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# Experiential retailing: Extraordinary store environments and purchase behavior

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Experiential Retailing:  
Extraordinary Store Environments and Purchase Behavior

by  
Alana Nicole Garvin

Thesis

Submitted to the School of Technology Studies

Eastern Michigan University

in partial fulfillment of the requirements

for the degree of

MASTER OF SCIENCE

in

Apparel, Textiles, and Merchandising

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Ypsilanti, Michigan

## DEDICATION

I would like to dedicate my thesis to my parents, John and Linda Garvin. Because of their support, I have been able to focus all of my efforts and energy into completing my thesis. Thank you for always being there for me. Love you always! - Alana.

## ACKNOWLEDGEMENTS

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## ABSTRACT

The purpose of this study was to determine how store atmospherics affect purchase behavior in experiential stores. It extended the Donovan et al. study, "Store Atmosphere and Purchasing Behavior" (1994), by determining the levels of pleasure and arousal in an experiential store and the affects on unplanned spending and unplanned time spent in the store. This was done by measuring customers' emotions five minutes into the shopping experience and comparing planned amount of time and money spent to the actual amounts. The findings of this study showed that higher levels of pleasure and arousal did not affect unplanned time and money spent in the store. However, further analysis showed that higher levels of arousal occurred when the perceptions of store décor and layout were extremely positive, and higher levels of spending were made by consumers who perceived the store environment factors of décor, layout, and displays as extremely positive.

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## Chapter 1: Introduction and Background

Consumers and retailers alike understand that is no longer acceptable for companies to merely stock merchandise on the shelves and expect it to sell. Throughout the years, various merchandising and marketing strategies have been implemented to help increase sales. One tactic that more and more retailers are adopting today is experiential retailing.

Experiential retailing, as defined by Kim et al. is “a retail strategy that transforms products and services into a total consumption experience. It satisfies emotional or expressive (hedonic) desires, as well as rational or functional (utilitarian) needs of the consumer” (Kim and Sullivan, 2007, p. 3). Experiential retail turns the mere purchasing of products and services into an enjoyable shopping experience through the use of extravagant store environments, technology, various interactive facets, highly trained staff, and entertainment. It creates a total consumption experience that causes consumers to become immersed in their shopping venture. Retailers in the experiential sector include interactive stores for children such as American Girl Place, Build-A-Bear Workshop, Club Libby Lu, and Club Disney; restaurants such as Rain Forest Café, Hard Rock Café, House of Blues, DIVE, ESPN Experience, and Planet Hollywood; and Category Killers such as Bass Pro Shops, Cabela’s, Nike Town, and FAO Schwarz. These retailers employ thematic, lifestyle, and branding retailing into the experiential format to attract customers.

Due to the saturation of retail stores in the market, companies have been forced to find a way to differentiate themselves in order to remain in business. According to Buss, there are nearly twice as many retail stores than are needed to support the U.S. population. He states, “In this environment, it is no longer enough for a retailer to operate conventionally. Even enticements such as broad merchandise selection, everyday low pricing, extended store

hours, and liberal merchandise-return policies are often insufficient to attract today's consumers" (Buss, 1997, p. 14).

Human beings are born with a natural desire to receive pleasure, and due to this inherent characteristic, the experiential format works. With more options to choose from, consumers aren't just basing their purchasing decisions on costs and benefits but upon hedonic desires as well. Why else buy a cup of coffee from Starbucks, a meal from the Rain Forest Café, or a stuffed animal from Build-A-Bear?

### *Problem Statement*

There was a definite need to learn more about the experiential retail format, why it works, and to what degree the store environment is the contributing factor in the success of this type of store. With the increase in competition in retail stores along with other formats such as catalogs, television, and most recently the internet, the experiential concept offers a hedonic benefit to consumers that cannot be matched. While there has been an influx of experiential retailers entering the market, there was an immense lack of academic research in this area. Therefore, it was important to determine if and to what degree the extravagant store environments within these store types positively influence store patronage.

### *Background*

Measuring emotion in hedonic experiences is extremely important due to the emotional components of experiential consumption (Havlena and Holbrook, 1986). Due to the hedonic nature of experiential retailers, a framework that measures emotion must be utilized to accurately determine the effects of the extravagant store environments. Therefore, the current study followed the Donovan et al. study, "Store Atmosphere and Purchasing

Behavior,” which investigates the effects of store environment on purchase behavior, using emotion as the mediating variable.

The Donovan et al. study was chosen due to its proven methodology in addition to the use of emotion as the mediating variable. While Donovan et al. used findings gathered at discount stores, the current study determined the levels of pleasure and arousal experienced in an experiential store and the consequential affects in unplanned spending and time spent in the store. The results helped determine if and to what degree the extravagant store environments of experiential retailers affect the amount of unplanned time and money spent by consumers. This was accomplished by replicating the Donovan et al. study in an experiential retail store. Study volunteers asked customers to participate in the research. Once customers agreed to participate in the study and met the study criteria, they answered questions asking how much time and money they planned to spend in the store as well as how many items they planned to purchase. Volunteers recorded the time the customers began to shop and allowed them to take in the store environment for five minutes. At that time, the customers were asked to complete a survey to determine their emotional state using revised pleasure-arousal response scales and store environment perceptions. After completing the survey, the customers were told to continue shopping. Once the shopping trip was complete and the customers had purchased their item(s) (or not), the volunteer recorded the time. The study was handed back to the customers to answer how much they spent and the number of items purchased. In addition, the customers filled out a short survey using the response scale for cognitive factors to measure the cognitive aspects that affected the sale. Customers were asked to complete a voluntary demographics form after completing the study.

The study falls within the realm of environmental psychology. The field of environmental psychology is concerned with two key areas, “the emotional impact of physical stimuli and the effect of physical stimuli on a variety of behaviors” (Mehrabian and Russell, 1974, p. 7). In their book, An Approach to Environmental Psychology (1974), Mehrabian and Russell created a conceptual framework to classify the field of environmental psychology. In this work, they theorized that physical or social stimuli in the environment directly affect the emotional state of a person, which therefore influences his/her behavior within the environment. They determined that environments elicit three emotional responses: pleasure, arousal, and dominance. These response variables are also the mediating variables that determine approach-avoidance behavior (Mehrabian and Russell). Through their conceptualization, Mehrabian and Russell created a set of concepts that encapsulate a diverse phenomenon and principles that show how the concepts are connected. By doing so, they have allowed Donovan et al. to adapt their concepts to fit other research needs within environmental psychology.

Donovan and Rossiter modified the Mehrabian and Russell environmental psychology model for application in retail settings. It was documented in their study, “Store Atmosphere: An Environmental Psychology Approach” (1982). The study determined that store atmosphere, which is produced by various in-store variables, affects two emotional states, pleasure and arousal, and that the two states are mediating factors that affect shopping behavior (Donovan & Rossiter). Although the study produced very positive results, it only measured the intentions of student participants, not actual purchase behavior of patrons within a real retail setting. Therefore, Donovan and Rossiter, along with Marcoolyn and Nesdale, conducted another study in 1994 to test the earlier findings in an actual retail

environment. The study, “Store Atmosphere and Purchasing Behavior” (1994), determined that emotional responses caused by the store atmosphere affect the amount of time and money customers spend in stores. They determined this by measuring consumers’ emotions five minutes into the shopping experience using the P.A.D. scale and relating the mood states to the consumers’ estimates of the amount of time and money they planned to spend compared with the actual amount of time and money spent. The study also proved that the emotional variables’ affect on extra time and money spent in the store is independent of cognitive variables such as perceived merchandise quality, variety, specials, and value for money (Donovan et al.).

#### *Purpose of the Study*

The purpose of this study was to determine how store atmospherics affect purchase behavior in experiential stores. The study is based on the works of Donovan et al. documented in the article, “Store Atmosphere and Purchasing Behavior” (1994). While Donovan et al. used findings gathered at one particular type of store (discount stores), the aim of the current study was to extend this research by determining the levels of pleasure and arousal in another store type (experiential stores) and the affects on unplanned spending and time spent in the store. The results helped determine if and to what degree the extravagant store environments of experiential retailers affect the amount of unplanned time and money spent by consumers.

### *Justification and Significance*

This study is significant because in addition to determining the affects store environment within experiential retailers has on purchase behavior (a topic that had yet to be covered in any academic research), it also further tested the findings of Donovan et al.

There are a vast number of companies entering the experiential retailing sector. However, there was a lack of empirical research to prove that the extravagant store environments of experiential retail stores in fact positively influence store patronage. Although it would've been an understandable presumption to believe that it would, it was imperative that these effects were measured in order to determine if the experiential format is worth the incredible investment. Robert Kozinets (2008) declared the need for additional research regarding experiential retailing stating,

Experiential retail is an extremely exciting and active area in retail and while marketers are using these entertainment-oriented tools to revive their brands and re-awaken the consumers' attention, we as scholars would benefit from a deeper study of their forms, functions, and implications (p. 13).

The P.A.D. Paradigm, as modified by Donovan and Rossiter for retail settings, is the most widely used model in consumer research (Havlena and Holbrook, 1986). This study was chosen due to its proven methodology and the use of emotion as the mediating variable. Donovan et al. declared the need for their research to be tested in other types of stores, and its design makes it the perfect model for the current study (Donovan et al., 1994).

*Research Questions and Hypotheses**Research Questions:*

1. Will higher levels of pleasure lead to a greater amount of unplanned time and money spent in the store?
2. Will higher levels of arousal lead to a greater amount of unplanned time and money spent in the store?
3. Will the effects of the emotional variables within the retail environment be independent of the effects of the cognitive variables?

*Hypotheses:*

H1: Pleasure experienced within the store will be positively correlated with:

- (a) unplanned time spent in the store and
- (b) unplanned purchases

H2: Arousal in pleasant environments will be positively correlated with:

- (a) unplanned time spent in the store and
- (b) unplanned purchases

H3: The emotional variables of pleasure and arousal experienced in the store will contribute to extra time spent in the store and unplanned spending independently of the cognitive variables of perceived merchandise quality, variety, specials, and value for money.



*Definitions of Terms*

Experiential Retailing - “a retail strategy that transforms products and services into a total consumption experience. It satisfies emotional or expressive (hedonic) desires, as well as rational or functional (utilitarian) needs of the consumer” (Kim and Sullivan, 2007, p. 3).

Experiential Retail Format - a store that implements an experiential retailing market strategy, through the use of extravagant store environments and various facets of entertainment.

Hedonic Consumption - “those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects of one’s experience with products” (Hirschman and Holbrook, 1982 p. 92).

Utilitarian Consumption - “goal-oriented consumption (that) is motivated mainly by the desire to fill a basic need or accomplish a functional task” (Strahilevitz and Myers, 1998, p. 436).

Immersion Consumption Experience - experiences that occur when consumers become captivated by the store environment and fully engaged in their shopping experience.

Store Atmospherics (store environment) - “the general surrounding as created through the use of retail design features including tangible elements such as floor, wall, and ceiling surfaces (i.e., materials, colors, textures); lighting; fixtures and mannequins; product trial areas; customer seating areas; point of purchase and window displays; as well as intangible elements such as music temperature, and scent” (Hyllegard, Paff Ogle, and Dunbar, 2006, p. 319).

