

## VU Research Portal

### **Correction to: Beyond valence: a meta-analysis of discrete emotions in firm-customer encounters**

Kranzbühler, Anne Madeleine; Zerres, Alfred; Kleijnen, Mirella H.P.; Verlegh, Peeter W.J.

#### ***published in***

Journal of the Academy of Marketing Science  
2020

#### ***DOI (link to publisher)***

[10.1007/s11747-020-00726-2](https://doi.org/10.1007/s11747-020-00726-2)

#### ***document version***

Publisher's PDF, also known as Version of record

#### ***document license***

Article 25fa Dutch Copyright Act

[Link to publication in VU Research Portal](#)

#### ***citation for published version (APA)***

Kranzbühler, A. M., Zerres, A., Kleijnen, M. H. P., & Verlegh, P. W. J. (2020). Correction to: Beyond valence: a meta-analysis of discrete emotions in firm-customer encounters. *Journal of the Academy of Marketing Science*, 48(6), 1254-1256. <https://doi.org/10.1007/s11747-020-00726-2>

#### **General rights**

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal ?

#### **Take down policy**


If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

#### **E-mail address:**

[vuresearchportal.ub@vu.nl](mailto:vuresearchportal.ub@vu.nl)



## Correction to: Beyond valence: a meta-analysis of discrete emotions in firm-customer encounters

Anne-Madeleine Kranzbühler<sup>1</sup>  · Alfred Zerres<sup>2</sup> · Mirella H. P. Kleijnen<sup>3</sup> · Peeter W. J. Verlegh<sup>3</sup>

Published online: 29 April 2020

© Academy of Marketing Science 2020

**Correction to: Journal of the Academy of Marketing Science**

<https://doi.org/10.1007/s11747-019-00707-0>

Tables 4, 5, and 6 in the original version of this article contained some incorrect calculations. The correct tables are shown below:

---

The online version of the original article can be found at <https://doi.org/10.1007/s11747-019-00707-0>

---

✉ Anne-Madeleine Kranzbühler  
a.kranzbuhler@tudelft.nl

Alfred Zerres  
a.zerres@uva.nl

Mirella H. P. Kleijnen  
mirella.kleijnen@vu.nl

Peeter W. J. Verlegh  
p.verlegh@vu.nl

<sup>1</sup> Delft University of Technology, Landbergstraat 15, 2628 CE Delft, The Netherlands

<sup>2</sup> University of Amsterdam, Plantage Muidergracht 12, 1018 TV Amsterdam, The Netherlands

<sup>3</sup> Vrije Universiteit Amsterdam, De Boelelaan 1105, 1081 HV Amsterdam, The Netherlands

**Table 4** Descriptive statistics and average effects of discrete emotions on all outcome variables (separate models per emotion)

