Investigating Hostility in a Retail Setting

A Senior Project Presented to

The Faculty of the Communication Studies Department

California Polytechnic State University, San Luis Obispo

In Partial fulfillment

of the Requirements for the Degree

Bachelor of Arts

By

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Introduction

The retail world is constantly changing and adjusting to better suit the consumer. It has become easy for retailers to fall behind on modern retail atmospherics within the actual retail stores when there is much emphasis being placed on eCommerce. However, "In reality, the Omnichannel Shopping Preferences Study notes 90% of all United States retail sales happen in stores. Just 5 percent occur via online-only channels such as Amazon.com, and another 5 percent occur on the eCommerce sites of companies that also have brick and mortar locations" (Small Business Trends, 2014). This statistic highlights the continued importance of the in-store experience for the customer. "In the age of online connectedness with customers, it is critical that retailers do not lose sight of the basics of the customers' in-store experience" (Grewal et al., 2014)

The continued importance of the in-store experience is a primary reason store layouts are constantly changing. Many of the store atmospherics are positioned strategically to positively influence sales. Atmospherics play a large role in retail stores, particularly influencing the customer. "Atmospherics, or the retail store environment, refer to both tangible and intangible aspects of a retail store design and can alter the customer experience" (Puccinelli et al., 2009). Using the 3 components of environmental classification proposed by Baker (1986) one can potentially identify certain elements of a retail store. Ambient cues are intangible background conditions that tend to affect the nonvisual senses and in some cases may have a relatively unconscious effect (i.e. Music, color and lighting). Design cues represent the components of the environment that tend to be visual and more tangible in nature (i.e. Window displays, flooring and decorations). Last, social cues involve the people in the service

setting (Baker & Cameron, 1996).   The service that a customer encounters in a retail store is important because it can have a lasting effect. According to a survey, "78% of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience" (American express Survey, 2011). Atmospherics are important because they can be used to manipulate the consumer into making a purchase.

Ambient cues in a retail setting may seem like they are there for the pure benefit of the consumer when in reality there is a psychological factor that is usually unaccounted for. "Music reinforces holistic perceptions and makes a provider stand out; pleasant music causes consumers to view the servicescape as more pleasant. Communicating a holistic image through music also increases the perceived consistency between the exterior and interior elements of a retail store" (Pucinelli et al., 2009). There is plenty of room for development on retail atmospherics because they influence an array of psychological reactions. "Increasingly, it is clear that there are a wide range of psychological factors influencing consumer decision-making - these factors are substantially influenced by the in-store experience" (Puccinelli, 2009). Even if eCommerce sales are a large concern for a retailer the in-store experience provides a better relationship with the customer. "It is often the in-store experience that will form the foundation of a longer term relationship both in person and online" (Grewal et al., 2014).

Atmospherics are strategic and very influential in the purchasing behavior of the consumer because they affect emotional states. "Pleasure induced by store environments appears to be a strong cause of consumers spending extra time in the store and spending more money than intended" (Donovan, 2002). When implementing a new atmospheric it is

important to understand the affect it will have on the customer. Not all atmospherics are successful in persuading consumers and, in some cases they can make the customer more alert to the possible persuasion tactics that have been utilized. "When consumers judge the retailers atmospherics as somehow incongruent , inferences of manipulative intent occur and directly influence consumers' evaluative judgements of the retailers' attribution integrity and overall attitudes toward both the atmospherics and the retailer" (Ortinau, Babin and Chebat, 2013).

Although there is much research on atmospherics of all types and the effects they hold on consumers, there is not much research on the uses of mirrors. Perhaps this is because mirrors are actually used for what they are initially intended for, to help the customer see themselves in their product before making a purchase decision. However, the lack of research on mirror tactics does not mean they don't exist. Mirrors are believed to increase self-awareness. "A person high in public self-consciousness is more cognizant of how he/she appears and is viewed by others than a person in low public self-consciousness"(Carver & Scheier, 1978). This opens up the possibility of using mirrors to influence the customers' in-store decisions.

