

The concept of Anticipation and its relevance to consumer behavior

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Abstract

This is a conceptual paper to study the concept of anticipation and its relevance to consumer behavior. The study reviews literature of various disciplines, including biology, cognitive psychology, sport sciences, social behaviors, economics, and consumer behavior. The findings of the paper include the characteristics of anticipation drawn from multi-disciplinary analysis. The paper also differentiates the concept of anticipation from some other forward-looking constructs, namely surprise, hope, expectation, and intuition. Practical implications are also proposed in the discussion part. Four tactics are suggested to induce and enhance anticipation. The paper ends with conclusion and recommendations on future research on how anticipation can potentially affect consumer's evaluation of a consumption and attitude.

Key words

Anticipation, delayed-consumption, involvement, anticipatory, anticipated

Introduction and objectives

Engaging selves in thinking, feeling, and preparing for future events before they take place has been a part of human daily life. For example, mother-to-be plans on the arrival of her child, weekday workers are in positive mood on Friday afternoons filled with excitement of the upcoming weekends, students are imagining how happy will they be after the exam is finished, children are sleepless on Christmas 'eve night from anticipation of the Santa's visit, etc. In the context of consumptions as well, consumers engage themselves in anticipating their future consumptions or events which are important to them. For example, Madonna fans have been looking forward to the concert of her beloved singer which will take place in four months. While they are waiting, they are preparing outfits for the day, rehearsing all the songs they think she will be singing, sharing all the feelings and emotions they have with other fans, etc. How could we call this phenomena, if not anticipation?

Even though more recent studies on consumer behavior suggest that anticipation refers to "increases in evaluation" (Chan & Mukhopadhyay, 2010), "the positive utility derived from temporal separation between choice and consumption" (Caplin & Leahy, 2001), these definitions are heavily borrowed from the literature of economics, hence the behavioral aspect of anticipation may be ignored. Defining conceptual definition of anticipation will help marketing academics and practitioners in further analyze how to induce and enhance anticipation of consumers.

The objective of this conceptual article is to demonstrate the relevance of anticipation on consumer behavior and marketing strategies. First, we analyze anticipation from five disciplines to potentially arrive at the conceptual definition of anticipation that could be useful for future marketing and consumer behavior studies. Second, we differentiate anticipation from other forward-looking constructs (i.e. hope, expectation, and intuition). Third, we suggest the tactics that marketers can employ to stimulate and enhance anticipation.

What is anticipation: a multidisciplinary literature review

Even though the term "anticipation" is used frequently, the question "What is anticipation?" generates different answers from different sources. For example, many online dictionary sites define anticipation as a synonym of expectation and hope (www.dictionary.com), pleasurable expectation (www.merriam-webster.com), intuition (www.wordreference.com), just to name a few. The inherent fuzziness of the concept may make it difficult for researchers to continue to explore impacts of anticipation on consumer behaviors and marketing practices. This study does not blame that the definitions given above are incorrect, instead, we want to systematically review research from other disciplines which adequately study the concept of anticipation.

Despite the fact that anticipation has recently been a new topic in marketing and consumer behavior, anticipation is not a new concept in other domains, such as sports (McKenna, Horswill, & Alexander, 2006; Smeeton, Williams, Hodges, & Ward, 2005), policy making (Lee & Huang, 2012), well-being and psychology (Macleod & Conway, 2005a), future life planning (Faria & Ao, 2013) and in management and human resource management (Ringland et al., 1999; Savage & Sales, 2008). However, definitions of anticipation vary across the domains. This may be due to the different aspects that anticipation is looked at (Poli, 2010).

