Emotional Intelligence Influences on Consumers Consumer Behavior

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For Marketing Customer Emotional Intelligence (EI) influences are significant aspects for consumer behavior. In addition the impact of EI on decision making is noteworthy. The main objective is to recognise patterns among EI and consumers' loyalty, commitment and satisfaction. EI is measure with respect to TEIQue-SF instrument. Well-being Self-control, Emotionality, Sociability and General Items of EI subscales are related to TEIQue-SF instrument. These subscales were measured by 30 items, rated on a seven-point Likert format, ranging from 1 (strongly disagree) to 7 (strongly agree). To test the research questions and hypotheses, a survey will be conducted using Greek customers of Greek e-shops. The results showed that EI is a Prediction of Consumer Decision Making of a major importance.

1 Introduction

This paper will explore the impact of Emotional Intelligence on customer behaviour in respect of customers' intentions towards E-Service Quality, Perceived Value, Perceived Value Purchase and Loyalty Intentions, with the view to provide information and feedback to marketing scientists. More concretely the current study' intentions is to evaluate of TEIQue-SF' instrument dimensions on E-Service Quality, Perceived Value, Purchase and Loyalty Intentions, Overall Perceived Quality and Satisfaction.

2 Theoretical Framework

Emotional Intelligence: Goleman (1995) defined Emotional Intelligence as the capacity to distinguish, be aware of, comprehend and regulator our own emotions and sentiment as well as other people sentiment in order to inspire ourselves and manage feelings very well concerning ourselves and our interactions.

Cooper and Orioli (2005) conceptualized Emotional Intelligence as the capacity that a person possess in order to feel, to perceive, to react, to power emotions.

Petrides and Furnham (2001) distinguish between Ability Emotional Intelligence (EI) from Trait Emotional Intelligence (TEI), which are two separate perspectives of EI.

Ability Emotional Intelligence (EI) is considered as a set of cognitive-emotional abilities situated in range backgrounds of individuals intelligence (Petrides, 2011).

On the other hand Trait Emotional Intelligence (TEI) is considered as a set of emotional dispositions and self-perceptions situated at the lower sections of standing five personality hierarchies (Petrides, 2011, Petrides & Fernham, 2001).

Perceived value: Perceived value is conceptualized as an expectation and a desire and it is strongly related with consumer and customer satisfaction (Patterson et al., 1997; Sweeney et al., 1999; Parasuraman, et al., 1988, Zeithalm, 1988). According to Ilieska (2013) perceived value is a measure of quality to price paid (Masouras and Papademetriou, 2018).

Purchase intention: Purchase intention or Repurchase intention is conceptualized as one's judgment to purchase a product or use a service all over again related to the same service provider or in the procedure of a repurchase (Hellier et al., 2003; Zeithalm et al., 1996).

Customer Satisfaction: According to Ilieska (2013) Customer Satisfaction is conceptualized as the customers' feeling of pleasure and desire or disappointment and discontent resulting from the gap between a customer' expectation related to products/services and actual service perceived performance. Customer Satisfaction according to Servqual Model is consider as the Gap between Service expectation and the actual service received (Ilieska, 2013; Anastasiadis, et al. 2016; Anastasiadis, & Christoforidis, 2019; Anastasiadou & Zirinolou, 2014, 2015; Papadaki & Anastasiadou, 2019, Anastasiadou & Papadaki, 2019). Customer satisfaction is the key objective of every organization (Anastasiadou, 2014; Anastasiadou, 2015; Anastasiadou, 2016; Anastasiadou et al., 2016a; Anastasiadou et al., 2016b). SERVQUAL model of Parasuraman, Zeithaml & Berry (1988) is a mean of measuring the quality of services provided through the assessment of expectations and citizen satisfaction with services (Anastasiadou & Anastasiadis, 2019). Its function lies in the gap that usually exists between customer expectations and customer satisfaction for the service concerned with the five dimensions of quality: reliability, assurance, tangible assets, personalization and responsiveness (Anastasiadou, 2015, Anastasiadou et al., 2016a, Anastasiadou et al., 2016b, Taraza & Anastasiadou, 2019b). Still, Taraza & Anastasiadou, (2019a, 2019b) and Anastasiadou (2018c, 2018d, 2018d) believe that achieving quality control is an end in itself and everyone is expected to work together to improve overall quality.

