

DO NEGATIVE EMOTIONS POSITIVELY INFLUENCE THE LEVEL OF SATISFACTION?

A Case Study on a Tourism Scenario

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The aim of this paper is to contribute to the elucidation of the role of emotions in tourism marketing strategies, based on environmental psychology, especially on the cognitive models that configures a structure of the kind stimulus-organism-response and also based on theories of Grewal and Baker (1994), Izard (1977) and Oliver (1997) which were gathered evidence to support the proposed relationships between variables. An Oliver (1977) study concludes that positive emotions lead in satisfaction and negative emotions leads dissatisfaction. In the context of similar experiences in tourism scene, negative emotions seem to motivate the use of certain equipment. Those affirmations guide this study objective: verify the validity of the model developed from the constructs environmental stimuli, emotions and satisfaction in radical experiences tourist services. The descriptive methodology was adopted, using using cross-sectional survey and multivariate statistical analysis. The results showed that negative emotions activated by stimuli provided in radical experience tourist service positively influenced the level of satisfaction.

KEY WORDS: Marketing, emotions, satisfaction, incentives, experiences.