

Emotions, Decision-Making, and Behavior of Women in Apparel Stores Abstract of M.A. THESIS By Revital Rahmani (2002) written under the guidance of A. Kluger The goal of the research was to explore the effect of shopping environments on emotions, decision making and behavior of consumers in different types of retail apparel stores: discount stores versus specialty stores. A total of 175 women filled out a questionnaire upon existing an apparel store (3 discount stores and 3 specialty stores). The results supported most hypotheses and showed that (a) discount stores were less calm than specialty stores, and decision-making in discount stores was more intuitive compared to specialty stores (even when arousal is controlled); (b) there was a positive correlation between arousal and intuitive decision-making and between calmness and rational decision-making, and a negative correlation between arousal and rational decision-making; (c) discount stores with high arousal and specialty stores with low arousal facilitated approach behaviors and money expenditure higher than planned, while discount stores with low arousal and specialty stores with high arousal yielded avoidance behaviors and money expenditure lower than planned; (d) consumers at discount stores were more extroverted than consumers at specialty stores. Implications for theory and effective retail management are discussed. __