INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

THE INFLUENCE OF STUDENTS' NEGATIVE EMOTIONSIN A MALAYSIAN UNIVERSITY
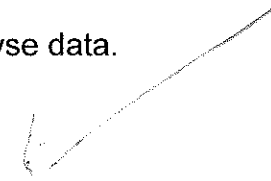
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ABSTRACT

Nowadays, education attracts increasing attention from individuals and governments, because it can smart people and bring economic benefits. And as a type of services, education's customers are students. The students' behavioural responses of negative emotions which caused by failure services are significant for service providers. But there is no such study in Malaysia. Then the aim of this study is to analyse the impact of negative emotions on negative word of mouth in a Malaysian university. The main theory about the similar study is emotion appraisal theories. And anger, regret and disappointment are consumers frequently experienced these three negative emotions among all the emotions after a failed service (Bougie et al., 2003, Bonifield& Cole, 2007; Cronin, Brocato, Baker, Bourdeau, & Voorhees, 2009). Then they are selected to be analysed the influence to negative word of mouth behaviour in a Malaysian university. And further research can be executed based on this research framework toschools and other teaching institutions.

About method, quantitative research approach was adopted in this study and 250 questionnaires were distributed to students in INTI International University. Afterward, SPSS software was used to analyse data.

ACKNOWLEDGEMENT

This MBA project wasa quite challenge project for me. Due to it needed a lot of hard work and patience to do it.However, with a lot of supports from a certain people, I finally finished the project on time. I would like to take this opportunity to thank to these people.

First of all, I would like to thank my supervisor, MR Chen Yin Foo who has been extremely patient in guiding me to complete the project. And he has given me a lot of encouragement from the beginning to the end. I would not have been completed without his guidance and supervision.

Secondly, I would like to thank INTI International University for providing me the opportunity to do this project. Through the process of completing the project, I have learned numbers skills and knowledge. And it also a good chance for me to learn to manage time and overcome the weakness of human nature. And I believe these would benefit to my working life in the future.

At last, I would like to thank my parents for providing not only financial support, but also mental support to me. No matter how hard the process was, with their encouragement, I was filled with the strength and confidence to complete the paper. So, very grateful to them.

Wu Wenqian

15thApril 2013

DECLARATION

I hereby declare that this research project is of my own effort except for the information that has been used from various authors that have been cited accordingly and ethically.

Wu Wenqian

15th April 2013

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CHAPTER 1   INTRODUCTION

1.0 Introduction

This research aims to identify influence of students' negative emotions on negative word of mouth (WOM) in a Malaysian university. Firstly, the problem statement is in Section 1.1. From Section 1.2 to 1.7 are research questions and objectives, significance, limitations and scope of study. The outline of this research is showed in the last Section 1.8.

1.1 Background

The importance of education has attracted people a lot of attention. It helps people become rich in knowledge and good thinkers and makes right decisions. And this is not only importance for individual, but also for a country. Due to education can also be an industry for country to gain economic return. Then governments always pay a lot of attention on education. In Malaysia, the government has a vision about education: to secure its position of a global education center by creating a higher education environment to develop academic and institutional excellence. While, in academic aspect, there is an increasing attentions on the issue of satisfaction in education. Because, education in nowadays is treated as a type of services. Students are considered as customers of INTI management. Then students' satisfaction should be paid attention by INTI management. While, service failure is a reason to cause negative emotions. And the emotional behavioural responses are significant for service providers. Therefore, it is vital to find out the relationship between negative emotions and behavioural responses in education industry, such as university.

1.2 Problem Statement

This study will examine influences of negative emotions of students on negative WOM in a university. Specifically, the main objective of this paper is to explore the influence of students' anger on negative WOM, the influence of disappointment on negative WOM, and the influence of regret on negative WOMin service failure situation in a university. The examination is undertaken in the context of Malaysia.

