

Advancing empirical understanding on zoo visitors' moral emotions, satisfaction experience and their adoption of proconservation behaviour

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Acknowledgements:

Data collection is part of an Accelerated Knowledge Transfer Partnership funded by Innovate UK.

Cite as:

Grigore Georgiana, Molesworth Mike, Ali Imran, Baines Paul (2024), Advancing empirical understanding on zoo visitors' moral emotions, satisfaction experience and their adoption of proconservation behaviour. *Proceedings of the European Marketing Academy*, 53rd, (119888)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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## **Abstract**

This article presents empirical findings from an online survey with 1,053 visitors of a UK-based zoo to investigate: (1) the impact of moral emotions on visitor satisfaction experience (VSE); (2) the moderating effect of existing connection with wildlife between moral emotions and VSE; and (3) the impact of VSE on pro-conservation behaviour, intention to revisit and pay more. The results show significant association between moral emotions and VSE, except for self-conscious-emotions. We found a significant moderating role of existing connection with wildlife between moral emotions and VSE, except on the relationship between other-suffering emotions and VSE. Results also reveal that satisfaction experience is positively related to pro-conservation behaviour, intention to revisit and to pay more. We discuss the implications for zoos that move towards a conservation agenda, including the use of different moral emotions in communications to key stakeholders.

**Subject Areas:** *Consumer Behaviour*

**Track:** Tourism Marketing