

**IMPACT OF AFFECT AND COGNITION ON CUSTOMER SATISFACTION IN  
SERVICE MARKETING PERSPECTIVE**

**Dr. Vishal Khasghiwal**

Dean -FOBC, Atmiya University, Rajkot, Gujarat, India  
[dean.fobc@atmiyauni.ac.in](mailto:dean.fobc@atmiyauni.ac.in)

**Dr. Vijendra Kumar Gupta**

Marwadi University, Rajkot, Gujarat, India  
[Vijayendrakumar.gupta@marwadieducation.edu.in](mailto:Vijayendrakumar.gupta@marwadieducation.edu.in)

**Dr. Jitendra Chouhan**

Associate Professor, Faculty of Business Administration and Commerce Mandsaur  
University M.P, [Jitendra.chouhan@meu.edu.in](mailto:Jitendra.chouhan@meu.edu.in)

**Dr. Kiran Kumar Agrawal**

Associate Professor, Marwadi University, Rajkot, Gujarat, India  
[kirankumar.agrawal@marwadieducation.edu.in](mailto:kirankumar.agrawal@marwadieducation.edu.in)

**Abstract-**The consumer happiness is considered as dynamic perception. There is only a small information accessible about how consumer satisfaction is established over time. Cognition and affect have stretched history of influencing the buying behaviour of an individual. The modification in one of the dimensions pointers to selected proportionate change in equivalent factor. This paper brings out the review of literature of Affect, Cognition and customer satisfaction. A numeral of investigation readings have been supported out to determine the role of cognition and affect in consumer decision making. However, in majority of the research, absence of proof of scientific reliability and legitimacy and nature of itemization in previous scales/papers has not been widespread as well. Based on actual consumer consumption data, this literature analysis shows the influence of cognition on the customer consummation assessment upsurges and the impact of affect declines over time. Furthermore, these effects are mitigated with unpredictable enactment understandings. As a final point, this paper indicates that the change in customer satisfaction mutually described by cognition and affect upsurges as knowledge accrues. This paper reconnoitres the progression for in what way extremely reliable and valid displays of cognition and affect have been urbanised.

**Keywords:** Affect, Cognition, Marketing, Customer Satisfaction

**INTRODUCTION**

In contemporary marketing, consumers are seen as the protagonists because they work to fulfil a variety of needs and desires that are partially tied to the fundamental services. Customers continually acquire opinions regarding the actual service provided to them in comparison to their expectations when their requirements and wants are not met according to their expectations. Every organization's performance arguably rests on how well it caters to its smart

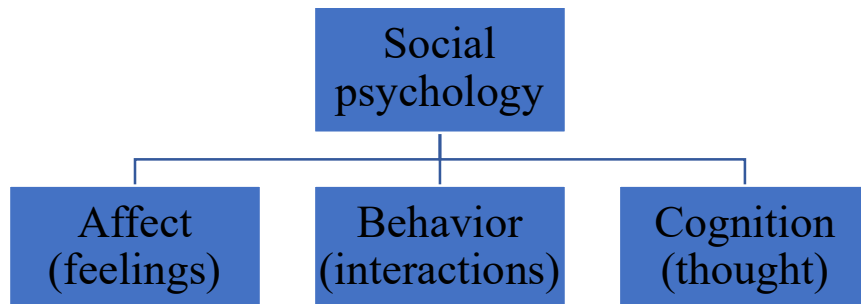
clients. The degree to which customers are satisfied with a service determines how frequently they use it. Customer happiness and sales are intimately correlated; therefore, in order to enhance sales and encourage repeat business, service delivery quality must be improved.

It is generally accepted that services that constantly and continuously please clients result in their happiness and satisfaction. As a result, people develop a sense of loyalty and keep using the product, which helps an organisation make money and expand.