Education attracts a lot of attention in the whole world. Due to education can help people to make right decisions and become right thinkers. Then increasing number of people and national governments recognize the importance of education. In recent years, the issue of satisfaction in education is gettingincreasing attention. Studies by Gruber (2012) and Zhu (2012), pointed on the importance of satisfaction in education. Due to education is increasingly being seen as a type of service. In other words, students are customers who receive services from INTI management. Therefore, customer satisfaction is vital for theseINTI management. Meanwhile, it is widely accepted that the existence of a service problem is one of the main reasons to cause consumer's dissatisfaction (Coulter &Ligas, 2000; Roos, 1999). And many researches have shown that negative effects can caused by service failures, however, the influence of emotions on behavioural responses has been little researched before (Mattila& Ro, 2008).

In Malaysia, only Omar and Mohd (2010), Othman et al. (2011), Yuhanis and Zaiton (2012) and Yiing et al. (2012) had examined the influence of negative emotions on behavioural responses. The main theory about the similar study is emotion appraisal theories.Appraisal theories of emotion state that emotions are

generated by evaluations of situation or events. However, these kinds of researches are focused on labour and working behavioural responses. There are no related studies which survey the influence of negative emotions on negative WOM behaviour. Based on this gap, this paper is focused on analysis the relationship between negative emotions, anger, regret and disappointment, and negative WOM which are mentioned in the following hypothesizes in this study.

Solving this problem is significant to education sector. Due to education sectorcan know that the degree of negative emotions in dissatisfied students' mind. This is important a part for educator to know its students. Due to these are limited chances for education sector to get such information of students' negative emotions. Secondly, education sector can realize that under different emotions students' negative world of month behaviour. This can help education sector to understand students' behaviour and take suitable measures to prevent negative WOM and protect reputation.

This research is focused on the effects of negative emotions on negative WOM in a Malaysian university. Future research can be executed based on this research framework to schools and other teaching institutions.

1.3 Research Questions

In this paper, the following are research questions:
1. What is the relationship between anger and negative WOM?
2. What is the relationship between regret and negative WOM?
3. What is the relationship between disappointment and negative WOM?

1.4 Research Objectives

Based on the research questions, here are the research objectives which include general objective and specific objectives.

General objective:

To identify what is the impact of students' anger, regret and disappointment onnegative WOM after they experience dissatisfactoryservice in a Malaysian university.

Specific objectives:

1. To find out the relationship between anger and negative WOM.
2. To find out the relationship between regret and negative WOM.
3. To find out the relationship between disappointment and negative WOM.

1.5 Significance of the Study

1.5.1 Significant to Academia

There are limited researches in the influence of negative emotions on negative WOM in Malaysian university. For the other researchers,this study can help them to consider more about the effects of negative emotions to negative WOM in education services. Future research can be executed based on this research framework to add more negative emotions, such as blame and sadness..

1.5.2 Significant to Government

For the government of Malaysia, the findings will help itto know students better. The government has high expectation in development of education. Negative WOM will damage reputation and affect this development. According to the information about students'negative emotions, it can know about the situations of educational services provide by education sector. Meanwhile, the results can provide government a chance to know university students' actions better in negative WOM and take suitable measures to enable education industry to develop better.

1.5.3 Significant to Industry

The results from this study are significant to education sector. The results can help education sector to know students' emotions and their actions on negative WOM. Based on the result, education sector can develop its services and marketing strategy. Indeed it can help education sector build good relationship with students and maintain good reputation. What's more, this study can help other customer service industries to consider more about the relationship between emotion and negative WOM and adopt suitable marketing strategy.

1.6 Limitations of the Study

1.6.1 Respondents Focus

The research surveys switching intention which is one of students' behavioural responses under different negative emotions which are raised by dissatisfaction of services failure. The key informants of this research are students, who study in the university. They may have little negative emotions to university which will

bring inadequate data to analyse. Therefore, the respondents focus has limitation.

1.6.2 Reminiscent Experience Method

There are many studies have used the recall method approach to analyse emotions and service failure (Zeelenberg&Pieters, 1999, 2004; Bougie et al., 2003). Students of university will be asked to review their unhappy experience caused by failed service of university. However, to some degree, the emotion will be affected by the time. In other words, when the failed service happened in recently, the negative emotion was stronger than it in the one year ago. Therefore, the retrospective experience method has this limitation which will affect the results.