New retail atmospherics are constantly being discovered. "The importance of understanding consumer behavior has never been more important to retailers, whereas consumer research once was a task left to manufacturers of consumer packaged goods, retailers have embraced this responsibility, spending millions of dollars to research, understand and influence consumer behavior" (Puccinelli et al. 2009). There is much continued emphasis being placed on research and development of atmospherics in all aspects of the store. When

implementing new persuasive tactics in a retail store it is important to keep the end goal in mind. Ultimately, the purchase is the most important part of the customer visit and if there is a way to influence this process, it could prove very useful for future retail layouts. "The interpersonal nature of the interaction between the customer and employee may be the key to customer satisfaction in retail environment" (Goodwin, 1996).

Literature Review/Hypothesis

Upon review of the literature on store atmospherics, it is apparent that they are a very important step in the purchasing process. Dissecting this idea further, atmospherics may be able to influence purchasing decisions but can they change the customers' perception of a transaction? "Service encounters can be a source of negative emotions. These emotions may occur, for example, when the delivery of a service does not match up to previously held expectations "(Zeelenberg & Pieters, 2004).

Is there a way to influence the perceptions of the outcome of a transaction by use of store atmospherics? Possibly. "When possible, the self-aware person conforms more to salient standards of behavior than does the less self-aware person" (Carver & Scheier, 1978). Building on this, is it possible to increase a customer's self-awareness? "Contextual cues that increase customer self-awareness, tend to increase customers' satisfaction with service providers when the outcome of a service interaction is unfavorable but they tend to decrease customers' satisfaction with the providers when the outcome of the interaction is favorable" (Pham et al., 2010). The research suggests that this is because higher self-awareness usually increases a customers' tendency to attribute service interaction outcomes to themselves instead of the provider. "Customers are likely to decrease the blame they put on the provider when the

outcome is unfavorable but also decrease the credit given to the provider when the outcome is favorable" (Pham et al., 2010).

The challenging part of this process is getting the customer to gain a heightened sense of self-awareness. Customers are different from each other; some are more self-conscious than others. "Momentary states of self-awareness can also be triggered by various situations that can make even less self-conscious people focus their attention inward, such as seeing oneself in a mirror, seeing oneself in a photograph, standing before an audience, or being in front of a camera" (Pham et al., 2010). The power of an audience is important and extends beyond self-awareness and self-evaluation. The presence of others can even influence the attitudes or emotions experienced as a result of waiting in line. "Social facilitation assumes that the presence of other people in the setting will result in positive affect because others fill the time in distracting and entertaining ways" (Baker & Cameron, 1996).

The mirror is considered by researchers the best way to heighten self-awareness. "It is the mirror as a means of heightening self-focus that has emerged as the clear favorite among researchers in the area, presumably due to its simplicity and ease of manipulation" (Carver & Scheier, 1978). Self-awareness can be heightened by drawing attention to a mirror. This heightened self-awareness can help to shift the perceived causality of a transaction from the cashier to the customer. "When a situation consists of a person in an environment, objective self-awareness theory postulates that any element in the environment that reminds the person of his status as an object in the world will cause attention to focus upon the self to the exclusion of other parts of the environment" (Carver & Scheier, 1978).

Mirrors have already begun to be used to influence customer purchases. Skinny Mirror, a company based out of California, according to *Business Insider* Journalist Hayley Peterson, "has been trying to convince retailers to use optical illusions to sell more products" (Peterson, 2014). Skinny Mirror that sells mirrors made from curved glass that make people look about 10 pounds thinner. The founder and designer of Skinny Mirror notes, "The mirrors make people feel better about themselves. For retailers, that inflated self-image can turn into higher sales." (Belinda Jasmine, 2014). Recent studies have been promising and demonstrate the potential behind mirrors and the influence they hold on consumers. "A recent study of 86 shoppers at a lingerie store in Sweden found that people who used a dressing room with a Skinny Mirror reported greater body satisfaction than those who used a regular mirror. 88% of customers who used a Skinny Mirror made a purchase, compared to 73% of customers who used a regular mirror. Overall, the skinny mirror group contributed to 54% of sales" (Peterson, 2014).