Overall Service Quality: Customer Overall Service Quality is conceptualized as the customers' value evaluation (Nambiar et al., 2019; Mavris et al, 2019; Taraza & Anastasiadou, 2019a, 2019b, 2019c). Anastasiadou (2018a, 2018b) and Anastasiadou & Taraza (2019b, 2019c, 2019d, 2019e) links quality to the difference between perceived and perceived quality of services or products and recommends the application of Gap Analysis in determining its elements. According to Taraza & Anastasiadou (2019a, 2019b, 2019c) and Anastasiadou & Taraza (2018c, 2018d, 2018e) the most important parameters of overall quality are related to the evaluation, vision, mission, processes and leadership of the organization related to services.

3 Research Methodology

3.1. Sampling and Sample

For the study purpose a sample of 25 out of 125 shops was selected using simple sampling methodology (Table 1).

The sample comprises of 111 respondents, of whom 70 (63.1%) were men and 41 (36.9%) were women. With respect to the respondents' age, 57 (51.4%) were from 18 to 24 years old; 27 (24.3%) from 25-34; 13 (11.7%) were from 35 to 44 years old; and 14 (12.6%) were from 45 to 54 years old.

With respect to their marital status, 86 (77.5%) were single; 22 (19.8%) were married and 3 (2.7%) were separated or divorced.

As for the respondents' education, one (0.9%) answered that he has completed elementary education, 54 (48.6%) secondary, 40 (36%) tertiary and, finally, 16 (14.4%) hold a post-graduate or doctoral title.

69 of the 111 respondents (62.2%) stated that their income is less than €10.000; 30 (27%) from €10.000 to €24.999; 7 (6.3%) from €25.000 to €49.999; 1 (0.9%) from €50.000 to €74.999 and, finally, 4 (3.6%) did not respond to this question (Table 1).

Table 1: Final Sample Demographics

Demographic data	Category	Frequency (N=111)	Relevant frequency (%)
Sex	Male	70	63.1
	Female	40	36.9

Age	18-24	57	51.4
	25-34	27	24.3
	35-44	13	11.7
	45-54	14	12.6
Family status	Single	86	77.5
	Married	22	19.8
	Divorced/Separated	3	2.7
Education	Elementary education	1	.9
	Secondary education	54	48.6
	Tertiary education	40	36.0
	Postgraduate studies / Doctorate	16	14.4
Income	<€10.000	69	62.2
	€10.000-€24.999	30	27.0
	€25.000-€49.999	7	6.3
	€50.000-€74.999	1	.9
	Did not respond	4	3.6

3.2. *Research questions*

The present study will examine the following research questions:

RQ1: Conceptual construct TEIQue-SF is a five-dimensioned instrument

RQ2: Emotional Intelligence Traits has an effect on Conceptual construct named E-Service Quality

RQ3: Emotional Intelligence Traits has an effect on Conceptual construct named Perceived Value

RQ4: Emotional Intelligence Traits has an effect on Conceptual construct named Purchase Intentions

RQ5: Emotional Intelligence Traits has an effect on Conceptual construct named Loyalty Intentions

RQ6: Emotional Intelligence Traits has an effect on Conceptual construct named Overall Perceived Quality

RQ7: Emotional Intelligence Traits has an effect on Conceptual construct named Satisfaction

RQ78: Conceptual constructs named Perceived Value, Purchase Intentions, Loyalty Intentions, Overall Perceived Quality and Satisfaction are related.

