R. A. (1964), Self-confidence and persuasability in women. *Public Opinion Quarterly*, 28(3), 453-466.
- Desmet, P. M. A. (2004). Measuring emotions: Development and application of an instrument to measure emotional responses to products. In M.A. Blythe, K. Overbeeke, A.F. Monk, & P.C. Wright (Eds.), *Funology: from usability to enjoyment* (pp.111-125). Kluwer Academic Publishers.
- Edell, J. A., & Burke, M.C. (1987), The power of feelings in understanding advertising effects. *Journal of Consumer Research*, 14 (December), 421-433.
- Elovson, A., & Fleming, J. (1989), *Rationale for multidimensional self-esteem scale scoring and weighing*. Unpublished manuscript, California State University.
- Fredrickson, B. L., & Kahneman, D. (1993), Duration neglect in retrospective evaluations of affective episodes, *Journal of Personality and Social Psychology*, 65, 45–55.
- Friestad, Marian and PeterWright (1994), The Persuasion Knowledge Model: How People Cope with Persuasion Attempts, *Journal of Consumer Research*, 21, 1–31.
- Gergen, K. J., & Bauer, R. A. (1967), Interactive effects of self-esteem and task difficulty on social conformity. *Journal of Personality and Social Psychology*, 6(1), 16-22.
- Gergen, K., & Gergen, M. (1986), *Social psychology*, (2<sup>nd</sup> ed.) New York: Springer Verlag.
- Green, D. P., Goldman, S. L., & Salovey, P. (1993). Measurement error masks bipolarity in affect ratings. *Journal of Personality and Social Psychology*, 64, 1029-1041.
- Hesapci Sanaktekin, O., & Sunar, D. E. (2008), Persuasion and relational versus Personal bases of self-esteem: does the message need to be one- or two-sided?, *Social Behavior and Personality: an international journal*, Volume 36, Number 10, 2008 , pp. 1315-1332(18)
- Higgins, E. T. (1987), Self-discrepancy: A theory relating self and affect. *Psychological Review*, 94, 319-340.
- Holbrook, B.M., & Batra, R. (1987), Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14, 404-420.
- Hovland, I., & Janis, I. L. (1959), *Personality and persuasability*. New Haven, CT: Yale University Press.
- Izard, C. E. (1977), *Human Emotions*. New York: Plenum.
- Janssens, W. and De Pelsmacker, P. (2007), How Do People React to Mixed Emotions in an Ad/Medium Context Setting? The Moderating Role of Discomfort with Ambiguity, *Advances in International Marketing*, Vol. 18, eds. S. Tamer Çavuşgil, Charles R. Taylor and Doo-Hee Lee, Elsevier, UK, pg. 63-93.

- Labroo, A.A., & Ramanathan, S. (2007), The Influence of Experience and Sequence of Conflicting Emotions on Ad Attitudes, *Journal of Consumer Research*, 33, 523-528.
- Larsen, J. T., McGraw, P., & Cacioppo, J. T. (2001), Can people feel happy and sad at the same time? *Journal of Personality and Social Psychology*, 81, 684-696.
- Lau-Gesk, L. (2005), Understanding Consumer Evaluations of Mixed Affective Experiences, *Journal of Consumer Research*, 32, 23–28.
- MacInnis, D. J. and Park, C. W. (1991), The Differential Role of Characteristics of Music on High and Low Involvement Consumers' Processing of Ads, *Journal of Consumer Research*, Vol. 18 (Sep.)
- Matsumoto, D. (1990), Cultural similarities and differences in display rules, *Motivation and Emotion*, 14, 195-214.
- McGuire, W. J. (1968), Personality and susceptibility to social influence. In E. F. Borgatta & W. W. Lambert (Eds.), *Handbook of Personality Theory and Research* (pp. 1130-1187). Chicago: Rand McNally.
- McGuire, W. J. (1969), The nature of attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), *Handbook of social psychology* (2nd ed., pp. 136-314). Reading, MA: Addison-Wesley.
- Raghunathan, R., & Trope Y. (2002), Walking the Tightrope between Feeling Good and Being Accurate: Mood as a Resource in Processing Persuasive Messages, *Journal of Personality and Social Psychology*, 83 (March), 510–25.
- Raghunathan, R., & Pham, M.T. (1999), All Negative Moods Are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making, *Organizational Behavior and Human Decision Processes*, 79, 56-77.
- Rhodes, N., & Wood, W. (1992), Self-esteem and intelligence affect influenceability: The mediating role of message reception. *Psychological Bulletin*, 111, 156-171.
- Rosenberg, M. (1979), *Conceiving the self*. New York: Basic Books.
- Rosenberg, M. , Schooler, C. , Schoenbach, C. and Rosenberg, F. (1995), Global Self-Esteem and Specific Self-Esteem: Different Concepts, Different Outcomes.. *American Sociological Review* 60, pp. 141-156.
- Olsen G. D., & Pracejus, J.W. (2004), Integration of Positive and Negative Affective Stimuli, *Journal of Consumer Psychology*, 14(4), 374–384.
- Schwarz, N., & Clore, G.L. (1983), Mood, Misattribution, and Judgments of Well-Being: Informative and Directive Functions of Affective States, *Journal of Personality and Social Psychology*, 45 (March), 513–23.

- Sherif, M., & Sherif, C.W. (1967), Attitudes as the individual's own categories: The social judgment approach to attitude change. In C. W. Sherif & M. Sherif (Eds.), *Attitude, ego involvement, and change* (pp. 105–139). New York: Wiley.
- Sorrentino, R. M., Bobocel, D. R., Gitta, M. Z., Olson, J. M., & Hewitt, E. C. (1988), Uncertainty orientation and persuasion: Individual differences in the effects of personal relevance on social judgements. *Journal of Personality and Social Psychology*, 55, 357-371.
- Thompson, M. M., Zanna, M. P., & Griffin, D. W. (1995), Let's not be indifferent about (attitudinal) ambivalence. In R. E. Petty, & J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequence* (pp. 361-386). Mahwah, NJ: Erlbaum.
- Watkins, D., & Dhawan, N. (1989), Do we need to distinguish the constructs of self-concept and self-esteem? *Journal of Social Behavior and Personality*, 4(5), 555-562.
- Watkins, D., & Yui, J. (1993), Gender differences in the source and level of self-esteem of Chinese College Students. *Journal of Social Psychology*, 133(3), 347-353.
- Williams, P., & Aaker, J. L. (2002), Can mixed emotions peacefully coexist? *Journal of Consumer Research*, 28, 636-649.