There has been previous research done on the shaping of customer satisfaction through self-awareness cues. Pham et al., tested the basic prediction that mere exposure to innocuous cues that heighten self-awareness can increase customers' satisfaction with a service provider when the outcome of a service transaction is favorable. In their study, they asked college students to project themselves as customers in two different service interaction scenarios. After reading each scenario, participants assessed their overall satisfaction with the service provided in each. There were 2 factors that were manipulated. First, whether participants had low or high self-awareness. Second, whether the 2 service interactions resulted in a favorable or unfavorable outcome for the customer. Self-awareness was manipulated by the presence of a small mirror. Participants in high self -awareness condition completed tasks while seated at a

station with a small mirror facing them. Meanwhile, participants in a low self-awareness

condition completed tasks without the presence of a mirror.

The researchers in this study predicted that it should be possible for subtle contextual

cues that heighten self-awareness to influence customers' satisfaction by merely varying their

level of self-awareness. "Specifically, heightened self-awareness increased satisfaction when

the outcome of the interaction was favorable. These effects resulted from an increased

perceived responsibility of the self for the outcome under high self-awareness. Thus,

satisfaction increased when the outcome was unfavorable because self-aware participants

assumed a greater share of the blame, but satisfaction decreased when the outcome was

favorable because self-aware participants claimed a greater share of credit" (Pham et al. 2010).

The researchers suggest that self-awareness is more likely to influence satisfaction if it is

raised when service interaction is being evaluated. Self-awareness may also need to be

elevated throughout the service interaction. "First, the findings show that self-awareness is

more likely to influence satisfaction if it is raised when the service interaction is being

evaluated. In real life, it may not always be possible to know a priori when customers are most

likely to form their evaluations of service interactions. In such cases, self-awareness may need

to be elevated throughout the service interaction" (Pham et al. 2010). It is also important to

understand that for the customer to accept responsibility for the outcome, the customer has to

feel enough responsibility for the outcome. "A second boundary of these effects lies in the

degree to which the consumer can be held responsible for the outcome of a service interaction.

As Studies 5 and 6 show, when customers bear little responsibility for a negative outcome,

raising their self-awareness will not increase their satisfaction and may even backfire" (Pham et al. 2010).

One of the limitations of this research is that it only examines the effects of self-awareness on self-reported satisfaction. The researchers go on to suggest that even though these may also be self-reported, these findings would still prove to be significant. "These findings would still be significant because, in many managerial settings, judgements of satisfaction are themselves important. (I.e. teaching evaluations at universities)" (Pham et al. 2010). Another limitation also deals with the mirror positioning. It was a small mirror placed on the edge of the table. Placing a mirror at eye level and being more unobtrusive could also ease any suspicion about the mirror.

Using the evidence provided by researchers on self-awareness and self-evaluation, there is enough information to suggest that the use of atmospherics, mirrors in particular, can change the perception of the outcome of a transaction. However, can mirrors serve as a way to diffuse hostility between a customer and a cashier through the heightening of self-awareness? Pham et al. tested a variation of this but did not place emphasis on the use of mirrors in the retail setting. It focused on shaping satisfaction by testing different, yet very specific situations. The specific situations may have influenced participants to favor a certain response. This study should also be replicated in a way that tries to mimic more common retail transactions. There is enough evidence to support heightened self-awareness influencing satisfaction so my hypothesis is as follows:

H1: The placement of unobtrusive mirrors should be able to diffuse hostility to some

degree.

Method

This study will focus on discovering if the presence of a mirror can aid in the diffusion of

hostile attitudes in a retail scenario. There will be a total of 60 college students split between 2

different conditions. A gift card raffle will provide some incentive for students to participate.

