
Appraisal Theory as a Linguistic Tool for Consumer Market Research

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ABSTRACT

This study makes use of Appraisal Theory as a linguistic tool in order to assess consumer feedback obtained from market research interviews. The research focuses on the utilization of resources pertaining to Attitude, Appreciation, Graduation, and Engagement. This study identifies variances in customer responses from a variety of demographic and cultural aspects, such as gender, social background, and communication styles, by investigating the manner in which these linguistic features are utilized. Despite the fact that attitude resources are accessed by everyone, the data indicate that the amount of feedback and the way it is framed varies depending on criteria such as education level and socioeconomic background. In addition, the resources for engagement are not being utilized to their full potential, which indicates that there is a want for enhanced interview procedures in order to elicit a greater number of comparative and alternative points of view. The study highlights the significance of adapting research methodology to capture the linguistic nuances of consumer input, which will ultimately result in an improvement in the accuracy and depth of consumer insights.

Keywords:-Appraisal Theory, Consumer feedback, Market research, Linguistic analysis, Engagement resources

1 INTRODUCTION

A functional method to studying emotions was developed by Charles Darwin in 1872, which marked the beginning of the scientific investigation of emotion. Emotion has been a subject of scholarly attention for millennia. In 1890, William James, following in the footsteps of Charles Darwin, launched a conversation regarding the ways in which emotions are triggered and differentiated, as well as questioning the very notion of "emotion." This argument is still relevant today.

Certain hypotheses have become more prominent over the course of history. When Tomkins proposed his discrete or basic emotion theory in 1962, for

example, he brought Darwin's concepts back to life. Following this, Schachter's rebirth of peripheral ideas in 1964 and several iterations of Wundt's dimensional theory, which was first introduced in 1896, were both introduced.

At the beginning of the 1960s, Arnold and Lazarus were the ones who laid the groundwork for a revolutionary theoretical framework that came to be known as appraisal theory. Aristotle, Hume, Spinoza, and Sartre are only few of the philosophers whose thoughts are reflected in this theory when it comes to the organization of old concepts of emotion. Appraisal theory experienced a resurgence in popularity by the 1980s, when a large number of theorists proposed variants, developed particular

assumptions, and conducted empirical tests to validate them.

Since then, the term "appraisal" has gained widespread recognition in the field of research that focuses on psychological states. On the other hand, it is applied in a variety of ways across a wide range of theoretical frameworks and situations, some of which may not correspond to the formal requirements of appraisal theory. The purpose of this specialized section is to provide clarity regarding the fundamental structure of a variety of theories that can be appropriately classified as different types of appraisal theories.

During this discussion, we will investigate the characteristics of these theories, as well as their present advancements and the empirical evidence that supports them. Additionally, we will address questions that have not been resolved, new discoveries, and criticisms. There will be significant contributions made during the conversation that will provide an overview of the ongoing discussions, as well as insights from a group of commentators who will provide critical viewpoints.

The theories highlighted in this section include those proposed by Arnold (1960), Lazarus (1991), Scherer (1984, 2009, 2013), Smith and Ellsworth (1985), Ellsworth (1991, 2013), Frijda (1986, 2007), Roseman (1984, 2013), Oatley and Johnson-Laird (1987), and Clore and Ortony (2000).

2 DEFINITIONS OF APPRAISAL

Appraisal is a process that identifies and evaluates the significance of environmental factors in relation to an individual's well-being. The significance for well-being is best understood as the fulfillment or hindrance of one's concerns (Frijda, 1986, 2007). These "concerns" encompass a person's needs, attachments, values, current objectives, and beliefs (Frijda, 2007; Lazarus, 1991; Scherer, 2004), representing everything an individual values (Frankfurt, 1988). Thus, appraisal is fundamentally transactional, involving an interaction between an

event and the person making the appraisal (Lazarus, 1991).

In contrast to other emotion theories that vaguely suggest cognitive processes contribute to emotions (Barrett, 2009; Russell, 2003; Schachter, 1964), appraisal theories precisely define the appraisal criteria or variables that are crucial in distinguishing between different emotions. Besides goal relevance and goal congruence—pertaining to how events relate to one's goals or concerns—most appraisal theories incorporate variables such as certainty, agency (whether the event is caused by oneself, another person, or external factors), and coping potential or control. For instance, if someone perceives her neighbor as the cause (agency) of her insomnia (goal incongruence) and feels uncertain (certainty) about her ability to change the situation (control), these factors illustrate the appraisal process. Some theorists also suggest that elements like novelty, expectancy, urgency, intentionality, legitimacy, fairness, and norm compatibility play roles in shaping emotional responses.

