

Digital technology in the retail environment & consumer emotions

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Abstract

Advanced digital technology has changed the retail shopping experience, with several supermarket chains investing in cashier-free store formats. The present paper examines how the new technology affects consumers' affective responses, including in cases of service disruptions. The results of an exploratory experiment (N= 151) indicate that compared to the traditional self-checkout supermarket, the cashier-free technology is well-accepted by young consumers, who find it more empowering and exciting. Contrary to our expectations, consumers react the same way to technical problems that may arise in the store. Implications for retailers who plan to invest in cashier-free stores are discussed.

Keywords: *cashier-free; consumer emotions; in-store experience*