There will be five, $5 gift cards to Starbuck's that will serve as prizes for the raffle. Students

from other majors will be encouraged to participate which will lead to a more diverse

representation of college students. Participants will hear about the study through social media

since it is the most effective way to reach a larger body of people.

Participants will be asked to fill out a four-part survey after reading a retail scenario.

There will be four different forms of measurement used in this study. Part 1 will be a

questionnaire that includes 6 emotional states looking to be examined, they are the levels of

distress, disgust, enjoyment, anger, guilt and fear. This type of scale is known as the Differential

Emotional Scale (DES) and it follows the emotional responses a person has to an event or

thought they experience. "The differential Emotions Scale (DES) is a standardized instrument

that reliably divides individuals description of emotion experience into validated, discrete

categories of emotion" (Izard, 1972). There are 10 emotions identified by Izard but these six

emotions were chosen due to their low uncertainty rate that was found in Carol Izard's past

studies. "Izard's (1977) theory postulates ten primary emotions: interest, joy, surprise, anger,

disgust, sadness, contempt, shame, fear, guilt" (Allen, Machleit & Marine, 1988). Part 2 will

consist of 5 questions that can be answered on a 5-point "agree/disagree" Likert scale. Two of

the questions will identify the emotional state or reaction, two will identify likely behavior that would follow, and the final one will identify the level of stress induced by the particular scenario. Part 3 will consist of two open-ended questions that will help identify any other emotions or attitudes present in the participant after reading the retail scenario. The last part of the survey will ask basic demographical information along with the amount of time they spend shopping.

The retail scenario is a paragraph in length involving a problem with a return and will read as follows:

Vanessa has just remembered that she has a formal party to attend on the weekend. She heads over to the nearest shopping outlet to begin her search for a dress. After visiting several stores, she finds the one she likes and heads over to the cashier to make her purchase. During the transaction she becomes sidetracked by her conversation with the cashier that she forgets to make sure she receives a copy of her receipt. Vanessa ends up deciding on wearing a different dress to the party and chooses to return the dress at the start of the following week. When she returns to the store, she lets an employee know that she would like to make a return and was not given a receipt. She gets referred to the store manager who informs her that unfortunately they have a strict return policy and he can make non exceptions. He apologizes for any inconvenience this may have caused. After reading this scenario, participants will be instructed to fill out a four-part survey.

The study will have two different conditions, an experimental and a controlled condition. The controlled condition will require the participant to read the scenario and answer

the two-part survey. Participants in the experimental group will read the same scenario and respond to the two-part survey in the presence of a mirror. There will be one factor that will be manipulated in this study and that will be the level of self-awareness by each participant. Based off the research of Carver and Scheier, the presence of a mirror can aid in the increase of self-awareness. "Persons experience heightened self-focus as a function of the presence of a mirror, the presence of an audience and the presence of a high degree of private self-consciousness" (Carver & Scheier, 1978).

The study will take place for 2 weeks and will begin on May 4, 2015. The study will be conducted in the communication studies department office located in building-47. There will be a small desk situated in the corner where the participants may fill out the survey. The mirror will be placed at eye-level on the wall in front of the student. Conducting this experiment in the communications studies department will potentially ease any suspicion of manipulation since the location will be generally familiar for students. Every participant will be debriefed promptly, upon completion of the survey.

Results

The results of the independent samples T-test indicated that those participants in the mirror condition were more likely to exhibit more enjoyment and more guilt than those in the control condition without the mirror. The remaining emotions, distress, disgust, anger and fear were not statistically significant between conditions. The most statistically significant emotion was enjoyment with a significance of ($p=.00$), as can be seen on Table 2 in Appendix B followed by guilt with a significance of ($p=.016$). Upon comparing means, it was also evident that the mirror aided in the higher levels of enjoyment and guilt (See Table 1 in appendix A). The mean

for enjoyment without the mirror was 23.26 and with the mirror present, there was a

significant decrease to 19.63. For guilt, without the mirror, the mean was 21.45 and it

decreased significantly to 19.60 with the presence of a mirror. A lower number indicated that

there was a stronger feeling towards that emotion.

