

## **Abstract**

This thesis focuses on the topic of emotions, which are connected with customer experience. Customer experience related to specific shop visited. Emotions are measured by marketing method emotional journey, through which the author shows which emotions are felt, with what frequency and intensity, what causes these emotions and what are difference between sociodemographic and other indicators in connection with these emotions. Theoretical and methodological part of the thesis is focused on the wider context connected with the induction of customers emotions and the influence of these emotion on the overall customer experience of used service. Results of the survey shows interconnection between emotions and index NPS (specifically categories of NPS index – neutrals, promoters, detractors) and results also how the importance of final farewell. Results also shows problems associated with using of method emotional journey, like the suitability of some emotions or understanding of meaning of some emotions by customers. Data were collected through mystery shopping method, which is commonly used for measuring of customer experience, and also data were collected through interviews with mystery shoppers.