The domains that will be used for the analysis in the current study involve biology, cognitive psychology, sport sciences, social behaviors, economics, and consumer behavior

Biology: anticipation as a stimulus-based response

Sjölander (1995) affirms that anticipation is a response to external environment. The author (1995) used an example of hunting habits in dogs to demonstrate the concept of anticipation. He asserts that dogs' hunting behavior relies on the anticipation of the place where their victims are sensed at the last place or where the prey "ought to be by now" (cited in Riegler, 2001). In other words, when dogs see their victims, they use "anticipation" to lead and change their current behaviors to appear at the place where they think their victims will be before they actually appear. This implies that anticipation only occurs as a response when a stimulus is sensed. Another important notion of anticipation in biology is that living organisms change the present for the future. This notion is in accordance with the notable work of Robert Rosen (1985) on anticipatory systems in living organism. According the author, all organisms exhibit anticipatory behavior by changing their behavior in the present due to the entailed-to-happen future event. In his study, Rosen (1985) defined anticipatory system as a system "containing a predictive model of itself and/or of its environment, which allows it to change state at an instant in accord with the model's predictions pertaining to a latter instant" (Rosen, 1985). In summary, these studies suggest that anticipation occurs as a response to external stimuli which encourage internal system to change current state in order to be ready for the future.

Cognitive Psychology: Anticipation as a goal-directed behavior

German Psychology scholars such as Herbart (1825), Hoffman (2003) and Butz (2008) asserted that anticipation is rather an intentional goal-directed behavior than stimulus-response (Cited in Poli, 2012; Stock & Stock, 2004). For example, Herbart (1825) described that anticipation of actions' outcome reproduce human actions (cited in Stock & Stock, 2004). The author (1825) introduced Ideo-motor Principle (IMP) which was developed from the notion of movement and sensory effects. The theory (IMP) suggests that anticipation is a determination in voluntary movements (cited in Poli, 2012; Stock & Stock, 2004). In other words, anticipating actions' outcomes results in movements (Hauf & Aschersleben, 2008; Kunde, Koch, & Hoffmann, 2004; Stock & Stock, 2004). Even though, the nature of anticipation in cognitive psychology is different from the biology, the two disciplines share a common theme. Both disciplines suggest that in order to control one's actions, the analysis of contextual information is required. However, cognitive psychology literature suggests that behaviors are driven by goal representations rather than stimulus. For example, it is suggested that when a subject anticipates an action' outcome(s), it will control its actions to reach the desired outcomes by also using ambient interactions in reinforcing those outcomes (Botvinick & Rosen, 2009; Hauf & Aschersleben, 2008; Kiesel & Hoffmann, 2004).

Due to the complexity of anticipation concept, there have been efforts in distinguishing anticipation into different types including inborn anticipation, emotional anticipation, and intelligent anticipation. The difference depends on the degree of the cognitive abilities required (see Riegler, 2001 for the review at this point).

Sport Science: anticipation as a skill

Anticipation has been referred as a skill in some domains such as sports and driving. For drivers, anticipation refers to the ability to read the road and relate to forthcoming events (Horswill & McKenna, 2004; McKenna, Horswill, & Alexander, 2006). In sports, anticipation is defined as an "enhanced ability to pick up and process information arising from the opponent's postural

orientation prior to ball-racket contact” (Smeeton et al., 2005). These studies demonstrated that experts and novices are different in anticipation skills. Moreover, it is suggested that anticipation skills can be acquired by learning and training (McKenna et al., 2006; McRobert, Ward, Eccles, & Williams, 2011; Smeeton et al., 2005).

Social behaviors: Anticipation as a strategy to secure desired future outcomes

Anticipation is also observed in other aspects of life such as religious beliefs and treatment effects. In one study, children who are taught to anticipate future spanking as a punishment behave better in the present (Lee & Huang, 2012). The authors (2012) suggested that this approach can be applied in policy making in order to reduce crimes. In other words, anticipating future punishment affects the current behaviors.

Anticipation also influences Buddhists who have strong beliefs in incarnation and Karma doctrine, which are the fundamental doctrine in Buddhism (<http://www.buddhanet.net/e-learning/karma.htm>). According to Karma’s central tenet, future is “the results or consequences of actions or fruits of actions” (Kopalle, Lehmann, & Farley, 2010). Buddhists are taught to control their present behaviors and anticipate next lives which are outcomes of their current behaviors.

