

STORE ATMOSPHERICS AFFECTS PATRONAGE INTENTIONS - A CONCEPTUAL FRAMEWORK

Farah.S.Choudhary

Assistant Professor, The Business School, University of Jammu, (India)

ABSTRACT

The purpose of this study is to explore the effect of store atmospherics on store image and patronage intentions and identify the relative importance of the various store atmospherics elements to consumers. The study took an extensive literature review on store atmospherics, store image and patronage intentions and try to find the relationship between them. The paper also shows the relevance of store atmospherics for customers while creating the store image. The purpose of the paper is to give a conceptual model that will show a relationship between store atmospherics, store image and patronage intentions. It also gave implications for retailers of how to use store atmospherics to attract consumers.

Keywords: Store atmospherics, store image, patronage intentions.

I. INTRODUCTION

The Indian economy is on a growth spin and the country has appeared as the fourth largest economy in the world on a purchasing power parity basis. The business environment quality has also improved to a noticeable extent and this is apparent as India has attained 49th rank (GCI Rankings, 2009–10 [1]) in the World Economic Forum's Global Competitiveness Index.

Concurrently, Indian retail industry has been graded among the top ten major retail markets in the world economy (FICCI-BISNET, 2010 [2]) and ranked at the top in Asian retail markets (A.T. Kearney GRDI, 2009 [3]). Thus, indicating the degree of competitiveness that has gripped the retail sector. This is further highlighted by the fact that Foreign Direct Investment (FDI) in retail sector has contributed to about Rs.593.41 crores of the total FDI Inflows (FDI, January 2011). As a result there is an attitudinal shift among the Indian consumer in terms of choice and value for money. Shoppers are becoming more aware and knowledgeable about product displays, formats and practices of retailing to uphold a consciousness for lifestyles and shopping standards.

In the most recent years, shoppers in India have undergone a remarkable transformation in their lifestyles by shifting from conventional shopping notions for foodstuff, groceries and apparels to upgraded standards in categories that deliver enhanced quality and experience (FICCI- BISNET, 2010 [2]). Keeping this in view, a store must possess an environment with an appealing merchandise display which elicits the shoppers' buying eagerness and intent, besides coping with the changing environment and rising customer expectations.

Store Atmospherics is not a mere arrangement of products but goes deeper and wider into the essence of physicality of the store (Davies and Ward, 2005 [4]). It can be viewed as all the things the shopper witnesses, both exterior and interior, which shape a constructive impression of the store and result in higher purchase action at the shoppers' end. Store Atmospherics is therefore concerned with both the visual and the marketing functions of the store environment to enhance the brand image and to increase sales (Cahan & Robinson, 1984 [5]; Diamond & Diamond, 2003 [6]).

In a highly competitive environment where brand names are increasing on the fashion and lifestyle clothesline, garment brand promoters are working on customer's pull and retention strategies, the Store Atmospherics is the only differentiator, especially in a scenario where consumers encounter same fashion designs almost uniformly (Lea Greenwood 1998 [7]). Hence, it is the most useful creative art as far as retail business is concerned be it a department store, specialty store, hotels or even petrol pumps.

Surprisingly, Store Atmospherics is still a neglected customer-facing contact channel in India. It is at its initial stage only, possibly because visual merchandising has its own progression of motion everywhere. Additionally, there has been a notable paucity of research studies in physical visual display of merchandise assortments in India. The paradox stands here that though Store Atmospherics is a key contributor towards the sales of product assortments, it often goes unnoticed in the Indian retail management scenario.

Conversely, the retail literature is slowly but surely flourishing for in-store physicality and display in organised retailing (Thompson and Chen, 1998 [8]).

In a paper, V. Zeithaml (1988 [9]) has stated that shopper's perception keeps on changing with the changing competitive environment, transparency of information leading to added knowledge and growing expectations. Shoppers formulate a positive outlook for anything that reduces their search time, locating the product and expenses. Improved Store Atmospherics practices and easy product display can help shoppers save their time and expenses. This in turn will lead to the customer's favourable image about the store and if customer is satisfied with their purchase they will return to the store (M.Z.Osman, 1993 [10]). This tendency of a person to repurchase from the same store refers to patronage intentions (Jones and Sasser, 1995 [11]).

