

Dominance Justification in Consumer and Marketing Management Research

by

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ABSTRACT

This paper discusses the importance of dominance to consumer behaviour research and marketing management. Past researchers have recognized the central role of emotion, which elicits consumer behaviour. Among the techniques that researchers have employed to explore the emotional state of consumer and individual behaviour is Mehrabian and Russell's (1974) approach to environmental psychology. Many researches have used Mehrabian and Russell's PAD (pleasure, arousal and dominance) scales with mixed findings. The role of pleasure and arousal, compared to the role of dominance, is well established in previous literature. This paper highlights the empirical findings from recent and past research in England, Venezuela, Cardiff and Kuala Terengganu, and shows that dominance is an important emotional dimension. This paper also discusses the implications of dominance with respect to consumer behaviour, marketing management, and the retail industry in particular.

Key Words: *dominance, affective response, PAD, consumer behaviour*

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