Economics: Anticipation as value-added pleasure in delayed consumption

In the studies of valuation of inter-temporal choices in economics, Loewenstein (1987) introduced the notion of negative discounted utility theory as opposed to the traditional positive discounted utility by Ainslie (1975). Anticipation in economic literature refers to pleasure which gives value to the choice. Loewenstein (1987) suggests that anticipation is also a source of pleasure, therefore delayed choices have more value than immediate choices (Loewenstein, 1987).

The purpose of the studies on delayed consumption in the economic studies is to understand how people make decisions regarding to temporal choices. The dominant finding in the literature is that the utility is discounted in positive fashion and this should drive people to consume desired outcomes as soon as possible (Ainslie 1975). However, there is another stream of research which proposes that desired outcomes are not always discounted with time. This notion is rooted by Jevons (1905) who proposed that anticipation of the future event is also a source of utility of consumption (cited in Loewenstein, 1987). Building on the notion of anticipation as consumption utility, Loewenstein (1987) found that consumers prefer to delay desirable outcomes in order to savor the pleasure, while reducing dread by accelerating undesirable outcomes (see Loewenstein, 1987).

Consumer Behavior: Anticipation as pleasurable experience and increase of evaluation

After Loewenstein’s publication (1987), his work has been cited by many recent researchers in order to understand why consumers delay their pleasurable consumptions (e.g., Bilgin & LeBoeuf, 2010; Caplin & Leahy, 2001; Chan et al., 2010; Kőszegi, 2010; Kuznitz, Kandel, & Fos, 2008; Schubert, 2012). These studies have provided the general applicability of negative discounting that consumers evaluate pleasurable delayed consumption more than immediate consumption because of the “anticipation” when consumption is delayed.

Delayed consumptions in which there is a gap of period between purchase and consumption are not uncommon for consumers. Le Bel and Dubé (1998) suggest that pre-consumption anticipation is considered as a source of pleasure. The authors (1998) assert that “beyond the actual experience, consumers derive pleasure from anticipating and reminiscing about pleasant events”. In other words, the pleasure derived from the actual experience *per se* may be smaller than the total pleasure resulted from actual experience, its anticipation, and its memory. Recently, Chan and Mukhopadhyay (2010) have excellently contributed to the knowledge of anticipation on consumer evaluation. They demonstrate that autonomy impacts anticipation which finally increases valuation of hedonic consumption (i.e., chocolate and theatrical dramas). They found that when consumers make their own choices, the evaluation of delayed consumption increases. In their study, increases of evaluations are referred as “anticipation”.

In summary, studies from various disciplines suggest that anticipation is a process which has to be triggered by representation of stimulus or goals. This also includes the mental representation of the stimulus or goals. However, the majority of literature on anticipation in human suggest that human anticipation is intentional, conscious, and rather goal-directed. They also suggest that anticipation influences current behaviors in order to reach desired outcomes. Lastly, studies in economics and consumer behavior demonstrate that anticipation is pleasurable and it increases evaluation of consumption. (Table 1: Characteristics of anticipation from multidisciplinary perspectives).

Anticipation and consumer behavior

Because direct research on anticipation in marketing and consumer behavior literature is rare, relevant knowledge from other disciplines are borrowed. Integration of other disciplines benefits consumer behavior research because “the boundaries of consumer behavior involve an almost unmanageably large number of disciplines in the humanities as well as the social and natural sciences” (Zaltman, 2000). According to MacInnis (2011), conceptual contribution can be made in many ways. Four types of conceptual contributions are envisioning, relating, explicating, and debating (see MacInnis, 2011). The contribution that I aim to make in this study is to “identify” the characteristics of anticipation, “differentiate” anticipation from other proximal constructs such as expectation, hope, and intuition, as well as “delineate” the construct of anticipation and suggest relevant propositions for future investigations.

Characteristics of Anticipation

1) Anticipation requires high level of involvement

Most of studies related to anticipation, including biology, psychology, social sciences and economics demonstrate that the subjects who anticipate future events demonstrate high involvement in order to achieve desired future outcomes.