Thus, this can be deduced that Store Atmospherics is a key element of differentiation in apparel and lifestyle industry. This subject is a critical area in retailing in international scenario but is still an upcoming field in India. Hence, Store Atmospherics holds immense relevance in Indian context.

II. LITERATURE REVIEW

2.1 Store Atmospherics

Retailers are facing a keen competitive market place and as a consequence of that they find many difficulties to differentiate their stores on the basis of product, place, people, price and promotion. Retail store elements such as colour, lighting and visual merchandising have always been considered as having immediate effects on the buying decision making process. The emphasis has moved away from in-store product displays, towards elements that excite the senses of shoppers such as flat screen videos or graphics, music, smells, lighting and flooring that tend to capture the brand image or personality and help to create an unique environment and shopping experience (McGoldrick, 1990 [12]; Marsh, 1999 [13]).

The concept of “atmospherics” was first introduced by Kotler (1973 [14]) to mean “the conscious designing of space to create certain buyer effects, specifically, the designing of buying environments to produce specific emotional effects in the buyer that enhance his purchase probability” (Kotler, 1973-74, pg. 50 [14]). According to Kotler (1973-74 [14]), the designing of an environment through the use of colors, lighting, sounds, and furnishings stimulates perceptual and emotional responses by consumers, and ultimately affects their behavior.

On the other hand, Berman and Evans (2004, pg. 454 [15]) refer to atmosphere (also known as “atmospherics”) as “the store’s physical characteristics that project an image and draw consumers”. According to Berman and Evans (2004 [15]), a retailer’s image depends heavily on its atmosphere. Atmosphere created within a retail store, through the use of sights, sounds, smells, and other physical attributes, plays a significant role in reflecting the store’s personality to the shopper, generating a particular “view” of the store in the shopper’s mind, and thus influencing how the retailer is perceived.

In exploring retail environments; Kerin et al. (1992 [16]) indicate that the store-related stimuli in a retail setting can shape merchandise price and quality perceptions and consumer impressions of store value. They imply that consumers attend to various environmental cues when evaluating stores, because they believe that these cues offer reliable information about product-related attributes such as quality, price, and overall shopping experience. For instance, a customer entering a store with tile floors, the smell of popcorn, fluorescent lighting, and Top-40 music may access from the memory a “discount store” schema and infer that the store’s merchandise is low priced and of average quality and that the store has minimal service (Kerin et al., 1992 [16]). As this example demonstrates, through providing informational cues to consumers about merchandise and service quality, store atmosphere may have a significant influence on consumers’ perceptions and attitudes towards the store.

According to the definition of The New Shorter Oxford English Dictionary (1993, pg. 139), atmosphere relates to the “mental or moral environment”, “a pervading tone or mood”. To be more precise, it is the mood exuded by the complete retail offer, which is then interpreted by the customer. By itself, store atmosphere is very much in the mind of the customer; it is the individual’s perception of the cues provided both separately and collectively by the store, primarily by its location, environment and personnel.

2.2 Dimensions of Store Atmospherics

Studies of retail environments has provided with a large number of atmospheric stimuli or elements and noted their influence on evaluations and on a wide range of behavioral responses. As being the first to introduce the concept of “atmospherics” into the consumer behavior literature, Kotler (1973-74 [14]) has categorized four dimensions of store atmosphere in terms of the sensory channels as *visual*, *aural*, *olfactory*, and *tactile*. He has described the main visual elements of an atmosphere as “color”, “brightness”, “size”, and “shapes”; aural elements as “volume” and “pitch”; olfactory elements as “scent” and “freshness”; and finally the tactile elements as “softness”, “smoothness”, and “temperature”. The fifth sense of *taste* has not been included as a dimension into Kotler (1973-74 [14])’s categorization since the atmosphere of a retail store cannot be described in terms of this sense.