1.7 Scope of the Study

1.7.1 Geographic Focus

This study is focused on a university inNilai,Malaysia.This is because Nilai is a town which is growing rapidly. What's more, two of famous universities and two What's more, two of famous universities and two colleges are located at Nilai, which are INTI International University, Islamic University College of Malaysia, Nilai University College and UniversitiSains Islam Malaysia. And this situation leads to students from different countries coming to Nilai. That is to say, Nilai is a suitable place to do the survey.

1.7.2 Sample Focus

The sample of this study is the university students who experienced failed services provided by university and had dissatisfied feelings. Because the

objective of this research is to find out the influence of negative emotions of students on complain behaviour. Thus, these university students play significant role in this study.

1.7.3 Unit of Analysis

Students of INTI international university were chosen as unit of analysis. Due to INTI international university is one of the top private universities in Malaysia. And it is one of the most trusted and respected names in the education industry. Its students come from different countries and cultures. It is good for searching the comprehensive effects.

1.7.4 Research Method

In this paper, quantitative research approach will be used. Quantitative research is a systematic empirical investigation through statistical, mathematical or computational techniques to analyse social phenomena (Roberts, Varki and Brodie, 2003). Quantitative research aims to use, theories and hypotheses mathematical models to look at cause and effect, and to make predictions. And this objective is suitable for this paper. The basiclinkage between mathematical expression of quantitative relationships and empirical observation is provided by measurement's process which is exceeding virtual to quantitative research.

And questionnaire will be distributed to university students. Because the survey will be conducted in INTI international university, the paper questionnaire can be distributed in the campus. The collecting data from the survey will be analysed by using the Statistical Package for the SocialSciences (SPSS) V. 20 software.

1.8 Outline of the Research

Five chapters are included in this research. In Chapter 1, it includes the background of research, research problems and research objectives. Meanwhile, limitations, scope of study and contributions of this research are explained in Chapter 1.

Chapter 2 shows the literature review for this research. Based on a lot of journals and articles related to the topic of research, this chapter is divided into 5 parts. Part one talks about an overview of higher education in Malaysia. The nature of education which is a type of service is showed in part two. Part three and part four are talk about customer dissatisfaction and customer behaviour responses. The last part shows the emotions including anger, regret and disappointment. After a summary of parent theories review, there is the hypotheses development.

In Chapter 3, the methodology of this research is conducted. The research design, research approach, measuring instrument and validity and reliability tests are showed in this chapter. And the study population, unit of analysis, sample selection and sampling technique are explained following. Moreover, the strategy of how to collect data and the methods to analyse data are showed in this chapter. The questionnaire design is outlined at the end of the chapter.

In Chapter 4, after analysing the data, the findings are showed in this chapter. And the findings of this research are discussed. The results of this research were showed in tables to present data in an organized way. After explaining the research response rate, a series of analyses are introduced: demographic analysis, additional information analysis, reliability test, factor analysis and

normality and multicollinearity tests. Furthermore, multiple regression analysis is used to test the hypotheses.

Chapter 5 shows the conclusion for this research. And recommendations for both INTI management and future research are showed in this chapter. And personal reflection is explained at the end of the chapter.

CHAPTER 2   LITERATURE REVIEW

2.0 Introduction

Starting from 1845s, the importance of education has attracted people's attention. Based on the definition of education from Rodica (2009), he mentioned thatthe definition of education is based on humans, nature and objects, these three basic sources. The nature provides education which is a kind of natural development of people's abilities and organs. When these abilities are using in daily life, other humans transmit the education to us.The education is also provided objects which are the tools and things surrounding us to gain personal experience. For the time being, increasing number of people and national governments recognize the importance of education. Because education can help people to make right decisions and become right thinkers. The society we live in is changed more frequently. People need knowledge to enrich them and use it to solve different challenges and live better in the society.

