

Figures

1.1	Classification of emotions based on arousal and desirability	18
1.2	Consumption emotions: cognitive antecedents and action tendencies	22
2.1	The influence of relations on consumption happiness	33
2.2	Relationship between consumer satisfaction and post-purchase behaviour	39
5.1	Scenario 3: seller-caused outcome X goal incongruence	104
5.2	The questionnaire	105