On the other hand, Baker (1986 [17]) has suggested another typology categorizing the elements of store environment into three categories as “*social factors*”, “*ambient factors*”, and “*design factors*”. In respect of this

categorization, social factors represent the “people” component of the environment, including both the store employees and customers. The number, type, and behavior of people are proposed to influence consumers’ perceptions of stores. Ambient factors relate to background conditions in the environment. In other words, they are the non-visual elements of a store’s environment such as temperature, scents, noise, music, and lighting. Design factors, on the contrary, are visual in nature. They include functional and aesthetic elements such as architecture, style, and layout. According to Baker (1986 [17]), retailers should choose various combinations of these factors along with their needs.

Table 1: Atmospheric Variables

I - External Variables	II - General Interior Variables
Exterior signs	Flooring and carpeting
Entrances	Color schemes
Exterior display windows	Lighting
Height of building	Music
Size of building	Scents
Color of building	Tobacco smoke
Surrounding stores	Width of aisles
Lawns and gardens	Merchandise
Address and locations	Temperature
Architectural style	Cleanliness
Surrounding area	P.A. usage
Parking availability	Wall composition
Congestion and traffic	Paint and wall paper
Exterior walls	Ceiling and composition
III - Layout and Design Variables	IV - Point-of-Purchase and Decoration Variables
Space design and allocation	Point of purchase displays
Placement of merchandise	Signs and cards
Grouping of merchandise	Pictures
Furniture	Product displays
Placement of equipment	Price displays
Waiting areas	
Waiting rooms	
V - Human Variables	
Employee characteristics	
Employee uniforms	
Crowding	

Source: Turley, L. W., Milliman, R. E. (2000 [20]). “Atmospheric Effects on Shopping Behavior: a Review of the Experimental Evidence”, Journal of Business Research, pg. 194.

Bitner's (1992 [18]) typology, being more focused on the service retail context, was somewhat more extensive and has included "ambient cues" (those cues that affect the five senses); "layout and functionality" (store arrangement and ability to facilitate consumer goals); and "signs, symbols, and artifacts" (signals that communicate information to the shopper).

Furthermore, Berman and Evans (1995 [19]) have formulated a different categorization, in which atmospheric stimuli are divided into four key elements as "the exterior of the store", "the general interior", "the layout and design variables", and "the point-of-purchase and decoration variables". However, based upon their findings throughout the literature, Turley and Milliman (2000 [20]) have included a fifth category of "the human variable" into this typology. Table 3, on the next page, provides a listing of the variables that comprise each of these five categories. This typology of atmospheric cues presented by Berman and Evans (1995 [19]), and as revised by Turley and Milliman (2000 [20]), is used as a conceptual framework for the present study since it represents an attempt to create an organized and logical structure to the study of atmospheric variables that are thought to influence consumer behavior. This typology can also be considered as an attempt to impose a managerial organization on atmospheric stimuli.

Such a classification can allow managers to identify and tailor appropriate atmospheric elements in order to communicate a desired image or environment to a particular shopper segment or target market and stimulate a desired result from shoppers.

2.3 Store Image and Patronage Intentions

Store image is treated in literature as a multi-attribute concept Doyle and Fenwick (1974 [21]). Image can be defined as a function of the salient attributes of a particular store that are evaluated and weighed against each other. In other words, image is a complex of consumer perceptions of the different attributes of the store Houston and Nevin (1981 [22]).

Arons (1961 [23]) defined store image as complex of meanings and relation that make consumers distinguish the store from others. A few of major definition of store image are as follow:

SCHOLARS	DEFINITION OF STORE IMAGE
Kunkel and Berry (1968 [24])	Store image is built up through experience and totally conceptualized or expected strengthening that urge consumers to purchase at the specified store.
Oxenfeldt (1974 [25])	Store image is a complex of attributes that consumers feel about the store and it is more than a simple sum of objective individual attributes since parts of attributes interact in consumers' minds.
Zimmer and Golden (1988 [26])	Store image means a complex in total dimensions of store attributes that consumer feel and a complex means that store image consists of various attributes.
Berman and Evans (1995 [19])	Store image consists of functional and emotional attributes, these are organized in the perceptual structures of purchasers, and the structures are expectation on overall policies and executions of retailers.

