A Study of Relationships among Mood Regulation, Shopping Value, and Retail Outcomes in Selected Specialty Stores in Jakarta

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Abstract

Objectives - The aim of this research was to investigate the relationship between mood regulation (mood monitoring, mood clarity, and mood repair), shopping value (hedonic shopping value and utilitarian shopping value), and retail outcomes (store satisfaction, word of mouth, and repurchase intention) in selected specialty stores in Jakarta.

Method – The model of this research was adapted from the model established by Mark J. Arnold and Kristy E. Reynolds. Questionnaires were distributed by spreading out offline questionnaires and sending out links of the online questionnaire to respondents. Data gathered was then analyzed using Cross tabulations, Validity & Reliability testing, Mean value analysis, Independent sample t-test, Simple linear regression, and Multiple linear regression.

Results – Findings from 225 valid data revealed that for clothing specialty stores, retail outcomes were predicted by hedonic and utilitarian shopping value. For electronics specialty stores, hedonic shopping value was predicted by mood monitoring and mood clarity while retail outcomes were predicted by hedonic and utilitarian shopping value.

Conclusion – Different product characteristics, as well as different types of retailer and different characteristics of consumers may result different relationship between mood regulation, shopping value and retail outcomes.

Keywords – Purchasing behavior, Mood regulation, Shopping value, Retail outcomes, Specialty Stores.