



Consumer Experiences and Emotion Management

Avinash Kapoor

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Emotions can organize cognitive processes or disorganize them, be active or passive, lead to adaptation, or maladaptation. Consumers may be conscious of their emotions or may be motivated by unconscious emotions. The emotions in combined form with different intensities have an adaptive significance in consumers' life. Further, the challenges that marketers and researchers face in today's global markets are to understand the expression of the emotions or consumer emotional experience. The purpose of this book is to emphasize the value of emotions and explore mental behavioral and emotional dimensions that affect consumers of all age groups, societies, and cultures. This book is an excellent reference for students, executives, marketers, researchers, and trainers. It includes the different elements of emotion, evidence of how emotions govern and organize consumer life, and emotion and individual functioning, including psychological disorders and well being.

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