Despite various definition of involvement, there are several authors who agree that the general theme of involvement is the focus on personal relevance (e.g., Celsi & Olson, 1988; Petty & Cacioppo, 1981; Richins & Bloch, 1986; Zaichkowsky, 1985). According to Swaminathan, Zinkha, & Reddy (1996), determinants of involvement is “an interaction between person, stimulus, and situation”. This interactive characteristic of involvement is in accordance with the concept of anticipation defined by Rosen and Kineman (2005). The authors (2005) emphasize that anticipation is not the ability to foresee or sense the distant future, instead, the subjects have

to be involved in decoding internal and external contextual information in order to encode the current and future events. This notion can distinguish anticipation from prediction and forecast. Individuals can predict or forecast across variety of tasks even though they do not consider to be relevant to themselves. However, anticipation occurs only under the condition that the future event is relevant to self.

Let's take the launch of a new Iphone as an example. Both supporters and non-supporters for Apple brand can make a prediction about the time where a new Iphone is going to be introduced in the market. This prediction is made on the basis of possibility from the past and the information available. However, involvement toward the launch of the product between these two groups of consumers varies. This is because the future event (i.e. launching of the new Iphone) is considered to be relevant and important to the supporters but not to the non-supporters. As a result, the former group do not only predict, but also anticipate the coming of the new Apple's product.

2) Anticipation results in cognitions stimulated when the future outcomes are important and self-relevant

The literature in biology and psychology strongly suggests that anticipation of human is an intentional act (cited in Riegler, 2001; Scognamiglio, 2010). Among these studies, anticipation among human requires cognitive ability to assess themselves and the environment in order to develop a model to predict future states.

Biology studies suggest that anticipation is triggered by the need of survival (hibernation as an example), while others studies such as cognitive psychology, economics, and social sciences literature imply that anticipation represents motivation for higher-order needs which are predominantly psychological. Anticipation in the management science domain refers to cognitive ability to foresee and be adaptive for any changes (Meyer, 1996; Savage & Sales, 2008), pre-entry cognition, motivation, affect, environmental circumstances and exploratory activities (Mowday et al., 1982). For example, anticipation is demonstrated in employees who want to achieve their career success in the future (Holton & Russell, 1997, Mowday, Porter and Steer, 1982). In a research on pre-entry stage, applicants who anticipate their career- appropriate jobs demonstrate a variety of outcomes including work motivation, job involvement, commitment and job satisfaction (Holton & Russell, 1997).

3) Anticipation results in actions aiming to control and reinforce desirable future outcomes

Research introduced in the previous section suggests that anticipation leads to controlling behaviors aiming at reinforcing desirable outcome(s). For example, anticipation of victims among intelligent animals drives them to be at the position where the prey "ought to be by now", children who anticipate future punishment change their current behaviors in order to avoid the undesirable future outcome (i.e., punishment), anticipation towards the next incarnation among Buddhists motivates them to change their current behaviors in order to achieve the desirable future state. In other words, anticipation initiates actions that help to secure that the future will turn out as desired.

4) Anticipation and its affective outcomes; anticipatory and anticipated emotions

Discounted utility with negative discounting suggests that anticipation refers to pleasure which is experienced while waiting for consumption (Loewenstein, 1987). The author (1987) suggested

that delaying pleasant consumption increased its value as it allowed consumers to savor the pleasure of thinking about desired outcomes, however the increase of value is suggested to be short-lived(Chan & Mukhopadhyay, 2010).

Research in well-being and happiness demonstrates that anticipation of desirable goals creates sense of current well-being through anticipatory emotions and anticipated emotions (Gilbert & Abdullah, 2002; Loewenstein, 1987; Macleod & Conway, 2005b; Schubert, 2012). For example, Gilbert and Abdulla (2002) found that participants who were waiting for their holidays were happier than the non-taking participants.

There is also attempts to separate anticipated emotions from anticipatory emotions. For example, Baumgartner, Pieters, and Bagozzi (2008) use certainty and uncertainty in future events to distinguish between anticipatory and anticipated emotions and their effects. According to the authors (2008), thinking about future events triggers two kinds of emotions (i.e. anticipatory and anticipated). Anticipatory emotions are affective reactions felt currently (Ortony, Clore, & Collins, 1990) because of the uncertainty of future events (Baumgartner, Pieters, and Bagozzi 2008; Lee and Qiu 2009; Moore & Lee, 2012). On the other hand, certainty of future events of imagined experiences results in anticipated emotions (Baumgartner et al., 2008).

