

商店屬性認知對消費者貢獻度之影響

Store Attribute Beliefs as a Tool for Gaining Customer Share

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摘要：在現今激烈的零售環境中，廠商要憑藉著不同的策略才能存活。因此，消費者貢獻度對於廠商而言是一項重要的指標。在這份研究中，我們想要深入探討影響消費者貢獻度的因素。雖然在過去的研究中，已有學者研究過消費者貢獻度的議題，但所研究的範圍仍屬於局部性的驗證。因此，本研究想以整合性的觀點來探討消費者貢獻度的這個議題。而本研究最後產生的結論有下列三點：(1)商店屬性認知會透過購物價值和購物滿意度來影響消費者貢獻度。也就是說，若消費者對於商店屬性有較正面的認知時，他們的貢獻度會比較高。(2)在整個購物流程中，具有高度氣氛回應力的消費者會比低度回應力的消費者，更能獲得購物消費中的利益和價值。(3)經濟購物傾向的消費者就算對於該商店滿意，也不會提高他們對於該商店的貢獻程度。這類

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型的消費者，總是在尋找最具有經濟利益的商店，所以他們會一直轉換購買的商店。最後，在本研究中亦發現，娛樂購物傾向的消費者會對於購物滿意度和消費者貢獻度之間的關係有所影響。

關鍵字：商店屬性認知；消費者貢獻度；氣氛回應力；購物傾向

Abstract: In today's competitive environment, marketers have to pursue a variety of specialized strategies to succeed, and in this context "customer share of wallet" (also known as customer share) has become an important indicator for marketers. In this study we examine what factors have an influence on customer share. Although there have been many studies discussing this topic, their findings have not yet been integrated. Therefore, in this study we adopt a new perspective in this study to discuss customer share, and several conclusions are obtained, as follows: (1) Store attribute beliefs have an influence on customer share through shopping value and shopping satisfaction. That is, if consumers have more positive store attribute beliefs, then higher customer share will occur. (2) Consumers who have higher atmospheric responsiveness will perceive more shopping benefits and value during their shopping trips than otherwise. (3) Economic shoppers have lower customer share than other shoppers, even though they have high shopping satisfaction. In addition, economic shoppers tend to find the most financially beneficial store to shop in, and thus they often change the stores they patronize. (4) Recreational shopping orientation can strengthen the relationship between shopping satisfaction and customer share.

Keywords: Atmospheric responsiveness; Customer share; Store attribute beliefs; Shopping orientation.

1. Introduction

In recent years, more and more professional retail service providers have entered the marketplace, and marketers have thus adopted a variety of specialized strategies in an attempt to succeed in this increasingly competitive environment. As a result, continuous acquisition of consumer resources becomes one of the most important goals for retail service providers, and this has raised the

significance of “customer share of wallet”. Customer share of wallet, also known as customer share, is defined as how shoppers divide their purchases across competing stores (Mägi, 2003). The issue of customer share has been discussed extensively, and some studies have presented its relationships with customer satisfaction and loyalty programs (Mägi, 2003; Keiningham, Perkins-Munn, and Evans, 2003), and expanding a customer’s share of wallet can lead to profitability gains and future success for a company (Babin and Attaway, 2000).

Furthermore, store attribute beliefs can be seen as a result of cognitive evaluations regarding the extent to which the store environment enhances a shopper’s ability to accomplish their purchasing goals (Stoel, Wickliffe, and Lee, 2004). When consumers have positive evaluations of a store’s attributes, they are more likely to perceive more benefits during their shopping trips. Nevertheless, few researchers have explored the relationship between store attribute beliefs and customer share. Accordingly, this study adopts the Stimulus-Organism-Response (S-O-R) (Donovan and Rossiter, 1982) framework and posits that store attribute beliefs will affect both customer evaluations and share of wallet.

A store’s environment is determined by consumers in part by their interaction with and interpretation of the store’s atmospherics (Warren and Burns, 2002). In the retail context, atmospheric responsiveness means consumers’ sensitivity to the shopping environment. The extent of consumer’s atmospheric responsiveness would influence their shopping decisions as well as the outcomes of the shopping experience. Therefore, the moderating effects of store atmospheric responsiveness on the relationship between store attribute beliefs and shopping value seem to be significant and deserving of further attention.

According to Darden and Reynolds (1971), consumers possess shopping personalities or orientations that are related to the manner in which they approach shopping activities. This study attempts to identify consumers’ shopping orientation in order to understand their preferences with regard to shopping, as well as to examine the moderating effects of this orientation on the relationship between shopping satisfaction and customer share.

Based on the above research background, the aims of this study are as follows: (1) to identify the impact of store attributes beliefs, shopping value and

shopping satisfaction on customer share; (2) to examine the influence of shopping orientation on customer share; (3) to evaluate the moderating effects of atmospheric responsiveness on the relationship between store attribute beliefs and shopping value; and (4) to examine the moderating effects of shopping orientation on the relationship between shopping satisfaction and customer share.

2. Theory and Hypotheses

2.1. Store Attribute Beliefs and Shopping Value

Bitner (1992) stated that the perceived servicescape may elicit cognitive responses, influencing people's beliefs about a place. Stoel, Wickliffe, and Lee (2004) also defined store attribute beliefs as a consumer's ongoing cognitive evaluation of store attributes throughout the store shopping trip. Therefore, in this study store attribute beliefs are regarded as an outcome of the consumer's cognitive evaluation of the store attributes. Baker (1987) categorized the elements of store environment into three categories: "social factors", "design factors", and "ambient factors." Social factors relate to other people (e.g., other customers and employees) present in the store. Of all these people, salespeople are the most important, because a marketer has significant control over their number, type, and behavior. Therefore, this study tries to evaluate the influence of store personnel on a consumer's internal responses. In contrast, design factors are visual in nature (e.g., layout and color), while ambient factors relate to the nonvisual elements of a store's environment (e.g., smells, sounds, and lighting effects).