Customer satisfaction be determined by affects and cognition. A surplus studies emphasised that consumers are engrossed in their social perspective, and their thoughtful and emotion might be moderately due to social influences (Rychalski, A, 2017) but can also be exaggerated by their awareness, prior outlooks, personality traits (Yu, T.-Y,2015 ) and other variables. Therefore, in order to study them as potential predictors of purchase behaviour, customers' satisfaction and other effects linked to consumers' experiences should be more thoroughly analysed. (Morgeson ,2015).

### THEORY OF ABC

Social psychology is established on the ABCs of *affect, behaviour, and cognition*. We depend on these three fundamental and interconnected human capacities in order to successfully sustain and improve our respective lifestyles through successful connection with others: **Affect** (feelings), **Behavior** (interactions), **Cognition** (thought)



Affect refers to the *emotional state that one experience as portion of our daily lives*. As the day goes on, we could experience various emotions, including joy or sorrow, gratitude or resentment, pride or embarrassment. Our affective experiences often support us in functioning effectively and in a way that improves our chances of survival, even though affect can be damaging if it is unmanaged or unregulated.

We have learned how to make these conversations go smoothly and successfully since we affect and engage with one another every day. In order to achieve results we could not achieve on our own, we work together with others and exchange commodities, services, and other benefits.

Cognition is *that communicates to social activities and that benefits us comprehend and forecast the behaviour of ourselves and others*. Because of their tremendous intelligence,

humans utilise cognition in every aspect of their daily life. Cognition is defined by psychologists as the mental process of organising information and using it to make decisions. Affect and cognition have a long history of affecting a person's purchasing decisions. When one of the dimensions changes, the related factor also changes proportionately. Numerous studies have been done to determine a consumer's cognition and affect. However, the majority of research lack evidence supporting their scientific validity and dependability.

## LITERATURE SURVEY

The present work shows on cognition and affect accompanying with an end user emphasizes on enhanced, authenticated and comprehensive outline of scale expansion from consumer behaviour viewpoint.

The Covid times were deliberated most life-threatening eras that prominently predisposed the behaviour of customer. One of the investigation carries out consumer spending enactment in Covid 19 times. The affect subjugated the errands behaviour of customers. The fear appeal (fears for health and economic fears) are associated with the vicissitudes in customer behaviour and stimulus outmoded and online shopping associated to COVID-19.( Eger, L et al 2021)

Another study recommended that the socio-demographic variables were considerably liable for change in customer behaviour during Covid 19. This investigation examined predictors affecting customer intention to use online food services amid the Coronavirus disease (COVID-19) pandemic. (Hong, C et al.,2021)

Mattila and Wirtz, 2000 in her investigation inspect the effect of presumption affect on consumers' post purchase assessments. Two rudimentary scopes of affect—pleasure and arousal—subsidise to customer evaluations of dissimilar forms of services.

Szymanski and Henard's 2001 study's important finding states that equality and subjective norms have the strongest average relationships with customer satisfaction. Customer satisfaction is closely tied to this effect.

As a result, it is proposed that Affect has a direct favourable influence on work assessments, customer happiness, and inclinations to make additional purchases. According to other studies, the emotions felt when acquiring and using services—such as delight, pleasure, and despair a big impact on how satisfied customers are.

Various studies demonstrates the impact of cognition on customer satisfaction. According to certain research findings, emotional state has a stronger influence on customer satisfaction than cognitive state. (Lazarus, 1999; Oliver, 1980, 1981)

According to Levitt (1981), "buyers usually rely to a somewhat degree from both aesthetic and exterior impression when evaluating intangible things (such as services). More than the service provider, the atmosphere has an impact on the customer's evaluation and judgement of the products. Additionally, customers engage with the external surroundings more so than service providers.

According to Gestalt psychology, it really is clear that the cognitive state of the user contributes significantly to the assessment of Service quality. "A person's emotional responses are sparked because of his or her cognitive perceptions" (e.g., preference, stimulation, and ascendancy) (Mehrabian and Russell, 1974).