3.3 Research Hypotheses

The present study will examine the following hypotheses:

Ho_1: Factors Well-being, Self-control, Emotionality, Sociability and General Items of EI contribute to the conceptual construct TEIQue-SF

Ho_2: Well-being factor of EI is highly correlated with Perceived Value

Ho_3: Well-being factor of EI is highly correlated with Purchase Intentions

Ho_4:Well-being factor of EI is highly correlated with Loyalty Intentions

Ho_5: Well-being factor of EI is highly correlated with Overall Perceived Quality

Ho_6: Well-being factor of EI is highly correlated with Satisfaction

Ho_7: Self-control factor of EI is highly correlated with Perceived Value

Ho_8: Self-control factor of EI is highly correlated with Purchase Intentions

Ho_9: Self-control factor of EI is highly correlated with Loyalty Intentions

Ho_{10}: Self-control factor of EI is highly correlated with Overall Perceived Quality

Ho_{11}: Self-control factor of EI is highly correlated with Satisfaction

Ho_{12}: Emotionality factor of EI is highly correlated with Perceived Value

Ho_{13}: Emotionality factor of EI is highly correlated with Purchase Intentions

Ho_{14}: Emotionality factor of EI is highly correlated with Loyalty Intentions

Ho_{15}: Emotionality factor of EI is highly correlated with Overall Perceived Quality

Ho_{16}: Emotionality factor of EI is highly correlated with Satisfaction

Ho_{17}: Sociability factor of EI is highly correlated with Perceived Value

Ho_{18}: Sociability factor of EI is highly correlated with Purchase Intentions

Ho_{19}: Sociability factor of EI is highly correlated with Loyalty Intentions

Ho_{20}: Sociability factor of EI is highly correlated with Overall Perceived Quality

Ho_{21}: Sociability factor of EI is highly correlated with Satisfaction

Ho_{22}: General Items factor of EI is highly correlated with Perceived Value

Ho_{23}: General Items factor of EI is highly correlated with Purchase Intentions

Ho_{24}: General Items factor of EI is highly correlated with Loyalty Intentions

Ho_{25}: General Items factor of EI is highly correlated with Overall Perceived Quality

Ho_{26}: General Items factor of EI is highly correlated with Satisfaction

Ho_{27}: Perceived Value is highly correlated with Purchase Intentions

Ho_{28}: Perceived Value is highly correlated with Loyalty Intentions

Ho_{29}: Perceived Value is highly correlated with Overall Perceived Quality

Ho_{30}: Perceived Value is highly correlated with Satisfaction

Ho_{31}: Purchase Intentions is highly correlated with Loyalty Intentions

Ho_{32}: Purchase Intentions is highly correlated with Overall Perceived Quality

Ho_{33}: Purchase Intentions is highly correlated with Satisfaction

Ho_{34}: Loyalty Intentions is highly correlated with Overall Perceived Quality

Ho_{35}: Loyalty Intentions is highly correlated with Satisfaction

Ho_{36}: Overall Perceived Quality is highly correlated with Satisfaction

3.4. Instruments

3.4.1 TEIQue-SF

Emotional Intelligence will be evaluated by "Trait Emotional Intelligence Questionnaire" [Trait Emotional Intelligence Questionnaire-Short Form (TEIQue-SF)], (Stamatopoulou, Galanis, & Prezerakos, 2016). This tool consists of 30 items referring to five different attitude sub-scales, as follows:

- Well-being (e.g. W_being3: On the whole, I have a shining perspective on most things) (6 items).
- Self-control (e.g. S_cont1: I usually find it difficult to regulate my emotions). (6 items).
- Emotionality (e.g. Emot8: I find it difficult to bond well even with those close to me*) (8 items).
- Sociability (e.g. Soci6: I don't seem to have any power at all over other people's feelings*) (6 items).
- General items of EI (e.g. G_Item4: Generally, I'm able to adapt to new environments) (4 Items) (All items with * were reversed).