Store Purchase Behavior - a consumers’ decision to purchase or not to purchase merchandise once they are in a store setting.

Approach-Avoidance Behavior - “physical movement toward, or away from, an environment or nonverbally expressed preference or liking, approach to a task (the level of performance), and approach to another person (affiliation)” (Mehrabian and Russell, 1974, p. 96).

Pleasure-displeasure - “the degree to which the person feels good, joyful, happy, or satisfied in the situation” (Donovan and Rossiter, 1982, p. 38).

Arousal-nonarousal - “the degree to which a person feels excited, stimulated, alert, or active, in the situation” (Donovan and Rossiter, 1982, p. 38).

Time Spent - the total amount of time spent shopping for merchandise.

Money Spent - the total amount of money spent on merchandise during the shopping experience.

#### *Limitations/Delimitations of the Study*

The results of the study are limited in a number of ways. First, the data were obtained in Southeast Michigan and cannot be generalized to other populations. This generalization is also constricted due to the fact that the information was gathered in only one type of store, a sporting goods store, and therefore cannot be applied to all store categories. In addition, because the data were collected in a store with a high number of male patrons, the results were affected by the differences in male shopping patterns. Further research should be conducted to test the findings within other populations and for other store types.

## Chapter 2: Review of Literature

### *Previous Research*

Since the work of Donovan and Rossiter, numerous researchers have utilized the M-R model in their studies regarding consumer behavior. Like Donovan et al., Sherman, Mathur and Smith (1997) tested the effect of store environment on consumer emotions and the resulting influence on aspects of consumer behavior. Their findings were published in an article entitled “Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions.” The 1997 study determined that pleasure was associated with the amount of money spent and the affinity for the store, while arousal was associated with the amount of money and time spent in the store along with the number of items purchased (Sherman et al.). This study differs from Donovan et al., in that it didn’t find that pleasure affected time spent in the store. Additionally, they found that pleasure affects affinity for the store and arousal affects the number of items purchased (Sherman et al.). The study, while extending the research of Mehrabian and Russell, used a causal modeling approach in both modeling and analyzing (Sherman et al.). The study did not measure the emotional state of the consumer during the actual shopping experience but instead intercepted the customer after he/she left the store (Sherman et al.). Measuring the emotional state after the point of purchase has proven to be a less accurate measure due to inaccurate recall and post-purchase change in emotion. Sherman et al. states that their study reaffirms the work of Donovan et al. in that “retailers should pay attention to consumer’s in-store emotional state (pleasure and arousal), because the emotions of consumers are important factors in buyer behavior” (Sherman et al., 1997, p. 373).

There have been similar studies regarding the impact of emotions on purchase behavior; however, they involve other variables that are not a part of the Donovan et al. study. In 1990 a study was conducted by Dawson, Bloch, and Ridgeway entitled, “Shopping Motives, Emotional States, and Retail Outcomes” (1990) that examined how preexisting motives and transient emotions affect retail-related outcomes. These motives include product-oriented motives, experiential motives, or a combination of the two (Dawson et al.). Dawson et al. investigated an outdoor crafts market to determine whether shopping motives influence in-store emotions that lead to preference and choice (Dawson et al.). The study determined that the stronger the shopping motives, the greater the pleasure and arousal; the stronger the shopping motives, the greater the choice (purchase) but not necessarily the retail preference; and that transient marketplace emotions will act as significant mediators of the relationship between shopping motives and retail preference but not choice/purchase (Dawson et al.). The last finding may have occurred because the study took place in a marketplace with crafts, food, and entertainment. Their results show that “consumers with strong product motives were significantly more likely to have purchased or intended to purchase while at the market; consumers with strong experiential motives were significantly less likely to do so” (Dawson et al., 1990, p. 425). The results may be due to the highly experiential nature of the marketplace, and it would be interesting to see if the same would hold true for an experiential retail store although it is likely to be more utilitarian in nature. The overall results determined that while motives may be the determining factors that lead a consumer to a store, preference and choice are affected by the emotions experienced in the store environment (Dawson et al.).

Another related study is “Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitude” by Yoo et al. (1998). This study investigates how the multitude of characteristics of the retail environment (not just the store atmosphere) influences consumers’ emotional response and how these emotions in turn affect consumer store attitudes, not actual purchases as in the case of the Donovan et al. work (Yoo, Park, & MacInnis, 1998). This study merged the discrete emotions perspective, which proposes that emotions can be conceptualized as a set of discrete and phenomenologically distinct affective states and the dimensional perspective used by Mehrabian and Russell (Yoo et al.). Additionally, the study conducted ethnographic interviews to determine emotions that are elicited from an actual retail environment instead of using the general human emotion measures used in the previous research (Yoo et al.). The study determined affects too numerous to mention, but most important they determined that store atmosphere had no effect on either positive or negative in-store emotions except for excitement. However, they suspect this is due to the lack of pronounced design characteristics in Korean department stores and therefore does not contradict Donovan and Rossiter’s findings; in-store emotions significantly affect store attitudes; and store atmosphere exerts an indirect affect on store attitudes through its mediational effect on in-store emotions (Yoo et al.). While this study provides beneficial information regarding the effects of emotion in a retail setting, it comprises a multitude of store characteristics, whereas my study aimed to isolate the facets of store environment.

While some of the studies have focused on store atmosphere holistically, others have delved into the effects of distinct store environment characteristics. Store atmosphere deals with sensorial aspects such as sight, smell, feel, and hearing, which together create a store

experience. However, Bellizzi and Hite (1992) and Irena Vida (2008) isolated retail display color and background music fit, to understand their effects on consumption. In the article “Environmental Color, Consumer Feelings, and Purchase Likelihood” (1992), Bellizzi and Hite used the Approach-Avoidance and P.A.D. scales and determined that higher purchase intentions, more pleasurable feelings, and a strong inclination to shop and browse were found in blue retail environments as compared to the same simulated environment using red (Bellizzi & Hite), thus showing that blue environments, which produce calm, cool, and positive perceptions; induce more positive retail outcomes than red environments, which cause negative, tense, and arousing affects (Bellizzi & Hite). In her 2008 study, “The Impact of Atmospheric on Consumer Behavior: The Case of the Music Fit in Retail Stores,” Irena Vida determined that the greater the perceived music fit, the more positive shopper’s evaluative judgments will be of the merchandise, which will lead to a longer amount of time spent in the store, which will in turn have a positive influence on shoppers’ expenditures (Vida). As it is important to attempt to understand the effects of each aspect within the store environment, these characteristics are usually taken in together; therefore, a complete isolation of one factor is impossible in an actual retail setting.

In addition to the research conducted related to the author’s specific research interests, there is a vast amount of research that encompasses contributing factors of the current study. The affects of store atmosphere on store image and/or purchase behavior were documented by Hu and Jasper (2006), Ann Schlosser (1998), Hyllegard, Paff Ogle, and Dunbar (2006) as well as Baker, Parasuraman, Grewal, and Voss (2002). Additionally, a multitude of research has been conducted regarding hedonic consumption including that of

Arnold & Reynolds (2003), Babin, Darden, & Griffin (1994), Wertebroch and Dhar (2000), Hirschman and Holbrook (1982), and Holbrook and Hirschman (1982).

While some of the above mentioned studies such as “Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions” by Sherman et al.; “Shopping Motives, Emotional States, and Retail Outcomes” by Dawson et al.; and “Environment Color, Consumer Feelings, and Purchase Likelihood” by Bellizzi and Hite have implemented the P.A.D. scales in their research, so have several others. These include “Play as Consumption Experience: The Roles of Emotion, Performance and Personality in the Enjoyment of Games” by Holbrook, Chestnut, Oliva, & Greenleaf (1984) and “Social cues in the store environment and their impact on store image” by Hu and Jasper, among others. The components within the P.A.D. scale have shown good reliability and nomological validity through the many studies that have utilized them (Holbrook et al.).

This validity and reliability has been proven in various studies testing its soundness. These include the work of Havlena and Holbrook in “The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior” (1986) and the Russell, Weiss, & Mendelsohn article, “Affect Grid: A Single-Item Scale of Pleasure and Arousal” (1989). In their comparison of the Plutchik scheme’s emotional categories and the M-R model’s P.A.D. dimensions (the two most widely used in consumer research, the P.A.D. paradigm being most prominent), Havlena and Holbrook state, “Within the context of consumer behavior..., our results suggest that the Mehrabian-Russell framework is more useful than Plutchik’s scheme for positioning consumption experiences in an emotion space and for developing experience-specific emotional profiles” (Havlena & Holbrook, 1986, p. 402). The affect grid was created by Russell, Weiss, and Mendelsohn as a quick means of

assessing affect along the dimensions of pleasure-displeasure and arousal-sleepiness, allowing the two dimensions to be indicated with a single response (Russell et al.). However, within their article the authors admit to the greater reliability of the M-R model, stating

In each comparison, the Affect Grid and the Mehrabian and Russell scales produced similar estimates of predictive power, but with the latter slightly more powerful, suggesting that the Mehrabian and Russell scales are slightly more reliable measures of mood than the Affect Grid (Russell et al., 1989, p. 498).

While the P.A.D. paradigm is the most commonly used model for investigating the impact of atmospherics, many of the works covered in the literature review utilized the model of physical environment effects on behavior created by Bitner because they wanted to measure more than just the atmospherics effects on emotion. Mary Jo Bitner presented her servicescape framework in the article “Servicescapes: The Impact of Physical Surroundings on Customers and Employees” (1992). This framework suggests that

a variety of objective environmental factors are perceived by both customers and employees and that both groups may respond cognitively, emotionally, and physiologically to the environment. Those internal responses to the environment influence the behavior of individual customers and employees in the servicescape and affect social interactions between and among customers and employees (Bitner, 1992, p. 56).

This differs from the PAD paradigm in that it measures cognitive and physiological factors, in addition to the emotional factors. According to Wakefield and Blodgett, Bitner’s 1992 framework “suggests that positive responses (e.g. satisfaction) to overall perceptions of servicescapes (e.g. perceived quality) will result in approach behavior (attraction,



stay/explore, spend money and return)” (Wakefield and Blodgett, 1996, p. 48). This model was used in “The effect of the Servicescape on customers’ behavioral intentions in leisure service settings” by Wakefield and Blodgett (1996); “Investigating the role of the physical environment in hedonic service consumption: an exploratory study of sporting events” by Hightower, Brady, & Baker (2002); and in “The Influence of Consumer Identity on Perceptions of Store Atmospherics and Store Patronage at a Spectacular and Sustainable Retail Site” by Hyllegard et al. (2006). Many studies have also been based on the 2002 Baker et al. framework, which, according to Vida,

investigated the effects of multiple environmental cues specifically in a product retailing setting and proposed that the design, ambient and social dimensions of the store environment and consumer perceptions of merchandise, value, service quality, effort and psychic cost (i.e., store choice criteria) affect store patronage decisions (Vida, 2008, p 23).