Therefore, as Lazarus (1999) noted, "when individuals are judging the Servicescapes, cognition precedes emotion." German psychologists who studied how populations that may produce spontaneous stimuli reacted came up with gestalt psychology, which holds that "perceptions are fundamental elements containing basic units as attitudes termed Gestalts" (Schiffman, 2001). With this strategy, the relationship between perception producers inside the management structure is guaranteed. Researchers have demonstrated that individuals' behaviors are a result of their interaction with their environment" (Schiffman, 2001, pp. 174–176).

The findings imply that contradiction and contentment are complementary concepts that describe various aspects of a customer's mental state following a transaction. Different types of behaviours are controlled by cognitive dissonance and satisfaction. While loyalty—i.e., future intention to buy and word-of-mouth—is influenced by satisfaction, cognitive dissonance helps to explain complaint behaviour.

In both academia and business, there is still a lot of interest in consumer pleasure. Initial academic research emphasised the impact of expectations on satisfaction. From a business standpoint, the development of macroeconomic indices has sparked interest in the study of contentment. However, study into the causes and effects of contentment is now a common occurrence in many marketing-related fields. (Matzler et al, 2004).

The hypothesis states that following a shopping or consumption event, customers evaluate their experiences positively and negatively. In general, satisfaction is viewed as a bipolar variable with a level of intensity that is somewhere in the middle of agreement and disagreement (Mittal et al, 1999). Despite a phenomenal increase in unhappiness studies in the 1980s, there is a larger body of material on satisfaction as a favourable outcome.

Regarding the causes of satisfaction and discontent, disconfirmation is the most frequently acknowledged theory inside the literature (Oliver, 1980). It gives a variety of benchmarks for

comparative results, the most pertinent of which are expectations, wishes, and experience-based norms. However, academics have increasingly become interested in other cognitive factors, particularly in the investigation of dissatisfaction. The aforementioned variables are founded on equity and the idea of identifications of causality (Folkes, 1984). (Oliver and Swan, 1989a, 1989b).

On the basis of these studies, our aim is to investigate the impact of affect and cognitive on customer satisfaction.

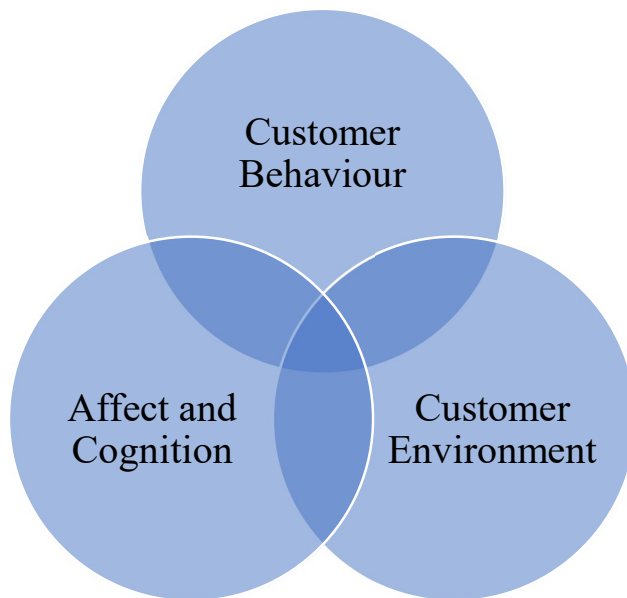
In his research, Kambiz Heidarzadeh (2012) noted that the study focuses on the function of cognitive and affective trust in establishing connections with customers. The author looked at the idea that customer trust in service suppliers has unique cognitive and affective characteristics with associated antecedents and outcomes. In terms of the effects of cognitive and affective trust, the findings indicated that while both have an impact on the expectation of upcoming interactions, cognitive trust has a stronger influence than affective trust.

## **FINDINGS**

Customer satisfaction should be tracked throughout time as it is dynamic in nature. In light of this, our study simultaneously explores how affect and cognition play a role in shaping satisfaction.