A consumer's perceived value includes the functional value and affective value that are found to increase their purchase intention and decrease their search intention for alternatives (Chou, Ho, and Chiu, 2009; Sweeney and Soutar, 2001). Shopping value is a subjective response characterized by a consumer's interactions with an environment, and then indicated by both the shopping event's usefulness and an appreciation of the related activities (Babin, Darden, and Griffin, 1994). According to Babin and Attaway (2000), shopping can be valuable from a task-orientated standpoint, when a consumer finds an intended item, receives an

intended service, or gathers useful information. On the other hand, shopping can also provide value experientially in the form of immediate personal gratification. Therefore, shopping value is related to tangible and hedonic consequences, and can be operationalized as both utilitarian shopping value and hedonic shopping value (Babin, Gonzalez, and Watts, 2007; Babin, Darden, and Griffin, 1994). Based on the above discussion, this study also categories shopping value into utilitarian shopping value and hedonic shopping value, and these two value dimensions are influenced by consumer cognitive evaluations during shopping trips.

Store attribute beliefs can be seen as a kind of cognitive reaction resulting from the evaluation processes of consumers during their shopping experiences. This kind of cognitive response to a shopping experience can generate consumers' emotional reactions, such as perceived shopping value in the store. For instance, ambient factors such as temperature, colors, and music that are perceived as favorable can influence consumers' perceptions of the time spent waiting (Hui, Dube, and Chebat, 1997; Baker *et al.*, 2002). Moreover, the positive feelings that can evolve from store attribute beliefs will increase consumers' ability to appreciate and enjoy the related shopping trips (Eroglu, Machleit, and Barr, 2005). Hence, if consumers have positive store attribute beliefs, they can gain not only hedonic benefits, such as escapism, entertainment and pleasure, but also utilitarian ones, such as time savings, task accomplishment and information collection during the shopping process. According to the above discussion, we propose that store attribute beliefs will positively influence both hedonic shopping value and utilitarian shopping value, and the following hypotheses are developed.

H1: Consumers' store attribute beliefs have positive influences on their perceived utilitarian shopping value.

H2: Consumers' store attribute beliefs have positive influences on their perceived hedonic shopping value.

2.2. Shopping Value and Shopping Satisfaction

Consumer satisfaction has been typically conceptualized as composed of either cognitive (Tse and Wilton, 1988) or emotional responses (Oliver, 1999; Giese and Cote, 2000). For instance, Tse and Wilton (1988) indicated that satisfaction is a consumer's response to the evaluation of the perceived discrepancy between prior expectations and actual performance of the product. On the other hand, Oliver (1999) defined satisfaction as the pleasurable fulfillment that arises when a consumer senses that a particular act of consumption meets some need, desire, or goal. Customer satisfaction is thus considered to be an evolution of emotion, reflecting the degree to which the customer believes the service provider evokes positive feelings. More specifically, customer satisfaction or dissatisfaction results from comparing the experience of an actual encounter with what was expected (Oliver, 1980). If the perceived value is less than expected, consumers will be dissatisfied, while if they perceive the expected value, they will be satisfied. In this study, shopping satisfaction means that consumers generate positive cognitive evaluations and emotional responses toward their shopping experience, both during and after the consumption process.

Many people like to go shopping in a certain store because they believe that it will help them to attain value-related goals. Hu, Kandampully, and Juwaheer (2009) investigated the relationship between customer value and satisfaction in terms of predicting the perception of corporate image and behavioral intentions. Their research found customer value to be an antecedent to satisfaction leading to positive corporate image and behavioral intentions toward the service firms. Previous studies also confirm the influence of shopping value on shopping satisfaction (Babin, Gonzalez, and Watts, 2007; Lee and Overby, 2004). Therefore, a person's set of values plays a very important role in consumption activities. Shopping value can reflect a consumer's judgment and determine a consumer's evaluation as to what is valuable or important during a shopping experience. Both the utilitarian and hedonic shopping value obtained from a shopping experience relate to customers overall satisfaction (Babin, Gonzalez, and Watts, 2007; Babin, Darden, and Griffin 1994), thereby suggesting that these two shopping value

dimensions can separately contribute to shopping satisfaction. It is thus proposed that consumer perceptions of each of these two shopping value dimensions will positively affect shopping satisfaction during the shopping process. Therefore, two hypotheses are developed, as follows:

H3: Consumers' perceived utilitarian shopping value in a store has a positive influence on their shopping satisfaction.

H4: Consumers' perceived hedonic shopping value in a store has a positive influence on their shopping satisfaction.

2.3. Shopping Satisfaction and Customer Share

Customer share of wallet, also known as customer share, is defined as how shoppers divide their purchases across competing stores (Mägi, 2003). Customer share can be regarded as a behavioral measure of customer loyalty (Cooil *et al.*, 2007). Many previous studies link in-store evaluation (e.g., emotions, perceived quality and satisfaction) with the money and time spent in-store (Sherman, Mathur, and Smith, 1997). Similarly, in retailing there are two aspects of customer share, one is share-of-purchase and another is share-of-visit (Mägi, 2003). Share-of-purchase means the amount that a consumer consumes in the primary store, and share-of-visit represents the number of times that a consumer spends in the primary store. In this study, customer share is defined as a form of behavioral loyalty and an important factor in customer retention. Customer share means a consumer's contribution in a store with regard to the same product category, including the amount they spend and the number of times they visit it.

