

# Effects of Different Types Emotions on Shoppers Decisions

Samervir Singh\*

PhD Scholar, Jiwaji University, Gwalior

**Abstract – The purpose of the study was to find out effects of different types emotions on shopper's decisions. The subjects were 120 costumers, who had purchased different items from Archies shops located in Dainik Bhasker Mall, Race Course Road, Gwalior, M. P. it is evident from the result that male customers are greater in number in comparison to females customers. However there are no effects being found of occupation customers visiting to the retail shop in the mall. Further it has being found that greater percentage of customers buy product only when there positive emotions of happiness and surprise gets evoked, in comparison to customers with negative emotions of sadness or disgust or anger or fear.**

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## INTRODUCTION

Happiness is the emotion most people want to experience because it is positive and bring happy feelings like joy, surprise, fun, laughter, relaxation and serene or happiness. Emotions deliver positive feelings counteracting stress and allow for greater flexibility as well as ability to navigate conflict with others. It promotes more creativity and better ability to solve problems by using intellectual abilities. Surprise is the briefest emotion in length and considered to be neutral and not necessarily pleasant or unpleasant. Fear is an unpleasant feeling that can be the most traumatic and toxic of all emotions. Emotions are considered to be a biological state closely associated with nervous system which results in bringing physiological and psychological changes in the body and mind and can be noticed in the feelings and thought process of an individual. Mood, Temperament and Disposition are generally thought to be interrelated with emotions.

The universal emotions are considered universal due to their same type of consistent facial expressions being noticed on the face of all individual in the world in the similar situations and not due to interpretational or meaningful consistency. There are six universal emotions being identified by the psychologists namely happiness, sadness, anger, surprise, fear, and disgust. These emotions can be identified by universally produced facial expressions resulting out of muscles movements of the face and depicting peculiar makeup of the face. The facial expression is different for each of the universal emotion and results into standard configuration which reflects the status of happiness, sadness, anger, fear and disgust and can be predicted even in the absence of verbal

communication. Since the configuration of the facial muscles are universal, and hence help in understanding different emotions being experienced by the individual.

## METHODOLOGY:

The data was collected from the customers who had purchased or not purchased different items from Archies shops located in Dainik Bhasker Mall, Race Course Road, Gwalior, M, P. The sampling was based on convenience sampling, because selected customers were those who consented to give their responses on the questionnaire. The data was collected by means of non-probability sampling. The sample size for the study was 120 customers. Reliability of questionnaire is a way of assessing the quality of the measurement procedure used to collect data. The Internal consistency of self-structured questionnaire was very high (Cronbach's alpha = 0.906). The self-structured questionnaire test-retest reliability indicates a good temporal concordance (Spearman rho = 0.868,  $p < 0.001$ ). The descriptive statistics i.e. frequency, percentage, valid percentage and cumulative have been used.

## FINDINGS:

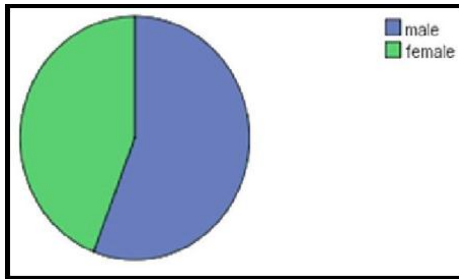
The descriptive analysis of the gender of the subjects who participated in the study is presented in table no. 1.

**Table1****Descriptive analysis of the gender of the subjects who participated in the study**

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	67	55.8	55.8	55.8
Female	53	44.2	44.2	100.0
Total	120	100.0	100.0	

The analysis of the data in Table 1 represents the total number of 120 subjects participated in the study out of which, there were 67 male i.e. 55.8% and 53 females i.e. 44.2%. The males and females responded to the questionnaire of the study which measured the impact of different types of emotions, on shopper decision. The graphical representation of the above data is presented in figure 1.

Distributions of sample on the basis of Gender

**FIG 1- Pie chart indicating males and females representation in the study as subjects.**

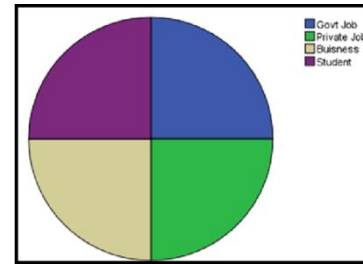
The descriptive analysis regarding occupation of subjects who participated in the study is presented in table no. 2

**Table 2****Descriptive analysis of occupation of the subjects who participated in the study**

Occupations	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Govt. Job	30	25.0	25.0	25.0
Private Job	30	25.0	25.0	50.0
Business	30	25.0	25.0	75.0
Others	30	25.0	25.0	100.0
Total	120	100.0	100.0	

The data presented in table 2 represents the occupation of the subjects who participated in the study. It is evident from the above data that there were 30 subjects in each group i.e. Govtjob, private job, business and others. The graphical representation of the above data is presented in figure 2.