Even though researches has documented the role of affect and cognition in professed service quality and satisfaction, the literature is unsuccessful to postulate the circumstances below which dissimilar magnitudes of affect and cognition will or will not direct service quality assessment and satisfaction. Our foremost outcome is that impact of affect is most important in the early stages of customer satisfaction development, when they are still learning well about product or service.

However, the impact of cognition should grow as more experience with the product is gained. We also look at this procedure in the context of rather sophisticated utilitarian products. Our research also demonstrates that cognition and affect together account for a greater proportion of the variation in customer satisfaction as experience with a product or service increases. Additionally, this study supports management practise and advances analytical frameworks.



## CONCLUSION

Study of Consumers behaviour have generated new trials in customer satisfaction. This has gained attention of researchers as well as businessman. Recent decades have seen a renaissance in the study of emotion that has the potential to alter decision-making paradigms. The combined impact of cognition and affect on the production of satisfaction is dynamically analysed in this study. Scientists in the fields of organisational behaviour, consumer behaviour, and other multidisciplinary fields will view the current work with greater trust.

According to the research, emotions are strong, pervasive, predictable, occasionally detrimental, and occasionally advantageous determinants of decision making. As the customer gains knowledge of product and services, cognitive plays it part and leads to customer satisfaction. This study intended to observe how and when, affect and cognitive influence the judgments and decisions across a variety of domains in service marketing.

## REFERENCES

Rychalski, A.; Palmer, A. Customer Satisfaction and Emotion in the Call Centre Context. In *The Customer Is NOT Always Right? Marketing Orientations in a Dynamic Business World*; Springer: Cham, Switzerland, 2017; pp. 67–70

Yu, T.-Y.; Yu, T.-K. The Moderating Effects of Students' Personality Traits on Pro-Environmental Behavioral Intentions in Response to Climate Change. *Int. J. Environ. Res. Public Health* 2017, 14, 1472.

Morgeson, F.V., III; Sharma, P.N.; Hult, G.T.M. Cross-National Differences in Consumer Satisfaction: Mobile Services in Emerging and Developed Markets. *J. Int. Mark.* 2015, 23, 1–24.

Eger, L., Komárková, L., Egerová, D., Mičík, M. (2021), The Effect of COVID-19 on Consumer Shopping Behaviour: Generational Cohort Perspective; *Journal of Retailing and Consumer Services*, 61, 102542; 2021

Hong, C., Choi, H.H., Choi, E.K.C., Joung, H.W.D. (2021), Factors Affecting Customer Intention to Use Online Food Delivery Services before and during the COVID-19 Pandemic; *Journal of Hospitality and Tourism Management*, 48:509-518; 2021

Mattila Anna S., Wirtz Jochen The role of preconsumption affect in postpurchase evaluation of services, *Psychol. Mark.* 2000 DOI: 10.1002/(sici)1520-6793(200007)17:7  
Szymanski, D.M. and Henard, D.H. (2001) Customer Satisfaction: A Meta-Analysis of the Empirical Evidence. *Journal of the Academy of Marketing Science*, 29, 16-35.

Lazarus, R.S. (1999) Hope: an emotion and a virtual copy resource against despair. *Social Research*, 66 (2), 653– 678.

Oliver, R.L. (1980) A cognitive model of the antecedents and consequences of satisfaction decision. *Journal of Marketing Research*, 17 (November), 460–469

Levitt, T. (1981) Marketing Intangible Products and Product Intangibles. *Harvard Business Review*. <https://hbr.org/1981/05/marketing-intangible-products-and-product-intangibles>.

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.

O'Cass, Aron & Schiffman, Leon & Bednall, David & Cowley, Elizabeth & Watson, Judith & Kanuk, Leslie. (2009). *Consumer Behaviour*.