Baldinger and Rubinson (1996) found that the stronger the attitudinal commitment that consumers have, the more likely they are to remain loyal. In addition, the relationship between attitude and behavior is predictive of changes in market share, and satisfied customers are more willing to pay for the benefits received (Anderson, Fornell, and Lehmann, 1994). Mägi (1999) argued that about 85% of consumers who are satisfied with a store will consider it as their primary

store. Based on these earlier studies, it is suggested that shopping satisfaction plays an important role in determining customer share. Previous works have also appeared to support the relationship between customer satisfaction and customer share of wallet (Cooil *et al.*, 2007; Perkins-Munn *et al.*, 2005). Therefore, the fifth hypothesis is developed to investigate the relationship between shopping satisfaction and customer share. Specifically, a consumer who feels satisfied with a shopping trip in a store is likely contribute a greater share of purchase and share of visit to the store, and we thus propose that shopping satisfaction positively influences customer share.

H5: Shopping satisfaction has a positive effect on customer share.

2.4. Shopping Orientation and Customer Share

Darden and Reynolds (1971) indicated that consumers possess shopping personalities or orientations that relate to the manner in which they approach the activity of shopping. Brown, Pope, and Voges (2003) defined shopping orientation as related to a general predisposition toward the act of shopping. Many studies have attempted to identify consumers' shopping orientation in order to understand their preferences for shopping in retail outlets. Among the earlier such studies, Stone (1954) offered the first taxonomy of shoppers, and then uncovered more details in several subsequent works, identifying economic, personalizing, ethical and apathetic shoppers, based on varying orientations toward shopping in general.

In this study, we define two types of shopping orientation: economic and recreational shoppers. Each shopping orientation has different characteristics and traits, which then have different influences on customer share. Economic shoppers care about the cost of shopping and tend to compare the price across stores (Mägi, 2003), and are likely to shop at stores that are perceived to offer goods at cheaper prices than others (Hassan, Nik Muhammad, and Abu Bakar, 2010; Osman and Muayyad, 1996). Vijayasathy and Jones (2000) also noted that economic shoppers normally shop around before making purchase decisions, have low tolerance for price increases, and often choose the cheapest stores or those which are running promotions or offering discounts. The negative effect of being a

price-orientated consumer on customer share in the primary store is intuitive (Mägi, 1999). Next, recreational shoppers are defined as those who enjoy shopping as a leisure-time activity, and Ballenger and Korgaonkar (1980) found that such shoppers are more likely to attach a high level of importance to quality, variety, and store décor in choosing a place to shop. As far as recreational shoppers are concerned, they can obtain unique feelings and benefits in certain stores that are not easily supplied by other outlets. Moreover, recreational shoppers are found to enjoy the act of shopping regardless of whether a purchase is made or not (Brown, Pope, and Voges, 2003).

According to the above discussion, the likelihood that consumers' are willing to shop in certain stores may be influenced by their shopping orientations. Economic and recreational shoppers have different traits, and they use different criteria to choose stores. Economic shoppers have a negative influence on customer share, because they like to search for the most financially beneficial stores. However, recreational shoppers place more importance on the social element of shopping, and they enjoy the store atmosphere and shopping activities in and of themselves. Moreover, recreational shoppers are more likely to concentrate their purchase activities in their primary stores. Based on this, we develop two hypotheses to examine the relationship between shopping orientation and customer share.

H6a: Economic shopping orientation has a negative effect on customer share.

H6b: Recreational shopping orientation has a positive effect on customer share.

2.5. Moderating Effects of Atmospheric Responsiveness on Store Attribute Beliefs and Shopping Value

The atmospheric responsiveness trait can be referred to as the extent to which environmental characteristics influence customer decisions on where and how to shop, as well as the outcomes of the shopping experience (Eroglu, Machleit, and Davis, 2001). As mentioned above, atmospheric responsiveness

means consumers' sensitivity and preferences with regard to the shopping environment. A heightened sensitivity to décor and physical environment is associated with aversion to physical and social distractions, discontent with environmental stimulation, and on overall disenchantment with the external environment (Grossbart *et al.*, 1990).

The moderating effect of atmospheric responsiveness is discussed in Eroglu, Machleit, and Davis (2003), and they found that atmospheric responsiveness has an influence on the relationship between online shopping environment stimuli, as well as consumers' affective and cognitive states. In addition, Machleit, Meyer, and Eroglu (2005) proposed that consumers who are attentive to environmental cues are more likely to perceive uplifting environmental events taking place in that setting, and they found that consumers rating higher in atmospheric responsiveness evaluated such events more positively than others.

In this study, it is suggested that consumers who have positive store attribute beliefs are the same as consumers who perceive uplifting experiences more positively in stores. Therefore, consumers who have higher atmospheric responsiveness will consider positive store attribute beliefs more positively. On the other hand, consumers who have high sensitivity to atmosphere will show a more negative response if they have negative store attribute beliefs. In other words, consumers with high atmospheric responsiveness are more sensitive to differences with regard to store attribute beliefs. According to Hypotheses 1 and 2, as stated above, store attribute beliefs have positive influences on consumers' perceived hedonic and utilitarian shopping value. Therefore, consumers who have more positive store attribute beliefs will obtain more hedonic and utilitarian shopping value during their shopping trips. As a result, higher atmospheric responsiveness can facilitate the interactions between store attribute beliefs and shopping value.

H7a: The positive relationship between store attribute beliefs and utilitarian shopping value will be strengthened if consumers have high atmospheric responsiveness.

H7b: The positive relationship between store attribute beliefs and hedonic shopping value will be strengthened if consumers have high atmospheric responsiveness.

2.6. Moderating Effects of Shopping Orientation on Shopping Value and Customer Share

Mittal and Kamakura (2001) indicated that the link between satisfaction and repurchase behavior may be difficult to observe in a commercial satisfaction survey because of differences in customer characteristics. They used the concept of satisfaction thresholds toward repurchase to explain the variability in the satisfaction-retention relationship. Their research found that the relationship between satisfaction and repurchase behavior for cars was stronger for women and for older consumers. However, the moderating effect on the relationship between satisfaction and repurchase behavior may not be limited to demographic variables (Mägi, 2003). Homburg and Giering (2001) found that consumers who have different variety seeking orientations would have different behavioral responses with regard to satisfaction.