In Malaysia, education is also paid a lot attention by government, especially for higher education. Here are 80 higher education institutions which attract more than 90,000 students from over 100 countries. The government of Malaysia has an expectation that improving education environment to secure its position of a global education centre. As we know, negative WOM will damage reputation which should be considered in Malaysia. And failed services provided by servicer will cause dissatisfied customers and rise negative emotions. What's more, consumer behaviour, such as negative WOM, have been connected with the negative emotions empirically (Smith and Bolton, 2002). Due to there are no related research in Malaysia, there is a need to study the influence of negative emotions on negative WOM. In this study, anger, regret and disappointment are adopted to examine the relationship with negative WOM. The main reason to

choose these three negative emotions is that, after a failed service,consumers frequently experienced these three negative emotions among all the emotions (Bougie et al., 2003; Bonifield& Cole, 2007; Voorhees et al. 2009)

In this chapter, there are two main components. The first part is about overview of higher education in Malaysia, nature of education, customer dissatisfaction, emotions and WOM. The second part is the development of hypotheses in this research.

2.1 Overview of Higher Education in Malaysia

According to ETAWAU (2012), in Malaysia, there are about 80 higher education institutions which include 20 Public Universities and 60 Private Higher Education Institutions (Figure 1).

Higher Education Institutions

25%

75%

■ Public Universities

■ Private Higher
   Education Institutions
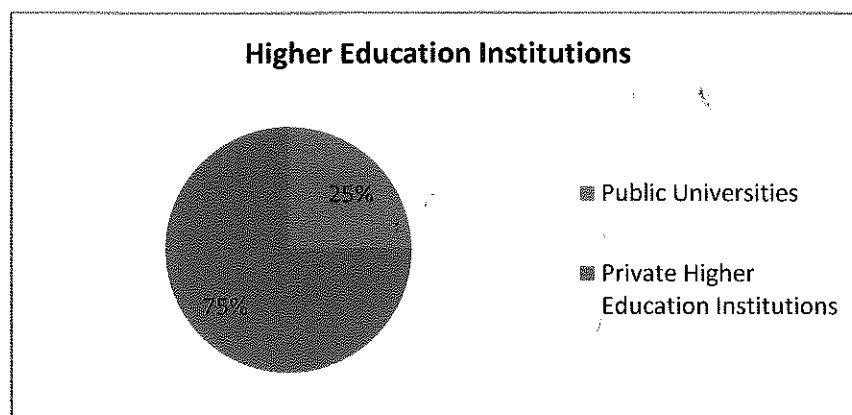
Figure 1. The constitute of higher education institutions in Malaysia

Source: ETAWAU, 2012

The MOHE is short for Malaysia's Ministry of Higher Education which was created on March of 2004 and it is the authority of Malaysian government to take charge of tertiary education, such as public community colleges, public and private institutions and polytechnics. The mission of the MOHE is to develop academic and institutional excellence by creating a higher education

environment in Malaysia. And this mission cooperates with the vision of Malaysian government which is to build Malaysia a centre position of excellent education and make Malaysian education more international.

Based on the information from MOHE, over 37 community colleges, 22 polytechnics, 4 foreign university branch campuses, 33 private universities and university colleges, 20 public universities and more than 500 private colleges are existing in Malaysia in 2010. And over 90,000 international students who are from over 100 countries choose to study in Malaysia. What's more, Malaysia is ranked as the 11th world's largest exporter of education services(Mohamed, 2012). This is because Malaysia has the proposition of value-for-money. The majority of its higher education institutions are using English to teach, and its costs of learning is lower than Singapore. Meanwhile, it also provides twin degrees or credit transfer programmes to allow students entry into other universities in a cheaper costs. Between 2003 to 2010, the number of foreign students has increased at 42% of Compound Annual Growth Rate (CAGR). About 72% market share in private institutions is for foreign students who are majority from People Republic of China in 2010. In order to increase the number of foreign students in Malaysia, the Government has launched some regulations on foreign students, such as expediting the foreign students' application. And MOHE has an aspiration to increase the foreign student enrolment to 200, 000 by 2020.

