

## **THE ROLE OF EMOTIONS IN CONSUMER DECISION MAKING – A COMPARATIVE STUDY OF ONLINE AND OFFLINE SHOPPING**

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### **Abstract**

*This research delves into the pivotal position of emotions in consumer decision-making, with special reference to comparative study of online and offline shopping experiences. Emotions are vital to shape the consumer perceptions, dictating the manner in which consumers judge products, build trust, and ultimately make buying decisions. While technology has powerfully reshaped the retailing environment, emotional stimulation provided by conventional brick-and-mortar stores remains a powerful determinant of consumer behaviour. This study examines salient emotional dimensions like excitement, anxiety, trust, regret, impulse buying, and post-purchase satisfaction in both shopping scenarios. In this mixed-method research design, primary data was gathered through structured questionnaires, complemented by secondary data from reputable psychological and marketing literature. Theoretical frameworks like the Affect Infusion Model and the Stimulus-Organism-Response (S-O-R) model are employed to explain how emotional cues affect consumer decision-making. The results show that although online shopping is convenient and diverse, it tends to be deprived of sensory involvement and instant satisfaction that offline shopping provides, which can affect emotional satisfaction and loyalty. On the other hand, online platforms can induce increased impulsivity or anxiety because of uncertainty or absence of haptic feedback. This research provides actionable insights for marketers and retailers to create emotionally engaging strategies specific to each platform. It highlights the importance of integrating emotional intelligence into marketing strategies, creating enhanced customer experiences through personalization, trust engines, and experiential engagement tools. Finally, knowledge of emotional dynamics in both offline and online spaces helps companies better respond to changing consumer expectations and create deeper brand-consumer relationships.*

**Keywords:** Consumer Decision-Making, Online Shopping, Offline Shopping, Consumer Behaviour, Emotional Engagement, Impulse Buying, Emotional Satisfaction, Emotional Intelligence, Marketing Strategy

**JEL Classification:** M31, D91, D87, D12, L81, M37, Z13

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### **Introduction**

Consumer decision-making is a complex process that is affected not just by rational consideration but also by mood and emotional responses (Pham, 2007). With the changing consumer markets, the binary opposition of online and offline retailing brings distinct emotional experiences (Rose, Clark, Samouel, & Hair, 2012). Physical stores provide haptic interaction, human support, and instant pleasure, which create strong emotional bonds (Tomar, Tomar, & Khattri, 2020). In contrast, online channels thrive on convenience, diversity, and customization, which trigger varying emotional reactions such as thrill, nervousness, or wonder (Prashar, Vijay, & Parsad, 2017). Understanding how emotions function in such situations aids firms in adapting approaches that appeal to consumer emotions (Sharma, Mohan, & Gupta, 2023). Emotions are central to behavioural economics and psychology (Shiv & Fedorikhin, 1999). The Affect Infusion Model (AIM) defines how mood and emotions may come to impact decision-making processes, particularly under unclear or complex circumstances (Pham, 2007). The Somatic Marker Hypothesis theorizes that emotions serve as markers that influence

behaviour and decision making (Shiv & Fedorikhin, 1999). Emotional prompts such as music, lighting, design, or even digital aesthetics can cue consumer decisions in retail environments (Peters, Bodkin, & Bristow, 2013). Emotional intelligence, mood states, and affective forecasting also shed light on how emotions guide attention and memory and, in turn, affect purchase intentions (Kapil, 2022). These models offer a framework for understanding emotional behaviours across diverse shopping environments (Sharma et al., 2023).

