

Abstract

The bachelor thesis „Factors influencing customer experience in context of new format retail stores” is focused on in-store customer experience phenomenon and on factors companies use in order to influence customers’ purchasing behaviour and their decision-making processes. The theoretical part of the thesis explores, reviews and presents the theory on customer experience, customer experience management, in-store customer experience and customer’s internal responses to the marketing stimuli (cognitive, affective and physical) and customer’s social interactions with other actors present in the retail store. By conducting a survey in a chosen new format retail store, the empirical part of the bachelor thesis then reviews the situation on the Czech market. It examines reactions, emotions, sensations and attitudes towards the retail shopping environment and subsequently analyses whether customer’s loyalty is influenced by the character of those reactions.