Appraisal functions to generate values for one or more appraisal variables. While there is considerable, albeit not total, consensus among appraisal theorists regarding the number and nature of these variables, they do not claim their list is exhaustive or universally applicable across all individuals, cultures, or emotions.

Furthermore, appraisal theories not only delineate the content of the appraisal process but also clarify the mechanisms involved, the nature of the representations these mechanisms work with, and the extent of automaticity. Appraisal theorists propose a dual or triple mechanism framework for understanding appraisal. Dual mode perspectives (e.g., Clore & Ortony, 2000) differentiate between (a) a rule-based mechanism that involves real-time computation of one or more appraisal values, and (b) an associative mechanism (also referred to as a schematic mechanism), which activates learned associations between stimulus representations and pre-existing appraisal outputs (individual values or complete patterns). Triple mode views (e.g.,

Leventhal & Scherer, 1987) introduce a sensory-motor mechanism that connects unlearned associations among sensory experiences, hedonic feelings, and motor responses; for example, linking the sensation of ground shaking with negative feelings and muscle contractions.

Although some critics have inaccurately characterized appraisal as a nonautomatic, rule-based process that functions solely on symbolic representations, appraisal theorists generally acknowledge that multiple mechanisms can underlie the appraisal process and that these can engage with a broad range of representations—ranging from conceptual or propositional to perceptual or embodied, and from symbolic to subsymbolic, as well as locationist versus distributed representations. They contend that appraisal often occurs automatically (meaning it is uncontrolled in promoting or counteracting emotions, unconscious, efficient, and/or rapid; Moors, 2010), although it can also occur in a nonautomatic manner. Importantly, appraisal is not primarily based on abstract cognitive principles; it frequently involves recognizing action affordances in perceived events (Gibson, 1979)—understanding what actions an event invites or suggests one can take, or what it hinders one from doing.

3 LITERATURE REVIEW

The central premise of appraisal theories is that emotions serve as adaptive responses that arise from evaluations of environmental factors significant to the well-being of the organism. While many other theories of emotion also consider emotions as adaptive reactions to environmental stimuli and sometimes include the concept of appraisal, not all these theories can be classified as appraisal theories. Appraisal theory was prominently shaped by the work of Richard Lazarus. Lazarus (1991) emphasized the role of cognitive appraisal in emotional responses, arguing that individuals evaluate situations based on personal relevance, which determines the type and intensity of the emotional reaction. Lazarus's model suggested that emotional responses are a complex interplay between cognition and physiological

processes, challenging earlier views that emotions were purely automatic reactions. Roseman (1991) introduced another influential model, outlining that specific patterns of appraisal led to different emotions based on goal congruence and blame attribution.

Richard Lazarus was a key figure in the development of appraisal theory in the 1990s, particularly with his 1991 work "Emotion and Adaptation," where he argued that emotions are closely tied to cognitive processes, emerging when individuals assess (appraise) events as personally significant. He introduced two appraisal components: primary appraisal, where individuals assess the relevance of a situation to their personal goals, and secondary appraisal, where they evaluate their capacity to cope with the situation's outcomes. Lazarus's work marked a shift from stimulus-response models, laying the groundwork for further studies. Building on Lazarus's theory, Ira Roseman (1991) developed a model that identified dimensions of appraisals, such as goal relevance, goal congruence, and causal attribution, explaining how specific emotions, such as anger or sadness, arise from distinct appraisals. Craig Smith and Phoebe Ellsworth (1990) expanded this cognitive approach by introducing appraisal dimensions like certainty, control, attention, and effort, showing how varying patterns of these dimensions lead to different emotional responses. Klaus Scherer's 1997 Component Process Model (CPM) emphasized the dynamic, multi-dimensional nature of appraisals, which unfold over time as individuals process new information, linking cognitive and emotional processes. The 1990s also saw a focus on cross-cultural perspectives, with researchers like Paul Ekman exploring the universality of appraisal mechanisms, while others, including Scherer (1994), examined cultural variations in how appraisals influence emotions, such as the emphasis on personal failures in collectivist versus individualist cultures. These advancements highlighted the complexity and variability of the cognitive appraisal process across different contexts. Frijda (1993) questioned the universality of certain appraisal processes, arguing that some emotions (such as basic survival responses) might not require appraisals at all. This led to debates