3.4.2 Perceived Value

Perceived Value was measured by four items (PER_i) (Parasuraman et al.,2005). Customers rated on each item using a ten-step scale of 1 (poor) to 10 (excellent) (e.g. PER4: The overall value you get from this site for your money and effort) (4 items).

3.4.3 Purchase Intentions

Finally, two items of a seven-step Likert scale constitute conceptual construct *Purchase Intentions* (ITB_i) (ITB1: If I proceed with the purchase of some product in the coming 30 days) (2 items).

3.4.4 Loyalty Intentions

Loyalty Intentions was measured using five items (LOY_i) (Parasuraman et al.,2005). Customers rated their likelihood of engaging in each behavior on a five-point Likert format, ranging from 1 (very unlikely) to 5 (very likely) (e.g. LOY2: Recommend it to someone who seeks your advice) (5 items).

3.4.5 Overall Quality

The assessment of the overall quality of the e-shop's services was evaluated using a five -point Likert scale, which investigates the extent by which the overall view of the respondent on the services is very positive (GPO) (e.g. I am positively dispositioned towards the services offered by the e-shop).

3.4.6 Satisfaction

The assessment of the customer's degree of satisfaction is evaluated based on another five-point Likert scale statement, investigating the extent by which the respondent is satisfied from the purchasing experience he had with the organization/ e-shop (CSF) (e.g. I am satisfied from my purchasing experience with the organization/ e-shop).

4. Results

Results of Principal Component Analysis: Both the Kaiser-Meyer-Olkin (KMO) coefficient, equal to 0.767 and deemed very satisfactory as it exceeds the accepted value criterion (0.60), as well as Bartlett's Test of Sphericity (x^2=1868.224, df=435, $p<0.001$) have shown that the application of Factor Analysis on the Principal Components is acceptable.

The table that follows presents the results of principal components analysis, with varimax rotation, for all of the statements on the TEIQue-SF Instrument, from which it follows that the criterion of the eigenvalue or characteristic root (eigenvalue > 1), is verified for five components (Table 2).

The first component, Self-control with an eigenvalue of 6.976, interprets 23.198% of the total dispersion of the data, a percentage considered satisfactory (Hair, 2005, Anastasiadou, 2018e), and includes, in order, statements S_Cont3, S_Cont6, S_Cont4, S_Cont2, S_Cont1 and S_Cont5 and indeed with very high loads, 0.690. 0.690, 0.681, 0.665, 0.605 and 0.573 correspondingly. The eigenvalue or characteristic root criterion (eigenvalue>1) verifies that the six items, S_Cont3, S_Cont6, S_Cont4, S_Cont2, S_Cont1 and S_Cont5, represent the same conceptual construct. The values of the Common Variance (Communalities) for statements S_Cont3, S_Cont6, S_Cont4, S_Cont2, S_Cont1 and S_Cont5 assume the values 0.537, 0.498, 0.493, 0.529, 0.474 and 0.409, respectively, and exceed the value criterion (0.40), posed as the verification limit for the satisfactory quality of the statements for factor Self-control (Table 2).

The second factor, General items of EI, while with an eigenvalue of 3.369, it interprets 13.190% of the total dispersion of data. The eigenvalue criterion (eigenvalue>1) verifies that the four items G_Item2, G_Item1, G_Item3 and G_Item4 represent the same conceptual construct. The values of the Common Variance (Communalities) of statements G_Item2, G_Item1, G_Item3 and G_Item4 assume the values0.831, 0.834, 0.778 and 0.688 respectively and exceed the value criterion (0,40), posed as the limit for the verification of the satisfactory quality of items for conceptual construct General items of EI. Included in order under this factor, which interprets 13.190% of the total inertia, are statements G_Item2, G_Item1, G_Item3 and G_Item4 and indeed with very high loading, 0.907, 0.904, 0.867 and 0.804 correspondingly (Table 2).