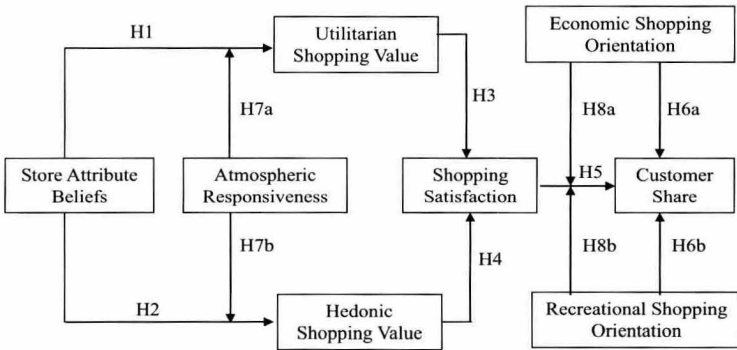
As explained above, recreational shoppers usually do not care about price as much as economic shoppers do, but instead are more concerned as to whether or not they can obtain unique feelings and benefits in a particular store that can not easily be replicated in another one. Therefore, once recreational shoppers have found a store that they are satisfied with, they may continue shopping there. In other words, a recreational shopping orientation might have a moderating role that positively influences the relationship between shopping satisfaction and customer share. Compared with recreational shoppers, economic ones usually compare prices before making a purchase decision, and like to shop at cheaper stores. Moreover, although they may be satisfied with a store, they are still more likely to move to another when they find a cheaper alternative. Thus, an economic shopping orientation might serve as a negative moderator that mitigates the influence of satisfaction on customer share. Accordingly, the following two

hypotheses are developed to examine the moderating effect of shopping orientation on the relationship between shopping satisfaction and customer share.

H8a: *The positive relationship between shopping satisfaction and customer share will be weakened if consumers have economic shopping orientations.*

H8b: *The positive relationship between shopping satisfaction and customer share will be strengthened if consumers have recreational shopping orientations.*

Figure 1
Research Framework used in this Study



3. Study 1

3.1. Research Design and Sample

For the purposes of examining the hypotheses empirically, the measurement items are developed in line with the literature and revised in accordance with the theme of this study. A preliminary version of this questionnaire was designed by the authors, and a panel discussion was conducted with two professors and five

doctoral students to discuss the appropriateness of the questionnaire items. The questionnaire items were then revised based on these discussions. In addition, a pilot test was also conducted using 40 EMBA students as the subjects, and some questionnaire items were further revised based upon the results of the pilot study before being put into the final form. The final version of the questionnaire items is shown in Appendix 1.

Bookstores were selected as the target place of consumption, with King Stone, Eslite and Step Stone were selected in Study 1. The reasons for choosing bookstores, and these three specific retailers, are as follows. First, this business offers homogeneous products, in that consumers can buy exactly the same book at different stores. We thus control the product attribute in this study, so that it will have no impact on consumers. Second, these three bookstores are all chains which have many branches in Taiwan, and all of them are popular, with a high customer volume.

The respondents were asked to complete the questionnaire immediately after undertaking shopping trips. We conducted the measurement of customer share in several steps to help consumers answer the related questions. First, the participants were asked to indicate at which of these three bookstores they usually buy books. Next, the respondents indicated their approximate total expenditure at each store listed (measured on a continuum, from 0% to 100% of book spending), and indicate how frequently they had visited each store in their last ten book shopping trips, on a scale from 1 to 10. Finally, the respondents were asked to focus on the bookstore where they were shopping to complete the questionnaire for the remaining questions. The data collection period for Study 1 began in late January 2006 and ended in early March 2006. A total of 250 survey questionnaires were collected. Among these, 237 were valid for further analyses, producing a usable response rate of 94.8%.

3.2. Characteristics of Respondents

Table 1 shows the basic background of the respondents. For Study 1, around 54% were female, and approximately 54% were single. Roughly 66% of the

respondents were between 21-40 years old, and around 77% had an educational background with a college degree or above.

Table 1
Characteristics of the Survey Sample

Item	Description	Study 1 (n=237)		Study 2 (n=210)	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	109	46%	81	38.6%
	Female	128	54%	129	61.4%
Marriage	Single	128	54%	150	71.4%
	Married	109	46%	60	28.6%
Age	Less than 20	48	20.2%	0	0%
	21-30	85	35.9%	81	38.6%
	31-40	71	29.9%	84	40%
	41-50	33	13.9%	42	20%
	More than 50	19	0.1%	3	1.4%
Education	Senior high school	53	22.4%	6	2.9%
	Collage/University	137	57.8%	75	35.7%
	Graduate school	47	19.8%	129	61.4%

3.3. Factor Analysis and Reliability

Factor analysis is utilized to examine the patterns or dimensions underlying the data. Its main purpose is to condense or summarize the key features of a large number of variables for future analysis. A principal component analysis associated with varimax rotation is used in the procedure adopted in this study. The results of factor analysis, presented in Table 2 (factor loading: .70~.95), show the internal consistency for the factors of the perceived characteristics of all the study variables. In addition, the high coefficient of Cronbach's α on each factor further confirms the reliability of the measurement items, as it exceeds the generally accepted threshold of 0.70 (Hair *et al.*, 2006).

3.4. Hypotheses Testing

The demographic variables are set as the control variables in this study. The results show that demographic variables, such as gender, marital status, age and education have no significant effects on the dependent variables. The effect of store attribute beliefs on utilitarian shopping value is significant ($\Delta R^2 = .776$, $\Delta F =$

273.456, $p = .000$). The significantly positive sign of ambient factors ($\beta = .888, p = .000$) from the construct of store attribute beliefs indicates that H1 is supported.