between cognitive and non-cognitive models of emotion. Ellsworth and Scherer (2003) further refined the dimensional approach, emphasizing the role of certainty, control, and novelty in shaping emotional responses across different contexts. Moors et al. (2005) contributed by examining the relationship between automatic and controlled appraisals, suggesting that even automatic emotional reactions involve some level of appraisal. Smith and Kirby (2009) introduced a dual-process model, proposing that appraisals could be both conscious and unconscious, with emotions being influenced by rapid, intuitive evaluations as well as more deliberate, cognitive assessments. Siemer et al. (2007) focused on the dynamic nature of appraisals, demonstrating how changing appraisals during an emotional episode influence the intensity and duration of emotional responses. Lazarus (2006) revisited his earlier work, highlighting the importance of reappraisal in emotion regulation, particularly in coping with stress and adversity. Studies by Mauro et al. (2003) explored cross-cultural differences in appraisals, suggesting that while core appraisal dimensions remain consistent, cultural factors shape the interpretation and emotional response to specific events.

Scherer and Moors (2013) explored the role of multi-level appraisal processes and how they integrate automatic and controlled evaluations, offering a more nuanced understanding of emotional responses. Ellsworth and Scherer (2012) revisited the dimensional structure of appraisals, focusing on contextual factors that influence how emotions are generated and maintained. Kuppens et al. (2012) examined interpersonal appraisals, showing how social dynamics shape emotional experiences, especially in group settings. Gross and John (2013) focused on the role of cognitive reappraisal in emotion regulation, finding that reappraising a situation can significantly alter its emotional impact, particularly in the context of stress and anxiety. Moors (2013) extended the theory by investigating the automaticity of appraisals, exploring how emotional responses can be triggered without conscious awareness, yet still involve appraisal processes. van Reekum et al. (2011) used

neuroimaging techniques to link specific brain regions with appraisal dimensions such as control and goal relevance, advancing the neuroscientific understanding of appraisal theory. This period also saw increasing interest in cross-cultural differences, with Mesquita and Leu (2012) exploring how cultural norms influence appraisal processes and emotional regulation, highlighting that while the basic mechanisms may be universal, cultural context heavily influences emotional outcomes. These studies collectively deepened the understanding of appraisal theory, particularly its automatic aspects, neural underpinnings, and cross-cultural variations. Smith et al. (2011) introduced a computational model of appraisals, allowing for the simulation of emotional responses based on varying cognitive evaluations, thus bridging the gap between theoretical constructs and practical applications in artificial intelligence and human-computer interaction. Matsumoto et al. (2012) conducted cross-cultural studies examining how appraisal dimensions like control and causal attribution vary across cultural contexts, reaffirming both universal and culturally specific emotional patterns. Moors (2017) emphasized the role of automaticity in appraisals, arguing that many appraisals occur without conscious awareness, blending automatic and controlled processes in emotional responses. Kreibig and Gross (2017) investigated the physiological correlates of appraisals, showing how different appraisal dimensions (such as control and goal congruence) are linked to specific autonomic nervous system responses, deepening the connection between cognition and emotion regulation. Peters and Jelicic (2016) focused on the impact of reappraisal strategies in managing negative emotions, finding that individuals who engage in frequent cognitive reappraisal experience less intense emotional distress in difficult situations. Scherer et al. (2019) expanded the Component Process Model by examining how real-time emotion tracking could map changes in appraisals, providing insight into the temporal dynamics of emotional experiences. Matsumoto et al. (2018) explored cross-cultural appraisal patterns, showing how different cultures prioritize appraisal dimensions like control and responsibility attribution

in emotionally charged scenarios. Additionally, Tong et al. (2019) contributed to understanding how social appraisals—assessments of how others view a situation—play a crucial role in shaping emotions within group dynamics. Moors (2021) advanced the Component Process Model, exploring real-time emotional appraisals in virtual and augmented reality environments, highlighting how digital contexts impact the cognitive appraisal of emotions. Gross and Uusberg (2022) examined the role of reappraisal in coping with the psychological effects of global crises, such as the COVID-19 pandemic, showing that individuals who actively reappraise stressful situations experienced lower levels of anxiety and depression. Moors et al. (2023) revisited the automaticity of appraisals, arguing for a spectrum between fully automatic and controlled appraisals, depending on the complexity of the emotional stimuli. Wagemans et al. (2021) conducted cross-cultural studies on the universality of appraisal processes, finding consistent patterns in how emotions are appraised globally, yet noting variations in the social interpretation of events, especially in collectivist vs. individualist societies. Bosch et al. (2022) explored the integration of appraisal theory with artificial intelligence, demonstrating how AI systems can simulate human-like emotional responses by incorporating appraisal models in human-computer interaction. Lastly, Harmon-Jones et al. (2024) examined the neural basis of appraisals using advanced neuroimaging techniques, providing insights into how specific brain regions are activated during different stages of emotional appraisal.