Emotional dynamics in offline shopping involve multiple senses, providing a rich emotional spectrum. Feeling products, interacting with sales assistants, and experiencing the atmosphere of a shop all contribute to an intensified emotional experience (Mehta & Manjrekar, 2021). Consumers tend to rely on emotional satisfaction that stems from social interactions or the joy of window shopping (Singh & Gupta, 2021). Perceived control and faith in product quality are usually stronger with direct inspection (Gupta & Shukla, 2019). Physical presence also evokes nostalgia, belongingness, and pride, especially in high-end or heritage retail settings (Roy & Datta, 2022). Feelings of happiness, excitement, and contentment take on overriding roles in determining offline consumer behaviour (Tomar et al., 2020). Emotional topography of internet shopping, though devoid of bodily sensory involvement, compensates through tailored experiences, location-based advertising, and algorithmic suggestions (Rose et al., 2012). Online consumer behaviour is typified by emotions like curiosity, surprise, and even fear (e.g., fear of scams or delivery problems) (Agarwal, Chahar, & Bhati, 2021). Convenience and time-savings tend to induce happiness and satisfaction, but decision fatigue and over choice may lead to frustration (Vijay, Prashar, & Sahay, 2019). Emotional design, ease of user interface, and online community involvement are instrumental to emotional attractiveness (Peters et al., 2013). Moreover, the immediacy of mobile commerce and social media-based shopping platforms amplifies emotional attachment with brands and products (Jang, Ko, & Koh, 2019).

## **Review of Literature**

Shiv & Fedorikhin (1999) discuss the conflict between emotional and cognitive processes in decision making. They demonstrate that affective impulses will dominate rational judgments, especially under time pressure - a universal characteristic of both online flash sales and in-store impulse buying.

Pham (2007) is critical of the emotion-rationality dualism found in consumer behaviour. He contends that emotions are not inherently irrational; rather, they can bring adaptive benefits to decision making. This knowledge facilitates a comparison between emotional stimuli in online promotions and sensory stimulation in stores.

Rose et al. (2012) present a thorough review of customer online experiences, suggesting that emotional reactions i.e., frustration due to usability or delight due to personalization—straightforwardly affect purchasing decisions. This is different from offline experiences, where human interaction and atmosphere are strong emotional stimuli.

Peters et al. (2013) demonstrate that online shopping spaces can trigger both positive and negative emotions, contingent on website appearance, navigation, and perceived risk. Offline shopping, on the other hand, provides haptic reassurance and social approval that influence more favourable affective outcomes.

Prashar, Vijay, & Parsad (2017) used the Stimulus-Organism-Response (S-O-R) model to examine the impact of online shopping values and cues on purchase behaviour. The study revealed that affective stimuli such as website appearance and interactivity have a positive influence on consumers' purchase intentions in the Indian market.

Jang, Ko, & Koh (2019) find that emotion-driven purchasing is greater in offline environments because of immediate product experience, whereas online shoppers are more impacted by emotional narratives in product descriptions and imagery, highlighting the interface design's importance in evoking emotional reactions.

Vijay, Prashar, & Sahay (2019) explored the impact of values of online shopping and web atmospheric cues on e-loyalty, with e-satisfaction as a mediator. The study pointed out that affective aspects such as entertainment and beauty of websites play a strong role in augmenting customer satisfaction and loyalty in the Indian market.

Gupta & Shukla (2019) investigated online retail format choice behaviour of Indian consumers from a cultural viewpoint. The research found that collectivist cultural values affect emotional reactions, which influence online shopping behaviours and attitudes.

Tomar, Tomar, & Khattri (2020) examined how brand trust mediates cognitive dissonance between online and offline consumers. The research indicated that brand trust lowers cognitive dissonance, especially in online shopping situations where the lack of physical contact may contribute to ambiguity.

Singh & Gupta (2021) discussed consumer preference in retail in Haryana, India, emphasizing the trends of offline and online shopping. The research pointed out that consumers are greatly affected by emotional aspects like comfort and trust when it comes to consumer preference and channel choice.

Mehta & Manjrekar (2021) explored the comparative research of consumer attitudes toward online and offline shopping options in India. In their work, they demonstrated offline shopping preferences through the use of touch and the instant experience with a strong emphasis on the emotional fulfilment offered through physical store atmospheres.