| Emotion       | # effect sizes | Total N | Simple Average r | Average r Adjusted for Reliability | Sample Weighted Reliability Adjusted Average r | 95% Confidence interval |             | Fail-safe N (Rosenthal approach) | Q-Statistic for Homogeneity Test (df) | I <sup>2</sup> between studies | I <sup>2</sup> within studies |
|---------------|----------------|---------|------------------|------------------------------------|--|-------------------------|-------------|----------------------------------|---------------------------------------|--------------------------------|-------------------------------|
|               |                |         |                  |                                    |  | Lower Bound             | Upper Bound |                                  |                                       |                                |                               |
| Gratitude     | 41             | 10,502  | 0.519            | 0.564                              | 0.688  | 0.087                   | 0.922       | 91,238                           | 3196.049 (40)                         | 0.974                          | 0.025                         |
| Love          | 41             | 11,539  | 0.506            | 0.541                              | 0.570  | 0.405                   | 0.698       | 74,874                           | 2238.926 (40)                         | 0.050                          | 0.881                         |
| Happiness     | 284            | 117,007 | 0.375            | 0.399                              | 0.431  | 0.239                   | 0.590       | 2,126,007                        | 9427.522 (283)                        | 0.287                          | 0.575                         |
| Pride         | 35             | 7288    | 0.162            | 0.169                              | 0.174  | 0.027                   | 0.314       | 2484                             | 411.268 (34)                          | 0.000                          | 0.666                         |
| Guilt         | 38             | 7293    | 0.108            | 0.121                              | 0.074  | -0.100                  | 0.242       | 1036                             | 624.657 (37)                          | 0.398                          | 0.489                         |
| Fear          | 62             | 51,078  | -0.058           | -0.060                             | -0.052   | -0.291                  | 0.194       | 3153                             | 1054.693 (61)                         | 0.098                          | 0.079                         |
| Embarrassment | 50             | 16,637  | -0.080           | -0.084                             | -0.076   | -0.391                  | 0.255       | 1563                             | 501.671 (49)                          | 0.000                          | 0.955                         |
| Uneasiness    | 155            | 11,295  | -0.050           | -0.037                             | -0.109   | -0.309                  | 0.102       | 11,977                           | 2667.670 (154)                        | 0.245                          | 0.464                         |
| Sadness       | 123            | 46,370  | -0.159           | -0.167                             | -0.145   | -0.360                  | 0.085       | 35,905                           | 1074.484 (122)                        | 0.000                          | 0.112                         |
| Anger         | 206            | 89,619  | -0.265           | -0.282                             | -0.278   | -0.427                  | -0.115      | 541,425                          | 9409.495 (205)                        | 0.000                          | 0.585                         |

**Table 5** Effects of different appraisal manifestations per outcome variables (absolute effect sizes)

| Appraisal           | Omnibus test of moderation |              | Estimates different outcome variables |                     |         |     |                   |         |     |                    |         |  |
|---------------------|----------------------------|--------------|---------------------------------------|---------------------|---------|-----|-------------------|---------|-----|--------------------|---------|--|
|                     | Q (df)                     | p value      | k                                     | Estimate evaluation | p value | k   | Estimate behavior | p value | k   | Estimate sharing   | p value |  |
| Valence pos         | 1.938 (2)                  | 0.379        | 203                                   | 0.538               | <.001   | 173 | 0.364             | 0.017   | 25  | 0.559              | 0.001   |  |
| <b>Valence neg</b>  | <b>5.597 (2)</b>           | <b>0.061</b> | 308                                   | 0.231               | 0.051   | 218 | 0.138             | 0.147   | 108 | 0.387 <sup>b</sup> | <.001   |  |
| Control 1           | 3.487 (2)                  | 0.175        | 145                                   | 0.438               | <.001   | 141 | 0.237             | 0.026   | 75  | 0.432              | <.001   |  |
| Control 0           | 3.269 (2)                  | 0.195        | 102                                   | 0.135               | 0.254   | 66  | 0.107             | 0.160   | 16  | 0.288              | <.001   |  |
| Responsibility 1    | 3.593 (2)                  | 0.166        | 67                                    | 0.224               | <.001   | 41  | 0.105             | 0.374   | 15  | 0.380              | <.001   |  |
| Responsibility 0    | 3.163 (2)                  | 0.206        | 107                                   | 0.464               | <.001   | 115 | 0.247             | 0.033   | 66  | 0.431              | <.001   |  |
| Certainty 1         | 2.201 (2)                  | 0.333        | 266                                   | 0.481               | <.001   | 254 | 0.303             | 0.014   | 87  | 0.455              | <.001   |  |
| <b>Certainty 0</b>  | <b>5.778 (2)</b>           | <b>0.056</b> | 192                                   | 0.170               | 0.071   | 112 | 0.115             | 0.121   | 36  | 0.336 <sup>b</sup> | <.001   |  |
| Legitimacy 1        | 2.159 (2)                  | 0.340        | 222                                   | 0.443               | <.001   | 220 | 0.288             | 0.008   | 83  | 0.437              | <.001   |  |
| <b>Legitimacy 0</b> | <b>9.862 (2)</b>           | <b>0.007</b> | 24                                    | 0.189               | 0.014   | 10  | 0.125             | 0.248   | 4   | 0.543 <sup>a</sup> | <.001   |  |
| <b>Arousal - 1</b>  | <b>5.790 (2)</b>           | <b>0.055</b> | 125                                   | 0.181               | 0.048   | 63  | 0.112             | 0.136   | 23  | 0.343 <sup>b</sup> | <.001   |  |
| Arousal 0           | 2.300 (2)                  | 0.317        | 113                                   | 0.518               | 0.002   | 60  | 0.198             | 0.383   | 23  | 0.498              | 0.006   |  |
| Arousal 1           | 2.734 (2)                  | 0.255        | 273                                   | 0.398               | 0.002   | 268 | 0.252             | 0.013   | 87  | 0.432              | <.001   |  |

