

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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MOOD STATE AND CUSTOMER ORIENTATION**DR. ANANT GWAL****PROFESSOR****ACROPOLIS INSTITUTE OF MANAGEMENT & RESEARCH****INDORE****RAJESHWARI GWAL****ASST. PROFESSOR****ACROPOLIS INSTITUTE OF MANAGEMENT & RESEARCH****INDORE****DR. SANJEEVNI GANGWANI****ASSOCIATE PROFESSOR****MEDICAPS INSTITUTE OF TECHNOLOGY & MANAGEMENT****INDORE****ABSTRACT**

In this experiment, mood states were induced by exposure to two different categories of songs one joyous and another gloomy, with specific verbal instruction from experimenters. Subsequently, scale of customer orientation was administered. Results show that listening music of different categories namely Joyous and Gloomy with respect to control group does not differ significantly with respect to customer orientation.

KEYWORDS

customer orientation, marketing.

INTRODUCTION

In a contemporary research, lot of emphasis has been given on the emotional aspects and its importance in the business environment. In this context, the studies have shown significant influence of emotions on relationship marketing. In relationship marketing the customer has become a peripheral and reflected a whole new set of customer needs that had not previously been properly appreciated. Customers need the rational side to justify their buying decision. But it's the emotional side that really plugs a product into their lives.

Personality researchers have discovered important patterns in the way which individuals experience emotions and moods that influence their behavior (Derlega, et al., 1998). The study attempts to understand the influence of mood state with respect to customer orientation. The experimental study was designed to demonstrate that do mood state contributes in the customer orientation. The concept of mood has been widely studied by the psychologists. Mood has been considered as a multi faceted concept.

Moods are temporary feeling states that are accompanied by mental phenomena, which is consciously experienced as subjective feeling state that last for hours and days (Ekman, 1994a); they may linger as after effects as earlier emotional reactions, but they often seem to have no obvious source (Frijda, 1994). Because of their duration moods can color a persons outlook for extended periods, at any given time. People current moods subsequently influence how they feel about themselves (Sedikides, 1992) and the decisions they make (Isen, 1993).

Customer orientation influences success or failure in a relationship (Anderson and Weitz 1987). According to the dictionary of marketing (American Marketing Association, 2004) in which the customer's needs and interest are paramount. Customer orientation is a combination of cognitive and behavioral style of the sales person, which is reflected in their interactions with the customers. These styles are desired to help customers to make good purchase decisions, helping customers to assess their needs, offering products that will satisfy those needs, describing products accordingly avoiding deceptive or manipulative influence, tactics and thus, avoiding high pressure (Misra and Misra, 2002, Goyal, Misra, and Misra, 2003, Mittal and Misra, 2004; Beardin et al, 1993).

REVIEW OF LITERATURE

The review of literature on moods indicated that there are related concepts, such as, emotions, moods and temperament that are need to be critically evaluated and distinction need to be established. According to Davidson there are two distinguishing features between emotions, moods and temperament. He explains that typically short-lived and sudden emotions exist upon a background of a particular longer lasting mood. One distinguishing feature is function - emotions bias action, while moods bias cognitive processes. Another feature is what circumstances elicit each - emotions are triggered by sudden unexpected events, while moods follow events that occur over a slower time course. He defines 'temperament' as early consistent differences of part genetic and part environmental origins, and 'affective style' as individual, consistent, trait-like ways of reacting to emotional events.

Building on Davidson's answer, Ekman concentrates mostly on duration (brief emotions, longer moods) and on circumstances that elicit each (moods can be triggered by changes in body's biochemistry or by extended periods of continual intense recurring emotion). Ekman implies that emotions exist within moods since moods can lower the threshold for feeling certain emotions and since it is difficult to control certain emotions when in a particular mood.

Nico H. Frijda makes a distinction between emotions, feelings, moods, sentiments and personalities. They all differ on the basis of two major aspects:

- (1) If a relationship between the subject and object exists (emotions are related to a particular object while moods are not) and
- (2) Whether one is talking about an acute state or enduring disposition (sentiments or temperaments acquired through social learning and heredity that serve as the bases for emotions).

Goldsmith uses definitions to distinguish emotional reactions, moods and temperamental traits. Emotions are senses that something has changed in relation to oneself, similarly expressed and elicited and usually involve a motivation for action. Mood is a longer-term state usually following an acute emotional reaction. Temperamental traits are very similarly defined as Davidson.

Kagan describes the differences between affective states through a biological paradigm stating that 'acute emotion' can be defined as a sudden, temporary change in psychological and biological processes, while a chronic mood is characterized by an enduring emotional quality in a variety of situations, across various contexts and over longer periods of time. He adds that both of these affect states vary among individuals because of biologically based biases reflected in temperament.