Salzberger, Thomas and Koller, Monika, Investigating the Impact of Cognitive Dissonance and Customer Satisfaction on Loyalty and Complaint Behaviour (June 25, 2010). *Brazilian Journal Of Marketing*, 9(1), January-April 2010, Available at SSRN: <https://ssrn.com/abstract=2677477>

Matzler, K., Bailom, F., Hinterhuber, H.H., Renzl, B. and Pichler, J. (2004) The asymmetric relationship between attribute-level performance and overall customer satisfaction: A reconsideration of the importance-performance analysis. *Industrial Marketing Management* 33: 271–277.

Mittal, V., Kumar, P.J. and Tsiros, M. (1999) Attribute-level performance, satisfaction and behavioral intentions over time: A consumption-system approach. *Journal of Marketing* 63: 88–101.

Folkes, V.S., Koletsky, S. and Graham, J.L. (1987) A field study of causal inferences and consumer reaction: The view from the airport. *Journal of Consumer Research* 13: 534–539

Oliver, R.L. and Swan, J.E. (1989b) Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of Consumer Research* 16: 372–383.

Hanzaee K.H., Norouzi A., The Role of Cognitive and Affective Trust in Service Marketing: Antecedents and Consequence Research *Journal of Applied Sciences, Engineering and Technology* 4(23): 4996-5002, 2012 ISSN: 2040-7467, December 01, 2012

Collier, J.E. (2020), *Applied Structural Equation Modeling Using AMOS*; London: Routledge.

Koch, J., Frommeyer, B., Schewe, G. (2020), Online Shopping Motives during the COVID-19 Pandemic—Lessons from the Crisis. *Sustainability*, 12(24):10247;

Lee, S. H. N., Chow, P.-S. (2020), Investigating Consumer Attitudes and Intentions toward Online Fashion Renting Retailing; *Journal of Retailing and Consumer Services*, 52: 101892;

Lee, S.H. (2020), New Measuring Stick on Sharing Accommodation: Guest Perceived Benefits and Risks; *International Journal of Hospitality Management*, 87:102471;

Cho, M., Bonn, M. A., Li, J. (2019), Differences in Perceptions about Food Delivery Apps between Single-person and Multi-person Households; *International Journal of Hospitality Management*. 77:108-116;

Wang, X.-W., Cao, Y.-M., Park, C. (2019), The Relationships among Community Experience, Community Commitment, Brand Attitude, and Purchase Intention in Social Media; *International Journal of Information Management*, 49:475–488;

Smeureanu, I., Bucur, C. (2012), Applying Supervised Opinion Mining Techniques on Online User Reviews; *Informatica economica*, 16(2):81-91;

Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010), *Multivariate Data Analysis*. 7th Edition, New York, USA: Pearson;

Hernandez, B., Jimenez, J., Jose Martin, M. (2009), The Impact of Selfefficacy, Ease of Use and Usefulness on e-purchasing: An Analysis of Experienced e-shoppers. *Interacting with Computers*, 21(1-2):146–156;

Feyisa,H.,Mamo,W. & Yitayaw,M.(2022).The Impact of Governance on Financial Institution and Financial Market Development: Empirical Evidence from Emerging Markets. *Studia Universitatis „Vasile Goldis” Arad – Economics Series*,32(3) 48-64. <https://doi.org/10.2478/sues-2022-0012>

Pinkovetskaia,I.(2022).Impact of Covid-19 pandemic on household income: results of a survey of the economically active population. *Studia Universitatis „Vasile Goldis” Arad – Economics Series*,32(1) 43-57. <https://doi.org/10.2478/sues-2022-0003>.

Dhar Ravi, and Wertenbroch Klaus (2000), “Consumer Choice between Hedonic and Utilitarian Goods,” *Journal of Marketing Research*, 37 (February), 60–71.

Rust Roland T., Moorman Christine, and Dickson Peter R. (2002), “Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?” *Journal of Marketing*, 65 (October), 7–24.

Irwin, Julie R. and Gary H. McClelland. 2001. “Misleading Heuristics and Moderated Multiple Regression Models.” *Journal of Marketing Research* 38 (1): 100–109.