Distributions of sample on the basis of Occupations subjects

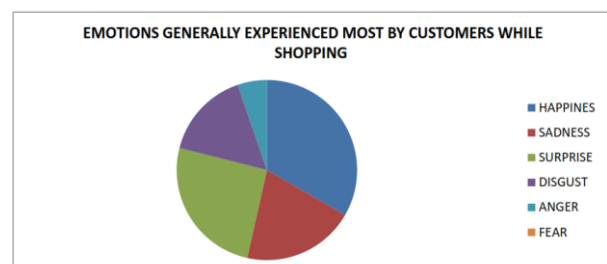
**FIG 2- Pie chart indicating occupation of subjects in the study.**

The percentage analysis regarding which of the universal emotion is generally being experienced most by the customers while shopping in Archies shop in the mall is presented in table 3.

**TABLE 3****Percentage Analysis of Universal emotions generally being experienced most by the customers while making a purchase in Archies shop in mall.**

Universal Emotions	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Happiness	38	31.7	31.7	31.7
Sadness	23	19.2	19.2	50.8
Surprise	29	24.2	24.2	75.0
Disgust	18	15.0	15.0	90.0
Anger	6	5.0	5.0	95.0
Fear	6	5.0	5.0	100.0
Total	120	100.0	100.0	

The data presented in Table 3 represents the universal emotions which costumers generally experiences most while making a purchase in Archies shop in the mall. The emotion which is generally being experienced most while shopping in Archies shop in the mall have been found to be happiness i.e. 31.7% followed by surprise i.e. 24.2%, followed by sadness i.e. 19.2%, followed by disgust i.e.15.0% and lastly anger & fear i.e. 5% respectively. Hence it is clear that emotion of happiness and surprise are mostly and maximally being experience by customers during shopping. It is clear that positive emotions are experienced by 55.9% customers whereas negative emotions are experienced by 44.1% only. The graphical representation of the above data is presented in figure 3.



The percentage analysis regarding which of the universal emotion is generally being experienced most by the customers while not shopping in Archies shop even after visiting the shop in the mall is presented in table 4.

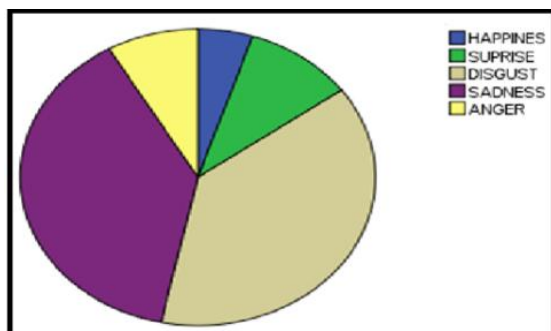
**TABLE 4**

**Percentage Analysis of Universal emotions generally being experienced most by the customers while not making a purchase in Archies shop in mall.**

Universal emotions	Frequency	Percentage	Valid Percentage	Cumulative Percentage
HAPPINES	6	5.0	5.0	5.0
SURPRISE	12	10.0	10.0	15.0
DISGUST	46	38.3	38.3	53.3
SADNESS	46	38.3	38.3	91.7
ANGER	10	8.3	8.3	100.0
Total	120	100.0	100.0	

The data presented in **Table 4** represents the universal emotions of costumers which they generally experienced most while not making a purchase in Archies shop in the mall even after visiting the shop. The emotions which are generally being experienced most while not shopping in Archies shop in the mall have been found to be disgust and sadness i.e. 38.3% respectively, followed by surprise i.e. 10%, followed by anger i.e. 8.3% and lastly followed by happiness i.e. 5%. Hence it is very clear that 84.9% of customers experienced negative emotions i.e. sadness + disgust + anger while not making purchase in retail shop even after visiting shop. On the other hand it was also found that 15% customers having positive emotions of happiness and surprise also do not make purchase in spite of visiting the retail shop in mall. The graphical representation of the above data is presented in figure 4.

**Emotions customers generally experience most while not making a purchase**



**FIG 4-Which of the following emotion you generally experience most while not making a purchase**

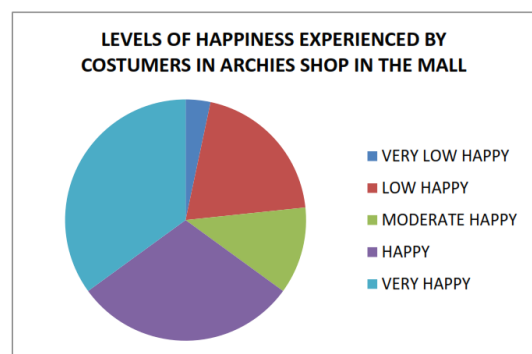
The analysis of data pertaining to level of happiness of costumers who visited Archies Shop in the mall is presented in table no. 5