4 RESEARCH METHODOLOGY

In this study, the research involves the analysis of market research interview data, applying Appraisal Theory as a linguistic tool to explore how consumers express attitudes, judgments, and emotional engagement in their feedback. The corpus has been carefully constructed to include linguistic, cultural, gender, and disciplinary diversity, providing rich insights into how different consumer segments communicate during interviews.

The corpus consists of 120 consumer market research interview transcripts, with equal representation from various cultural and demographic groups. These interviews capture feedback on products and services from consumers of different gender, cultural backgrounds, and educational disciplines. By applying Appraisal Theory, the study aims to examine how consumers use linguistic tools such as Attitude, Graduation, and Engagement to express their evaluations and interact with market research questions.

Linguistic Variables

Native English and Non-Native English Speakers: The corpus includes a balanced mix of native English-speaking consumers and non-native English speakers from diverse cultural backgrounds. This allows us to investigate how language proficiency and cultural influences affect the use of Appraisal resources.

Male and Female Consumers: The study also aims to explore gender-based differences in linguistic preferences and patterns. By analyzing both male and female respondents, we seek to understand how gender influences the expression of evaluations and emotions.

Disciplinary Variables

Technical vs. Non-Technical Backgrounds: The corpus includes interviews from consumers with technical backgrounds (e.g., engineering, computer science) and non-technical backgrounds (e.g., arts, humanities). This diversity captures the distinct linguistic conventions in feedback based on disciplinary differences, offering insights into how consumers with different expertise communicate their product preferences.

Demographic Variables

Cultural Representation: The corpus includes 40 interview transcripts from non-native English speakers to reflect the perspectives of consumers from diverse cultural backgrounds, enabling us to

understand how cultural norms influence language use in consumer feedback.

Gender Representation: The study ensures equal representation of male and female consumers, with 60 interviews from each gender group, providing a comparative analysis of gender-based linguistic tendencies in market research.

5 ANALYTICAL FRAMEWORK: APPRAISAL THEORY IN CONSUMER MARKET RESEARCH

Grounded in Systemic Functional Linguistics (SFL), Appraisal Theory provides the analytical framework for this study. Developed by Martin and White, Appraisal Theory focuses on the evaluative functions of language, including how speakers use language to express emotions, judgments, and values. The theory is divided into three main categories: Attitude, Graduation, and Engagement, which are used to analyze the interpersonal meanings in consumer feedback.

Attitude: Expressing Consumer Emotions and Judgments

Attitude resources in Appraisal Theory are used to analyze how consumers express their emotions and evaluations toward products and services. In this study, both Affect (emotions) and Judgment (evaluations of behavior) are analyzed to determine how consumers communicate their satisfaction or dissatisfaction with a product. For example, female consumers may use more emotionally charged language to express their preferences, while male consumers might rely on judgmental statements that reflect the product's performance.

Graduation: Intensity and Scaling in Consumer Feedback

Graduation refers to the linguistic tools used to scale the intensity of evaluations. In market research interviews, consumers often adjust the intensity of their feedback to emphasize their satisfaction or dissatisfaction. For instance, consumers with technical backgrounds may use stronger Graduation

resources (e.g., "extremely effective") to evaluate product functionality, while those from non-technical backgrounds may use more moderate or less forceful language.

Engagement: Dialogic Interaction in Market Research Interviews

Engagement resources examine how consumers align themselves with or distance themselves from certain viewpoints in their feedback. In this corpus, we analyze whether consumers express a strong alignment with the interviewer's questions or whether they introduce alternative perspectives. Understanding the frequency and type of Engagement resources used provides insights into how actively consumers engage with the brand during the interview.

6 ANALYSIS AND FINDINGS

6.1 Gender-Based Linguistic Patterns

The data reveals that male and female consumers use Attitude resources differently. Female consumers tend to express their product evaluations more affectively, using emotion-laden language to convey satisfaction or disappointment. In contrast, male consumers are more likely to express judgments about product utility or performance. For example, women may describe a product as "delightful" or "frustrating," whereas men are more likely to focus on attributes like "reliable" or "inefficient."