Agarwal, Chahar, & Bhati (2021) created and established a scale measuring online impulse buying behaviour of customers in North India's small towns. Hedonic motivation and marketing stimuli were seen as emotional triggers that had major impacts on impulse online purchases according to the research.

Roy & Datta (2022) integrated consumer shopping behaviour towards offline and online shopping in South Asian nations, such as India. The study revealed that emotional aspects such as perceived enjoyment and risk perception have important roles to play in channel choice and purchase behaviour.

Kapil (2022) studied the influence of cognition and emotions on consumer loyalty in India's Online-to-Offline (O2O) business model. The research revealed that consumer loyalty is greatly affected by both cognitive and emotional aspects, making it crucial to include emotional engagement strategies in O2O platforms.

Sharma, Mohan, & Gupta (2023) offered a systematic literature review of the contribution of emotions in retail environments. The research highlighted that store atmospherics, crowding, and interpersonal relationships stimulate emotional reactions that shape consumer behaviour in offline retail environments.

## **Research Gap**

The reviewed literature highlights that emotions significantly influence consumer decision-making across both online and offline contexts. While online experiences are shaped by website design, usability, and personalization, offline shopping offers sensory and social fulfilment through human interaction and atmosphere. Indian studies further reveal the impact of cultural

and affective cues on consumer loyalty and impulse buying. However, a clear research gap remains in understanding how emotional stimuli vary in intensity and influence across online, offline, and hybrid shopping environments within the Indian context, especially regarding how these emotions translate into purchase satisfaction, loyalty and long-term behavioural intentions.

### **Objectives of the Study**

- To identify emotional factors influencing consumer choices during online and offline shopping
- To compare the intensity and impact of specific emotions across both platforms
- To analyse emotional satisfaction and regret levels after purchases that contributes to consumer loyalty and brand recall

### **Significance of the Study**

This study holds significant importance in understanding the evolving role of emotions in consumer decision-making within the rapidly transforming retail landscape. By comparing online and offline shopping contexts, it provides valuable insights into how emotional factors such as excitement, anxiety, trust, regret, and post-purchase satisfaction influence consumer choices, loyalty, and brand perception. The statistically significant findings from the Chi-square test confirm that emotional responses vary notably between shopping modes, establishing emotions as a critical determinant of consumer behaviour rather than a secondary influence.

The study contributes meaningfully to marketing psychology and consumer research by integrating theoretical models such as the Affect Infusion Model and the Stimulus-Organism-Response (S-O-R) framework, thereby linking emotional stimuli with behavioural outcomes. Its results highlight that while offline shopping evokes stronger emotional intensity through sensory engagement and human interaction, online shopping stimulates emotions related to convenience, anticipation, and impulsivity. This dual perspective enables retailers and marketers to design strategies that enhance emotional satisfaction across platforms—whether through immersive offline experiences or trust-building mechanisms in digital environments. Practically, the research offers actionable implications for businesses seeking to cultivate emotional connections with customers, improve user experience, and strengthen brand loyalty. Moreover, it sets the foundation for future exploration into emerging domains like Emotion AI, AR-based retail, and ethical emotional marketing. By emphasizing emotional intelligence in marketing strategy, this study not only advances academic understanding but also supports the development of more empathetic, consumer-centred retail ecosystems.

### **Methodology**

The current research employs a mixed-method study design to investigate emotional factors that affect consumer choice-making in offline and online shopping. The primary data were gathered using a 5-point Likert scale structured questionnaire to quantify emotions such as excitement, anxiety, satisfaction, regret, and impulse buying. Purposive sampling was applied to participants who were familiar with both shopping mediums. Quantitative analysis used descriptive statistics, weighted means, and the Chi-Square Test to determine associations between emotions and shopping contexts ( $p < 0.05$ ). Secondary data derived from peer-reviewed articles underpinned theoretical foundation through the Affect Infusion Model and the Stimulus-Organism-Response (S-O-R) framework. Emotional intensity, post-purchase emotions, brand loyalty and satisfaction were the primary variables. The use of a mixed-method

design ensures validity and richness, providing comparative information on emotional dynamics in virtual and physical store environments.