The third factor, Well-being, while with an eigenvalue of 2.912, it interprets 11.930% of the total dispersion of the data. The eigenvalue or characteristic root criterion (eigenvalue>1) verifies that the six items, W_bein3, W_bein4, W_bein6, W_bein2, W_bein5 and W_bein1, represent the same conceptual construct. The values of Common Variance (Communalities) for items W_bein3, W_bein4, W_bein6, W_bein2, W_bein5 and W_bein1 assume the values 0.560, 0.611, 0.445, 0.557, 0.432 and 0.507 respectively, and exceed the value criterion, 0.40, posed as the verification limit for the satisfactory quality of the statements for conceptual construct Well-being. Included in order in this factor that interprets 11.930% of the total inertia, are statements W_bein3, W_bein4, W_bein6, W_bein2, W_bein5 and W_bein1.and indeed with very high loadings, 0735, 0.636, 0.567, 0.563, 0.497 and 0.481 respectively (Table 2).

The fourth component, Emotionality with an eigenvalue of 2.012, interprets 9.910% of the total inertia of the data, and includes, in order, statements Emot7, Emot6, Emot5,

Emot3, Emot8 Emot2, Emot4 and Emot1 and indeed with very high loadings, 0.924, 0.905, 0.830, 0.728, 0.725, 0.721,0.520 and 0.468 correspondingly. The eigenvalue or characteristic root criterion (eigenvalue>1) verifies that the eight items, Emot7, Emot6, Emot5, Emot3, Emot8 Emot2, Emot4 and Emot1, represent the same conceptual construct. The values of the Common Variance (Communalities) for statements Emot7, Emot6, Emot5, Emot3, Emot8 Emot2, Emot4 and Emot1 assume the values 0.867, 0.839, 0.722, 0.547, 0.659, 0.533, 0.410 and 0.401, respectively, and exceed the value criterion (0.40), posed as the verification limit for the satisfactory quality of the statements for conceptual construct Emotionality (Table 2).

The fifth component, Sociability with an eigenvalue of 1.848 , interprets 8.824% of the total inertia of the data, and includes, in order, statements Soci1, Soci2, Soci3, Soci4, Soci6 and Soci5, and indeed with very high loadings, 0.587, 0.527, 0.497, 0.497, 0.465, 0.440 and 0.403 correspondingly. The eigenvalue or characteristic root criterion (eigenvalue>1) verifies that the six items, Soci1, Soci2, Soci3, Soci4, Soci6 and Soci5, represent the same conceptual construct. The values of the Common Variance (Communalities) for statements 1 Soci1, Soci2, Soci3, Soci4, Soci6 and Soci5 assume the values 0.629, 0.674, 0.631, 0.574, 0.488 and 0.469 respectively, and exceed the value criterion (0.40), posed as the verification limit for the satisfactory quality of the statements for conceptual Sociability (Table 2).

Table 2 presents reliability indexes, Cronbach's *a* (alpha), composite reliability (CR) and AVE for each conceptual construct. Specifically, the composite reliability scores for Self-control, General items of EI, Well-being, Emotionality and Sociability constructs equal to 0.816, 0.927, 0,754, 905 and 0.651 respectively.

Cronbach's *a* is equal to 0.871 for TEIQue-SF, for Self-control, General items of EI, Well-being, Emotionality and Sociability constructs equal to 0.773, 0.914, 0.756, 0.654 and 0.798 respectively. The composite reliability (CR) values range from 0.651 to 0.927 and Cronbach's *a* estimates range from to 0.654 to 0.914, indicating the reasonable reliability and internal consistency of the measures (Formel and Larcker 1981; Nunally 1978).

Average variances extracted (AVE's) equal to 0.525, 0.760, 0.554, 0.553, and 0.540 for Self-control, General items of EI, Well-being, Emotionality and Sociability constructs respectively. The average variances extracted were all above the recommended 0.5 level (Hair et al. 1995, 2005), which implies that more than one-half of the variances observed in the items were accounted for by their hypothesized conceptual constructs.