Using multi-disciplines such as biology, cognitive psychology, economics and social behaviors, the proposed definition of anticipation that can be used in marketing and consumer behavior studies is as following;

“A consumer’s future-oriented behaviors aiming at securing desired outcomes. This can take form of cognitions, affects, and preparatory actions. It is driven by uncertainty and importance of future events. Its consequence is an increase of the valuation of consumption.”

According to the analysis above, anticipation does not occur in all future situations, it requires certain conditions; uncertainty and importance. This helps outline the scope of the current study. As a result, I argue that anticipation occurs in delayed consumptions that are uncertain but important to consumers, the process results in high involvement in securing the outcomes of future events(see figure 1).

What IS NOT anticipation: Distinguishing Anticipation from other forward-looking constructs

Surprise: Anticipation as a strategy to avoid surprise

While it is challenging to define what anticipation is, it might be easier to start with what is not anticipation? Surprises occur due to something unexpected and that one is unprepared for the surprising occurrences (Stanley, 2009). Izard (1977) asserted that surprise resulted when “a stimulus does not conform to expectations” (cited in Hutter & Hoffmann, 2014)and that one “could not have seen it coming” (Stanley, 2009). This notion makes surprises to be the opposite concept of anticipation. Anticipation refers to the future situations that “could be seen coming” and this influences people to prepare and to be ready for the forthcoming events. As a result, anticipation should be referred to as a strategy to avoid surprises. In other words, anticipation brings security in achieving desired goals. For example, consumers anticipate the new version of Iphone by saving money and preparing themselves to use the new smartphone by the end of September when the new iphone is usually introduced in the market place. During this time, they may select to be exposed to information related to the Iphone, be excited about it and finally reserve the phone when the official sale starts. This is to secure desired future outcome (i.e.,

owning a new Iphone). Le Bel and Dubé (1998) show in their study that pleasures through anticipation are via planning, hence they are goal-directed. One of their respondents in the study (1998) said that she preferred anticipation than surprise because she would have more time to savor things in her head [Nick]. The second difference between anticipation and surprise is the duration of their effects. Surprise is considered as a brief and short lived emotion (Derbaix & Pham, 1991; Meyer, Niepel, Rudolph and Schützwohl, 1994 Vanhamme, 2008). Anticipation, on the other hand, persists since a goal is intrigued until the goal is satisfied. Accordingly, effects from anticipation may last longer than those from surprises. Lastly, surprises are induced by stimulus of which the occurrences are very improbable (Hutter & Hoffmann, 2014; Reizenzein, 2000), whereas anticipation occurs when the goal representative is present in the mind of consumers and this representative is high in probability.

Expectation: anticipation as an active process resulted in passive expectations

Among other proximate forward-looking constructs, expectation seems to be the most frequently used concept in marketing and consumer studies. Often that the concept of expectation is used interchangeably with anticipation. Accordingly, it is challenging to differentiate anticipation from expectation. However, the context of usage of these two words implies the difference in their meanings.

First, expectation is a belief while anticipation is a process composed with cognitions, affects, and behaviors. In other word, expectation is a passive outcome of cognitive process (i.e., belief) but anticipation is an active process itself. In service marketing literature, expectations infer the beliefs of level or standards used to compare with the actual service performance for the service evaluation process expectations (Boulding, Kalra, Staelin, & Zeithaml, 1993; Parasuraman, Zeithaml, & Berry, 1988) before encountering with the service provider (Boulding et al., 1993; Olson & Dover, 1976). Expectations heavily emphasize on the cognitive ability of human (Olson & Dover, 1976; Reilly & Westbrook, 1983). In satisfaction literature, expectations are used as determinants for satisfaction or dissatisfaction among customers. Expectation as a belief suggests a static nature of the construct. The outcome of expectation is a standard that is used to refer when measuring one's satisfaction. Anticipation, on the other hand suggests the active process that results in cognitive activities (i.e., planning, imagining), affective reactions (i.e. anticipatory and anticipated emotions) and behavioral reactions (current actions as preparation).