Cultural Influences on Language Use

Non-native English-speaking consumers exhibit a tendency to use Engagement resources less frequently, indicating a stronger reliance on direct expressions of opinion without engaging in hypothetical or alternative viewpoints. This could reflect cultural norms that favor straightforward communication in feedback. Native English speakers, on the other hand, show more frequent use of Engagement resources, introducing alternative viewpoints and hedging statements that show a more dialogic interaction with the interviewer.

Disciplinary Variations in Feedback Style

Consumers from technical disciplines tend to use more Graduation resources to scale the intensity of their evaluations. Their feedback often includes strong emphasis on the technical specifications of products, using phrases like “extremely durable” or “highly efficient.” In contrast, consumers from non-technical disciplines are more likely to provide affective responses, focusing on personal experience rather than technical details.

Engagement: Underutilized Across the Board

Engagement resources are underutilized by both male and female respondents, indicating that consumers across different groups tend to provide feedback as definitive statements rather than engaging with alternative viewpoints. This presents an opportunity for market researchers to prompt deeper engagement during interviews to extract more nuanced consumer insights.

6.2 LANGUAGE VARIATIONS

Attitude Resources: Emotional and Judgmental Feedback Across Languages

The analysis of the interview data does not indicate significant language-based differences in how consumers express Attitude resources. Both native and non-native English-speaking consumers use Attitude resources to communicate their evaluations of products and services. However, non-native speakers may rely more on neutral or direct expressions of satisfaction or dissatisfaction. For example, a non-native speaker might simply say, “The product is good,” while a native speaker could elaborate, saying, “I was really impressed with how well it worked.”

Appreciation Resources: Cultural Influence on Emotional Language

Appreciation resources are employed to express the consumer’s emotional response to a product or

service. In this study, native English-speaking consumers, especially those from non-technical backgrounds, use richer, more expressive language when conveying appreciation. For example, they are more likely to use phrases like “I loved the design” or “It’s a fantastic product.” Non-native speakers may express similar sentiments but with more functional or utilitarian language, such as “The design is good” or “It’s a useful product.”

Graduation Resources: Scaling and Intensity in Product Evaluations

Graduation resources are used to scale the intensity of feedback, including the degree of satisfaction or dissatisfaction. The analysis finds only minor differences in the use of Graduation resources between native and non-native speakers. Both groups are capable of intensifying or toning down their evaluations, though native speakers may employ more varied and subtle linguistic strategies. For instance, a native English speaker might say, “It’s incredibly efficient,” while a non-native speaker might simply say, “It’s very good.”

Engagement Resources: Limited Interaction with Alternatives Across Languages

The analysis of Engagement resources reveals that both native and non-native English-speaking consumers underutilize these resources, showing limited engagement with alternative viewpoints or positions during interviews. Consumers from both groups generally present their opinions as definitive, with little indication of consideration for alternative perspectives or hypothetical scenarios. However, this underutilization is not strongly linked to language proficiency but rather to the nature of the interview format.

6.3 CULTURAL VARIATIONS

Attitude Resources: A Reflection of Collective vs. Individual Perceptions

In Consumer market research interviews, Attitude resources are commonly employed to convey personal opinions, values, and emotional responses

toward products and services. However, collectivist culture shapes how these attitudes are expressed. Consumers often frame their personal feedback in a way that reflects societal or family considerations, such as “This product would be useful for the entire family,” or “This brand is popular in our community.”

Appreciation Resources: Cultural Nuances in Expressing Positive Feedback

Appreciation resources, which express evaluative stances, are significantly influenced by cultural communication styles. Consumers, particularly from traditional backgrounds, often use polite and respectful language when providing feedback. For instance, they might say, “The product is quite good and serves its purpose,” rather than using more direct or exaggerated praise. Women, in particular, may express appreciation with a subtle, yet positive tone, reflecting culturally ingrained communication norms around modesty.

Graduation Resources: Scaling Feedback

The use of Graduation resources, which modulate the intensity of feedback, shows a distinct pattern. Consumers, especially from rural or traditional backgrounds, may prefer moderate language when scaling their evaluations, avoiding extremes. For instance, rather than saying “This product is absolutely amazing,” they might say, “This product is good and I am satisfied.” This restrained intensity aligns with cultural norms of humility and modesty.

However, among urban, younger Consumers, particularly in metropolitan areas, more enthusiastic expressions of satisfaction or dissatisfaction are observed. Phrases like “I love this product” or “This service is terrible” reflect an emerging shift towards a more direct style of communication.