Richard Lazarus also defines a number of affective constructs. 'Emotional state' is a reaction to specific kinds of encounters dependant on the circumstance or event that elicited it. An 'emotional trait' is a tendency to react in a particular emotional way to an encounter.

Lazarus also emphasizes an existing 'person-environment relationship' that typically results in the latency or recurrence of the emotional state (therefore making 'duration' not an essential distinguishing feature between emotions and moods). He defines acute emotions as brief states that arise from particular encounters and moods as background response states that rely on the dispositions of temperament.

Panksepp declares that there is no clear way to distinguish between affective states; however he encourages researchers to keep searching. He distinguishes affective states through their different types of brain processes. Emotions display high levels of arousal in emotional operating systems while moods tend to have very a low level. Emotional systems can evoke certain cognitions, and cognitions may evoke moods and emotions. He also mentions individual emotional strengths and weaknesses, which are influenced by temperamental tendencies.

Watson & Clark define emotions as distinct, integrated psychophysiological response systems, while viewing mood as a longer transitory episode not restricted to feelings that accompany specific emotions. Since the majority of our day is spent in a continuous stream of affect containing some type of often mixed mood, the authors propose an alternative structural approach that consists of two (not mutually exclusive) mood factors: Negative Affect and Positive affect which may incorporate these mixed states.

In conclusion, Davidson & Ekman point out that all the authors make a distinction between emotion, mood and temperament, but except for temperament (which was relatively similar) they have differing views about what the distinguishing features are. Most mention 'duration' as a widely accepted distinguishing feature, however Lazarus claims emotions are neither brief or prolonged, but recurrent. Ekman points out the differences in antecedents of emotions vs. moods, with greater focus on relational aspects by Frijda and Lazarus.

Kagan takes a biological view to the differences. Other distinguishing features included Davidson's consequences of different affective states and different conceptualizations of the constructs like Watson and Clark's continuous stream of affect. Many authors also described other constructs including affective style, sentiments, and personality dispositions that although differ in details and exact definitions but are all related. A question of semantics arises from the fact that many authors had similar ideas but different definitions. For example, Ekman would probably view Frijda's 'emotional episodes' as a mood because of the long duration and the 'dense emotional experience'. The only thing that distinguishes Frijda's definition is that his 'emotion episodes' have an object focus whereas moods do not

Velten (1968) proposed a method for inducing mood states in controlled laboratory situations, opening up a new chapter in basic research on human emotions. The procedure used by Velten consisted in drawing up three lists of 60 sentences in the first person (i.e., self-referential). Each list had a different emotional content: depressive, euphoric or neutral. There were three groups of subjects, so that each group read only one of the three lists of sentences. Subsequently, all subjects were administered various psychological tests, and it was found that this simple procedure induced a mood state capable of producing marked differences in writing speed, decision-making speed, word association and subjective expression of affect.

The importance of these results is due to the fact that, until now, basic research on emotions has focused on its antecedents, especially cognitive determinants, on the analysis of subjective experience and on physiological concomitants; but not so much on the way emotional states alter psychological functioning. Currently, it is accepted that a particular mood state includes an affective component, that is, a subjective experience, but also a cognitive context and a general state of the organism (Mayer, Salovey, Gombert-Kaufman and Blainey, 1991).

However, as regards the relationships between these different components, a variety of approaches can be found. There are those who argue that it is thinking that produces both affective states, that is, the experience of emotion, and behaviors associated with the emotions and all other effects derived from them (Lazarus, 1982). Others, like Zajonc (1980), defend the primacy of affect over cognition. Finally, there are intermediate propositions, such as those of Teasdale and Fogarty (1979), who suggest a reciprocal relationship between cognition and affect, since, while some cognitions might produce changes in mood states, these states may, in turn, affect or alter certain cognitive processes, such as memory. Bower (1981, 1987, 1992) made a considerable contribution to research on the relationship between emotion and cognition, demonstrating the influence of mood states on memory and other cognitive processes, developing new experimental procedures, producing an important body of empirical data and formulating an influential theory on the relationship between emotions and cognition.

In another study (Huron, 2004) mood and music has been analyzed and reported that people appear to differ in their susceptibility to various mood states. Some people tend to be frequently morose or depressed, whereas other people tend to be perpetually sanguine and optimistic. In short, people may differ according to temperament. Possible sources for differences in temperament might include genetic factors, cultural environment, or significant life experiences.