## **Findings and Discussions**

### *Emotional Factors in Online Shopping*

Table 1 presents the responses of participants regarding various emotional factors influencing their shopping experiences. It highlights differences in emotional engagement, confidence, excitement, and satisfaction across online and offline shopping contexts, as measured through a five-point Likert scale.

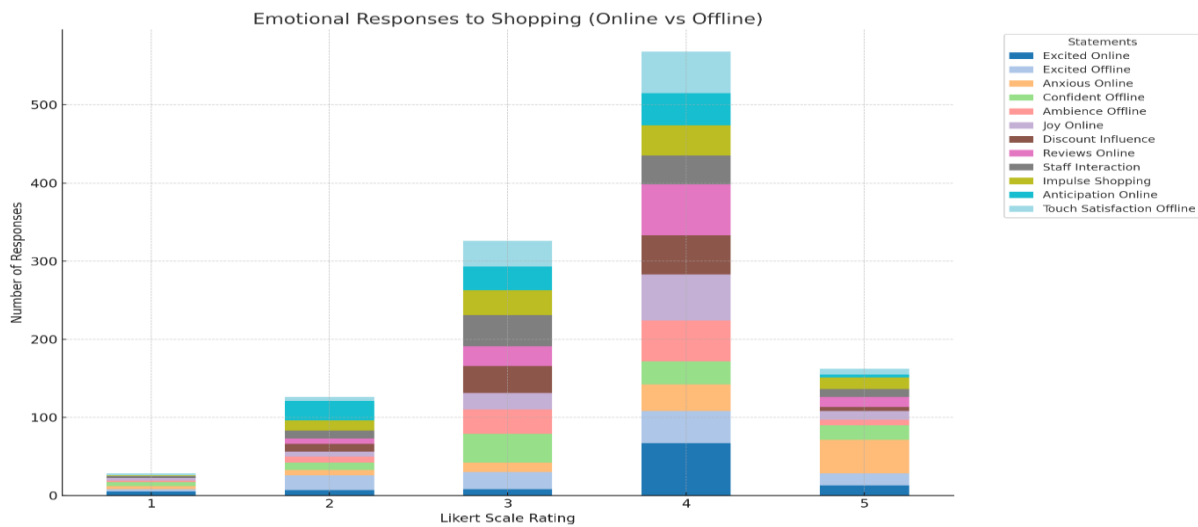
**Table 1: Emotional Factors in Shopping**

| <b>Statements</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|--|----------|----------|----------|----------|----------|
| <i>I often feel excited while shopping online</i>  | 5        | 7        | 8        | 67       | 13       |
| <i>I often feel excited while shopping offline</i>   | 3        | 19       | 22       | 41       | 15       |
| <i>I feel anxious when I cannot physically examine products online</i>                         | 4        | 7        | 12       | 34       | 43       |
| <i>I feel more confident buying from physical stores</i>                                       | 5        | 9        | 37       | 30       | 19       |
| <i>The shopping environment (ambience, layout) enhances my emotions in offline stores</i>      | 2        | 8        | 31       | 52       | 7        |
| <i>I experience joy when I receive packages from online purchases</i>                          | 3        | 6        | 21       | 59       | 11       |
| <i>I am emotionally influenced by discounts and limited-time offers</i>                        | 0        | 10       | 35       | 50       | 5        |
| <i>Positive product reviews boost my emotional trust in online platforms</i>                   | 0        | 7        | 25       | 65       | 13       |
| <i>Personal interactions with staff affect my emotions during offline shopping</i>             | 3        | 10       | 40       | 37       | 10       |
| <i>I rely on gut feeling or emotional impulses more than logic when shopping</i>               | 1        | 13       | 32       | 39       | 15       |
| <i>The anticipation of receiving a product adds emotional value to online shopping</i>         | 0        | 25       | 30       | 41       | 4        |
| <i>The ability to touch or try products creates emotional satisfaction in offline shopping</i> | 2        | 5        | 33       | 53       | 7        |