There were a total of 61 participants in the study with roughly half men and half

women. There were 30 men divided amongst the control and manipulated conditions and 31

women that were divided amongst the same conditions. Despite there only being a statistical

significance for anger and enjoyment, fear followed closely behind with a significance of

(p=.135). After looking at the comparison of means for fear, this emotion resulted in the

smallest variance between means with participants in the control condition averaging a

21.7097. The participants in the mirror condition experienced a very small increase in fear with

a mean of 21.3667. Distress and disgust were both felt at higher levels in the mirror condition

but only by smaller margins as evidenced by their respective significance values,

distress(p=.436) and disgust (p=.279). The emotion with the least significance turned out to be

fear with a significance of (p=.729). The comparison of means in Table 1 indicated that there

was more anger felt by participants in the mirror condition than in the control condition. It was

the only emotion in which the mirror did not seem to increase the feeling of that emotion in

response to the retail scenario.

Discussion

The results show that mirrors do in fact influence our emotions in a retail setting, most

significantly, enjoyment and guilt. Initially, there was a strong inclination to assume that the

mirror would influence emotion to some degree it was just a matter of which emotions would

change and what direction they would shift towards. The participants experienced more enjoyment from the retail scenario in the mirror condition than in the controlled condition. This proves that when encountering a frustrating retail scenario, a customer is more likely to experience enjoyment from the scenario than someone who does not have a mirror present. Guilt was also felt more strongly in the mirror condition and this is perhaps due to the fact that the person can see themselves and may be more likely to attribute the error to themselves.

There was a study performed by Pham, et al. that looked at consumer responses to favorable and unfavorable transactions and they discovered that, "there was a strong interaction between outcome favorability and self-awareness. When the outcome was unfavorable, high self-awareness increased satisfaction. However, when the outcome was favorable, high self-awareness decreased satisfaction." Knowing that self-awareness can influence satisfaction, it is not surprising that self-awareness could influence guilt because it deals heavily with the 'self.'

As for the emotions that displayed no significance between conditions, anger was the most surprising. There was no statistical significance found in the conditions after anger was analyzed. Although there was no statistical difference, those in the mirror condition felt less angry than those in the controlled condition when comparing the means between both conditions. Fear also displayed no significance but it was the most consistent emotion because it produced nearly identical means across both conditions. Not many participants felt much fear in this particular situation and this could be due to the fact that none of the participants felt that they were actually in any harm at any point of the scenario. Lastly, participants felt feelings

of distress and disgust slightly more in the mirror condition than in the control condition. Although there was a difference, it was very small and not statistically significant.

The retail world is constantly undergoing changes and introducing new store atmospherics to try and influence purchasing decisions. This study delves further and explores whether or not atmospherics could potentially change a customer's perception or feelings towards a retail transaction. The results of this study supported my hypothesis that subtle contextual cues that heighten consumers' self-awareness can change their overall feelings towards a service transaction even if the service is consistent. The mirror wound up being a good option as a means of heightening self-focus and this is great for retailers due to its relatively easy set-up simplicity and its ease of manipulation.

Limitations

There were several limitations to take into consideration for this particular study. First, the sample size was small. There were a total of 61 participants, 30 male and 31 female. The controlled condition had 30 participants (15 men / 15 women) while the manipulated condition had 31 participants (16 men / 15 women). While a significant amount of information was collected, a larger sample would possibly lead to changes in data and these changes would reflect a more accurate representation of the population since there would be more participants. A second limitation would be that all participants surveyed were college students and this could have an impact on the data since it deals heavily with shopping in a retail setting. There are not as many college students with disposable income as there are working adults. This could potentially impact emotions because customer expectations could be potentially higher or lower from someone that shops when compared to someone who seldom shops.