Table 2
Factor Analysis and Reliability Test of Study 1 and Study 2

Research Factor	Study 1 (n=237) :			Study 2 (n=210) :			
	Items	Factor Loading	Cronbach's α	Items	Factor Loading	Variance Extracted	Composite Reliability
Store Attribute Beliefs							
Social Factor	4	.85~.92	.94	3	.83~.98	.92	.97
Ambient Factor	4	.82~.86	.88	4	.75~.93	.86	.96
Design Factor	4	.70~.87	.81	3	.72~.92	.83	.94
Utilitarian Shopping Value							
Task Accomplished	4	.82~.87	.91	2	.68	.59	.74
Information Collection	4	.92~.94	.96	2	.89~.92	.90	.95
Hedonic Shopping Value							
Escapist Benefits	5	.88~.94	.97	3	.69~.94	.81	.93
Excitement and Pleasure	4	.91~.95	.97	4	.70~.92	.83	.95
Shopping Satisfaction	5	.78~.88	.90	4	.71~.97	.86	.96
Customer Share	4	.74~.89	.85	3	.68~.81	.68	.86
Shopping Orientation							
Economic Shoppers	4	.88~.90	.91	3	.73~.85	.77	.91
Recreational Shoppers	4	.78~.88	.86	3	.86~.96	.91	.97
Atmospheric Responsiveness	5	.78~.85	.89	5	.72~.84	.77	.94

Based on the above validation, the results indicate that if consumers have positive store attribute beliefs, they will obtain higher utilitarian shopping value during their shopping trips. This is in accordance with the findings of prior studies (Hui, Dube, and Chebat, 1997; Baker *et al.*, 2002), which stated that store factors can positively influence consumers' utilitarian shopping value.

The results also show the effects of store attribute beliefs on hedonic shopping value, and the variance explained by this is highly significant ($\Delta R^2 = .872, \Delta F = 550.995, p = .000$). The significantly positive coefficients of

ambient ($\beta = .552, p = .000$) and social factors ($\beta = .556, p = .000$) indicate that a higher degree of store attribute beliefs contributes to higher hedonic shopping value, and thus H2 is supported. This result is identical to that found in Stoel, Wickliffe, and Lee (2004), which indicated that satisfaction with store attributes had a positive influence on hedonic shopping value. This means that positive store attribute beliefs can lead customers to obtain higher hedonic shopping value. On the other hand, this result also supports that the finding in Eroglu, Machleit, and Barr (2005), which stated that positive store attribute beliefs increased consumers' ability to enjoy their shopping trips.

Moreover, the effect of utilitarian shopping value on shopping satisfaction is highly significant ($\Delta R^2 = .551, \Delta F = 142.608, p = .000$). The significantly positive signs of task accomplished value ($\beta = .676, p = .000$) and information collection value ($\beta = .125, p = .015$) from the construct of utilitarian shopping value demonstrate that there exists a positive relationship between utilitarian shopping value and shopping satisfaction. Therefore, H3 is strongly supported. This indicates that customer value is related to satisfaction (Eggert and Ulaga, 2002), and that the more utilitarian shopping value that consumers gain from stores, the more satisfaction they will have during their shopping trips. In addition, Lee and Overby (2004) also stated that practical (utilitarian) value has significant effects on satisfaction, because utilitarian benefits such as task accomplished and information collection can meet consumer expectations, and thus consumers feel satisfaction.

The effects of hedonic shopping value on shopping satisfaction are also highly significant ($\Delta R^2 = .694, \Delta F = 265.115, p = .000$). The significantly positive relationship between escapist benefits and shopping satisfaction ($\beta = .779, p = .000$) and positive relationship between excitement and pleasure value and shopping satisfaction ($\beta = .827, p = .000$) indicate that when hedonic shopping value increases, shopping satisfaction will move in the same direction. This result strongly supports H4, and means that if consumers gain more hedonic shopping value during their shopping trips, they will be more satisfied with the stores they visit. This result is in accordance with a prior study (Lee and Overby, 2004), which stated that the emotional (hedonic) value gained from shopping trips has

significant effects on satisfaction. As a result, hedonic benefits, such as escapism, excitement and pleasure, can make consumers feel satisfied.

Furthermore, the results show the effect of shopping satisfaction on customer share, and the variance explained by this is highly significant ($\Delta R^2 = .585$, $\Delta F = 329.044$, $p = .000$). The significantly positive sign of shopping satisfaction ($\beta = .767$, $p = .000$) indicates that there is a positive relationship between shopping satisfaction and customer share, and thus H5 is strongly supported, and shopping satisfaction is linked to repurchase behavior (Mittal and Kamakura, 2001). This indicates that shopping satisfaction can lead consumers to have greater loyalty toward a store, which is in accordance with a prior study (Mägi, 2003) that stated that satisfaction has positive effects on consumers' actual repurchase behavior.

The effect of economic shopping orientation on customer share is also significant ($\Delta R^2 = .534$, $\Delta F = 267.930$, $p = .000$). The significantly negative coefficient ($\beta = -.733$, $p = .000$) indicates that a higher degree of economic shopping orientation contributes to lower customer share, and thus H6a is supported. This result indicates that economic shoppers may not be loyal to certain stores, and so they have negative effects on customer share. This finding is in accordance with a prior study (Mägi, 2003), which stated that the more inclined a consumer is to engage in price comparisons, and the more they find such comparisons worthwhile, the smaller the store's customer share.