The studies have shown that the music and "atmosphere" go together. At different occasion people put on relaxing music at dinnertime, but listen to something livelier while doing some physical work or exercise or out socializing in larger groups. Similarly it has been found that farmers able to increase production by playing music to their animals, recent studies showing that listening to fast music whilst driving increases the rate of car accidents, and the Mozart Effect claims to increase intelligence (www.mfiles.co.uk , 2004).

In addition, Musical patterns give rise to figures, phrases, themes, melodies, forms and styles and help musicians to provide both recognition and variety in music and optimize the listener's experience by providing works that seems consistent and balanced yet with interesting features to make the experience enjoyable. Sometimes people listen with concentration to music and become involved with it, but at other times the music is playing in the background (see Film Music) or accompanying another activity.

Nevertheless the unconscious experience can have an affect on us, largely due to Pattern Recognition. Repetition of similar music creates a pattern. If we see something familiar, then it triggers memories and related thoughts, sometimes consciously and sometimes unconsciously. The repetition needn't be exact, but "similar" enough to trigger that familiarity. (www.mfiles.co.uk , 2004).

RATIONALE OF THE STUDY

The aforementioned review of literature highlights that there is influence of music with respect to mood in maintaining relationship with the customer. This seems that study undertaken would able to demonstrate the influence of mood in enhancing customer orientation.

OBJECTIVE

To compare mood states (joyous, gloomy and controlled) with respect to customer orientation.

HYPOTHESES

Following null hypotheses were formulated

- (1) H₀₁: There is no significant difference between gloomy and joyous condition groups.
- (2) H₀₂: There is significant difference between gloomy and controlled condition groups.
- (3) H₀₃: There is no significant difference between joyous and controlled condition groups.

METHODOLOGY**THE STUDY**

It was an experimental study.

THE DESIGN

It was a multi experimental control design. Ten subjects were in each of the three experimental condition (Joyous Mood, Gloomy Mood and Control) groups were selected randomly eliminating the subject on the basis of age. These subjects had normal range of Emotional Intelligence level as per the group Joyous, Gloomy, and Control respectively.

	Joyous	Gloomy	Control
Average	74.8	67.7	59.7
S.D.	12.67	13.74	4.79

The experiment was conducted in a room, where extraneous variables such as noise, temperature and illumination were controlled by constancy. Everything else (environment), other than mood, was tried to keep the same. The experiment was conducted in the morning session. Subjects voluntarily participated in the experiment. Each group was called to the testing room one by one.

THE SAMPLE

Thirty management graduates participated in the experiment as subjects of the age group of 22-25 years who were divided into three groups of size ten each.

THE TOOLS

To induce mood states, an audio CD Player loaded with Hindi joyous and gloomy songs sung by Kishore Kumar (Appendix-1) were played. A judge who had a good ear for music selected these songs.

The experiment was conducted in the following way to collect the data:

1. The first condition group was administered the emotional intelligence scale followed by instruction-I and II (Appendix-2). The time taken to complete the scale was 10 minutes. After the administration of emotional intelligence scale, joyous songs for the duration of 30 minutes were played. The subjects were provided customer orientation scale followed by instruction IV (Appendix-2).
2. The second condition group was administered the emotional intelligence scale followed by instruction-I and II (Appendix-2). The time taken to complete the scale was 10 minutes. After the administration of emotional intelligence scale, the subjects were immediately provided customer orientation scale followed by instruction IV (Appendix-2).
3. The third condition group was administered the emotional intelligence scale followed by instruction-I and II (Appendix-2). The time taken to complete the scale was 10 minutes. After the administration of emotional intelligence scale, gloomy songs for the duration of 30 minutes were played. The subjects were provided customer orientation scale followed by instruction IV (Appendix-2).

The analysis was conducted in the following way with the help of the following tools:

Two measures such as Emotional Intelligence and Customer Orientation scale were used to measure level of emotional intelligence and customer orientation.

In this study, Emotional Intelligence scale developed by Hyde et al. (1998) was used to identify the normal range of Emotional Intelligence to form homogenous groups. The scale consisted of 34 statements on five points scale. The split-half reliability was 0.88 and validity was 0.93.

Customer Orientation scale (Saxe and Wietz 1982) was used to measure the extent of customer orientation. This scale consisted of 24 statements. Each statement was rated on a 9-point scale ranging from "never" to "always". The negatively stated items were reverse-scored and a total score was derived by summing the item scores. The internal reliability for the scale was 0.90 and the validity was 0.83.

After getting the sum of the item scores for the Customer Orientation scale the stated hypotheses was tested by applying t-test at 5% level of significance.