A third limitation deals with the positioning of the mirror. Upon completion of the survey, some participants commented on how they noticed the mirror and this could be adjusted by making it seem more 'natural'. Adjusting the mirror on the wall would help in making the mirror seem like less of a manipulation technique. A final limitation to this study is that all surveys are self-reported so there could be some discrepancies amongst surveys. Further research should find whether these results would extend over to actual private customer satisfaction. There should also be some research done on whether or not increasing self-awareness would affect a positive retail scenario instead of a negative one.

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Appendices

Appendix A

Table 1: Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Distress	1.00	31	20.3871	3.14831	.56545
	2.00	30	19.4000	3.68220	.67228
Disgust	1.00	31	19.3226	3.85043	.69156
	2.00	30	18.2667	4.30664	.78628
Enjoyment	1.00	31	23.2581	3.15138	.56600
	2.00	30	19.6333	6.28344	1.14719
Anger	1.00	31	15.6774	4.93550	.88644
	2.00	30	17.2667	5.55805	1.01476
Guilt	1.00	31	21.4516	2.60562	.46798
	2.00	30	19.6000	4.05650	.74061
Fear	1.00	31	21.7097	2.87742	.51680
	2.00	30	21.3667	3.43896	.62787

Appendix B

Table 2: Independent Samples T-Test Statistics

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Distress	Equal variances assumed	.616	.436	1.127	59	.264	.98710	.87619	-.76615	2.74034
	Equal variances not assumed			1.124	56.979	.266	.98710	.87846	-.77200	2.74619
Disgust	Equal variances assumed	1.194	.279	1.010	59	.316	1.05591	1.04519	-1.03550	3.14733
	Equal variances not assumed			1.008	57.791	.317	1.05591	1.04713	-1.04031	3.15214
Enjoyment	Equal variances assumed	20.549	.000	2.862	59	.006	3.62473	1.26653	1.09041	6.15905
	Equal variances not assumed			2.834	42.408	.007	3.62473	1.27922	1.04389	6.20557
Anger	Equal variances assumed	.121	.729	-1.182	59	.242	-1.58925	1.34476	-4.28010	1.10160
	Equal variances not assumed			-1.179	57.679	.243	-1.58925	1.34741	-4.28670	1.10820
Guilt	Equal variances assumed	6.160	.016	2.128	59	.038	1.85161	.87003	.11070	3.59253
	Equal variances not assumed			2.114	49.199	.040	1.85161	.87608	.09125	3.61198
Fear	Equal variances assumed	2.299	.135	.423	59	.674	.34301	.81081	-1.27942	1.96545
	Equal variances not assumed			.422	56.526	.675	.34301	.81320	-1.28569	1.97172

Appendix C

Informed consent to participate in a research project, "Investigating Hostility in a Retail Setting."

A research project on hostility during the retail transaction process is being conducted by Carlos Martinez, a student in the Department of Communication Studies at Cal Poly, San Luis Obispo, under the supervision of Dr. Richard Besel. The purpose of the study is to discover if atmospherics can aid in diffusing hostility during a retail transaction.

You are being asked to take part in this study by reading a particular retail scenario and responding to a short four-part survey. Your participation will take approximately 10-15 minutes depending on how much you choose to share on an open-ended question. Please be aware that you are not required to participate in this research and you may discontinue your participation at any time without penalty. You also do not have to answer any questions you choose not to answer.

The possible risks associated with participation in this study include very minimal risk associated with answering surveys but nothing more. If you should experience any issues with the survey questions, please be aware that you may contact Dr. Richard Besel by phone at (805)756-2957 or in building 47 room 36G for assistance.

Your confidentiality will be protected by keeping all survey responses confidential and reporting only aggregate results. Potential benefits associated with the study include possibly determining methods to diffuse hostility. You will also be entered into a raffle for one of five $5 gift cards. Your odds of winning will depend on the number of entries, but are estimated to be one in 12.