With regard to the effects of recreational shopping orientation on customer share, the variance explained by this is highly significant ($\Delta R^2 = .716$, $\Delta F = 593.241$, $p = .000$). The significantly positive coefficient ($\beta = .850$, $p = .000$) indicates that a higher degree of recreational shopping orientation contributes to higher customer share, and so H6b is strongly supported. Based on this, recreational shoppers tend to concentrate their shopping trips on certain stores, which means that fun and gratification are important motivators for recreational shoppers to revisit stores. If recreational shoppers can gain gratification in a particular store, they are likely to patronize the same store in future. In addition, recreational shoppers also appreciate the social dimension of the shopping experience, and this will also motivate them to concentrate their purchases on specific stores (Mägi, 2003).

3.5. Testing of Moderating Roles

With regard to the moderating roles of economic shopping orientation, recreational shopping orientation and atmospheric responsiveness, multiple regression analysis is used to test Hypotheses 7a, 7b, 8a and 8b. Based on the results shown in Table 3, H7a ($\Delta R^2 = .020$, $p = .001$) and H7b ($\Delta R^2 = .043$, $p = .000$) are supported, and thus the moderating effect of atmospheric responsiveness can strengthen the relationship between store attribute beliefs and shopping value.

Table 3
Testing for Moderating Effects in Study 1

Independent Variable	Dependent Variable							
	Utilitarian Shopping Value		Hedonic Shopping Value		Customer Share			
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Gender	.003	.004	-.001	.000	.016	.035	.012	.008
Marital status	-.013	-.019	-.015	-.024	.053	.064	.043	.036
Age	.012	.026	.006	.027	-.093**	-.085*	-.021	-.017
Education	.046	.034	.059*	.040	.010	.014	-.004	-.005
SAB	.761***	.633***	.858***	.668***				
AR	-.025	.001	.064*	.102***				
SAB x AR		.183***		.274***				
SS					.504***	.492***	.345***	.365***
ESO					-.323***	-.247***		
SS x ESO						-.148***		
RSO							.611***	.623***
SS x RSO								.049
R-square	.560	.580	.786	.829	.625	.639	.783	.784
F-value	48.838	45.125	140.534	158.679	63.754	57.869	138.281	119.082
p-value	.000	.000	.000	.000	.000	.000	.000	.000
Δ R-square		.020		.043		.014		.001
Δ F-value		3.713		18.145		5.885		19.199

*: $p < 0.10$; **: $p < 0.05$; ***: $p < 0.01$

SAB= Store attribute beliefs; AR=Atmospheric responsiveness; SS=Shopping satisfaction; ESO=Economic shopping orientation; RSO=Recreational shopping orientation.

In addition, H8a is also supported ($\Delta R^2 = .014$, $p = .003$), that is, economic shoppers tend to change the store they visit, even if they are satisfied with the

original one. Economic shopping orientation can thus weaken the relationship between shopping satisfaction and customer share. Moreover, the results show that shopping satisfaction and recreational shopping orientation both have a positive effect on customer share, although the positive effect of the interaction is too weak ($\beta = .049$, $\Delta R^2 = .001$, $p > .10$) to reach a statistically significant level. There is thus no interaction between shopping satisfaction and recreational shopping orientation, rejecting the hypothesis that recreational shopping orientation can strengthen the relationship between shopping satisfaction and customer share, and so H8b is not supported in Study 1.

4. Study 2

In order to avoid sampling bias from selecting only three bookstores for Study 1, Study 2 does not use the specified bookstores in order to gain more generalized results. Instead, the Study 2 data were collected from an online survey in which the respondents were asked to write down the store in which they usually purchase books. The data for Study 2 were collected over three months, from mid-October 2010 to mid-January 2011, and a total of 210 usable responses were received.

4.1. Characteristics of Respondents

The background of the respondents for Study 2 is shown in Table 1, and is quite similar to that for Study 1. Females (61.4%) accounted for a greater share than males, and around 71.4% of respondents were single. Approximately 40% of the respondents were between 31 and 40 years old, followed by 38.6% between 21 and 30 years old. Roughly 61.4% of the respondents had a graduate degree.

4.2. Factor Analysis and Reliability

Confirmation Factor Analysis was undertaken for Study 2, and the results in Table 2 show that, after purification, all the factor loadings were greater than .68, indicating acceptable dimensionality. The composite reliability value is used in conjunction with a Structural Equation Model (SEM), and a composite reliability

value that is equal to 0.7 or higher is considered as having good reliability (Fornell and Larcker, 1981). In Study 2, all the composite reliability values for each factor were higher than 0.7. Moreover, the variance-extracted percentages for any two factors were compared with the square of the correlation estimate between them, and Table 4 shows the results, which reveal that each of the variance-extracted estimates was greater than the corresponding inter-factor squared correlation estimates (i.e., had values larger than the values above the diagonal), indicating satisfactory discriminant validity (Fornell and Larcker, 1981). These results indicate that the convergent validity and reliability for each factor were satisfactory and adequate.

Table 4
Results of Discriminant Validity Analysis

	AMB	SOC	DES	TAS	INF	ESC	EXC	SAT	CUS	ECO	REC	ATM
AMB	.92	.37	.55	.03	.19	.29	.23	.32	.00	.00	.18	.10
SOC	.61	.86	.41	.09	.15	.28	.19	.34	.00	.00	.14	.04
DES	.74	.64	.83	.07	.37	.38	.32	.35	.00	.01	.21	.08
TAS	.17	.30	.26	.59	.03	.01	.04	.11	.05	.01	.03	.00
INF	.44	.39	.61	.17	.90	.25	.29	.30	.00	.01	.04	.08
ESC	.54	.53	.62	.12	.50	.81	.55	.41	.05	.01	.21	.12
EXC	.48	.44	.57	.02	.54	.74	.83	.26	.04	.03	.10	.11
SAT	.57	.58	.59	.33	.55	.64	.51	.86	.09	.00	.19	.03
CUS	.03	.03	.03	.23	-.02	.23	.21	.30	.68	.06	.04	.06
ECO	.05	.07	.10	.11	.08	.09	.18	.03	-.24	.77	.03	.00
REC	.42	.38	.46	.17	.20	.46	.32	.44	.21	.16	.91	.06
ATM	.32	.21	.28	.05	.28	.34	.33	.17	.24	.05	.25	.77