**Likert Scale:** 1-Strongly Disagree, 2-Disagree, 3-Nutral, 4-Agree, 5-Strongly Agree

**Source:** Primary data collected by author

**Figure 1: Emotional Responses to Shopping**



*Source: Prepared by author*

### Statistical Analysis

Building on the findings from the reviewed literature, which emphasize that emotions play a pivotal role in influencing consumer behaviour across both online and offline settings, it becomes essential to statistically examine whether these emotional responses truly differ between the two contexts. To explore this relationship, a Chi-Square Test of Independence was applied to Likert-scale data gathered from respondents, enabling the assessment of whether emotional factors are associated with the mode of shopping. The hypothesis is -

### Null Hypothesis

(H<sub>0</sub>): There is no significant association between emotional factors and the shopping context i.e. consumers' emotional responses are independent of the mode of shopping (online or offline).

### Alternative Hypothesis

(H<sub>1</sub>): There is a significant association between emotional factors and the shopping context i.e. Emotional responses vary depending on whether the shopping experience is online or offline.

The results of the Chi-Square test ( $\chi^2 = 212.94$ ,  $df = 44$ ,  $p < 5.23 \times 10^{-26}$ ) clearly indicate a highly significant association between shopping context and consumers' emotional responses. Since the p-value is far below the conventional alpha level of 0.05, the null hypothesis is rejected, confirming that emotional reactions vary considerably between online and offline shopping environments. This suggests that consumers experience distinct emotional intensities depending on the platform. The findings are consistent with prior research, revealing that online shopping tends to evoke feelings of anticipation, excitement, trust, and satisfaction upon delivery, whereas offline shopping elicits emotions such as confidence, tactile pleasure, social engagement, and a stronger sense of instant gratification through direct product experience.

### *Emotional Intensity & Impact*

Table 2 illustrates respondents' perceptions of emotional intensity and its impact on shopping behaviour across different contexts. It examines how factors such as physical presence, human

interaction, convenience, and impulsive decisions shape the emotional depth of both online and offline shopping experiences.

**Table 2: Emotional Intensity & Impact**

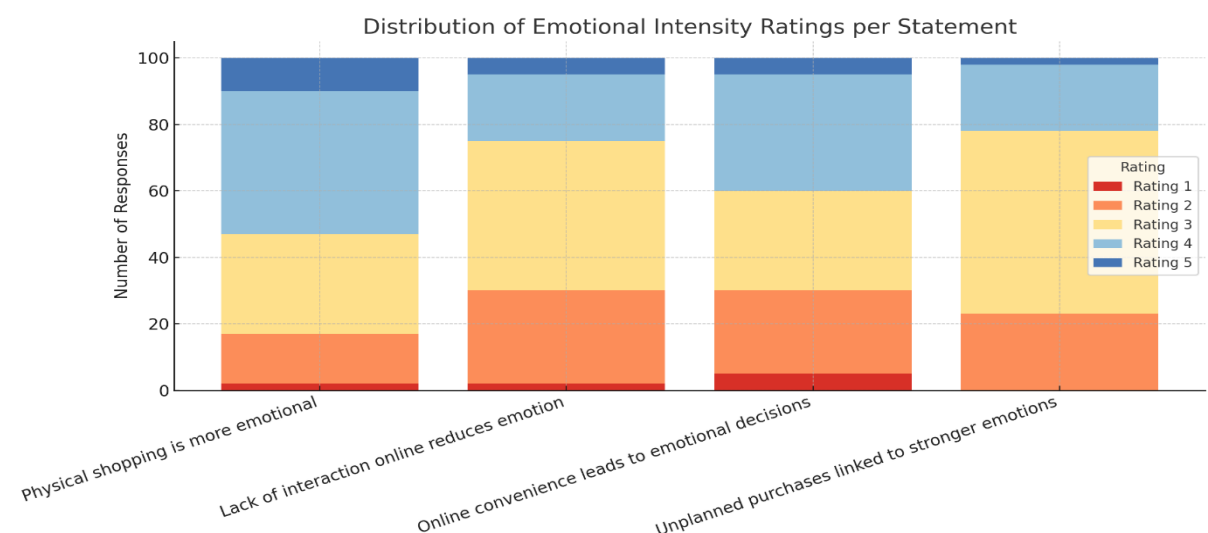
| Statements  | 1 | 2  | 3  | 4  | 5  | Weighted Avg. Mean |
|---|---|----|----|----|----|--------------------|
| <i>My emotions are more intense when shopping in a physical environment</i>               | 2 | 15 | 30 | 43 | 10 | 3.44               |
| <i>The absence of human interaction online reduces emotional engagement</i>               | 2 | 28 | 45 | 20 | 5  | 2.98               |
| <i>The convenience of online shopping leads to impulsive and emotion-driven decisions</i> | 5 | 25 | 30 | 35 | 5  | 3.10               |
| <i>I often associate stronger emotions with unplanned purchases</i>                       | 0 | 23 | 55 | 20 | 2  | 3.01               |
| Overall Weighted Average Mean Score   |   |    |    |    |    | 3.13               |