Thus, to sum up store image is an overall attitude of a consumer to the store, its attributes mean various things, and each store has a relative location in the consumer's mind. Bearden (1977 [27]) mentioned the influence of store image as "consumers choose stores that they feel close to their self image," and he tried to find out store image attributes that affect store choice and loyalty for downtown and suburban shopping centers.

As reflected by Prus and Brandt (1995 [28]), Zeithaml et al. (1996 [29]); Patronage Intentions is:

- Intent to continue to do shopping from the store,
- Intent to do more shopping from the store over the next twelve months,
- Intent to continue to prefer the store to others,
- Intent to consider the store as the first choice for future purchases,
- Intent to say positive things about the store to other people,
- Intent to recommend the store to anyone who seeks advice (friends, family, relatives, others), and lastly,
- Intent to encourage friends, family, relatives, and others to do shopping from the store.

Store image is a critical component of store loyalty (e.g. Arons, 1961 [23]; Doyle and Fenwick, 1974 [21]; Lewis and Hawksley, 1990 [30]; Malhorta, 1983 [31]; Nevin and Houston, 1980 [22]; Osman, 1993 [10]). There have been two kinds of views on the relationship between store image and store loyalty. The first view is that store image attributes directly influences store loyalty. The other is that store image itself affects store loyalty. Matineau (1958 [32]) relates store image and store loyalty by arguing that store image has an influence on store loyalty. Singson (1975 [33]) focuses on the store image attributes and finds that price and quality are the most important store image attributes affecting store loyalty and assortment follows them. Lessig (1973 [34]) finds that the store image measured by store atmosphere, product, price, and promotion is correlated with store patronage intentions.

Thus, H_1 has been postulated as:

H_1 : There is positive relationship between store image and patronage intentions.

Additionally, Store atmosphere can attract consumers to enter stores and can communicate brand image (Lea-Greenwood, 1998 [7]). Kerfoot, Davis, and Ward (2003 [35]) investigated the effect of visual merchandising stimuli on consumers' brand recognition, liking for displays, browsing, and purchase intention in women's retail stores.

In addition, store atmospherics must coordinate the entire merchandising, in store design, and space allocation (Walters & White, 1987 [36]). Sometimes, improper elements incompatible with consumers' expectations can hurt store image (Cahan & Robinson, 1984 [5]; Walters & White, 1987 [36]). Thus, the quality of store atmospherics is perceived to be very important to increase sales as well as to enhance the image of the store (Cahan & Robinson, 1984 [5]; Walters & White, 1987 [36]).

Store environment has also been found to be one of several inputs into the customer's global store image, or overall attitude toward the store (e.g. Lindquist 1974 [37]; Darden, Erdern and Darden 1983 [38]; Zimmer and Golden 1988 [26]). Each retail store may have a distinctive image in consumers' minds, which is usually based on different elements of the retail mix. According to Lea-Greenwood, 1998 [7] these elements are location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs (Bloemer and Ruyter, 1998 [39]).

Thus this can be deduced that store atmosphere is a key component that affects store image.

Furthermore, According to inference theory, individuals assign meaning to and make inferences based on cues available to them in a particular physical environment (Huber & McCann, 1982 [40]; Nisbett & Ross, 1980 [41]). Such cues could range from music (Kellaris & Rice, 1993 [42]; Milliman, 1982 [43], 1986 [44]; Yalch & Spangenberg, 1993 [45]), crowding (Bateson & Hui, 1992 [46]) and decor (Bitner, 1992 [18]) to number of salespeople (Baker et al., 1992 [47]), layout, lighting, noise and clear signage, to name a few. When combined, these constitute a 'visual merchandising' and have the capacity to influence customer responses and behaviours (Greenwood, 1998 [7]). Environmental psychologists have suggested that, even though they may perceive discrete cues, people respond to a particular physical setting holistically (Bell, Fisher, & Loomis, 1978 [48]; Holahan, 1982 [49]). It is this cumulative effect of all the cues that comprises visual merchandising. Since these tangible factors (music, layout, decor, etc.) are controllable by the retailer, their total impact on customer-patronage intentions is of paramount importance to the successful management of customer retention.