Baker’s 2002 study is documented in the article “The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions.” It incorporates portions of her 1992 conceptualization and Baker’s 1988 framework of how the service environment can influence consumer decision-making into her adaption of Zeithaml’s 1988 proposal that value perceptions, which drive purchase decisions, are based on perception of product quality and price. This adaption integrates theories from cognitive and environmental psychology and makes them applicable for retail settings (Baker et al., 2002). The focus of the current research was to understand the emotional affects of the store atmospherics, not the physiological or cognitive aspects that Donovan and Russell have

proven to be independent of the emotional effect. Thus, for this reason and others previously mentioned, the P.A.D. paradigm was the most appropriate model to utilize.

### *Experiential Retailing*

Experiential retail turns the mere purchasing of products and services into an enjoyable shopping experience through the use of extravagant store environments, technology, various inter-active facets, highly trained staff, and entertainment. It creates a total consumption experience that causes consumers to become immersed in their shopping venture. Retailers in the experiential sector include interactive stores for children such as American Girl Place, Build-A-Bear Workshop, Club Libby Lu, and Club Disney; restaurants such as Rain Forest Café, Hard Rock Café, House of Blues, DIVE, ESPN Experience, and Planet Hollywood; and Category Killers such as Bass Pro Shops, Cabela's, Nike Town, and FAO Schwarz. These retailers employ thematic, lifestyle, and branding retailing into the experiential format to attract customers.

Experiential retailing is a marketing strategy that is being implemented by a vastly increasing amount of businesses. While retailers are turning to experiential retailing to differentiate themselves in a saturated retail industry, consumers are responding positively to them because it allows them to meet their hedonic as well as utilitarian needs. In the article "Are you Experiential," Ann Meyer states that, "Experiential retailing means making connections with consumers who come to interactive stores for more than merchandise. It's a holistic approach that involves both emotional and rational triggers" (Meyer, 2006, p. 1). The article includes an interview with Erik Hauser, director of the International Experiential Marketing Association in San Francisco, who states that experiential marketing "reflects a U.S. economy where consumers generally have what they need but will shop for

nonessentials if given a reason” (Meyer, 2006, p. 1). Hedonic gratification is the reason people are patronizing experiential retail stores, and once in the store, the environment may cause unplanned purchasing of non-essentials. In Discount Store News, Laura Heller reported results from Roper Starch research indicating that “35% of consumers surveyed said they enjoyed shopping at stores that provide entertainment. When the positive responses are broken down by age group they show: 55% of 18-29 year olds; 36% of 30- 44 year olds; 33% of 45 to 59 year olds; and 17% of those 60 and older, enjoy stores that provide entertainment” (Heller, p. 63).

Experiential retailing has changed the landscape of the retail industry. This marketing phenomena is being referred to as experiential marketing, shoppertainment, retailtainment, entertailing, and entertainment retailing. However you title it, correct implementation of the strategy has earned high profit margins for a multitude of companies. However, there are also many companies that have entered this sector and failed. Experience comes from sensorial factors, e.g., sight, touch, sound, taste, and smell, factors that can all be produced through the store environments. Store environment is the most important aspect in an experiential store and therefore is often the cause of its demise. This may be due to the creation of an insufficient store environment (as in the case of mom & pop stores attempting to enter the sector with lack of funds) or the creation of a store environment with permanent facets so costly they cannot be changed out (e.g. the W B store). Experiential stores with these extremely extravagant store environments are best kept in destination centers and shopping malls (Universal City Walk, Mall of America, Fashion Show Mall) because placing them in community shopping malls leads to lower levels of arousal due to frequency of visits. All experiential retail stores, even those that don't have extremely extravagant environments,

have to be steadily re-invented. This thought is reiterated by Ann Meyer in her advice to people entering the business: “Keep things fresh to keep the customer coming back -- experiential retailing gets stale to customers, keeping your concept/model fresh is always a challenge, try special events” (Meyer, 2006, p. 5).

### *Experiential Marketing*

Experiential marketing is a concept related to experiential retailing; however, it encompasses all goods and services. The aim of experiential marketing is to create extraordinary experiences for consumers (Caru' & Cova, 2007). A focus on experiential marketing has taken place in the past decade; however, the experiential approach isn't anything new. The topic has been covered in numerous books, most notably *The Experience Economy* by Pine and Gilmore and *Experiential Marketing* by Bernd H. Schmitt. The authors of *The Experience Economy* believe that economic offerings have included commodities, goods, and services, and experience is now the next big offering. They state, “Recognizing experiences as a distinct economic offering provides the key to future economic growth” (Pine and Gilmore, 1999, p. x [preview]). An offering they believe was incorrectly placed under the service realm started with the works of Walt Disney (Pine and Gilmore). However, the problem with Pine and Gilmore's theory as well as others within experiential marketing is that they believe most anything falls under the experiential umbrella. The phrase, “Work is theater and every business a stage” (Pine and Gilmore, 1999, p. title page) can be found within the title page of *The Experience Economy*, declaring that all businesses have the ability to stage experiences for their customers (Pine and Gilmore). Yet that is still not enough; there is something beyond experiences – a fifth economic offering. “Transformations are the fifth and final offering” (Pine and Gilmore, 1999, p. 206).

Although a lot of the information covered in *Experiential Marketing* was relevant and adds to the knowledge within the experiential realm, I found myself agreeing way too often with the sarcastic character, Laura Brown, who closed out each of Schmitt's chapters. One insert states, "NO, NO, NO...screams LAURA BROWN... Experiences for everything and everybody. Experiences for the World. For Planet Earth. And all managed and strategically planned. A smiling Big Brother? Is the world going nuts" (Schmitt, 1999, p. 230)? I couldn't agree with her more. Morris Holbrook also shares my perspective regarding experiential marketing, as documented in his article, "The Millennial Consumer in the Texts of Our Times: Experience and Entertainment." He states, regarding The Experience Economy, "I say that the P&G conceptualization of progress is "wrong" because it flies in the face of everything I believe we have learned about the nature of consumer behavior" (Holbrook, 2000, p. 180). Every product we consume creates an experience. That does not declare a need to market it. However, creating extraordinary consumption experiences within the retail format make sense and therefore work when properly implemented, showing a need to delve further into this area.

### *Sporting Goods Stores*

Sporting good stores carry a multitude of specialty items for sports and exercise as well as clothing for each of these activities. While many of the items sold in sporting good stores may be found at mass merchandisers and department stores, many consumers (especially those who consider themselves sports enthusiasts) choose to shop at these specialty stores for the depth and breadth of the merchandise as well as for better informed sales associates. Mintel reported that, according to the National Sporting Goods Association (NSGA), the sporting goods market is stable, but with major retailers as well as

brands opening more stores, the fight for market share is increasing (Mintel Report, 2008, Fitness Clothing – Retail Channels Sporting Goods Stores p. 1).

According to a Mintel report on sporting goods, there is a large variance in store preference for sporting good purchases between men and women. Their study states that “Women are 63% more likely than men to buy sporting goods at Target; men are 47% more likely than women to purchase sporting goods at dedicated stores” (Mintel Report, 2008, Sporting Goods: Team Sports – Retail Channels p. 1). The report goes on to state that this fact may be due to women being the primary shopper for the household; therefore, the purchasing of sporting goods would take place along with the purchasing of other household needs. Another possible reason for the difference is store preference between the sexes was indicated in a Mintel report on fitness clothing, stating that “Female respondents are much more likely to consider comfort and price, while men are more concerned with the latest technology and brand” (Mintel Report, 2008, Fitness Clothing – Executive Summary p. 3). While the study shows more men than women patronize sporting good stores, the increasing popularity of certain specialized activities such as yoga is causing more women to shop these specialty stores. Mintel reported, “Sales of fitness clothing through sporting goods stores grew 27.8% during 2005-07, driven by women seeking fitness clothing made specifically for them, in more shopping-friendly atmospheres” (Mintel Report, 2008, Fitness Clothing p. 2).

### *Consumption*

Individuals consume goods and services because of their wants and needs. Although needs such as drinking and eating can be fulfilled through drinking a glass of water or eating a home-cooked meal, consumers often desire to meet these needs with a glass of wine and a professionally prepared meal in an expensive restaurant. The consumption choices people

make not only fulfill a need or purpose but often times have a much greater underlying meaning and motive. “Consumers no longer buy commodities; they express who they are and identify the relationships that are important to them through consumption” (Kim and Sullivan, 2007, p. 8). According to Kim and Sullivan, this theory is further iterated by Hirschman and Holbrook as well as Levy who believe that “People do not buy goods as objective entities (i.e., what the goods are), but as subjective symbols (i.e., what the goods mean)” (Kim and Sullivan, 2007, p. 12). Further support for this theory is found in “The Self and Symbolic Consumption,” stating that consumers symbolically acquire meaning in life through their everyday consumption. (Wattanasuwan, 2005) Consuming to meet objectives outside of satisfying the basic needs has been documented for a long time. Most notable are the works of Bourdieu with *Conspicuous Consumption*, theorizing we consume in order to gain status and that our consumption choices reflect how we want others to perceive us. Consumption takes place every day and the choices in goods and services that we make say a lot about us.

#### *Store Patronage and Purchase Behavior*

A person’s decision to patronize a store and make a purchase is based upon several variable factors. These include the reason for shopping, the person’s mood, his or her expectations being met, and his or her personality traits (Bitner, 1992). In the article “Why do people shop,” the author states that the motives for shopping are Personal Motives, e.g., role-playing, diversion, self-gratification, learning about new trends, physical activity, and sensory stimulation; Social Motives, e.g., social experiences outside the home, communication with others having a similar interest, peer group attraction, status and authority and the pleasure of bargaining; and Impulse Shopping (Tauber, 1972).

Individuals have varying mood states that include being happy, sad, excited, and anxious. The mood state one has when one enters a store will affect, as well as be affected by, variations in the physical surroundings (Bitner, 1992).

A consumer's expectations being met will influence his or her satisfaction that will result in a purchase. Bitner states, "In general, when expectations are negatively disconfirmed, the person is likely to dislike the place. The opposite occurs when expectations are met or when the environment exceeds expectations" (Bitner, 1992, p. 65).

Each individual has his or her own unique personality. What one person likes, another may not. According to research conducted by Mehrabian and Russell (1974) and Russell and Snodgrass (1987), individual personality traits can influence a person's reaction to his or her physical surroundings (Bitner, 1992).

The unique combination that is created in each shopping experience from the above-mentioned factors and the store environment determine purchase behavior.

### *Emotion*

Emotions have a tremendous affect on consumers' purchase behavior. The vital role emotions play in consumer behavior has gained a great amount of interest as of late (Bellman, 2007). A person's behavior is determined by his or her emotional state. An individual's feelings are based on three different dimensions: personality; temporary conditions, e.g. intoxication or hunger; and the environmental stimuli (Mehrabian and Russell, 1974). A person's characteristic emotional level, which includes personality and temporary conditions, affects and is affected by the environment. (Mehrabian and Russell, 1974)



There are two different types of emotions: Type 1, which doesn't require cognitive appraisal, and Type 2, which does. Type 1 emotions are referred to as basal and are automatically elicited. These include pleasure, arousal, and dominance. Type 2 emotions are complex and differentiated. These include feelings of love, anger, contempt, empathy, nostalgia, and desire (Bellman, 2007, p 14). My research, along with that of Donovan et al. and Mehrabian and Russell, evaluates type 1 emotions.