**Likert Scale:** 1-Strongly Disagree, 2-Disagree, 3-Nutral, 4-Agree, 5-Strongly Agree

**Source:** Primary data collected by author

The graphical presentation of intensity ratings of emotions, along with the weighted mean scores, helps to gain better insights into consumers' perceptions within various shopping contexts. Respondents have a strong affinity towards physical shopping and intensified emotional experiences as indicated by the highest weighted mean score of 3.44 and a prevailing majority of "Agree" and "Strongly Agree" responses.

**Figure 2: Distribution of Emotional Intensity Ratings**



**Source:** Prepared by author

Conversely, the fact that a lack of human interaction on the web diminishes emotional involvement garnered a lower weighted mean score of 2.98 and expresses a moderate level of agreement and more spread-out viewpoint. Likewise, the fact that online convenience generates

impulse, emotionally driven purchases had a mean rating of 3.10, which points to a modest level of emotional influence. The correlation between stronger emotions and impulse buying resulted in a mean of 3.01, again supporting the mixed yet significant emotional significance of spontaneous buying behaviour. In total, the findings and statistical analyses together indicate that emotions are most strongly experienced in physical shopping environments, yet emotional involvement in online shopping is influenced by situational factors such as convenience and impulsiveness.

*Post-Purchase Emotions, Loyalty & Brand Recall*

Table 3 presents respondents’ views on post-purchase emotions, brand loyalty, and brand recall in both online and offline shopping contexts. It explores how satisfaction, regret, and emotional fulfilment influence consumer trust, repeat purchases, and overall attachment to brands.

**Table 3: Post-Purchase Emotions, Loyalty & Brand Recall**

| <b>Statements</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>Weighted Avg. Mean</b> |
|--|----------|----------|----------|----------|----------|---------------------------|
| <i>I feel satisfied after making an online purchase</i>                                      | 0        | 4        | 37       | 51       | 8        | 3.63                      |
| <i>I feel satisfied after making an offline purchase</i>                                     | 4        | 14       | 37       | 41       | 4        | 3.27                      |
| <i>I have experienced regret after shopping online</i>                                       | 10       | 30       | 41       | 14       | 5        | 2.74                      |
| <i>I have experienced regret after shopping offline</i>                                      | 5        | 35       | 55       | 10       | 2        | 2.71                      |
| <i>Positive emotions after a purchase increase my loyalty to the brand</i>                   | 2        | 3        | 31       | 39       | 25       | 3.82                      |
| <i>Negative emotions after a purchase make me avoid the brand in the future</i>              | 2        | 5        | 30       | 38       | 25       | 3.79                      |
| <i>Emotional satisfaction contributes to how well I recall a brand</i>                       | 0        | 9        | 55       | 33       | 5        | 3.33                      |
| <i>I recommend brands based on how good I feel about the shopping experience</i>             | 3        | 7        | 49       | 32       | 9        | 3.37                      |
| <i>I am more likely to become a repeat customer if I had a pleasant emotional experience</i> | 0        | 9        | 32       | 41       | 18       | 3.68                      |
| <i>I feel emotionally rewarded when the product meets or exceeds my expectations</i>         | 0        | 9        | 32       | 41       | 18       | 3.68                      |
| <i>Regret after a purchase decreases my trust in the brand</i>                               | 2        | 5        | 30       | 38       | 25       | 3.79                      |
| <i>Emotions I feel after purchase influence whether I remember the brand later</i>           | 0        | 9        | 55       | 31       | 5        | 3.32                      |
| <i>Overall Weighted Average Mean Score</i>   |          |          |          |          |          | 3.52                      |