To fulfil customers' needs for memorable and enjoyable shopping experiences, retailers have resorted to spectacular decor, interactive displays, multimedia stimulation and other customized details that evoke positive affect and make the shopping experience highly entertaining. Such positive affective responses are essential to a retailer's success at brand building and, ultimately, retaining its customers (Kozinets et al., 2002 [50]).

Mehrabian and Russell (1974 [51]) suggest that behavioural responses to physical surroundings can take two different forms: approach or avoidance. In the context of retailing, the former includes spending more time and money in the store, enjoying the shopping experience, more time spent browsing and so on (Donovan & Rossiter, 1982 [52]; Donovan, Rossiter, & Nesdale, 1994 [53]). Avoidance behaviours include not staying to shop at the store, expressing discomfort and displeasure or a shorter time spent in the store (Bitner, 1992 [18]). Obviously, retailers would like to encourage approach behaviours and minimize avoidance behaviours in customers. In order to accomplish these goals, retailers must understand what leads to such approach or avoidance behaviours in the first place.

Also, the shopping experience, as created by the store environment, has been found to play an important role in building store patronage. Along with the merchandise, it triggers affective reaction among shoppers (Baker et al., 1992 [47]). It also contributes to creating store patronage intentions (Baker et al., 2002 [54]).

Thus, H₂ has been structured as:

H₂: Store Image and Patronage Intention relationship is mediated by store atmospherics.

III. OBJECTIVES OF THE RESEARCH ARE

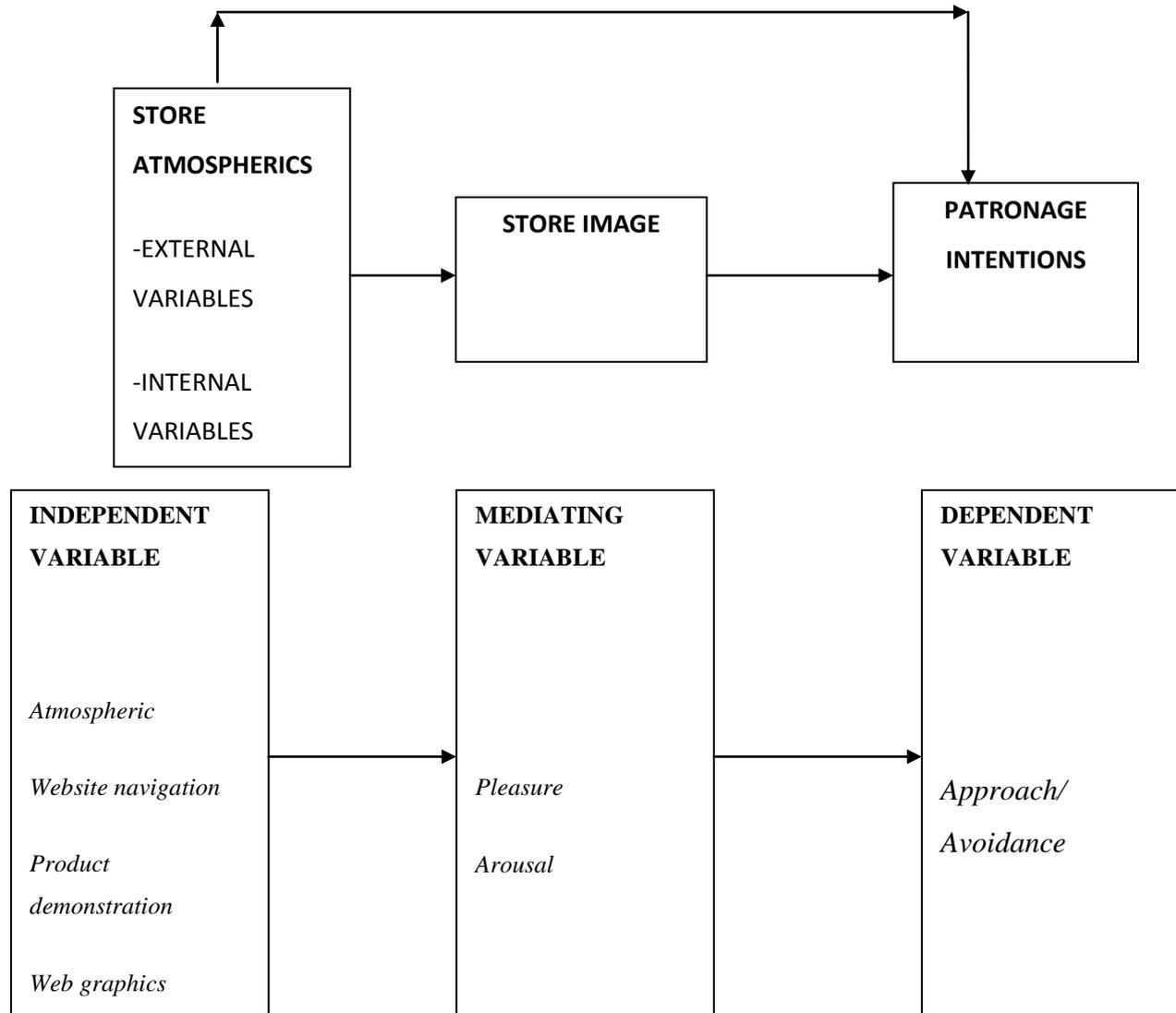
1. To explore the underlying factors of Store Atmospherics influencing the behaviour of consumers.
2. To understand the relationship between Store Image and Patronage Intentions.
3. To evaluate the mediating affect of Store Atmospherics on relationship between Store Image and Patronage Intentions.