Nowadays, in the Asian region, Malaysia becomes an excellent educational centre. The reason is the exponential growth of its tertiary education sector in the past decade. And this result is caused by the government's guide. Because education can be a weapon to create national core competition by increasing national's education level.And the government of Malaysia recognizes that

education is a crucial asset for the country. In the period of the Industrial Master Plan 3 (IMP3) which is from 2006 to 2020, education has been identified for further growth and development as one of the services sub-sectors. There are many police measures in Malaysia, such as improving the standards and quality of education, the business environment, the export of education, enhancing training capacity, total factor productivity, investments in education services.

What's more, the government of Malaysia has specific actions to support education. As we know, improving an industry in a country needs government's support in funding aspect. The operating expenditure which spending on education increased at a Compound Average Growth Rate (CAGR) of 5.6% between 2007 to 2011 (Figure 2). Meanwhile, in the 2011 Budget, the Federal Government's development and operating expenditures for education accounts are 21.1% and 24.5% respectively (Figure 3). All these show that the government really has actions to support the development of education. What's more,education also can be an method to increase national reputation and indeed bring economic benefits. Moreover, the MOHE has an expectation which is to earn RM6 billion from international students (ETAWAU, 2012).
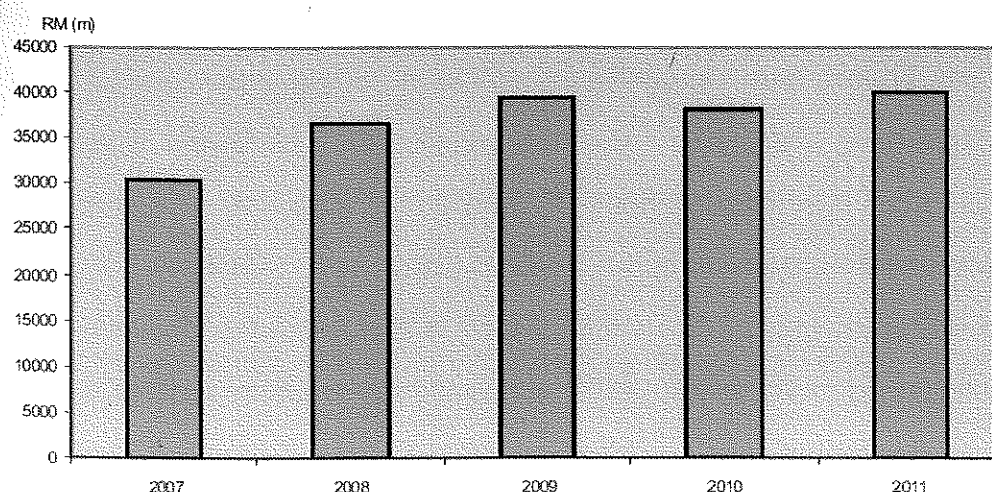

Figure 2. Government's Operating Expenditure On Education, 2007-2011

Source: Ministry Of Finance's Economic Report, 2011
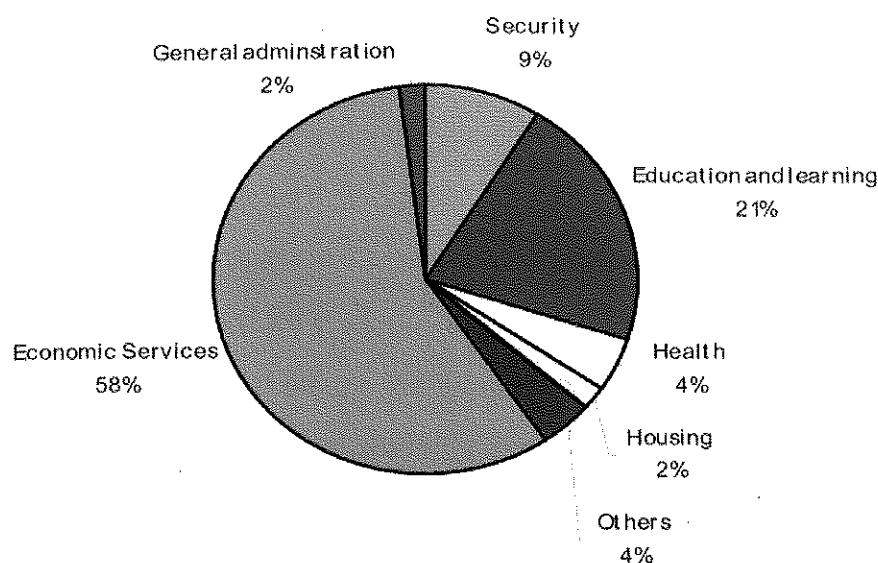
Figure 3. Budget on Development Expenditure, 2011