**Likert Scale:** 1-Strongly Disagree, 2-Disagree, 3-Nutral, 4-Agree, 5-Strongly Agree

**Source:** Primary data collected by author

The overall weighted mean of 3.52 indicates that respondents generally agree with the statements related to positive post-purchase emotions, brand loyalty, and emotional

satisfaction. Consumers experience greater satisfaction and emotional fulfilment when their purchases meet expectations, which strengthens their trust, brand recall, and likelihood of repurchase. The higher means for loyalty-related statements (around 3.8) suggest that positive emotions significantly enhance repeat purchase intentions and brand advocacy.

**Figure 3: Weighted Mean Scores of Post Purchase Emotions**



*Source: Prepared by author*

Meanwhile, the lower means for regret-related items (around 2.7) imply that negative emotions are less prevalent but can still diminish brand trust and future purchase likelihood. Overall, the findings underscore that emotional experiences play a crucial role in shaping consumer loyalty and long-term brand attachment.

### Future Trends in Emotion-Centric Shopping

With changing consumer behaviour, incorporation of emotions into shopping experiences has become more sophisticated by the day. New technologies and changing values are influencing the future of emotion-based shopping in the following ways:

*Emotion AI:* Artificial intelligence technologies that can detect and interpret human emotions - like facial recognition, eye tracking, and sentiment analysis are becoming increasingly sophisticated. Retailers can leverage these technologies to personalize digital and in-store experiences in real-time. For instance, a website could change its interface or product recommendations based on a user's facial expression, or a store display could adjust lighting or music based on perceived customer moods. This personalization is more likely to strengthen emotional involvement and enhance conversion potential.

*Augmented Reality (AR):* AR is revolutionizing online shopping by enabling customers to "try before they buy" using immersive simulations. For example, customers can see how a piece of furniture would appear in their living room or how makeup would look on their face. This minimizes uncertainty and maximizes emotional satisfaction, essentially bridging the experiential gap between online and offline shopping.

*Voice Commerce:* With the emergence of intelligent assistants such as Alexa, Siri, and Google Assistant, voice commerce is set to become an important player in emotional interaction. Natural language processing enables more natural, intuitive conversation, echoing human

speech. This creates a feeling of familiarity and emotional closeness, especially for habitual or emotionally-motivated purchases.

*Sustainable and Ethical Shopping:* Consumers nowadays care more about emotional causes like environment sustainability, fair trade, and animal protection. Brands sharing a similar commitment will tend to engage their consumers at an emotional level. Labels, certifications, and open supply chains speak to the consumer's sense of morality and result in richer and more fulfilling purchase choices.

### **Challenges in Measuring Emotional Impact in Consumer Decision-Making**

*Subjectivity of Emotions:* Emotions are highly individualistic and can differ greatly between individuals. The same stimulus to marketing can cause different emotional reactions based on the background, mood, or expectation of a person. This subjectivity hinders the creation of standardized procedures to measure emotional impact precisely.