k: number of effect sizes; **bold:** (marginally) significant moderation effects

<sup>a</sup> Significantly different from evaluation and purchase behavior ( $p < .10$ );

<sup>b</sup> Significantly different from purchase behavior ( $p < .10$ )

**Table 6** Effects of discrete emotions on different outcome variables

| Emotion          | Omnibus test of moderation |              | Estimates different outcome variables |                     |         |     |                            |         |    |  |         |
|------------------|----------------------------|--------------|---------------------------------------|---------------------|---------|-----|----------------------------|---------|----|--|---------|
|                  | Q (df)                     | p value      | k                                     | Estimate evaluation | p value | k   | Estimate purchase behavior | p value | k  | Estimate sharing behavior <sup>c</sup> | p value |
| <b>Gratitude</b> | <b>5.141 (2)</b>           | <b>0.076</b> | 23                                    | 0.752               | 0.022   | 14  | 0.500 <sup>a</sup>         | 0.195   | 4  | 0.738                                  | 0.015   |
| <b>Love</b>      | <b>7.627 (1)</b>           | <b>0.006</b> | 21                                    | 0.689               | <.001   | 20  | 0.433 <sup>a</sup>         | <.001   | 0  | n/a                                    | n/a     |
| Happiness        | 1.213 (2)                  | 0.545        | 145                                   | 0.485               | <.001   | 123 | 0.357                      | 0.014   | 16 | 0.540                                  | 0.004   |
| <b>Pride</b>     | <b>5.487 (2)</b>           | <b>0.064</b> | 14                                    | 0.302               | 0.001   | 16  | 0.065 <sup>a</sup>         | 0.501   | 5  | 0.322                                  | 0.022   |
| <b>Guilt</b>     | <b>10.937 (2)</b>          | <b>0.004</b> | 24                                    | 0.044               | 0.599   | 10  | -0.013                     | 0.923   | 4  | 0.543 <sup>b</sup>                     | <.001   |
| Fear             | 0.289 (2)                  | 0.865        | 30                                    | -0.033              | 0.860   | 28  | -0.063                     | 0.653   | 4  | -0.190                                 | 0.420   |
| Embarrassment    | 0.329 (2)                  | 0.848        | 29                                    | -0.107              | 0.245   | 15  | -0.054                     | 0.832   | 6  | -0.194                                 | 0.205   |
| Uneasiness       | 4.279 (2)                  | 0.118        | 90                                    | -0.110              | 0.279   | 46  | -0.068                     | 0.672   | 19 | -0.313                                 | 0.011   |
| Sadness          | 1.183 (2)                  | 0.553        | 72                                    | -0.138              | 0.341   | 38  | -0.138                     | 0.158   | 13 | -0.270                                 | 0.003   |
| Anger            | 2.176 (2)                  | 0.337        | 63                                    | -0.328              | <.001   | 81  | -0.190                     | 0.096   | 62 | -0.383                                 | <.001   |

k: number of effect sizes; n/a: not applicable due to lack of effect sizes; **bold**: (marginally) significant moderation effects

<sup>a</sup> Significantly different from evaluation ( $p < .10$ );

<sup>b</sup> Significantly different from purchase behavior and evaluation ( $p < .10$ );

<sup>c</sup> Positive effects mean an increase in positive sharing or a decrease in negative sharing; negative effects mean the opposite