

MEASURING EMOTIONAL SATISFACTION IN RETAILING

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Abstract

Emotions influence consumer behaviour, decision making and purchase processes. Studies argue that emotions play a greater role than cognition in creating customer satisfaction. Scholars in Psychology and Marketing have defined, described, discussed and classified emotions, and suggested measures from different perspectives. Studies have also established a relationship between positive emotions and customer satisfaction, customer retention; loyalty, service quality, relationship quality, and word-of-mouth communication. The present study extends the earlier work done in the area of emotion and customer satisfaction by developing a reliable and valid measure of Emotional Satisfaction in Retailing in Indian context. Scientific scale development and validation process has been adopted. The paper reviews relevant studies dealing with theories, processes, related variables and dimensions of emotions in the context of retailing for developing scale items. The data was collected using mall intercept survey of retail customers. Results are obtained using exploratory and confirmatory factor analysis. All the scores are within the acceptable range prescribed in the literature. The proposed two factor measure consists of five pairs of positive and negative emotions measured on seven point semantic differential scale. The study proposes important implications for professionals and researchers.

Keywords: Emotions, Customer satisfaction, Retailing, Shopping.