Cronbach's *a,* composite reliability (CR) and Average variances extracted (AVE's), indicate TEIQue-SF' reliability.

Besides, all of the factors loadings are over 0.4 large and significant, and the items of all the structures load on one factor with eigenvalue over 1 indicating convergent validity (Wixon & Watson, 2001, Kim, 2008).

The communalities for all 30 items were greater than 0.40, indicating their quality. The cumulative percentage of variance explained by each conceptual construct was greater than 67% (67.051%). AVEs' for Self-control, General items of EI, Well-being, Emotionality and Sociability are over 0.50 indicating convergent validity.

Table 2: Table of Eigenvalues, % of variance, Loadings, Communalities, Cronbach's *a,* CR and AVE

Construct	Eigenvalues	% of variance	Loadings	Communalities	Cronbach's alpha	CR	AVE
TEIQue-SF					**.871**		
SELF-CONTROL	6.976	23.198			.773	.816	.525
S_Cont3			.690	.537			
S_Cont6			.690	.498			
S_Cont4			.681	.493			
S_Cont2			.665	.529			
S_Cont1			.605	.474			
S_Cont5			.573	.409			
GENERAL ITEMS OF EI	3.369	13.190			.914	.927	.760
G_Item2			.907	.831			
G_Item1			.905	.834			
G_Item3			.867	.778			
G_Item4			.804	.688			
WELL-BEING	2.912	11.930			.756	.754	.554
W_bein3			.735	.560			
W_bein4			.636	.611			
W_bein6			.567	.445			
W_bein2			.563	.557			
W_bein5			.497	.432			
W_bein1			.481	.507			
EMOTIONALITY	2.012	9.910			.654	.905	.553

Emot7			.924	.867			
Emot6			.905	.839			
Emot5			.830	.722			
Emot3			.728	.547			
Emot8			.725	.659			
Emot2			.721	.533			
Emot4			.520	.410			
Emot1			.468	.401			
SOCIABILITY	1.848	8.824			.798	.651	**.**540
Soci1			.587	.629			
Soci2			.527	.674			
Soci3			.497	.631			
Soci4			.465	.574			
Soci6			.440	.488			
Soci5			.403	.469			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.767				
Bartlett's Test of Sphericity Approx. Chi-Square			1868.224				
df			435				
Sig.			0.000				

The results showed that the Well-being factor of EI is correlated with Perceived Value ($r=0.309^{**}$, $p<0.01$), with Loyalty Intentions ($r=0.263^{**}$ $p<0.01$), with Overall Quality and ($r=0.189^{*}$, $p<0.05$) and Satisfaction ($r=0.309^{**}$, $p<0.01$). Thus the null hypotheses Ho_2, Ho_4, Ho_5 and Ho_6 are accepted. On the contrary the null hypothesis Ho_3 is rejected.

The results showed that the Self-control factor of EI is correlated with Loyalty Intentions ($r=0.358^{**}$, $p<0.01$). Thus the null hypothesis Ho_9 is accepted. On the contrary the null hypotheses Ho_7, Ho_8, Ho_{10} and Ho_{11} are rejected (Table2).

The results showed that the Emotionality factor of EI is correlated with Perceived Value ($r=0.269^{**}$, $p<0.01$) and with Loyalty Intentions ($r=0.580^{**}$, $p<0.01$).

Thus the null hypotheses Ho_{12} and Ho_{14} are accepted. On the contrary the null hypotheses Ho_{13} and Ho_{15} and Ho_{16} are rejected (Table 2).

The results showed that the Sociability factor of EI is positively correlated with Perceived Value (r=0.303**, $p<0.01$) and with Satisfaction ($r=0.200^{*}$, $p<0.05$). Thus the null hypotheses Ho_{17} and Ho_{21} are accepted. On the contrary the null hypotheses Ho_{18}, Ho_{19} and Ho_{20} are rejected (Table 2).