Source: Ministry Of Finance's Economic Report, 2011

Based on the high attention on education development, Malaysian government stated the vision which is to secure its position of a global education centre by creating a higher education environment to develop academic and institutional excellence. Following the guide from government, Malaysia is becoming a popular higher education destination for foreign students. Meanwhile, increasing number of reputable higher education institutions from around the world working jointly with Malaysian colleges and universities. And even established their campuses in Malaysia. In the past 10 years, branches of schools which come from Australia and the United Kingdom were established in Malaysia.Meanwhile, here are 25 applications from 25 foreign universities which want to set up their campus in Malaysia in 2012. These information reflect that Malaysian educational domain is growing rapidly. There is increasing opinion that Malaysia will obtain 200,000 international students in 2020 and become a leader in providing world-class education.

According to Ministry of Higher Education (MOHE), in recent years, the growth in enrolment of students has a trend that the students' enrolment in private institutions has exceeded public institutions. From 2002 to 2010, the Compound Average Growth Rate (CAGR) of private institutions is 7%, while, the public institutions' Compound Average Growth Rate (CAGR) is 5.6%. Indeed, the market share of the private institutions, which is 48%, is larger than the public institutions' (41% share) and others institutions' (11% share) in 2010. There are many reasons result in the larger students' enrolment in the private institutions than in the public institutions. Here are three main factors. First of all, in many public institutions, there are only 10% of the paces for non-Bumiputera students to enter into the public institutions under the matriculation system. The second factor is about language the majority of public institutions for undergraduate courses are teaching in Bahasa Malaysia. In contrast, almost all private institutions select English as the teaching and learning language. And this is the main factor contributes to the growth of students' enrolment in private institutions. Due to many graduates who are from public institutions teaching in Malaysian cannot communicate competently and effectively in English. It may bring troubles when they work for some employers. Then more local students may want to choose private institutions. The third factor is that the increasing number of foreign students who play an important role of growth of students' enrolment in private institutions. According to Ministry of Higher Education (MOHE), the population of foreign students increased at a 42% CAGR from 2003 to 2010. And there are 72% of foreign students who are in private institutions.

2.2 Nature of Education — A Type of Service

Altbach (1998) pointed to the similarities between education and services in their delivery and evaluation processes. Rowley (2003) also mentioned thatnowadays

the education is increasingly being treated as a type of service. In addition,according to Hennig et al. (2001, p.332), he represented that educational services "fall into the field of services marketing". In other word, the student can be treated as the customers who receive the services provided byeducation institutions. However, when education institutions provide failed services to customers, dissatisfaction will be raised.

2.3 Consumer Dissatisfaction

There are many reasons which can fail service encounters between consumers and suppliers, such as service providers offer slow service, errors service and unavailable service. And as we known, service failure can cause customers' dissatisfaction. In order to understand the dissatisfaction of consumers, satisfaction is an item that should be mentioned. Consumer expectations' confirmation or disconfirmation, to a large degree, determines satisfaction. According to Omar (2010), Accepted widely by many researchers, the disconfirmation model has been used to define satisfaction. And the condition where the product disconfirms expectation is mainly focused by this model. Specifically, customer will feel satisfaction when the product disconfirms expectation by exceeding it; on the contrary, when the product does not achieve the expectation, customer will experience dissatisfaction. Anderson (1998) agreed with this point of view that customer's satisfaction will be damaged when they feel that the service did not comply with promises or customer's expectations are failed to be met. In addition, according to Michel (2006), he had a similardefinition about dissatisfaction among the service industry that service failure causes the disconfirmation of service expectation. Meanwhile, Smith and Bolton (2002) showed a significant negative relationship between negative consumption emotions and satisfaction.