Thus, the above objectives and literature has generated following hypothesis:

H₁: There is positive relationship between store image and patronage intentions.

H₂: Store Image and Patronage Intention relationship is mediated by store atmospherics.

So, on the basis of literature reviewed, the conceptual framework will be:



IV. CONCLUSION

1. The importance of the proposed study is grounded in the congruity between managements and customers' perception of atmospherics and image, which can be used as a strategic input to differentiate and create customer value for building store equity.
2. Retailers understanding of the consumers' perceived importance of atmospherics would help making necessary adjustments for enhancing store image for attraction and retentions of profitable customers in increasing competitive environment
3. The proposed study does not focus on aggregate the perceptions regarding atmospherics only but also includes its relationship with image and patronage intentions.
4. The findings would help the management to ensure that the expenditure incurred on atmospherics is not merely to be seen in terms of ROI but also as long-term investments.

5. The proposed study can therefore be viewed as an attempt to further broaden the atmospheric, store image research domain and knowledge base.

REFERENCE

- [1]. GCI Rankings, (2009–10). Retrived from; <http://www.weforum.org/pdf/pressreleases/india.pdf>.
- [2]. FICCI- BISNET, (2010). Retrived from; http://www.indiainbusiness.nic.in/economy/economic_snapshot.htm.
- [3]. A.T. Kearney Global Retail Development Index, (2009). Retrived from; <http://www.atkearney.com/main.taf?p=5,3,1,110>.
- [4]. Davies, B.J. and Ward, P. (2005). Exploring the Connections between Visual Merchandising and Retail Branding. *International Journal of Retail & Distribution Management*, 33(7), 505–13.
- [5]. Cahan, L., & Robinson, J. (1984). *A practical guide to visual merchandising*. Linda, Canada: John Wiley & Sons, Inc
- [6]. Diamond, J., and Diamond, E. (2003). *Contemporary visual merchandising environmental design* (3rd Ed.). Upper Saddle River, NJ: Prentice Hall.
- [7]. Lea-Greenwood, G. (1998). Visual Merchandising: A Neglected Area in UK Fashion Marketing? *International Journal of Retail and Distribution Management*, 26(8), 324–30.
- [8]. Thompson, K.E. and Chen, Y.L. (1998). Retail Store Image: A Means-End Approach. *Journal of Marketing Practice: Applied Marketing Science*, 4(6), 161–173.
- [9]. Zeithaml, V.A. (1988). Consumer Perception on Price Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22.
- [10]. Osman, M.Z. (1993). A conceptual model of retail image influences on loyalty patronage behavior. *The International Review of Retail, Distribution and Consumer Research*, 31, 149-166.
- [11]. Jones T. O. and W. E. Sasser. (1995). “Why Satisfied Customers Defect?”. *Harvard Business Review*, November-December, pg. 88-99.
- [12]. McGoldrick, P. (1990). *Retail Marketing*, Maidenhead.: McGraw-Hill,
- [13]. Marsh, H. (1999). Pop Stars of the Retail World. *Journal of Marketing*, January, 20 – 32.
- [14]. Kotler, P. (1974). Atmospheric as a marketing tool. *Journal of Retailing*, 49, 48-64.
- [15]. Berman, B. and J. R. Evans. (2004). *Retail Management: A Strategic Approach*. 9th Edition. New Jersey: Prentice Hall.
- [16]. Kerin, R. A., A. Jain, and D. J. Howard. (1992). “Store Shopping Experience and Consumer Price-Quality-Value Perceptions”. *Journal of Retailing*, 68(4), 376.