The results displayed that the General items of EI is highly correlated with Perceived Value ($r=0.839^{**}$, $p<0.01$). Thus the null hypothesis Ho_{22} is accepted. On the contrary the null hypotheses Ho_{23}, Ho_{24}, Ho_{25} and Ho_{26} are rejected (Table 2).

The results exposed that Perceived Value is positively correlated with Loyalty Intentions($r=0.253^{**}$, $p<0.01$). Thus the null hypothesis Ho_{28} is accepted. On the contrary the null hypotheses Ho_{27}, Ho_{29} and Ho30 are rejected (Table 2).

The results exposed Purchase Intentions has none significant correlation with Loyalty Intentions, with Perceived Quality and Satisfaction. Consequently the null hypotheses Ho_{31}, Ho_{32} and Ho_{33} are rejected (Table 2).

In addition there is no significant correlation between Loyalty Intentions and Overall Perceived Quality as well as between Loyalty Intentions and Overall Perceived Quality. Accordingly the null hypotheses Ho_{34} and Ho_{35} are rejected (Table 2).

Finally, results showed that Overall Perceived Quality is highly correlated with Satisfaction ($r=0.528^{**}$, $p<0.01$). Therefore the null hypothesis Ho_{36} is accepted.

Data analysis showed that among the conceptual constructs of emotional intelligence the highest correlation was between Emotionality and Sociability (r = 0.433 **, p <0.01), followed by the correlations between Well-being and Sociability (r = 0.411 **, p <0.01), between Well-being and Self-control (r = 0.382 **, p <0.01), between Well-being and Emotionality (r = 0.371 **, p <0.01), between Sociability and Self -control (r = 0.367 **, p <0.01), between Self-control and Emotionality (r = 0.314 **, p <0.01), between General Items of EI and Sociability (r = 0.313 **, p < 0.01) and finally, between the General items of EI and Well-being (r = 0.308 **, p <0.01).

Table 3: Constructs Correlations

Correlations

		W_bein	S_Cont	Emot	Soci	G_Item	PER	ITB	LOY	GPO	CSF
W_bein	Pearson Correlation	1	,382**	,371**	,411**	,308**	,309**	,051	,263**	,189*	,309**
S_Cont	Pearson Correlation		1	,314**	,367**	,087	,163	-,093	,358**	,070	,108
Emot	Pearson Correlation			1	,433**	,179	,269**	,152	,580**	-,011	,113
Soci	Pearson Correlation				1	,313**	,303**	,019	,186	,085	,200*

G_Item	Pearson Correlation		1	,839**	-,021	,126	-,064	,070
PER	Pearson Correlation			1	,133	,253**	-,050	,010
ITB	Pearson Correlation				1	,025	-,010	,140
LOY	Pearson Correlation				,	1	-,039	,063
GPO	Pearson Correlation						1	,528**
CSF	Pearson Correlation							1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The following Table, 4, presents the results of the Hypotheses Testing.