2.4 Customer Behaviour Responses

Customer behaviour responses are quite significant for service providers which will influence their profit and reputation. According to Smith and Bolton (2002), they captured the construct by using a one-item measure purchase intentions. Whereas, Bonifield and Cole (2007) mainly mentioned about recommendation intentions and purchase intentions. With reasonable levels of reliability and validity, an 18-item behavioural intentions scale is developed in a more recent study which focused on repeat purchasing. Parasuraman et al. (1994) proposed the consumer behavioural intentions construct in a broader conceptualization. And this scale is made up of 13 items which designed to capture four aspects: customers' loyalty to the company, customers' intentions to switch, customers' intentions to pay more and customers' external response to problems which is also called word of mouth.

2.4.1 Word of Mouth(WOM)

It has entered people's vision for a long time about word of mouth (WOM) communication. Many researchers have proposed many different kinds of definitions and frameworks for it. As a type of verb, it has many different words to described, such as communication,information,diffusion,evaluations,transmission,messages,disse mination ofcomments, thoughts between two or morepeople about related experiences(Gupta and Harris, 2010;Dichter, 1966).

According to Xu (2007), he stated that people may have direct impact on an organization when they involving in the word of mouth communications form. And he also proposed four types of word of mouth publicity which are consumer to consumer which means close circle communication, business to consumer

which refers to employees are encouraged by employers to spread information of company products and services, business to business and facilitated business to business which means the information of produces are shared in industrial purchase.

However, WOM can be defined as a type of communication in informal and personal form (Arndt, 1967). Moreover, Anderson (1998) pointed out that there is no positive or negative meaning for WOM. While, East, Hammond, and Wright (2007) stated that there are less negative WOM than positive WOM. Nevertheless, Bailey (2004) emphasized that negative information from WOM significantly impact consumer's attitude.

In recent years, WOM has been received great attention and this is because it has impact to effect consumers' purchase decision and it is a kind of trusted information source (Soares et al., 2012).

According to Smith and Bolton (2002), they mentioned that consumer behaviour have been empirically connected with the negative emotions. What's more, a large amount of researches have stated that word of mouth is significantly impacted by emotions (Allen et al., 1992; Barsky and Nash, 2002; Davidow, 2003; Folkes et al., 1987; Liljander and Strandvik, 1997; Wong, 2004). That is to say, when people have negative emotions, the result of word of mouth will be different from that of positive emotions. Therefore, when researcher want to analyse about word of mouth, it is necessary to analyse about emotions of consumers.

2.5 Emotions

Plutchik(1980, 1994) pointed out that it is a considerable debate about how emotions should be studied and defined among management and marketing researchers. Currently, there is no generic definition for emotions. Then emotions are suggested to be dealt with in terms of descriptive characteristics, instead of essential nature in the management and marketing context.

According to the opinion of Clore et al. (1987) about such descriptive formula, he mentioned that what emotions represented is a valence affective reaction to the situations' perceptions. For this study, this characterization is suitable to adopt.

Based on this descriptive approach, Oliver (1997) had a suggestion that in consumption experiences, the view of emotional responses is considered as the results of specific events.And a similar approach of description about goal-directed emotions had been adopted by Bagozzi et al. (1995).

What's more, there are many suggestions for dimensions and classification methods of emotions. While, there still have no clear number and nature of dimensions of emotions' construct. However,many studies have used four dimensions which are intensity, potency, valence and activation. And activation and valence are the two most frequently used dimensions in many studies. The main point of valence dimension is that an evaluation for customer to perceive an even in a positive way (pleasant) or in a negative way (unpleasant), nevertheless the sense of customer's energy which ranges from sleepy to excited is mainly related by the activation dimension (Russell and Feldman Barrett, 1999).