Correlation values above .135 are significant at $p < .05$

Diagonal values are AVE (average variance-extracted scores)

Values above diagonal values are squared correlation values

AMB=Ambient factors; SOC=Social factors; DES=Design factors; TAS=Task accomplished;

INF= Information collection; ESC=Escapist benefits; EXC=Excitement and pleasure;

SAT=Shopping satisfaction; CUS=Customer share; ECO=Economic shopping orientation;

REC=Recreational shopping orientation; ATM=Atmospheric responsiveness

4.3. The Results of the Structural Equation Model

To evaluate the overall applicability of the research model, a Structural Equation Model (SEM) was adopted using 210 respondents as the subjects in Study 2. Following Hair *et al.* (2006), the criteria to evaluate the fitness of the model were as follows: Chi-square/df ≤ 3 , Goodness of Fit Index (GFI) ≥ 0.9 ,

Comparative Fit Index ≥ 0.9 , and Root Mean Square Error of Approximation (RMSEA) ≤ 0.08 .

The value of the chi-square/df was 1.891, and thus it met the criterion. In addition, GFI = 0.90. AGFI = 0.83. CFI = 0.96, RMSEA = 0.065, which indicate that the model has moderate fit. In order to test the hypothesized relationships among the research constructs, this study examined the estimated coefficients, signs, and p -values, as well as the t -values of their corresponding paths. The results show that store attribute beliefs have a significant influence on utilitarian shopping value ($\beta = .85, t = 5.393, p = .000$) and hedonic shopping value ($\beta = .73, t = 10.897, p = .000$), and thus H1 and H2 are supported again. In addition, the level of consumer shopping utilitarian value has a significant effect on the level of shopping satisfaction ($\beta = .57, t = 4.532, p = .000$), and thus H3 is supported. Consumers' shopping hedonic value has a significant effect on their shopping satisfaction ($\beta = .30, t = 3.974, p = .000$), and so H4 is supported again. Furthermore, the level of consumers' shopping satisfaction has a significant influence on customer share ($\beta = .19, t = 2.576, p = .010$), meaning that H5 is supported. Finally, the levels of consumers' economic shopping orientation ($\beta = -.43, t = -4.960, p = .000$) and recreation shopping orientation ($\beta = .19, t = 2.835, p = .005$) both have significant influences on customer share, and so H6a and H6b are both supported.

4.4. Testing the Moderating Effects

To examine the moderating effect of atmospheric responsiveness on the influences of store attribute beliefs on customer shopping value, this study divided the respondents into four groups based on two levels of atmospheric responsiveness and two levels of store attribute beliefs by using K-means cluster analysis. Analysis of Variance (ANOVA) and Duncan's multiple "T" comparisons were then conducted to evaluate the differences among means for customer share among these four groups. The results shown in Figure 2 indicate that consumers with a higher level of atmospheric responsiveness tend to have a higher influence of store attribute beliefs on utilitarian shopping value (low atmospheric responsiveness-low store attribute beliefs = 3.9144; low atmospheric

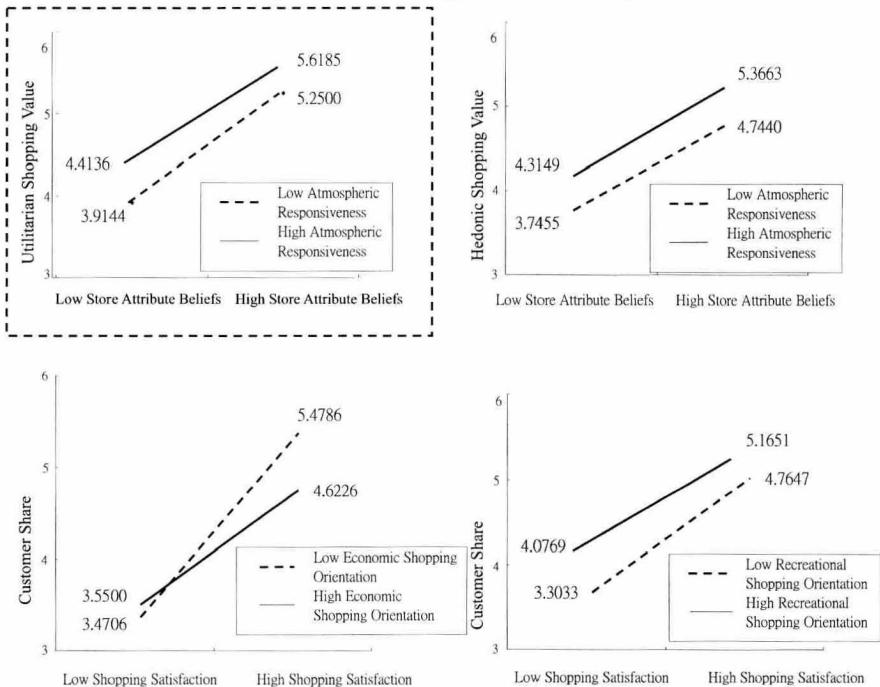
responsiveness-high store attribute beliefs = 5.2500; high atmospheric responsiveness-low store attribute beliefs= 4.4136; high atmospheric responsiveness-high store attribute beliefs = 5.6185; $F=64.142$; $p = .000$). Therefore, H7a is again supported.