The second differentiator factor is goal relevance. According to the majority of disciplines analyzed previously, anticipation reflects situation described as goal-relevant situations, whereas expectations encompass all situations including goal relevant and goal irrelevant (Macinnis & Mello, 2005). In other words, anticipation occurs in the situation which is considered to be in accordance with personal goals, whereas expectations can be formed in all types of situations. A consumer may able to expect what is going to be new attributes of the new Iphone but s(he) may not anticipate the coming of the new product because this is relevant to his/her goal such to own a new Iphone.

Hope: anticipation is accompanied by strong hope

Hope and anticipation may be empirically related; for example, a consumer who has strong hope for a future event that is perceived to be possible (e.g. winning a small prize of lotto) might highly anticipate in the coming of the events (e.g. planning how to use the money after winning and getting excited for it). However, the two constructs can be conceptually different. First, hope

is defined as a positive emotion (Macinnis & Mello, 2005), while anticipation can be defined as process that is charged with affects. Second, the level of the confidence in achieving the outcome is different. Hope can be invoked even when the probability of an outcome is low (Macinnis & Mello, 2005), while anticipation arises when the probability of an outcome is perceived to be relatively higher. Thirdly, hope might involve different level of involvement while anticipation is reflected in the situations where involvement is relatively higher. For example, a consumer might hope to lose weight by doing nothing while one will experience anticipation when she controls her diet and does more exercises. Lastly, the notion that hope is more “intellectual emotion” reflects that hope is evoked by learning while anticipation encompasses innate and learned ability. A consumer cannot experience hope if she does not have previous information about the possibility of the events. On the contrary, according to the stimulus based perspective, anticipation can be invoked even the subject has not previously experienced the former similar situations. Lastly, anticipation emphasizes on the outcome of certain actions while hope can be induced by purely imagination.

Intuition: anticipation is a conscious process

Distinguishing intuition from anticipation is critical because intuition has been conceptualized in various ways of different literature. As there are attempts to define the meaning of intuition, the agreed theme of intuition among theorists is that it occurs under the unconscious level (Hodgkinson, Langan-Fox, & Sadler-Smith, 2008), whereas anticipation occurs under conscious awareness. Anticipation occurs when an individual is aware of the future incidents that are related to his goal but intuitions arises through “rapid, non-conscious and holistic associations” (Hodgkinson et al., 2008). According to CEST (cognitive-experiential self-theory) by Epstein and his colleagues, experiential system can be claimed to be equivalent to intuition as it operates on “automatic and pre-conscious basis”, whereas rational system requires consciousness, analytical ability (Hodgkinson et al., 2008). Being rapid and automatic suggests that speed is a component of most intuitions (Hogarth, 2001). However, the process of anticipation should be relatively longer because it responds to future events, unlike intuition that is stimulated on the basis to respond to the current experiences.

For example, a leader anticipates the growth of the company by planning strategies, being active in searching for updates in the markets etc. On the other hand, the same leader might have to use his/ her intuition in making a quick decision in choosing the right alternative during a crisis. Moreover, the ability to control the process varies in these two constructs. One might not be able to control his intuition while anticipation allows an individual the ability to control the process of anticipating. Anticipation is goal-directed behavior implies that it requires analytical ability in order to anticipate and make judgment for the future events.

Discussion: Marketing Tactics that may induce and enhance Anticipation

Previous analysis on characteristics of anticipation suggests that anticipation can be induced when the future events are important and not fully certain. In other words, by enhancing perceived importance of future outcomes and changing certainty into uncertainty, future events can be evoked. Because anticipation is evoked when an individual realize that a future outcome is important to him/herself and he/she is obliged to prepare to cope with uncertainty. When anticipation has occurred, it can also be enhanced by increasing involvement and current pleasure. Marketing activities which enhance anticipation should make consumers involved during pre-consumption process and emphasize pre-consumption pleasure as a part of

consumption. We summarize and illustrate a nonexhaustive set of tactics that induce and enhance anticipation. The first set of principles identifies factors that induce anticipation. The second set identifies factors that enhance anticipation.