If you have questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Carlos Martinez or Dr. Richard Besel at (626)537-6942 or Cmarti61@calpoly.edu for Carlos and (805) 756-2957 or rbesel@calpoly.edu for Dr. Besel. If you have concerns regarding the manner in which the study is conducted, you may contact Dr. Steve Davis, Chair of the Cal Poly Human Subjects Committee, at (805) 756-2754, sdavis@calpoly.edu, or Dr. Dean Wendt, Dean of Research, at (805) 756-1508, dwendt@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate your agreement by signing below.

Signature: _____   Date: _____

Appendix D

Instructions: *Please read the scenario and complete the survey below. Thank you for your participation in this study.*

Scenario

You have just remembered that you have a formal party to attend on the weekend. You head over to the nearest shopping outlet to begin searching for an outfit. After visiting several stores, you find the one you like and head to the cashier to make your purchase. During the transaction you become sidetracked by your conversation with the cashier and forget to make sure you receive a receipt. The weekend approaches and you end up deciding on wearing a different outfit to the party and choose to return the clothing you had just purchased. When you return to the store, you let an employee know that you would like to make a return and you were not given a receipt. You get referred to the store manager who informs you that, unfortunately, they have a strict return policy and he can make no exceptions. He apologizes for any inconvenience this may have caused.

Part I

Please answer the following questions to the best of your abilities. You do not have to answer any questions that make you feel uncomfortable. Please rate your <u>current</u> emotional level in the following areas:

Rating your current level of distress, to what extent do you feel the following emotions? Circle one number for each emotion.

	Strong				Weak
Awful	1	2	3	4	5
Miserable	1	2	3	4	5
Pain	1	2	3	4	5
Suffering	1	2	3	4	5
Unhappy	1	2	3	4	5

Rating your current level of disgust, to what extent do you feel the following emotions? Circle one number for each emotion.

	Strong				Weak
Downhearted	1	2	3	4	5
Discouraged	1	2	3	4	5

Displeased	1	2	3	4	5
Lonely	1	2	3	4	5
Sad	1	2	3	4	5

Rating your current level of enjoyment, to what extent do you feel the following emotions? Circle one number for each emotion.

	Strong				Weak
Delighted	1	2	3	4	5
Enthusiastic	1	2	3	4	5
Happy	1	2	3	4	5
Joyful	1	2	3	4	5
Satisfied	1	2	3	4	5

Rating your current level of anger, to what extent do you feel the following emotions? Circle one number for each emotion.

	Strong				Weak
Bitter	1	2	3	4	5
Irritated	1	2	3	4	5
Mad	1	2	3	4	5
Scornful	1	2	3	4	5
Outraged	1	2	3	4	5

Rating your current level of guilt, to what extent do you feel the following emotions? Circle one number for each emotion.

	Strong				Weak
Ashamed	1	2	3	4	5
Blameworthy	1	2	3	4	5
Guilty	1	2	3	4	5
Regret	1	2	3	4	5
Repentant	1	2	3	4	5

Rating your current level of Fear, to what extent do you feel the following emotions? Circle one number for each emotion.

	Strong				Weak
Afraid	1	2	3	4	5
Agitated	1	2	3	4	5
Panicked	1	2	3	4	5
Scared	1	2	3	4	5
Terrified	1	2	3	4	5

Part II

1. This retail encounter made me feel very displeased with the results.

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

2. When the cashier made a mistake it made me feel frustrated.

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

3. In this situation I would find a way to make the manager accept my return

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

4. If I were ever placed in this situation I would never shop at that store again.

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

5. Retail workers always make mistakes

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree

Part III

1. Who do you feel was at fault in this particular situation? Why?

2. What would you specifically do in this situation? Why?

Part IV

1. Academic Standing: Freshman   Sophomore   Junior   Senior   Graduate

2. Male   Female

3. Ethnicity: White
               Hispanic or Latino
               Black
               Native American
               Asian/Pacific Islander
               Other: _____

4. How often do you shop?

Daily   Frequently   Occasionally   Seldom