There is a vast amount of research that shows how emotion affects choice within the retail setting. Mehrabian found a significant amount of research to back Holbrook's findings that "emotion is a key link in the shopping experience" determining that consumers' reactions within stores or towards products are based on their emotional states, which are stimulated by store and web designs (Mehrabian, 1997). Belk stated that momentary mood is an antecedent state that affects a person's behavior within consumption situations (Belk, 1975). In the article "Shopping Motives, Emotional States and Retail Outcomes," the authors state, "...motives may drive the behavior that brings consumers into the marketplace, but emotions experienced therein affect preference and choice" (Dawson et al., 1990, p. 409). The article goes on to state that customers' satisfaction with and preference for a retail store will be based upon their emotional state (Dawson et al.). The multitude of research conducted in the field proves that consumer behavior is determined in part by emotion and that personal characteristics and the environment influence one another.

### *Senses*

Our senses of sight, sound, taste, touch, and smell are what help a retail store come alive, especially an experiential one. Thus, their importance regarding experiential retailing is of a high magnitude. These five senses trigger sensory involvement. "Sensory

involvement is an integral part of how consumers experience everything” (Kim and Sullivan, 2007, p. 187). Consumers’ feelings are stimulated by both goods and services along with the consumption environment because of the emotional reactions that are caused by the sensory cues (Kim and Sullivan, 2007). Rich sensory experiences occur in retail settings that utilize all of the sensory modalities. These environments cause the senses to become stimulated and lead to purchases (Allen, 2000).

The sense of sight includes the visual dimensions of color, brightness, size, and shapes. The sense of sound takes in aural dimensions of volume and pitch. The sense of scent takes in olfactory dimensions of scent and freshness. The sense of touch takes in tactile dimensions of softness, smoothness, and temperature (Kim and Sullivan, 2007, p. 175).

Retailers are implementing sensory stimulation into the stores today more than ever before. The strong scent of popcorn has always attracted customers to the concession stands at movies. But now stores are using scent in non-conventional ways to stimulate shopping, such as infusing the smell of ginger bread cookies into the air during the holiday season. Of the five senses, sight is the most important in the retail setting. The store design, layout, and visual displays create sight stimuli that include color, images, copy, patterns, designs, luminousness, brightness, and size (Kim and Sullivan, 2007).

#### *Hedonic and Utilitarian Consumption*

According to Hirschman and Holbrook, hedonic consumption “designates those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects of one’s experience with products” (Hirschman and Holbrook, 1982, p. 92). However, Strahilevitz and Meyers state that utilitarian goods are “ones whose consumption is more

cognitively driven, instrumental, and goal oriented and accomplishes a functional or practical task” (Werthenbroch and Dhar, 2000, p. 61). Therefore, utilitarian consumption choices tend to be more rational, whereas hedonic consumption choices are based more on emotion. Hedonic shopping elicits such things as enjoyment, excitement, and escapism; while the satisfaction of utilitarian shopping is dependent upon the completion of the shopping task (Baker et al., 2002). This is because utilitarian goods tend to have a more functional purpose than hedonic goods, which are fun and pleasurable (Werthenbroch and Dhar, 2000).

Based upon Lacher and Mizerski, “What drives consumers toward hedonic products and services is a search for a hedonic response, i.e., a combined response from the emotions, senses, imagination, and intellect” (Caru’ and Cova, 2007, p. 109). Thus, many researchers agree that the purchasing of hedonic goods is based upon multi-sensory, fantasy and emotive aspects. There are two types of multi-sensory images. Historic imagery in which the consumer re-calls an event that occurred and fantasy imagery in which the consumer produces a multi-sensory image that doesn’t come directly from prior experience (Hirschman and Holbrook, 1982). Along with multi-sensory imagery hedonic consumption involves emotional arousal. The range of feelings plays a significant role in hedonic consumption (Hirschman and Holbrook, 1982). Consumption motivation for selective product classes involving entertainment and the arts have been found to be caused by emotional arousal seeking (Hirschman and Holbrook, 1982). Thus, due to the strong emotional involvement, creative industries definitely fit the category however any product or service may convey a hedonic experience (Caru and Cova, 2007).

### *Store Atmospheric*

According to Hyllegard, Paff Ogle, and Dunbar, Store Atmospheric

refer to the general surrounding as created through the use of retail design features including tangible elements such as floor, wall, and ceiling surfaces (i.e., materials, colors, textures); lighting; fixtures and mannequins; product trial areas; customer seating areas; point of purchase and window displays; as well as intangible elements such as music temperature, and scent (Hyllegard, Paff Ogle, and Dunbar, 2006, p. 319).

Therefore, all of the attributes within the store environment can be controlled and, when executed in a manner pleasing to consumers, can have a far-reaching positive impact on store patronage intentions. Authors such as Bitner, Kotler, and Baker have been credited for the foundational research conducted on store environment. Their works emphasize the importance of store atmospheric, even citing that “In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision” (Kotler, 1973, p. 48). For as long as the academics have written about store atmosphere, retailers have understood its importance. However, with the advances in technology and the increase in competition from both traditional and non-traditional formats, store environment has become even more important in differentiating one’s offerings. Baker et al. state “Creating a superior in-store shopping experience is critical and could provide an effective competitive weapon for bricks-and-mortar retailers that face growing competition from internet-based e-tailers offering similar merchandise at the same (or lower) prices” (Baker, Parasuraman, Grewal, and Voss, 2002, p. 138). Irena Vida believes that retailers are aware of the added importance of the store environment today, stating,

retailers as well as service firms have begun to acknowledge that the physical characteristics of their trading spaces represent an opportunity to communicate with their target market, to create in-store experiences as a means of competitive positioning, and to build their brands (Vida, 2008, p. 21-22).

Despite the attention store atmosphere has received from both academia and retailers alike, Bitner stated that “there is a surprising lack of empirical research or theoretically based frameworks addressing the role of physical surroundings in consumption settings” (Bitner, 1992, p. 57). Therefore, it is of great importance that the role of store environment and its affects on consumption be studied further.

#### *Immersion Consumption Experiences*

Whenever interaction takes place between consumers and goods and/or services, a consumption experience occurs. This can take place both inside of a retail environment as well as outside it. A consumption experience occurs when you sit on your couch and consume a whole pint of ice cream after a terrible break up, just as it occurs when your parent takes you to the local Cold Stone Creamery after getting all A’s on your report card. While experiential marketing focuses on both experiences, experiential retailing encompasses the latter. Every encounter is an experience; however, experiential retailers cause consumers to become immersed within the consumption experience through their store environments and various other marketing tools.

While all retailers try to provide positive consumption experiences, experiential retailers attempt to fully immerse their customers. Immersion consumption experiences occur when consumers become captivated by the extraordinary store environments and engaged in their shopping experience. According to Caru’ and Cova, authors of Consuming

Experience, retailers cannot make consumers have experiences but can assist them through creating enclavized, thematized and secure experiential contexts (Caru and Cova, 2007).

They state

An experience is a subjective episode that customers live through when they interact with a firm's product or service offer. A firm can therefore offer experiential contexts that consumers each mobilize in order to immerse themselves and thus to (co)-produce their own experiences (Caru and Cova, 2007, p. 38).

Enclavizing the environment, therefore freeing it of idiosyncrasies, sets specific boundaries that allow consumers to escape their daily lives and enter a world of enchantment that is worry-free, allowing the problems of life to disappear (Caru' and Cova, 2007).

According to Caru' and Cova, a theme "can be an activity, era, region, population, or combination of these elements, and must be very distinctive" (Caru' and Cova, 2007, p. 41).

In addition to creating a theme, companies must enunciate and materialize the theme through sensorial devices to overstimulate consumers' senses and imagination gaining their full concentration (Caru' and Cova). Also, experiential stores should be controlled environments that are secure and minimize risks through closely monitored contexts, which eliminate the need to pay attention to oneself, children, or things (Caru' and Cova).

#### *Pleasure, Arousal, Dominance, and the P.A.D. Scale*

When looking for antonyms for the word *pleasure* the terms *enjoyment*, *happiness*, *delight*, *joy*, and *bliss* can be found in any thesaurus. According to Donovan and Rossiter, pleasure-displeasure refers to "the degree to which the person feels good, joyful, happy, or satisfied in the situation" (Donovan and Rossiter, 1982, p. 38). It is "a feeling state that can be assessed readily with self-report, such as semantic differential measure, or with behavioral

indicators, such as smiles, laughter, and, in general, positive versus negative facial expressions” (Mehrabian and Russell, 1974, p. 18).

Arousal-nonarousal refers to “the degree to which a person feels excited, stimulated, alert, or active, in the situation” (Donovan and Rossiter, 1982, p. 38). According to Berlyne, arousal is a measure of how wide awake an organism is or how ready it is to react. A low arousal rate would be found in someone who is sleeping or in a coma, while a high arousal rate would be found in a person in a high state of frantic excitement (Mehrabian and Russell). A person’s preferred level of arousal affects their preference for an environment. Whereas some people prefer calm environments, others purposely seek out more thrilling environments that may be novel, complex, or unpredictable (Mehrabian and Russell). A person’s arousal-seeking tendency along with the information rate from a setting can determine their approach-avoidance response (Mehrabian and Russell). Information rate refers to the amount of information taken in by an individual within environments. This is dependent upon how familiar an individual is with the components within the environment and the proximity of the objects, as well as their tendency to screen out stimuli. The more improbable something is, e.g. novel, rare, unexpected, or surprising, the greater the information rate will be (Mehrabian and Russell). In terms of proximity, when the distance from the stimuli decreases, the information rate increases because the object’s details are more visible (Mehrabian and Russell). In regard to screening, individuals who are selective in what they pay attention to are referred to as “screeners,” while those who do not are “non-screeners.” Thus, while screeners aren’t easily distracted by novel environments, non-screeners would deem these same environments arousing (Donovan and Rossiter). Regardless of personal preferences, some high levels of arousal are non-pleasurable for all

individuals, as is the case of anxiety. Anxiety causes feelings of tension and apprehension which lead to high levels of arousal but very low levels of pleasure and dominance (Mehrabian and Russell).

According to Donovan and Rossiter, dominance-submissiveness refers to “the extent to which the individual feels in control of, or free to act in the situation” (Donovan and Rossiter, 1982, p. 38). It is “a feeling state that can be assessed from verbal reports using the semantic differential method” (Mehrabian and Russell, 1974, p. 19). Dominance can be measured through behavior using postural relaxation, e.g. body lean and asymmetrical positioning of the limbs (Mehrabian and Russell).

The P.A.D. paradigm designates these three components - Pleasure (P), Arousal (A), and Dominance (D) - as an individual’s emotional response to the environment (Holbrook et al., 1984). The concept was created by Mehrabian and Russell and discussed in their book, *An Approach to Environmental Psychology*. Their model theorizes that all environments create an emotional state that stems from the three dimensions (Donovan and Rossiter, 1982). In addition, these three emotional states are the intervening variables that mediate approach-avoidance behavior (Donovan and Rossiter). All three components are factorily orthogonal, thus having polar opposites (Donovan and Rossiter). The concepts of pleasure, arousal, and dominance have all been shown to be independent of one another regardless of their positive or negative correlations (Russell et al., 1989).