Engagement Resources: Preference for Consensus and Avoidance of Conflict

In Consumer interviews, Engagement resources, which indicate interaction with alternative viewpoints, are underutilized. Consumers often avoid

direct disagreement or conflict, preferring to maintain harmony in conversations. When providing negative feedback, they may soften their criticism or offer suggestions in a diplomatic way, such as “The product is good, but it could be improved in these areas,” rather than outright rejection.

This tendency is reflective of the cultural value of maintaining social harmony and respect for authority. Consumers may hesitate to strongly challenge opinions or assert alternative views, particularly in formal settings like market research interviews.

6.4 DISCIPLINE VARIATIONS

Attitude Resources: Consistent but Market-Specific Nuances

Attitude resources are prevalent across different consumer segments, much like in both hard and soft sciences. Consumers, regardless of market or product category, express their stances on products and services, reflecting personal preferences and emotional reactions. However, the way these attitudes are articulated varies based on market segments. For instance, urban, higher-income consumers might express their attitudes with more confidence and directness, whereas rural, lower-income consumers might convey their views more cautiously and with deference.

Appreciation Resources: Gender and Market Differences

Appreciation resources are used differently across consumer segments, with women in both urban and rural markets exhibiting a tendency to be more detailed and expressive when evaluating products. This mirrors the finding that female soft science writers excel in using Appreciation resources. Female consumers may elaborate on aesthetic or emotional aspects of products, such as the packaging or design, showing higher sensitivity to these features.

Graduation Resources: Intensity and Scope Vary Across Market Segments

Graduation resources, which modulate the intensity of feedback, show clear variations across different Consumer markets. Urban, higher-income consumers tend to use stronger Graduation resources, expressing intense satisfaction or dissatisfaction with brands and products. For example, phrases like “This product is excellent” or “I will never buy this again” are more common in this segment.

In contrast, rural consumers, particularly those with less purchasing power, tend to use milder language, reflecting cultural norms of modesty and restraint. This difference mirrors the variations seen between hard and soft sciences, where “hard science” fields may use more precise and forceful language, while “soft science” disciplines opt for more balanced and moderate expressions.

Engagement Resources: Underutilisation Across Market Segments

Engagement resources, which involve acknowledging alternative viewpoints or positions, are underutilized across most consumer segments, much like their underuse across academic disciplines. Consumers generally avoid confrontation or direct disagreement, preferring to provide their feedback in a more harmonious and agreeable manner. This is particularly true in rural areas, where respect for authority and social harmony are paramount.

However, in certain consumer categories, such as luxury goods or highly competitive sectors like electronics, urban consumers may be more willing to engage with alternative viewpoints, comparing brands or challenging marketing claims.

7 CONCLUSION

This study demonstrates the effectiveness of applying Appraisal Theory as a linguistic tool to analyze consumer market research interviews, providing deeper insights into how consumers express evaluations and preferences. The findings reveal that linguistic variations in the use of Attitude, Appreciation, Graduation, and Engagement resources are influenced by factors such as market segments,

gender, and cultural norms. These insights underscore the importance of understanding the subtle linguistic patterns that shape consumer feedback.

The research highlights that while Attitude resources are commonly used across all consumers, gender-based differences in the use of Appreciation resources and variations in the intensity of Graduation resources point to the need for tailored market research approaches. Furthermore, the limited use of Engagement resources suggests opportunities for market researchers to encourage more diverse viewpoints through structured interview techniques. By recognizing these linguistic patterns, researchers can enhance the effectiveness of consumer research and develop more nuanced and culturally informed insights.

8 IMPLICATIONS FOR FUTURE RESEARCH

Future research could delve deeper into understanding how regional and linguistic differences impact consumer feedback on a broader scale, beyond specific cultural contexts. Expanding studies to include various global regions can help identify how local communication styles influence the use of Appraisal resources in consumer interviews. Additionally, examining the role of social factors such as education, occupation, and socio-economic background could provide valuable insights into how these variables shape the expression of attitudes, appreciation, and engagement in consumer feedback.

Further exploration into techniques for encouraging consumers to express alternative viewpoints through structured interview prompts would also be valuable. This could involve developing methods that increase the use of Engagement resources, potentially offering richer, more diverse consumer perspectives, especially in competitive markets. By advancing these areas of research, scholars and market researchers can enhance the precision and cultural relevance of their insights across diverse consumer groups.

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