**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 review  Focus groups |  |  |  |  |  |  |  |
| What makes CE in TC?   * Touchpoints * Emotional engagement | Lit review  Focus groups  Portas Report |  |  |  |  |  |  |  |
| What is it about touchpoints that makes them delightful/experiential (or satisfactory or disgusting)? | Lit review  Focus groups  Diaries  Exit interviews |  |  |  |  |  |  |  |
| How do delightful/experiential touchpoints influence behaviour/increase patronage? | 4 weekly tracking  Exit interviews |  |  |  |  |  |  |  |
| What is patronage in TC? How to measure? | Lit review  Focus groups |  |  |  |  |  |  |  |
| What is specific about TCCE, compared to retail parks and other retail experience locations? | Lit review  Focus groups  Diaries |  |  |  |  |  |  |  |
| What makes customers choose TCCE, compared to retail parks and other retail experience locations? | Diaries  4 weekly tracking  Exit interviews |  |  |  |  |  |  |  |
| How does multichannel shopping interact with TCCE? | Focus groups  Diaries  4 weekly tracking  Exit interviews |  |  |  |  |  |  |  |

Excitement linked to repatronage intentions (Wakefield and Baker 1998)