Several researchers have implemented the P.A.D. scales in their studies. In addition to it being used in the work of Donovan et al., it has been used by Holbrook et al. in “Play as Consumption Experience: The Roles of Emotion, Performance and Personality in the Enjoyment of Games” (1984); Hu and Jasper in “Social cues in the store environment and



their impact on store image” and by Bellizzi and Hite in “Environmental color, Consumer Feelings and Purchase Likelihood”. The components within the P.A.D. scale have shown to have good reliability and nomological validity through the many studies that have utilized them (Holbrook et al., 1984).

#### *Approach-Avoidance Behavior*

When individuals come in contact with stimuli, be it people or environments, they will exhibit either approach or avoidance behavior. If the individual perceives the stimuli as positive, it will lead to approach behavior, while responding to it negatively will lead to avoidance behavior (Bitner, 1992). The concept of approach-avoidance is viewed by Mehrabian and Russell to include “physical movement toward, or away from, an environment or nonverbally expressed preference or liking, approach to a task (the level of performance), and approach to another person (affiliation) (Mehrabian and Russell, 1974, p. 96). Four characteristics of approach-avoidance behavior include a physical desire to either stay or get out of an environment; a willingness or lack thereof to explore the environment; a willingness or lack thereof to interact and communicate with others; and extent of a person’s enhancement or hindrance of performance and satisfaction with task performances (Donovan and Rossiter, 1982). Donovan and Rossiter were able to relate the use of approach-avoidance into the retail setting due to its precise fit within these four aspects. Whereas physical approach-avoidance relates to basic store patronage intentions, exploratory approach-avoidance relates to willingness to search through product offerings; communication approach-avoidance relates to communicating with salespeople and other staff; and performance and satisfaction relates to return customers and how frequently they shop, in addition to time and money spent (Donovan and Rossiter, 1982).

Environmental Psychologists' research in consumer behavior unites the concept of approach-avoidance and the three emotional-responses (pleasure, arousal, and dominance) to integrate their findings (Mehrabian and Russell, 1974). As a person experiences increased rates of pleasure, his or her approach behaviors will also increase. This sense of pleasure causing approach behavior may stem from the approached object (person or task) or it may be due to the pleasant environment causing the object to be seen as more pleasing (Mehrabian and Russell). Arousal is a mediating variable by which approach behaviors will be exhibited with moderate levels of arousal, while very low or extremely high levels will lead to avoidance behavior (Mehrabian and Russell). Through their findings, Mehrabian and Russell (as did Donovan and Rossiter) found a lack of evidence for dominance-submissiveness affecting approach-avoidance behaviors (Mehrabian and Russell).

As discussed in the earlier section on emotions, a person's behavior is determined by his or her emotional state and feelings are based on three different dimensions: personality; temporary conditions, e.g. intoxication or hunger; and the environmental stimuli (Mehrabian and Russell, 1974). Thus, a person's behavior, either that of approach or avoidance, is determined by all three facets. In addition to approach-avoidance behavior being determined by the emotional responses elicited by the environment, they are also based upon an individual's emotional state before entering the environment (Mehrabian and Russell). It has been found that prior arousal state when entering a new environment is more important than an individual's prior pleasure state for determining approach-avoidance reaction. This is due to the fact that people will prefer higher levels of pleasure, but a change in arousal may result in excessive, inadequate, or a perfect arousal rate (Mehrabian and Russell).

*THE M-R Model and the S-O-R Paradigm*

The notion that environments evoke emotion and that the three emotional states - pleasure, arousal, and dominance - elicit approach-avoidance behavior was established in the M-R environmental psychology model created by Mehrabian and Russell. This model, later adapted by Donovan and Rossiter for application in store atmosphere research, is based upon the Stimulus-Organism Response paradigm (S-O-R; Donovan et al., 1994). In this paradigm, the environment is the stimulus (S), a person's emotional state is the organism (O), and the approach-avoidance behavior is the response (R). Thus, the individual's emotional state is caused by the stimulation of the environment, which causes a response behavior of approach or avoidance (Donovan et al.). According to Sherman et al., stimulus has been conceptualized as something that rouses or incites to action or increased action, and in a consumer decision-making context relates to external factors dealing with pending decisions (Sherman et al., 1997). Organism refers to "internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or response emitted" (Bagozzi, 1986, p. 46). Those final actions, reactions, or responses emitted by a consumer (The Response [R]) as defined by Bagozzi (1986) are the psychological reactions, purchase activities, or consumption patterns of the consumer.

### Chapter 3: Research Design and Methodology

#### *Study Design*

This study investigated how store atmospherics affect purchase behavior in experiential stores. It determined the levels of pleasure and arousal (consumers' emotional state) experienced in an experiential retail store and the consequential affects in unplanned spending and time spent in the store. The results determined if and to what degree the extravagant store environments of experiential retailers affect the amount of unplanned time and money spent by consumers. The study design is based upon the study created by Donovan et al., which is documented in the article, "Store Atmosphere and Purchasing Behavior" (1994). The study theorizes that store environments directly affect the emotional state of consumers, which influences purchase behavior (Donovan et al.). For the current study, participants were asked to estimate the amount of time and money they planned to spend before the shopping expedition, and the actual amount of time and money spent was recorded at the end of the shopping trip. The emotional states of the consumers were measured five minutes into their shopping experience using the Pleasure-Arousal Response Scales. Measurements of consumers' emotional states were analyzed to determine the correlation between consumers' mood state and the consumers' estimates of the amount of time and money planned compared with the actual amount of time and money spent. The perceptions of the store environment were obtained using the Information Rate Scales to determine the correlation between the store environment and the levels of pleasure and arousal (emotional state). The cognitive factors response scales were used in order to determine if the emotional variables' effect on purchase behavior was independent of

cognitive variables such as perceived merchandise quality, variety, specials, and value for money.

Research Questions:

1. Will higher levels of pleasure lead to a greater amount of unplanned time and money spent in the store?
2. Will higher levels of arousal lead to a greater amount of unplanned time and money spent in the store?
3. Will the effects of the emotional variables within the retail environment be independent of the effects of the cognitive variables?

Hypotheses:

H1: Pleasure experienced within the store will be positively correlated with:

- (a) unplanned time spent in the store and
- (b) unplanned purchases

H2: Arousal in pleasant environments will be positively correlated with:

- (a) unplanned time spent in the store and
- (b) unplanned purchases

H3: The emotional variables of pleasure and arousal experienced in the store will contribute to extra time spent in the store and unplanned spending independently of the cognitive variables of perceived merchandise quality, variety, specials, and value for money.

### *Study Sample*

The study population included customers of an experiential sporting goods store in the southeastern Michigan region. The data were obtained using Reliance on Available Subjects Sampling. The data were collected within a six-hour window on a Saturday afternoon. There were two sets of volunteers, initiators and closers. Customers were asked to participate in the survey shortly after they entered the retail store by an initiator. This volunteer handled the completion of the first three pages of the study, handed the packet to the team of two closers for completion of the fourth and final page of the study, then returned to the store entrance to approach a new participant. The sample consisted of 53 customers. Initially, there were 77 study participants; however, due to various reasons, only 53 surveys were deemed usable. Sixteen of the surveys were not usable because the participants failed to complete the final page of the study. This most likely occurred because the participants decided to checkout at the mall entrance instead of returning to the main entrance as requested. Eight surveys could not be counted due to various volunteer errors (two time started missing; one time ended missing; five amount of money planned answered with a question mark or “don’t know” response).

After the participants completed the study, they were asked to fill out a voluntary demographics form. Thirty-eight out of the sixty-one respondents who completed the study filled out the form. The form included questions regarding sex, race, marital status, age, income, education, children, and shopping preference. The information from the demographics form is reported in the following eight tables.

Table 1

*Responses regarding participants' sex.*

Sex	
Men	28
Women	10

Table 2

*Responses regarding participants' ethnicity.*

Ethnicity	
Caucasian	29
Black	7
Hispanic	0
Asian	1
Other	1 (European)

Table 3

*Responses regarding participants' marital status.*

Marital Status	
Married	23
Divorced	2
Single	13

Table 4

*Responses regarding participants' age.*

Age	
18-25	7
26-35	9
36-45	8
46-55	8
56-65	5
66 & older	1



Table 5

*Responses regarding participants' income.*

Income	
Under \$10,000	2
\$10,000-19,999	0
\$20,000-29,999	2
\$30,000-39,999	2
\$40,000-49,999	4
\$50,000-74,999	11
\$75,000-99,999	4
\$100,000-124,999	5
\$125,000-149,999	2
\$150,000-174,999	2
\$175,000-199,999	0
\$200,000 or more	3
Income not reported	1

Table 6

*Responses regarding participants' highest level of formal education and their spouses' highest level of formal education.*

Highest Formal education	Respondent	Respondents' Spouse
Some High School	1	0
High School diploma	9	5
Some College	13	8
Bachelor's Degree	7	4
Master's Degree	7	4
Doctoral Degree	1	1

Note: 15 participants did not respond to the question regarding spouse's education because they were not married, and one married participant did not answer the question regarding his or her spouse's education.

Table 7

*Responses regarding participants' number of children.*

Number of Children	
0	15
1	7
2	6
3	4
4	2
5	2
6	2

Table 8

*Responses regarding participants' normal shopping venue for sporting equipment.*

Normal Venue to shop for sporting equipment	
Mass Merchandiser	0
Department Store	4
Sporting Goods Store	16
Super Sporting Goods Store	18

