



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.ulb@vu.nl



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

Anne-Madeleine Kranzbühler¹ · Alfred Zerres² · Mirella H. P. Kleijnen³ · Peeter W. J. Verlegh³

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

¹ Delft University of Technology, Landbergstraat 15, 2628 CE Delft, The Netherlands

² University of Amsterdam, Plantage Muidergracht 12, 1018 TV Amsterdam, The Netherlands

³ 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	95% Confidence interval		Fail-safe N (Rosenthal approach)	Q-Statistic for Homogeneity Test (df)	I ² between studies	I ² 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
Valence neg	5.597 (2)	0.061	308	0.231	0.051	218	0.138	0.147	108	0.387 ^b	<.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
Certainty 0	5.778 (2)	0.056	192	0.170	0.071	112	0.115	0.121	36	0.336 ^b	<.001
Legitimacy 1	2.159 (2)	0.340	222	0.443	<.001	220	0.288	0.008	83	0.437	<.001
Legitimacy 0	9.862 (2)	0.007	24	0.189	0.014	10	0.125	0.248	4	0.543 ^a	<.001
Arousal -1	5.790 (2)	0.055	125	0.181	0.048	63	0.112	0.136	23	0.343 ^b	<.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^a Significantly different from evaluation and purchase behavior ($p < .10$);^b 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 ^c	p value
Gratitude	5.141 (2)	0.076	23	0.752	0.022	14	0.500 ^a	0.195	4	0.738	0.015
Love	7.627 (1)	0.006	21	0.689	<.001	20	0.433 ^a	<.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
Pride	5.487 (2)	0.064	14	0.302	0.001	16	0.065 ^a	0.501	5	0.322	0.022
Guilt	10.937 (2)	0.004	24	0.044	0.599	10	-0.013	0.923	4	0.543 ^b	<.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

^a Significantly different from evaluation ($p < .10$);

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

^c Positive effects mean an increase in positive sharing or a decrease in negative sharing; negative effects mean the opposite