**TABLE 5**

**Level of happiness of customers who visited Archies shops in the mall**

Levels of Happiness	Frequencies	Percentage	Valid Percentage	Cumulative Percentage
Very Low	4	3.3	3.3	3.3
Low	24	20.0	20.0	23.3
Mix	14	11.7	11.7	35.0
Emotion	36	30.0	30.0	65.0
Happy	42	35.0	35.0	100.0
Very Happy	42	35.0	35.0	100.0
Total	120	100.0	100.0	

**Table 5** represent the level of happiness as per the feelings being experienced by the costumers in the Archies shop in the mall. The analysis of data presented above clearly reveals that 78% of costumers experienced emotion of happiness to a very high level and on the other hand 28% of costumers experienced a very low level of happiness. It is further revealed that 14% of costumers experienced a moderate level of happiness. It is a natural law of psychology that a customer who is utmost happy in visiting the mall would have more probabilities to purchase items. The graphical representation of the above data is presented in figure 5.



**FIG5- Pictorial descriptive representation of happiness level while shopping**

The analysis of data pertaining to what extent customer present level of happiness effect purchasing decision in retail shop of Archies in the mall is presented in table 6.

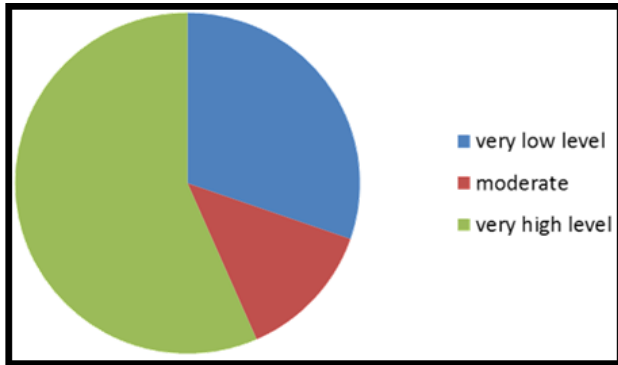
**TABLE 6**

**Analysis of level of happiness effecting customers purchasing decision in the Archies shop in the mall**

Level of Happiness	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very Low	4	3.3	3.3	3.3
Low	32	26.7	26.7	30.0
Moderate	16	13.3	13.3	43.3
High	34	28.3	28.3	71.7
Very High	34	28.3	28.3	100.0
Total	120	100.0	100.0	

It is evident from the above table that 56.6% of costumers purchasing decision is affected to a high to very high level due to their level of happiness whereas 30% costumers purchasing decision is affected to a low to very low extent by the level of happiness. It is further clear that 13.3% of costumers are moderately being effect by the level of happiness in making decision to purchase. The graphical representation of the above data is presented in figure 7.

#### Level of happiness effecting purchasing decision



**FIG 6- Pictorial descriptive representation of emotions while shopping**

The analysis of data with regard, to what extent your present level of sadness affect your purchasing decision the Archies shop in the mall is presented in table 7.

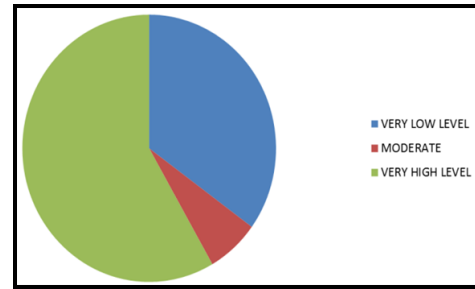
**TABLE 7**

**Analysis of level of sadness affecting your purchasing decision in the Archies shop in the mall**

Level of Happiness	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very Low	8	6.7	6.7	6.7
Low	14	28.3	28.3	35.0
Moderate	28	6.7	6.7	41.7
High	30	25.0	25.0	66.7
Very High	40	33.3	33.3	100.0
Total	120	100.0	100.0	

It is evident from the above table that 58.3% of costumers purchasing decision is affected to high or very high level whereas 35% costumers purchasing decision is affected to low or very low level. It is further clear that 6.7% of costumers purchasing decision is moderately affected by the level of sadness. The graphical representation of the above data is presented in figure 7.

#### Level of sadness effecting purchasing decision



**FIG7- Pictorial descriptive representation of emotions of sadness while shopping**

#### CONCLUSIONS:

Within limitations of the present study the following conclusion may be drawn:-

1. It may be concluded that customer high level of happiness of facilitates better purchasing decision in the mall.
2. It may be further concluded that high level of sadness, disgust, fear and anger have negative effect on the purchasing decision of the customer in the mall.
3. It may be further concluded that high level of happiness facilitates better purchasing decision in the mall.
4. It may also be concluded that high level of sadness, disgust, fear and anger will affect the purchasing decision of customers.
5. It may further may be concluded that level of happiness is directly proportional to good purchasing decision and sadness is indirectly proportional to bad purchasing decision of customers.

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**Corresponding Author**

**Samervir Singh\***

PhD Scholar, Jiwaji University, Gwalior