Table 4: Hypotheses Testing

Hypothesis	Proposed relationships	p-value	Hypothesis Supported
Ho_1	FWell-being, Self-control, Emotionality, Sociability and General Items of EI contribute to TEIQue-SF	**-**	**accepted**
Ho_2	Well-being Perceived Value	**p<0.01**	**accepted**
Ho_3	Well-being-Purchase Intentions	p>0.05	rejected
Ho_4	Well-being-Loyalty Intentions	**p<0.01**	**accepted**
Ho_5	Well-being-Overall Perceived Quality	**P<0.05**	**accepted**
Ho_6	Well-being-Satisfaction	**p<0.01**	**accepted**
Ho_7	Self-control-Perceived Value	p>0.05	rejected
Ho_8	Self-control factor-Purchase Intentions	p>0.05	rejected
Ho_9	Self-control-Loyalty Intentions	**p<0.01**	**accepted**
Ho_{10}	Self-control-Overall Perceived Quality	p>0.05	rejected
Ho_{11}	Self-control-Satisfaction	p>0.05	rejected
Ho_{12}	Emotionality factor-Perceived Value	**p<0.01**	**accepted**
Ho_{13}	Emotionality-Purchase Intentions	p>0.05	rejected
Ho_{14}	Emotionality-Loyalty Intentions	**p<0.01**	**accepted**
Ho_{15}	Emotionality-Overall Perceived Quality	p>0.05	rejected
Ho_{16}	Emotionality-Satisfaction	p>0.05	rejected
Ho_{17}	Sociability-Perceived Value	**p<0.01**	**accepted**
Ho_{18}	Sociability-Purchase Intentions	p>0.05	rejected
Ho_{19}	Sociability-Loyalty Intentions	p>0.05	rejected

Ho_{20}	Sociability-Overall Perceived Quality	p>0.05	rejected
Ho_{21}	Sociability-Satisfaction	**p<0.01**	**accepted**
Ho_{22}	General Items-Perceived Value	**p<0.05**	**accepted**
Ho_{23}	General Items-Purchase Intentions	p>0.05	rejected
Ho_{24}	General Items-Loyalty Intentions	p>0.05	rejected
Ho_{25}	General Items-Overall Perceived Quality	p>0.05	rejected
Ho_{26}	General Items -Satisfaction	p>0.05	rejected
Ho_{27}	Perceived-Value-Purchase Intentions	p>0.05	rejected
Ho_{28}	Perceived-Value-Loyalty Intentions	**p<0.01**	**accepted**
Ho_{29}	Perceived-Value-Overall Perceived Quality	p>0.05	rejected
Ho_{30}	Perceived Value-Satisfaction	p>0.05	rejected
Ho_{31}	Purchase Intentions-Loyalty Intentions	p>0.05	rejected
Ho_{32}	Purchase Intentions-Overall Perceived Quality	p>0.05	rejected
Ho_{33}	Purchase Intentions-Satisfaction	p>0.05	rejected
Ho_{34}	Loyalty Intentions-Overall Perceived Quality	p>0.05	rejected
Ho_{35}	Loyalty Intentions-Satisfaction	p>0.05	rejected
Ho_{36}	Overall Perceived Quality -Satisfaction	**p<0.01**	**accepted**

5. Conclusions

Emotional intelligence affects all aspects of human behavior. It can also affect consumer behavior, shopping habits, shopping intentions, and loyalty intentions, beliefs about product / service quality and satisfaction. The purpose of this study was to evaluate this effect. Emotional intelligence is recorded under the conceptual constructs of Well-being, Self-control, Emotionality, Sociability, General items of EI assessed by "Trait Emotional Intelligence Questionnaire" [Trait Emotional Intelligence Questionnaire-Short Form (TEIQue-SF)], (Stamatopoulou, Galanis, & Prezerakos, 2016). The data analysis confirmed its reliability and validity.

A survey of 111 consumers showed that the highest correlation between EI conceptual constructs and constructs Perceived Value, Purchase Intentions, Loyalty Intentions, Overall Quality and Satisfaction is between General items of EI and Perceived Value. Next is the correlation between Emotionality and Loyalty Intentions. The correlation between Self-control and Loyalty Intentions is followed.

It is noteworthy that the conceptual construct of Well-being has a statistically significant correlation with the conceptual constructs of Perceived Value, Loyalty Intentions, Overall Quality and Satisfaction.

The conceptual construction of Emotionality, in addition to its relationship with Loyalty Intentions, is also significantly related to the conceptual construction of Perceived Value

The conceptual construct of Sociability is significantly correlated with the conceptual constructs of Perceived Value and Satisfaction

Also, it is worth noting that the conceptual construct of Purchase Intentions has no statistically significant correlation with the conceptual constructs of Emotional Intelligence.

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