*Data Gathering Procedures and Instrumentation*

I used Google to determine the names of sporting goods companies in Michigan. The list of 20 potential stores in and around the cities of Detroit and Ann Arbor was compiled using the websites of those sporting goods companies listed in the Google search. I visited the sporting goods stores, using convenience sampling, and presented the proposal to the store managers. They were asked to act as a liaison to the corporate headquarters to obtain permission to conduct the study. (In some instances, I spoke directly to the companies' district and corporate officers via phone when the use of the store managers as a liaison was deemed inefficient). Originally, I designed the study to be a comparative analysis of experiential and traditional retail stores selling the same or like products. The plan was to conduct the same study in four sporting goods stores, two experiential and two traditional formats, and compare the affects of the differing store environments. After I exhausted all of the company options, receiving declines from all the traditional stores and all but one experiential store, I decided to continue the study by replicating the Donovan et al. study. The field study took place in an experiential sporting goods store on a Saturday afternoon. Study volunteers (initiators) asked customers to participate in the research upon entering the store. The customers were informed that it is an intrusive three-part study and that after answering a few short questions, they would later be interrupted to complete a survey while shopping, then asked to make their purchase at the checkout counter by the main entrance where they entered to answer a few more questions. Once customers agreed to participate in the study, they were asked a few questions located on the first page of the study by the (initiator) volunteer. This page included study participation criteria regarding frequency of store visits, in addition to questions asking how much time and money they planned to spend in the store

as well as how many items they planned to purchase. The (initiator) volunteer handed the customers an identification number (which corresponded to the survey packet) and told them to give it to one of the study (closer) volunteers wearing a name tag and standing by the door after they checkout. Next the volunteer recorded the time they began to shop and allowed them to take in the store environment for five minutes. At that time, the customers were asked by the (initiator) volunteer to complete a survey (located on the second and third page of the study) to determine their emotional state as well as their perceptions of the store environment. The consumers' emotional state was measured using the Pleasure-Arousal Response Scales developed by Mehrabian and Russell, modified by Donovan and Rossiter for the retail environment and further adjusted by the researcher to provide greater clarification for study participants. This portion consisted of six factors: three pleasure-displeasure items and three arousal-nonarousal items presented in seven point Likert-style statements. Store environment perceptions were measured using the information rate response scales based on eight factors taken from the Donovan et al. study. These items, which included store décor, layout, displays, crowding, color, music, ease of movement, and noise level, were presented in seven point Likert-style statements. After completing the survey, the customers were reminded to make their purchase at the main entrance checkout where they entered the store and then told to resume shopping as normal. Once the customers purchased their item(s) (or not) they walked over to the (closer) volunteer and handed them their identification number. The (closer) volunteer recorded the time on the corresponding survey packet and then asked the customers to answer the questions located on the fourth page of the study. These included questions regarding how much they spent and the number of items purchased as well as a short survey using the response scale for

cognitive factors to measure the cognitive aspects that affected the sale. These included four factors known to affect shopping decisions: value for money, quality, variety, and specialing, which were presented using four-point Likert-style statements from very important to not at all important. The customers were thanked for their participation and possibly given a free store t-shirt from the random drawing. They were then asked to fill out a voluntary anonymous demographics form.

(See Appendix for survey)

#### *Measures to Insure Safety and Confidentiality for Human Subjects*

The study that was conducted utilized survey research; therefore, there were no safety issues involved. No personal information regarding the customers was requested. The collected data were taken from one particular target market, consumers of sporting goods. Therefore any intrusive information that could have resulted in a breach of confidentiality was not needed for the desired results.

#### *Procedures for Data Analysis*

First, extra time in the store and unplanned purchases were computed by standardizing the results into categories. Consumers' emotions within the retail environment were measured using the Mehrabian and Russell P.A.D. scales, as adapted by Donovan and Rossiter for the retail environment and further adjusted by the researcher for clarification for study participants. Pleasure and arousal scales were formed by merging the three pleasure items and merging the three arousal items. Then correlation analysis of the two dependent variables, extra time and unplanned spending on the pleasure and arousal measures, was conducted. The correlation of extra time and unplanned purchases on the cognitive variables, both excluding and including the emotional variables were conducted.

## Chapter 4: Results and Discussion

*Scale Reliability and Validity*

As in the Donovan et al. study, the scales in the current study are proven to be valid and reliable. Both the pleasure and arousal scales consisted of seven anchors and seven scale points. The pleasure scale consisted of three combined items: happy, pleased, and satisfied. The alpha reliability for this scale is .78. The arousal scale consisted of three combined items: stimulated, excited, and aroused. The alpha reliability for this scale is .82.

Table 9

*Reliability Statistics: Pleasure and Arousal*

	Cronbach's Alpha	N of Items	Statements
Pleasure	.781	3	Happy, Pleased, Satisfied
Arousal	.819	3	Stimulated, Excited, Aroused



*Pre-Analysis Processes*

Various steps were taken before analyzing any data. The majority of the questions in the survey were coded using a numerical scale equal to the number of data points. The codes for questions nine, ten, thirteen, and fourteen in the store environment survey were inverted prior to entering the data into SPSS. Raw data were recorded for several of the questions. These include the following: Time started; Amount of time planned to spend in the store; Amount of money planned to spend in the store; Number of items planned to purchase; Time shopping ended; Total time spent; Amount of money spent; and Number of items purchased. A category was created to determine the total amount of unplanned time spent in the store. This was done by subtracting the planned time from the actual amount of time spent. Once this was done, the unplanned time results were re-coded into seven categories where one = more than 60 minutes less than planned; two = between 31-60 minutes less than planned; three = between 11-30 minutes less than planned; four = between ten minutes less and ten minutes more than planned; five = between 11-30 minutes more than planned; six = between 31 and 60 minutes more than planned and seven = over 60 minutes more than planned. The same process was conducted for unplanned money spent. A category was created that subtracted the planned amount from the actual amount of money spent. Next, the results for unplanned money spent were re-coded into seven categories where one = \$71 or more less than planned; two = between \$31 and \$70 less than planned; three = between \$11-\$30 less than planned; four = between ten less and ten more than planned; five = between \$11-\$30 more than planned; six = between \$31 and \$70 more than planned and seven = over \$70 more than planned.

Violation of the normality for single variables was evaluated using histograms. The three pleasure variables (happy, pleased, and satisfied) were all positively skewed. The three arousal variables (aroused, excited, and stimulated) did not have a normal distribution. However, a larger range of responses were reported for the arousal variables than for the pleasure variables. Despite these findings, the study was moved forward. The means, standard deviations, and range for all the pleasure and arousal variables are reported in Table 10.

Table 10

*Descriptive Statistics*

Variables	Mean	Standard Deviation	Range
Happy	6.1509	.61796	3.00
Pleased	6.0377	.87623	3.00
Satisfied	6.1132	.77609	3.00
Stimulated	4.4528	1.96690	6.00
Excited	4.3019	1.81431	6.00
Aroused	4.5849	1.62459	6.00

*Statistical Analysis of Hypotheses*

The data analysis does not support any of the hypotheses. Therefore, for the most part, the results of the current study do not concur with the results of the Donovan et al. study.

Hypothesis 1

Hypothesis 1: Pleasure experienced within the store will be positively correlated with:

- (a) unplanned time spent in the store and
- (b) unplanned purchases.

It was found that pleasure experienced in the store was not positively correlated with unplanned time spent in the store or unplanned purchases.

Table 11

*The effects of pleasure on unplanned time spent in the store and unplanned purchases*

Pearson Correlation	Unplanned Time Spent	Unplanned Money Spent
Pleasure	.051	.151

Table 12

*The effects of all three pleasure variables on unplanned time spent in the store and unplanned purchases*

Pearson Correlation	Unplanned Time Spent	Unplanned Money Spent
Happy	-.002	.185
Pleased	.007	-.016
Satisfied	.129	.224

Hypothesis 2

Hypothesis 2: Arousal in pleasant environments will be positively correlated with:

- (a) unplanned time spent in the store and
- (b) unplanned purchase

It was determined that arousal experienced in the store was not positively correlated with unplanned time spent in the store or unplanned purchases. The results of the Donovan et al. study were also unable to support Hypothesis 2.

Table 13

*The effects of arousal on unplanned time spent in the store and unplanned purchases*

Pearson Correlation	Unplanned Time Spent	Unplanned Money Spent
Arousal	.042	.009

Table 14

*The effects of all three arousal variables on unplanned time spent in the store and unplanned purchases*

Pearson Correlation	Unplanned Time Spent	Unplanned Money Spent
Stimulated	.094	.110
Excited	.050	-.088
Aroused	-.055	-.009

Hypothesis 3

Hypothesis 3: The emotional variables of pleasure and arousal experienced in the store will contribute to extra time spent in the store and unplanned spending independently of the cognitive variables of perceived merchandise quality, variety, specials, and value for money.

The results indicate that there are no correlations between the emotional variables and unplanned time and money spent while controlling for the cognitive variables.

Table 15

*Correlations Controlling for Cognitive Variables  
(merchandise quality, variety, specials and value for money)*

Correlation	Unplanned Time Spent	Unplanned Money Spent
Pleasure	.019	.207
Arousal	.029	.020

### *Additional Findings*

While most of the findings in this study do not support those of the original study, there were various other significant findings made during the analysis.

#### *Correlations between total money spent and store environment factors.*

One major finding is regarding the store environment factors and the total amount of money spent among the consumers. There were correlations between three main store environment factors and total money spent. These include store décor, layout, and display. Thus, based upon the results, higher levels of spending occurred when the perceptions of store décor, layout, and display were extremely positive.

Table 16

*Correlations between total money spent and store environment factors*

Pearson Correlation	Total Money Spent	*Sig
Décor	.373	.006
Layout	.343	.001
Display	.430	.002
Crowdedness	-.154	
Color	-.046	
Music	.157	
Movement	-.062	
Noise	.031	

*Correlations between pleasure and arousal and store environment factors.*

Bi-variate analyses were run to determine if there were any correlations between pleasure and arousal and the eight store environment factors: décor, layout, displays, crowdedness, color, music, movement, and noise. The only correlation between the store environment factors and pleasure was for the color variable. This is a very interesting finding due to the immense amount of research supporting the emotional impact of color. The fact that it was the only correlation among all eight factors shows that the store environment did not affect the pleasure level of the participants in this study. This further explains the reason Hypothesis 1 was not supported. There were correlations for three of the eight store environment factors and arousal: store décor, layout, and music. This indicates that high levels of arousal occurred when perceptions of store décor, layout, and music were extremely positive.



Table 17

*Correlations between pleasure and arousal and store environment factors*

Pearson Correlation	Pleasure	*Sig	Arousal	*Sig
Décor	.147		.262	.029
Layout	.058		.259	.031
Displays	-.026		-.134	
Crowdedness	-.112		-.107	
Color	.485	.000	-.179	
Music	.147		.284	.020
Movement	-.032		.026	
Noise	.032		-.058	

*Correlations between the emotional factors and various variables using frequency of visits as a moderator variable.*

The study question regarding frequency of visits was re-coded in order to evaluate differences in customers who frequent the store often and those who do not. Customers who reported shopping at the store at least once, twice, or four times a year were coded with a one for low frequency. Those who reported shopping at the store six to twelve or more times a year were coded with a two for high frequency. Bi-variate analysis was used to determine correlations between pleasure and arousal and various factors. In analyzing both pleasure and arousal, more correlations were found with low frequency customers than with high frequency customers.

*Correlations between various factors and pleasure experienced in the store for customers who frequent the store often and those who don't.*

Correlations were found in high frequency customers for pleasure and unplanned time and color. Correlations were found in low frequency customers for pleasure and décor, color and total money spent. Based upon the data, it can be inferred that high levels of pleasure experienced by customers who frequent the store often result in higher levels of unplanned time spent, while high levels of pleasure experienced by customers who frequent the store less often result in a higher amount of money spent. This would indicate that customers who frequent the store often shop more for enjoyment than to make purchases.