Inducing Anticipation by emphasizing perceived importance of future outcomes

Previous analysis suggests that anticipation can be induced when it satisfies an individual's goal. However, importance should be perceived higher when consumption can satisfy higher order needs (Macinnis & Mello, 2005). Anticipation should be elicited by messages which promote higher-order goals. For example, a message after reservation that a flight will help a consumer not only to reach the destination safely (i.e., physiological need), but also offer world class experience that not everyone can have (i.e., psychological need). This claim enables esteem and self-actualization which represent higher-order goals.

Inducing Anticipation by changing certainty into uncertainty

Uncertain or possible outcome of future events should have more impacts on cognitive assessments than certain not to occur or impossible outcome (Macinnis & Mello, 2005). The uncertainty that induces anticipation should motivate consumers to look for more information about the future consumption. Some information about future consumption should not be fully provided in order to create curiosity and to trigger consumers to be more involved in looking for more information. Such as, leaking of some information prior to the formal announcement of a new product by unknown source, rumors about who is going to be the guest in the concert, backstage clips without sound revealing some details about a concert, etc. This creates a sense of uncertainty which stimulates anticipation. However, information which is important or essential to consumers to know should not be uncovered because it may create anxiety and worry instead of anticipation.

Enhancing anticipation by increasing involvement

Swaminathan et al. (1996) suggest that determinants of involvement is "an interaction between person, stimulus, and situation". In order to enhance involvement, the interaction among the three has to be encouraged. Interaction between brands and consumers prior to consumption such as reminding emails about up-coming trips which allow consumers to interact back, Facebook posts from a singer about how she prepares her next concert which allows consumer to reply and be involved. It is suggested that when consumers have a high level of involvement toward a product, they should be more attentive to the product's information (Petty, Cacioppo, & Schumann, 1983; Petty & Cacioppo, 1979).

Enhancing anticipation by encouraging contemplation of current pleasure induced from future consumption

Loewenstein (1987) suggests that people should delay desirable outcomes in order to savor pleasurable anticipation. Consumers should also realize that anticipation is also a source of pleasure as well as the consumption itself. According to Schubert (2012), pursuing happiness which encompasses "the process of anticipating and approaching pleasurable outcomes over time" generates current hedonic well-being. Marketing programs such as messages from brands to encourage consumers to enjoy planning, imaging and preparing before the consumption takes place should positively encourage anticipation. Gilbert & Abdullah (2002) found that the group

of respondents who were waiting to go on holiday were more content with their life than those who were not going to go on holiday.

Conclusion

The objective of this conceptual article is to conceptualize definition of anticipation and suggest its relevance to marketing and consumer behavior. Using multi-disciplines such as cognitive psychology, sport science, social behaviors, economics, and consumer behavior, we argue that anticipation is a consumer's future-oriented behavior aiming at securing desired outcomes. We also suggest tactics that induce and enhance anticipation. We propose that anticipation can be induced by 1) enhancing perceived importance of future outcomes and 2) changing certainty into uncertainty. Moreover, anticipation's intensity can also be enhanced by 1) increasing involvement of future consumption and 2) encouraging contemplation of current pleasure induced from anticipation toward future event.

Notable answers pertaining to the different definition of anticipation and other proximal forward-looking terms are also identified. We propose that anticipation is an opposite construct of surprise and it is different from other proximal constructs such as expectation, hope, and intuition. This will help academics and marketers in understanding characteristics of each construct. As a result, managing each construct would require different tactics.

Future Research

Notable questions pertaining to the impact of each form of anticipation on consumers' behavior should be identified. Which form of anticipation, namely cognitions, affects, and preparatory behaviors has the highest impact on consumers' behavior such as consumers' evaluation and attitude? Is each form of anticipation renders the same effects on attitude?

At present, answers to these questions remain incomprehensible. The concept of anticipation is complicated but it is seriously relevant to consumer behavior. Given space constraint, only some of potential research questions were briefly presented. However, we hope that they can guide additional theoretical and empirical studies in the future.

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