Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation in Creating Word-of-Mouth as Retail Outcome. A Study among Shopping Malls in Jakarta

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Abstract - This research is a particularly evident in retail setting, where moods have been central in studies of environmental influences on consumption, such as: retail atmospherics and have been shown to influence strategic variables such as spending, word of mouth, and repeat purchase intention.

Objectives - The Objective of this research is to analyze the role of mood regulation due to word-of-mouth as a retail outcome.

Method – The questionnaires were distributed by spreading out offline questionnaires and sending out links of the online questionnaire to respondents. The respondents must be familiar with retail and shopping activities as they are the most appropriate target in this study in order to accomplish relevant result. Data gathered then analyzed using Cross tabulation, Reliability & Validity analysis, Simple Linear Regression, and Paired Sample T-Test.

Results – There were 8 hypotheses were accepted. The findings bring out several important implications to retailers and academic practitioners.

Conclusion – Research has made considerable progress in our understanding of affect, showing that moods, feelings, and emotions are related to nearly all aspects of consumption behavior. This is particularly evident in retail settings, where moods have been central in studies of environmental influences on consumption, such as retail atmospherics and have been shown to influence strategic variables such as spending, word of mouth, and repeat purchase intentions.

Keyword – Mood regulation; Affect; Motivation; Shopping value, Word-of-mouth