*Limitations of Conventional Metrics:* Measures such as the Net Promoter Score (NPS), though popular, only give a general idea of customer satisfaction. They fail to capture the entire range of emotional subtleties like excitement, curiosity, or anxiety that can motivate or discourage buying behaviour. Therefore, important emotional insights can be lost.

*Context Sensitivity and Cultural Variability:* Emotional reactions are extremely context-sensitive. Environmental, timing, and cultural factors can have a considerable impact on the way consumers feel while shopping. What triggers positive feelings in one situation can trigger negative feelings in another, making emotional measurement even more challenging.

*New Biometric and Analytical Tools:* To address these limitations, companies are leveraging new advanced tools like face recognition, eye-tracking, galvanic skin response (GSR), and voice tone analysis. These techniques enable objective, real-time understanding of consumer emotion by measuring physiological reactions, increasing the richness of emotional knowledge.

*Integration with Real-Time Analytics:* Integrating biometric tools with AI-powered sentiment analysis allows marketers to monitor emotional changes in real time. This enables more responsive and personalized customer experiences, thus enhancing engagement and conversion rates.

*Ethical and Practical Issues:* Even with technology, issues related to data privacy, consent, and ethical application of emotional data are still central. Furthermore, making sense of and integrating emotional intelligence into marketing efforts needs cross-disciplinary know-how from data science, psychology, and consumer behaviour.

### **Conclusion**

Emotions are at the heart of the consumer decision-making process. Both online and offline channels elicit different emotional reactions, influencing how consumers experience, choose, and stick with brands. While offline retailing promotes emotional gratification through bodily presence and social contact, online channels depend on personalization and emotional design. It is crucial for retailers to grasp these emotional currents in order to maximize consumer experiences. A well-balanced, emotionally intelligent retail strategy can maximize customer satisfaction, loyalty, and profitability in the new marketplace. The combination of emotion-aware technologies and empathetic marketing will shape the next era of consumer interaction.

## **Recommendations**

Future studies need to monitor how emotional brand loyalty changes over time based on events in life, changes in the market, or marketing efforts. Through consumer diaries and CRM measures, researchers can contrast short-term attachment and long-term emotional loyalty across industries and age segments. Cross-Cultural Emotional Preferences: Emotional expression differs among cultures, impacting the perception of marketing. Cross-regional comparative studies (e.g., Europe vs. Asia) can analyse emotional triggers, trust mechanisms, and cultural reactions to branding, informing global emotional UX and AI design. As AI emulates human emotion in stores, research needs to examine its effect on consumers' trust, perceived manipulation, and emotional truthfulness. Research should evaluate emotional AI by age, chatbot personas, and hybrid (human-AI) retail settings.

Augmented Reality generates immersive shopping experiences. Studies must examine how AR influences emotional engagement, trust, and post-purchase satisfaction. Comparison studies between AR and in-store experiences can inform emotional design for virtual shopping. Consumers tend to make choices based on emotional connection by influencers. There should be an evaluation of the emotional effects of real content, parasocial connection, and category-level emotional connection by demographics and influencer types. Rapid delivery and instant service have an influence on emotional satisfaction and loyalty. There should be research into emotional responses to speed, reminders, and reward structures, with a comparison of impulsivity and anticipation by industry and age. High-tech methods such as fMRI, EEG, and eye-tracking can reveal the brain's reaction to emotional cues while shopping. Studies can chart neural activity for various product types and investigate memory recall and emotional desensitization over time. Emotional connection to ethical values (e.g., guilt, pride) drives purchasing. Research ought to quantify emotional fulfilment in sustainable consumption, investigate green fatigue, and study the impact of storytelling differently by culture and generation.

Social shopping sites intensify emotions such as envy and urgency. Future studies must investigate how social interactions, feedback, and live shopping events influence emotional decisions, employing behavioural analytics and comparative studies by age and gender. Too much stimulation on the internet may lead to emotional exhaustion. Empirical work could investigate decision fatigue, simplicity of interfaces, notice overload, and comparison of platforms. Emotional fatigue can help inform more empathetic digital design.

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