- [17]. Baker, J. (1986). “The Role of the Environment in Marketing Services: The Consumer Perspective”. *American Marketing Association*, 79-84.
- [18]. Bitner, M.J. (1992). Services capes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57-71.
- [19]. Berman, Berry and Joel R. Evans (1995), *Retail Management*, 6th ed., New Jersey: Prentice Hall.
- [20]. Turley, L. W. and R. Milliman. (2000). “Atmospheric Effects on Shopping Behavior: A review of the Experimental Evidence”. *Journal of Business Research*, Vol. 49, pg. 193-211.

- [21]. Doyle, P. and Fenwick, I. (1974). How store image affects shopping habits in grocery chains. *Journal of Retailing*, 50(4), 39–52.
- [22]. Nevin, J. and Houston, M. (1980). Image as a component of attractiveness to intra-urban shopping areas. *Journal of Retailing*, 52(1), 77-93
- [23]. Arons, L. (1961). Does TV viewing influence store image and shopping frequency? *Journal of Retailing*, 37(3), 1-13
- [24]. Kunkel, J.H. and Berry, L.L. (1968). A behavioral conception of retail image. *Journal of Marketing*, 32, 21-27.
- [25]. Oxenfeldt, A.R. (1974). Developing a favorable price-quality image. *Journal of Retailing*, 50 (Winter), 8–14.
- [26]. Zimmer, M.R. and Golden, L.L. (1988), “Impression of Retail Stores: a content analysis of consumer images”. *Journal Of Retailing*, 64(3), 265-93
- [27]. Bearden, William O. (1977), Determinant Attributes of Store Patronage: Downtown versus Outlying Shopping Centers. *Journal of Retailing* ,53, 15–22, 92, 95.
- [28]. Prus, A. and R. Brandt. (1995). “Understanding Your Customers”. *Marketing Tools*, July/August.
- [29]. Zeithaml, V. A., L. L. Berry, and A. Parasuraman. (1996). “The Behavioral Consequences of Service Quality”. *Journal of Marketing*, Vol. 60, pg. 31-46.
- [30]. Lewis, B. R. and Hawksley, A. W. (1990). Gaining a competitive advantage in fashion retailing. *International Journal of Retail and Distribution Management*, 18(4), 21-32.
- [31]. Malhotra, N. (1983). A threshold model of store choice. *Journal of Retailing*, 59(2), 3-21.
- [32]. Martineau, P. (1958). The personality of the retail store. *Harvard Business Review*, 36(1), 47–55.
- [33]. Singson, Ricardo L (1975). Multidimensional Scaling Analysis of Store Image and Shopping Behavior. *Journal of Retailing*, 51, 38-52
- [34]. Lessig, V.P. (1973). Consumer store image and store loyalty. *Journal Of Marketing Research*, 38, 72-74.
- [35]. Kerfoot, S.; Davies, B. and Ward, P. (2003). Visual Merchandising and the Creation of Discernible Retail Brands. *International Journal of Retail and Distribution Management*, 31(3), 143–52.
- [36]. Walters, D and White, D (1987). *Retail Marketing Management*, Basingstock: Macmillan Press, 238
- [37]. Lindquist, J.D. (1974). Meaning of Retailing. *Journal Of Retailing*, 50(4), 29-38.
- [38]. Darden W.R, Erdem, D and Darden, D.K (1983). A Comparison and Test of Three Causal Models of Patronage Intentions. In W. R. Darden and R. F. Lusch (eds) *Patronage Behavior and Retail Management*, New York, North Holland.
- [39]. Bloemer, J. and K. de Ruyter. (1998). “On the Relationship between Store Image, Store Satisfaction, and Store Loyalty”. *European Journal of Marketing*, Vol. 32, No. 5/6, pg. 499.
- [40]. Huber, J., & McCann, J. (1982). The impact of inferential beliefs on product evaluations. *Journal of Marketing Research*, 19, 324–333
- [41]. Nisbett, R.E., and Ross, L. (1980). *Human inference: Strategies and Shortcomings of Social Judgement*. Englewood Cliffs, New Jersey: Prentice Hall