According to Brainerd et al. (2008), they mentioned that theemotions of customer can be split into two parts which are negative emotions and positive emotions in fields of the valence dimension. At the same time, negative emotions are posited by Nolen-Hoeksema (1987) in the field of an underlying attribution structure. Based on this view, when a consumer has formed an attribution, he or she will confirm the established attribution structure in the mind of consumer by tending to feel future events in such a way (Taylor, 1994; Keltner et al., 1993). Moreover, negative emotions which isa complex type ofemotions, are reported as frequently experienced emotions (Diener et al., 1995;Berenbaum et al., 1995). Due to the objective of this is study is to analyse the influence of students' negative emotions on negative word of mouth in an Malaysian university, the negative affect will be focused on. As a type of umbrella term, after negative emotions, negative affect is the followingstage of moods and attitudes. And many kinds of emotions are confirmed to related to negative affect (Berenbaum et al., 1995).

Smith and Ellsworth (1985) emphasized that when such negative emotions are evaluating, it is necessary to have a consideration of "agency" which is the additional dimension, because of the inadequate of the valence dimension which is about negative emotions and positive emotions. The main meaning of this additional dimension is to evaluate what or whom resulted in the negative crucial event which finally created the negative emotions. According to Bagozzi et al. (1999), they also agreed with this point of view that the event itself of service failure does not create the negative emotions which is, in fact, the customers' evaluation about the causes of the failure. At the same time, in the cognitive theory of Weiner (1985), he mentioned that there is a differentiation among situational-responsibility, other-responsibility and self-responsibility when customers value negative experiences in the field of the agency dimension. And

causal agency's tripartite concept is self-attributed including regret and shame; other-attributed including disgust, contempt, anger and disappointment; situational-attributed (sadness, anxiety and fear, is proposed by Oliver (1997) to support this view.

In this study, anger, regret and disappointment are chose to be analysed the impact to negative word of mouth. And the main reason to choose these three negative emotions in this study is that many studies stated that after a failed service,consumers frequently experience anger, regret and disappointment among all the emotions (Bougie et al., 2003; Bonifield& Cole, 2007; Voorhees et al. 2009)

2.5.1 Anger

Based on the view of Mills (2005), he stressed that anger is a form of response to pain in a natural and mostly automatic way. Meanwhile, Berkowitz and Harmon-Jones (2004) also stated in their survey that anger has related to an urge to hurt. Equally, Rotemberg(2008) pointed out that in utility terms, the way to think about anger is to see when anger of anger people's target is harmed, their utility will be increased. In a service failure situation, anger will exist when customers value that there is an unfair event to them in a high service provider control over the service failure situation (Ruth et al., 2002). Furthermore, many studies have emphasis on anger due to the motivated factor that it has major influence on consumer switching. Bougie et al. (2003) stressed that in failed service situation, anger is a great predictor for the behavioural responses of customers, such as complaining and switching.In addition, they generated evidence on consumer emotional processes by using interview data: "The reason why anger customers want to go back to the organization is to hurt service provider's business" (Bougie et al., 2003, p. 382). And this goal is called

"emotivational" by psychologists and it is often related to anger in psychological studies.

2.5.2 Regret

Roseman et al. (1994) emphasized that regret is a kind of people's sinking feeling that people think they made a mistake and lost an opportunity, and they have a willing to kick themselves and make the mistake correct, meanwhile, they want to do some different things to wait for having a second chance to improve their performance. Moreover, regret has more emphasizing on self-agency and it is particularly linked with decision making. In an interdependent negotiation game, people might try to become more generous to the opponent to overcome regret feeling when they experience this feeling. As a type of proactive decision, it helps them to decrease the possibility of facing rejection and to feel better to avoid more regret in the game. The reason why prosaically behaviour is increased by regret is the linkage between regret and responsibility. What's more, according to Kleef et all's (2006) recent empirical research, it showed that as an appeasement emotion, regretproduces a beneficial influence on the interpersonal relationshipby signallingan outward concentrate and a connection for others. Therefore, regret is a type of behaviour to motivate people to help and compensate for others.

2.5.3 Disappointment

According to Loomes and Sugden (2003), they stated that when people feel that an outcome does not achieve prior expectations, disappointment, which is a psychological reaction, will be arisen. Relative researches for the behavioural consequences of disappointment are quite limited, although it is the most relevant emotions in interpersonal situation. According to Zeelenberg et al. (2004), they mentioned that in order to prevent disappointment in the future,