Table 18

*Correlations between various factors and pleasure experienced in the store for customers who frequent the store often and those who don't.*

Correlation	Low Frequency	Sig	High Frequency	Sig
Unplanned Time	No Correlation		.408	.042
Unplanned Money	No Correlation		No Correlation	
Décor	.290	.048	No Correlation	
Layout	No Correlation		No Correlation	
Display	No Correlation		No Correlation	
Crowdedness	No Correlation		No Correlation	
Color	.584	.000	.392	.048
Music	No Correlation		No Correlation	
Movement	No Correlation		No Correlation	
Noise	No Correlation		No Correlation	
Total Time Spent	No Correlation		No Correlation	
Total Money Spent	.362	.032	No Correlation	

*Correlations between various factors and arousal experienced in the store for customers who frequent the store often and those who don't.*

There were correlations in the low frequency group for arousal and décor and music. More importantly, correlations were found in both groups for arousal and total time spent and unplanned time. However, for the high frequency group the correlation had a negative sign, indicating that the people in this group with lower levels of arousal spent a higher amount of total time and unplanned time in the store. Once again, it can be inferred that customers who frequent the store often, enjoy the shopping experience and tend to stay longer. However, their level of arousal will not be as high as customers who don't come to the store as often because they are more familiar with the surroundings.

Table 19

*Correlations between various factors and arousal experienced in the store for customers who frequent the store often and those who don't.*

Correlation	Low Frequency	Sig	High Frequency	Sig
Unplanned Time	.344	.023	-.471	.021
Unplanned Money	No Correlation		No Correlation	
Décor	.331	.028	No Correlation	
Layout	No Correlation		No Correlation	
Display	No Correlation		No Correlation	
Crowdedness	No Correlation		No Correlation	
Color	No Correlation		No Correlation	
Music	.331	.028	No Correlation	
Movement	No Correlation		No Correlation	
Noise	No Correlation		No Correlation	
Total Time Spent	.320	.033	-.495	.016
Total Money Spent	No Correlation		No Correlation	

*Correlations between the emotional factors and various variables using past month visits as a moderator variable.*

Initially the study was designed to disqualify from participation customers who had visited the store in the past month. This decision was made based upon research indicating that due to familiarity, they would experience a lower level of arousal than customers who had not been in the store recently. However, before the study was conducted the researcher decided to allow customers who fell into this category to complete the study. This decision allowed for evaluation of differences between customers who had been in the store in the past month and those who had not.

*Correlations between various factors and pleasure experienced in the store for customers who hadn't been in the store during the past month and those who had.*

For the group who had visited the store in the past month, there weren't any correlations between pleasure and any of the factors tested. There was a correlation between pleasure and color for the group who had not visited the store in the past month.

Table 20

*Correlations between various factors and pleasure experienced in the store for customers who hadn't been in the store during the past month and those who had.*

Correlation	Visited the store in the past month	Sig	Did not visit the store in the past month	Sig
Unplanned Time	No Correlation		No Correlation	
Unplanned Money	No Correlation		No Correlation	
Décor	No Correlation		No Correlation	
Layout	No Correlation		No Correlation	
Display	No Correlation		No Correlation	
Crowdedness	No Correlation		No Correlation	
Color	No Correlation		.602	.000
Music	No Correlation		No Correlation	
Movement	No Correlation		No Correlation	
Noise	No Correlation		No Correlation	
Total Time Spent	No Correlation		No Correlation	
Total Money Spent	No Correlation		No Correlation	

*Correlations between various factors and arousal experienced in the store for customers who hadn't been in the store during the past month and those who had.*

Correlations were found for both groups for arousal and unplanned time. However, for the group who had been in the store in the past month, this correlation had a negative sign. Like in the previous scenario, this indicates that the people in this group with lower levels of arousal spent a higher amount of total time and unplanned time in the store.

Additional correlations for customers who had not been in the store in the past month exist between arousal and décor, music, and total time spent.



Table 21

*Correlations between various factors and arousal experienced in the store for customers who hadn't been in the store during the past month and those who had.*

Correlation	Visited the store in the past month	Sig	Did not visit the store in the past month	Sig
Unplanned Time	-.459	.037	.335	.021
Unplanned Money	No Correlation		No Correlation	
Décor	No Correlation		.308	.032
Layout	No Correlation		No Correlation	
Display	No Correlation		No Correlation	
Crowdedness	No Correlation		No Correlation	
Color	No Correlation		No Correlation	
Music	No Correlation		.409	.006
Movement	No Correlation		No Correlation	
Noise	No Correlation		No Correlation	
Total Time Spent	No Correlation		.334	.022
Total Money Spent	No Correlation		No Correlation	

## Chapter 5: Conclusions

Overall, the findings of this study do not help to support the findings of the Donovan et al. study, “Store Atmosphere and Purchasing Behavior”. The Donovan et al. study is a very sound and respected study that has been heavily cited throughout the academic literature on store atmosphere. There is a very sound probable cause as to why the results of this study did not help confirm the findings of Donovan et al. This is due to the sample that was studied, customers of sporting goods stores. As indicated in the literature review, sporting goods store customers tend to be men. More specifically, the Mintel report stated that men are 47% more likely than women to purchase sporting goods at dedicated stores. This idea is supported in the voluntary demographic sheets completed by 72% of the study participants, which indicate 74% were men. A brief review of patronage behavior distinctly explains the differences in shopping patterns between men and women. Men are known to be hunters. They seek out what they came to the store for and attempt to evacuate the premises in as little time as possible. Therefore, while the experiential retail format is an excellent marketing tool that should help cause unplanned purchases, the results from the current study may be an indication that experiential stores aren’t as effective in stores catered to male patrons. This isn’t to say that experiential stores catered to men can’t be successful because there are a whole host of stores that have very successful operations. The findings of this study showed that higher levels of pleasure and arousal did not affect unplanned time and money spent in the store. However, further analysis of the data showed that there were correlations between three main store environment factors and total money spent and two main store environment factors and arousal level. These results indicate that while the store environment did not affect the amount of unplanned time and money spent, higher levels of arousal occurred

when the perceptions of store décor and layout were extremely positive and higher levels of spending were made by consumers who perceived the store environment factors of décor, layout and displays as extremely positive. Women tend to be more emotional than men. Therefore it is more likely that extraordinary store environments will have a greater emotional affect on them which would lead to more time and money to be spent than planned.

The results of this study are limited due to a variety of factors. The small sample size limits the generalization of the results to the larger population. Additionally, the data analysis showed that the results for the pleasure variables were positively skewed. Due to the high level of positive responses, a comparison study among experiential and traditional stores selling the same or like products should be conducted. (as was originally planned) Also, because of the large percentage of male respondents, future research should be conducted to test the study in an experiential retail store with a higher level of female patrons. Lastly, it can also be assumed that the lack of unplanned spending was affected by the economic recession, which has greatly impacted the state of Michigan. Therefore, conducting the study during better economic times may result in more unplanned spending.

This is the first study testing the affects store environment in experiential retailers has on consumer behavior. Although the hypotheses for this study were not proven, various additional findings were uncovered that help contribute to the academic literature in consumer behavior. As mentioned above, various studies should be conducted to extend the findings of this research.

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## APPENDICES

Appendix A

Survey Form

Eastern Michigan University  
 School of Technology Studies  
 Apparel, Textiles and Merchandising

Research conducted by Alana Garvin for partial fulfillment for the degree of Masters of Science

Code #: \_\_\_\_\_ Date: \_\_\_\_\_

Store Name, Location, and Type. Time shopping started: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

I am conducting research regarding shoppers' reaction to store environments for partial fulfillment for a masters of science in apparel, textiles and merchandising. I appreciate your assistance in taking the time to participate in my study. It will require you to answer some very short questions and fill out a survey. I would like to thank you for your consideration.

Sincerely - Alana Garvin

Part I: Qualification Criteria

Q. 1. Have you ever visited this store? (if yes, move to q 2; If no, move to q 4)

Yes \_\_\_\_\_ No \_\_\_\_\_

Q. 2. Have you visited this store in the last month? (if yes, terminate interview; if no, move to q 3)

Yes \_\_\_\_\_ No \_\_\_\_\_

Q. 3. How often do you visit this store?

At least:

Once a year \_\_\_\_\_ 2 times a year \_\_\_\_\_ 4 times a year \_\_\_\_\_ 6 times a year \_\_\_\_\_ 12 times a year \_\_\_\_\_

Q. 4. How much time do you plan to spend in the store? \_\_\_\_\_

Q. 5. How much money do you plan to spend in the store? \_\_\_\_\_

Q. 6. How many items do you plan to purchase? \_\_\_\_\_

Part II: Now that you have had a chance to take in the store atmosphere, please mark the adjective that best describes your mood. Base your answers on how the setting and what was happening around you, made you feel.

1. Happy – Unhappy

- \_\_\_ a. Extremely Happy
- \_\_\_ b. Happy
- \_\_\_ c. Slightly Happy
- \_\_\_ d. Neither Happy nor Unhappy
- \_\_\_ e. Slightly Unhappy
- \_\_\_ f. Unhappy
- \_\_\_ g. Extremely Unhappy

2. Pleased - Annoyed

- \_\_\_ a. Extremely Pleased
- \_\_\_ b. Pleased
- \_\_\_ c. Slightly Pleased
- \_\_\_ d. Neither Pleased Nor Unpleased
- \_\_\_ e. Slightly Unpleased
- \_\_\_ f. Unpleased
- \_\_\_ g. Extremely Unpleased

3. Satisfied – Unsatisfied

- \_\_\_ a. Extremely Satisfied
- \_\_\_ b. Satisfied
- \_\_\_ c. Slightly Satisfied
- \_\_\_ d. Neither Satisfied nor Unsatisfied
- \_\_\_ e. Slightly Unsatisfied
- \_\_\_ f. Unsatisfied
- \_\_\_ g. Extremely Unsatisfied

4. Stimulated - Relaxed

- \_\_\_ a. Extremely Stimulated
- \_\_\_ b. Stimulated
- \_\_\_ c. Slightly Stimulated
- \_\_\_ d. Neither Stimulated nor Relaxed
- \_\_\_ e. Slightly Relaxed
- \_\_\_ f. Relaxed
- \_\_\_ g. Extremely Relaxed

5. Excited – Calm

- \_\_\_ a. Extremely Excited
- \_\_\_ b. Excited
- \_\_\_ c. Slightly Excited
- \_\_\_ d. Neither Excited nor Calm
- \_\_\_ e. Slightly Calm
- \_\_\_ f. Calm
- \_\_\_ g. Extremely Calm

6. Aroused – Unaroused \*

- \_\_\_ a. Extremely Aroused
- \_\_\_ b. Aroused
- \_\_\_ c. Slightly Aroused
- \_\_\_ d. Neither Aroused nor Unaroused
- \_\_\_ e. Slightly Unaroused
- \_\_\_ f. Unaroused
- \_\_\_ g. Extremely Unaroused

\* Arousal-nonarousal refers to the degree to which a person feels excited, stimulated, alert, or active in the situation.

Next, please mark the option that you believe best describes the environment.