- [42]. Kellaris, J.J., and Rice, R.C. (1993). The influence of tempo, loudness, and gender of listener on responses to music. *Psychology and Marketing*, 10(1), 15–29.
- [43]. Milliman, R. (1982). Using Background Music to Affect the Behavior of Supermarket Shoppers. *Journal of Marketing*, 46, 86-91.
- [44]. Milliman, Ronald E. (1986). The Influence of Background Music on the Behavior of Restaurant Patrons. *Journal of Consumer Research*, 13, 286–289.
- [45]. Yalch, Richard, and Spangenberg, Eric: Using Store Music for Retail Zoning (1993): A Field Experiment, in *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild, eds., Association for Consumer Research, Provo, UT., 632–636.
- [46]. Bateson, J.E., and Hui, M.K. (1992). The ecological validity of photographic slides and videotapes in simulating service setting. *Journal of Consumer Research*, 19(2), 271–281.
- [47]. Baker, J., Grewal, D. (1992). An experimental approach to making retail store environmental decisions. *Journal of Retailing*, 68, 445-60.
- [48]. Bell, P., Fisher, J.D., and Loomis, R.J. (1978). *Environmental psychology*. Philadelphia, PA: W.B. Saunders Co.
- [49]. Holahan, C.J. (1982). *Environmental psychology*. New York: Random House.
- [50]. Kozinets, R.V., Sherry, J.F., Deberry-Spence, B., Duhachek, A., Nuttavuthisit, K., and Storm, D. (2002). Themed flagship brand stores in the new millennium: Theory, practice, prospects. *Journal of Retailing*, 78(1), 17–29.
- [51]. Mehrabian, A., and Russell, J.A. (1974). *An approach to environmental psychology*. Cambridge, MA: Massachusetts Institute of Technology.
- [52]. Donovan, Robert J., and Rossiter, John R. (1982). Store Atmosphere: An Experimental Psychology Approach. *Journal of Retailing*, 58, 34–57.
- [53]. Donovan, Robert J., Rossiter, John R., Marcoolyn, Gilian, and Nesdale, Andrew (1994), Store Atmosphere and Purchasing Behavior. *Journal of Retailing*, 70, 283–294.
- [54]. Baker, J., Grewal, D., Levy, Parasuraman, A. and Glenn, B. (2002). The influence of multi-store environmental clues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66, 120-41.