**Research Questions**

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|  | **Answered by** | **ESRC** | **Argos** | **ACS** | **ATM** | **BRC** | **Boots** | **TCM** |
| What is CE (in TC)? * More than satisfaction
* Similar to customer delight
* May be continuum from disgust to satisfaction to delight
 | Lit reviewFocus groups |  |  |  |  |  |  |  |
| What makes CE in TC? * Touchpoints
* Emotional engagement
 | Lit reviewFocus groupsPortas Report  |  |  |  |  |  |  |  |
| What is it about touchpoints that makes them delightful/experiential (or satisfactory or disgusting)?  | Lit reviewFocus groupsDiariesExit interviews |  |  |  |  |  |  |  |
| How do delightful/experiential touchpoints influence behaviour/increase patronage? | 4 weekly trackingExit interviews |  |  |  |  |  |  |  |
| What is patronage in TC? How to measure? | Lit reviewFocus groups |  |  |  |  |  |  |  |
| What is specific about TCCE, compared to retail parks and other retail experience locations? | Lit reviewFocus groupsDiaries |  |  |  |  |  |  |  |
| What makes customers choose TCCE, compared to retail parks and other retail experience locations? | Diaries4 weekly trackingExit interviews |  |  |  |  |  |  |  |
| How does multichannel shopping interact with TCCE? | Focus groupsDiaries4 weekly trackingExit interviews |  |  |  |  |  |  |  |

Excitement linked to repatronage intentions (Wakefield and Baker 1998)