

The Quest for Anticipated Emotions of Others



Anticipated emotions and its family members, such as regret, anticipatory emotions, and regret, are now very familiar in marketing though they are borrowed from psychology (Huang, 2001). Marketers are usually attracted to study experienced and anticipated emotions. As Baumeister, Vosh, Dewall, and Zhang (2007) said marketers are usually concerned with question: How emotions shape behavior or how behaviors produce emotion? [.... read more](#)