RESULTS AND DISCUSSION

In this section, the obtained results would be interpreted and discussed.

On applying t-test it was found that there was no significant difference between different mood states such as Joyous, Gloomy and Control groups. All the three null hypotheses were accepted in the two conditions of the experimental and control groups (Appendix-3).

The research undertaken demonstrated the unique phenomenon where a mood state is not able to influence customer orientation. This phenomenon can be understood as cognitive style of response dominates the mood.

Moods are temporary feeling states that are accompanied by mental phenomena, which is consciously experienced as subjective feeling state that lasts for a short time period (Ekman, 1994a) and of lower intensity than emotions (Oatley, 1992). Unlike emotions, moods are continuing "background states" that remain largely unaffected by external stimuli (Ortony, 1998). They often seem to have no obvious source (Frijda, 1994), which may not be generated by mere music, but requires some additional source.

In a study, Rholes *et al* (1987), demonstrated that the effect of mood states on recall, and possibly on other cognitive processes, depends not on the intensity of the affective experience, but mainly on the cognitive context activated.

In another study Castro *et al.* (1998) in their experiment, induced mood states by exposure to two film clips, one joyous and another gloomy, without any specific verbal instruction from experimenters. Subsequently, tests of immediate memory were performed. Subjects had to remember lists of positive, negative or neutral words. Their results showed that watching films produces a reliable and strong bias on remembering but a lesser effect on expression of mood. Moreover, verbal affect expression and biased remembering were unrelated. They argued that these results are more favorable to a cognitive priming hypothesis than to an affective state-dependent one.

In another study on impact of mood state on group cohesiveness, the researcher Lane and Levitt (2002) found that when the members are known to each other forms a cohesive group and is associated with positive mood.

IMPLICATION

The study reveals the following implications:

- (1) For the formation of team of workforce, the finding of the study provides a guideline. That is, the individuals who are in the age range of 22-25 years. This age group usually found to be more enthusiasts and able to form a cohesive group and are null and void of mood states.

SUGGESTIONS

1. The experiment need to be conducted by using repeated single subject design where is likely to induce mood by repetition of the condition.
2. The experiment can be designed by considering different modes of audio and visual clippings to instigate mood.
3. The experiment can also be designed by incorporating subjects from various disciplines and can be compared with respect to professional groups.
4. A comparative experiment on moods on the basis of gender and other demographic variables need to be studied.
5. Like customer orientation as a dependent variable other related concepts can be explored.

CONCLUSION

The study was conducted with the objective to compare different mood states condition groups (joyous, gloomy and controlled) with respect to customer orientation and the findings reveled that there is no significant difference in comparison to customer orientation under different conditions.

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APPENDIX**APPENDIX-1: LIST OF JOYOUS AND GLOOMY SONGS**

JOYOUS SONGS	GLOOMY SONGS
Apni to jaise taise	Mera jeevan kora kagaz
Pag ghunghroo bandh	Ye jeevan hai
Dekha na hai re	Koi hamdam na raha
Thodi si jo peeli hai	Ghunghroo ki tarah
Khai ke paan banaras wala	Koi lauta de mere
Om shanti om	Aadmi jo kehta hai
Ek chatur naar	Nahin mein nahin dekh sakta

APPENDIX-2: INSTRUCTIONS GIVEN TO THE GROUPS

Instruction-I

We have gathered to participate in an experiment. You are requested to pay attention to the instructions carefully.

Instruction-II

Please fill in the emotional intelligence scale provided to you. Complete the scale in 20 minutes time.

Instruction-III

Now you will be listening to a series of Hindi songs for duration of 30 minutes time. All of you are requested to listen to the music carefully.

Instruction-IV

Now you will be provided with a customer orientation scale. You are requested to respond to all the statement given on the scale. Think about a situation where in you are involved in a sales related behavior.

APPENDIX-3: COMPARISON BETWEEN DIFFERENT MOOD STATES WITH RESPECT TO CUSTOMER ORIENTATION

Joyous State			Gloomy State			t _{cal}	t _{tab}	Result
n	Mean	S.D.	n	Mean	S.D.			
10	141.4	22.83	10	140.8	16.21	0.06	2.101	H ₀₁ accepted

Gloomy State			Control State			t _{cal}	t _{tab}	Result
n	Mean	S.D.	n	Mean	S.D.			
10	140.8	16.21	10	140.3	16.48	0.06	2.101	H ₀₂ accepted

Joyous State			Control State			t _{cal}	t _{tab}	Result
n	Mean	S.D.	n	Mean	S.D.			
10	141.4	22.83	10	140.3	16.48	0.12	2.101	H ₀₃ accepted

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