7. Novel Décor - Familiar Décor

- a. Extremely Novel Décor
- b. Novel Décor
- c. Slightly Novel Décor
- d. Neither Novel nor Familiar Décor
- e. Slightly Familiar Décor
- f. Familiar Décor
- g. Extremely Familiar Décor

8. Surprising Layout - Usual Layout

- a. Extremely Surprising Layout
- b. Surprising Layout
- c. Slightly Surprising Layout
- d. Neither Surprising or Usual Layout
- e. Slightly Usual Layout
- f. Usual Layout
- g. Extremely Usual Layout

9. Cluttered Displays - Orderly Displays

- a. Extremely Cluttered Displays
- b. Cluttered Displays
- c. Slightly Cluttered Displays
- d. Neither Cluttered nor Orderly Displays
- e. Slightly Orderly Displays
- f. Orderly Displays
- g. Extremely Orderly Displays

10. Crowded - Uncrowded

- a. Extremely Crowded
- b. Crowded
- c. Slightly Crowded
- d. Neither Crowded nor Uncrowded
- e. Slightly Uncrowded
- f. Uncrowded
- g. Extremely Uncrowded

11. Colorful – Drab

- a. Extremely Colorful
- b. Colorful
- c. Slightly Colorful
- d. Neither Colorful nor Drab
- e. Slightly Drab
- f. Drab
- g. Extremely Drab

12. Stimulating Music - Dull Music

- a. Extremely Stimulating Music
- b. Stimulating Music
- c. Slightly Stimulating Music
- d. Neither Stimulating nor Dull Music
- e. Slightly Dull Music
- f. Dull Music
- g. Extremely Dull Music

13. Difficult - Easy to move about in

- a. Extremely Difficult to move about in
- b. Difficult to move about in
- c. Slightly Difficult to move about in
- d. Neither Difficult nor easy to move about in
- e. Slightly Easy to move about in
- f. Easy to move about in
- g. Extremely Easy to move about in

14. Noisy - Quiet

- a. Extremely Noisy
- b. Noisy
- c. Slightly Noisy
- d. Neither Noisy nor Quiet
- e. Slightly Quiet
- f. Quiet
- g. Extremely Quiet

## Part III: Closing Questions

Time Shopping Ended: \_\_\_\_\_

Total Time Spent Shopping: \_\_\_\_\_

Q 1. How much money did you spend in the store? \_\_\_\_\_

Q 2. How many items did you purchase? \_\_\_\_\_

How did the following factors influence your decision to make a purchase?

## 1. Value For Money

- \_\_\_ a. Very Important
- \_\_\_ b. Quite Important
- \_\_\_ c. Not Very Important
- \_\_\_ d. Not At All Important

## 2. Quality

- \_\_\_ a. Very Important
- \_\_\_ b. Quite Important
- \_\_\_ c. Not Very Important
- \_\_\_ d. Not At All Important

## 3. Variety, e.g. sizes and colors

- \_\_\_ a. Very Important
- \_\_\_ b. Quite Important
- \_\_\_ c. Not Very Important
- \_\_\_ d. Not At All Important

## 4. Sales/Discounts

- \_\_\_ a. Very Important
- \_\_\_ b. Quite Important
- \_\_\_ c. Not Very Important
- \_\_\_ d. Not At All Important

This concludes the study. Thank you so much for your assistance!



Appendix B  
Demographics Form

**Demographics (Voluntary)**

1. What is your sex?

\_\_\_\_\_ Male \_\_\_\_\_ Female

2. What is your race or ethnic origin?

\_\_\_\_\_ Caucasian \_\_\_\_\_ African American  
 \_\_\_\_\_ Hispanic \_\_\_\_\_ Native American  
 \_\_\_\_\_ Asian \_\_\_\_\_ Other (please specify) \_\_\_\_\_

3. What is your marital status?

\_\_\_\_\_ Married \_\_\_\_\_ Divorced/ Separated  
 \_\_\_\_\_ Single \_\_\_\_\_ Widowed

4. What age range do you fall between?

\_\_\_\_\_ 18-25 \_\_\_\_\_ 26-35 \_\_\_\_\_ 36-45  
 \_\_\_\_\_ 46-55 \_\_\_\_\_ 56-65 \_\_\_\_\_ 66 or older

5. What is the total yearly income of your household before taxes?

\_\_\_\_\_ Under \$10,000 \_\_\_\_\_ \$40,000-49,999 \_\_\_\_\_ \$125,000-149,999  
 \_\_\_\_\_ \$10,000-19,999 \_\_\_\_\_ \$50,000-74,999 \_\_\_\_\_ \$150,000-174,999  
 \_\_\_\_\_ \$20,000-29,999 \_\_\_\_\_ \$75,000-99,999 \_\_\_\_\_ \$175,000-199,999  
 \_\_\_\_\_ \$30,000-39,999 \_\_\_\_\_ \$100,000-124,999 \_\_\_\_\_ \$200,000 or more

6. What is the highest formal education you and your spouse (if married) have attained to date?

	<b>You</b>	<b>Spouse</b>
Grade school	_____	_____
Some high school	_____	_____
High school degree	_____	_____
Some college	_____	_____
Bachelor degree	_____	_____
Master's degree	_____	_____
Doctoral degree	_____	_____

7. Do you have any children? \_\_\_ yes \_\_\_ no If yes, please indicate how many \_\_\_\_\_

8. Where do you normally shop for sporting equipment?

\_\_\_\_\_ mass merchandiser  
 \_\_\_\_\_ department store  
 \_\_\_\_\_ sporting goods store  
 \_\_\_\_\_ sporting goods super store

Appendix C  
Informed Consent Letter

### **Informed Consent for Study Participation**

I am conducting research regarding shoppers' reaction to store environments and the consequential affects on purchase behavior for partial fulfillment for a masters of science in apparel, textiles and merchandising. The study is a three part process that will require you to be interrupted before, during, and after your shopping trip to answer a few short questions and two very short and simple surveys. The study procedures include the following steps: 1.) Potential respondents will be intercepted after entering the store and given study details; 2.) Respondents in agreement to participate will be asked to complete the first page of the study that includes participation criteria regarding frequency of store visits in addition to questions asking how much time and money they plan to spend in the store as well as how many items they plan to purchase; 3.) A volunteer will record the time and release the consumer to take in the store environment for five minutes; 4.) After five minutes, respondents will be asked to fill out the survey on the next two pages of the study to determine their emotional state using revised pleasure-arousal response scales as well as questions regarding the store environment; 5.) After completing the survey, the customer will be told to continue shopping; 6.) When the respondent reaches the check out, the volunteer will record the time spent in the store; 7.) After the purchase is made, the patron will be asked to fill out the final page of the study that includes questions regarding the amount of money spent and the number of items purchased and a survey using the response scale for cognitive factors to measure the cognitive aspects that affect the sale; 8.) The customer will be thanked for their participation; and 9.) the customer will be asked to fill out a voluntary anonymous demographics form to be applied for possible future research to extend the current study findings.

The research results will be reported in my thesis which will be available at the Eastern Michigan University Library in August. There aren't any potential risks involved by participating in the research nor anything that should place you in discomfort. Your participation in this study is very important because it will help retailers understand how the store environment affects consumers and will add to the academic knowledge in consumer behavior. Your identity will not be requested on any of the forms, therefore the study is completely confidential.

This research protocol and informed consent document has been reviewed and approved by the Eastern Michigan University Human Subjects Review Committee for use from 4/15/09 – 6/1/09. If you have questions about the approval process, please contact Dr. Deb de Laski-Smith (734-487-0042, Interim Dean of the Graduate School and Administrative Co-chair of UHSRC, [human.subjects@emich.edu](mailto:human.subjects@emich.edu)).

I truly appreciate your assistance in taking the time to participate in my study. Please understand that your participation is completely voluntary and that you may discontinue participation at any time. Refusal to participate will not involve any consequences. If there are any developments that occur during the course of the research that relate to your willingness to continue participation, you may end your participation. Thank you once again! Your contribution is vital to this study and is greatly appreciated.

Sincerely,

Alana Garvin

Appendix D

Human Subjects Approval Letter

Eastern Michigan University  
College Of Technology

To: Alana Garvin  
From: Paul Majeske, COT HSRC Chairman  
Subject: COT-Human Subjects Review Committee  
Date: 6/29/09

Dear Alana,

The Human Subjects Review Committee of the College of Technology has received and reviewed your proposal entitled:  
Experiential Retailing: Extraordinary Store Environments and Purchase Behavior.

The committee has APPROVED your proposal.

The committee would like to stress that you do not in any way stray from your plan and work hard to ensure anonymity of your participants. This letter is official notification.

Good luck with your research effort,

Prof. Paul Majeske  
COT HSRC Chairman  
COT Faculty Council Chairman

Appendix E  
Curriculum Vitae



## Alana Garvin

### EDUCATION

Eastern Michigan University; Ypsilanti, Michigan  
**Masters of Science in Apparel, Textiles, and Merchandising**  
 August 2009. Grade Point Average: 3.9

Alabama Agricultural and Mechanical University; Normal, Alabama  
**Bachelor of Science in Apparel, Merchandising, and Design**  
 May 2001. Grade Point Average: 3.79

### EMPLOYMENT

**Eastern Michigan University**  
**Adjunct Lecturer; Graduate Assistant**

September 2007 – Present

Prepare lectures, assignments, and tests for apparel, textiles, & merchandising courses  
 Instruct classes of 20-25 students in display techniques, textiles, and intro to ATM  
 Ensure a solid understanding of curriculum content utilizing a variety of assessments

**Southfield Public Schools**

**Substitute Teacher**

September 2005 - June 2009; Long Term Positions: 5<sup>th</sup> Grade (2 months) (2 weeks)  
 6<sup>th</sup> Grade (1 month) 1<sup>st</sup> Grade (6 weeks) Special Ed. (1 month)

Plan & teach curriculum utilizing various methods to meet the needs of each student  
 Implement classroom management skills to ensure a positive learning environment  
 Assess understanding & document performance in progress reports and report cards

**J.C. Penney Company, Inc.**

**Senior Department Manager; Manager Trainee**

December 2002 – January 2005

Execute visual plan & ensure exceptional floor maintenance to help maximize profit  
 Develop & implement plans to ensure successful sales events  
 Ensure excellent customer service through effectively coaching staffs of 15-25 members

### AWARDS

- |                              |   |
|------------------------------|---|
| * 4.0 President's Cup Award  | * Overall Outstanding Student (School of Agriculture) |
| * Honor Roll                 | * Outstanding Senior (School of Agriculture)          |
| * Dean's List                | * Outstanding Junior (School of Agriculture)          |
| * Abigail Hobson Scholarship | * Outstanding Sophomore (School of Agriculture)       |
| * Mozelle Davis Scholarship  | * Outstanding Freshman (Department of FCS)            |

### ORGANIZATIONS

**Student Government Association**

Senior Class President, 00-01

**Trendsetters Fashion Club**

President, 98-99

Fashion File Editor, 98-99; 99-00

**Alpha Kappa Mu Honor Society**

Hospitality Chair, 00-01

**Kappa Omicron Nu Honor Society**

**Alabama A&M Alumni Association**

**Pre-Professional Development**

President, 99-00

**Alpha Kappa Alpha Sorority, Incorporated**

Ivy Leaf Editor, 99;00;01

Treasurer, 01

**Pan-Hellenic Council Step Show Committee**

Publicity Chair, 99-00; 00-01

**The American Association of**

**Family and Consumer Sciences**

### VOLUNTEER SERVICES

Girl Scouts of America, Freshman Orientation Program, Boys and Girls Club, Panoply, Designers Against Breast Cancer, Roosevelt Middle School, T.E.A.M. Mentoring Program