In addition, the results also indicate that consumers with a higher level of atmospheric responsiveness tend to have a higher influence of store attribute beliefs on hedonic shopping value (low atmospheric responsiveness-low store attribute beliefs = 3.7455; low atmospheric responsiveness-high store attribute beliefs = 4.7440; high atmospheric responsiveness- low store attribute beliefs = 4.3149; high atmospheric responsiveness-high store attribute beliefs = 5.3663; $F = 58.883$; $p = .000$), and thus H7b is also supported in Study 2. The verification of H7a and H7b reveals that customers with high atmospheric responsiveness are more sensitive to store attributes and will pay more attention to the shopping environment. Such consumers have a strong linkage between shopping environment and the whole shopping process. As a result, environmental characteristics can more easily influence their shopping decisions and their shopping experience outcomes (Eroglu, Machleit, and Davis, 2001).

In order examine the moderating effect of economic shopping orientation on the influences of shopping satisfaction on customer share, this study also divided the respondents into four groups based on two levels of economic shopping orientation and two levels of shopping satisfaction by using K-means cluster analysis. The results of ANOVA and Duncan's multiple "T" comparisons suggest that when shopping satisfaction is low, it does not have a significant influence on the effect that the level of economic shopping orientation has on customer share (CS = 3.4706 for low economic shopping orientation-low shopping satisfaction and CS = 3.5500 for high economic shopping orientation-low shopping satisfaction). However, when the level of shopping satisfaction is high, the level of economic shopping orientation has a significant impact on the level of customer share (CS = 4.6226 for high economic shopping orientation-high shopping satisfaction; whereas CS = 5.4786 for low economic shopping orientation-high shopping satisfaction) ($F = 43.434$, $p = .000$). Therefore, an economic shopping orientation can serve as a negative moderator for the

relationship between shopping satisfaction and customer share. H8a is thus supported again in Study 2. The results are consistent with those of Mittal and Kamakura (2001), who indicated that consumers have different satisfaction thresholds toward repurchase that may not be fully captured in their satisfaction ratings.

Figure 2
Testing for Moderating Effects in Study 2



Finally, to examine the moderating effect of recreational shopping orientation on the influences of shopping satisfaction on customer share, four groups of respondents based on two levels of recreational shopping orientation and two levels of shopping satisfaction were analyzed. The results contradict

those of Study 1, and indicate that consumers with a higher level of recreational shopping orientation tend to have a higher influence of shopping satisfaction on customer share (low recreational shopping orientation-low shopping satisfaction = 3.3033; low recreational shopping orientation-high shopping satisfaction = 4.7647; high recreational shopping orientation-low shopping satisfaction = 4.0769; high recreational shopping orientation-high shopping satisfaction = 5.1651; $F = 39.332$; $p = .000$). Therefore, H8b is supported in Study 2.

5. Conclusions and Suggestions

5.1. Research Conclusions

Our findings strongly support the idea that a store's environmental stimuli can influence consumers' internal states, and thus consumers will show their external responses to the environment. Based on the empirical validations in both studies, several conclusions can be drawn. First, the relationships between store attribute beliefs and shopping value are significantly supported, and there are several specific findings related to this, as follows. (1) Store attribute beliefs can increase both the utilitarian and hedonic shopping value derived from visiting stores. (2) Consumers' utilitarian and hedonic shopping value can exist at the same time, as consumers can obtain both during their shopping trips. (3) The concepts of both utilitarian and hedonic shopping value are important for the development of a more goal-oriented, consequence-level approach to predicting customer satisfaction.

In addition, a positive relationship between shopping satisfaction and customer share is significantly supported in the results of this work. The analysis conducted in this study advances the empirical research regarding the relationship between customer satisfaction and customer loyalty. Our findings indicate that shopping satisfaction is positively related to the customer share of wallet with a particular store, as opposed to simply the repurchase of a product or service at some point in the future. This proves that satisfaction can have a positive influence on consumer loyalty. If consumers are satisfied with a store, they will

contribute more to it, and thus shopping satisfaction is a very important indicator for gaining customer share.

Moreover, the results of this study confirm the existence of a negative relationship between economic shopping orientation and customer share, and a positive relationship between recreational shopping orientation and customer share. Therefore, different shopping orientations have different effects on customer share. Economic shoppers tend to change their stores to find the best price, while recreational shoppers tend to concentrate their contribution to maintain relationships and obtain pleasure during their shopping trips. As a result, in more general terms it should be important for store owners to incorporate variables that are linked to consumers' preferred shopping styles when assessing how consumers distribute their contributions to various stores. For example, salespeople should attempt to build deeper relationships with recreational shoppers, as this is an effective way to attract such individuals to return to the store.

The moderating effect of atmospheric responsiveness on the relationship between store attribute beliefs and shopping value is verified in our findings, and the results indicated that consumers have different sensitivities to the shopping environment. Consumers with high atmospheric responsiveness can obtain more shopping value when they shop in certain stores. In addition, consumers with high atmospheric responsiveness pay more attention to their shopping environment, and they tend to choose stores according to their attributes and atmosphere.

Furthermore, the moderating effect of economic shopping orientation on the relationship between shopping satisfaction and customer share is also supported in this study. Therefore, satisfaction is clearly a more important determinant of customer share for consumers with a low economic shopping orientation, since highly economic shoppers rarely increase their share of wallet in stores that offer satisfaction.

However, the results for the moderating role of recreational shopping orientation on the relationship between shopping satisfaction and customer share were different in Studies 1 and 2. The positive sign of the moderating role of recreational shopping orientation is too weak to be significant in Study 1, which

examined only three bookstores. However, when the samples were unspecified bookstores, as in Study 2, recreational shopping orientation was found to positively moderate the relationship between shopping satisfaction and customer share. This result may indicate that, as the respondents become more diversified, evidence for the influence of recreational shopping orientation on the relationship between shopping satisfaction and customer share will become stronger.

5.2. Managerial Implications

First, a clear implication of this work is that store attribute beliefs are important indicators for consumers when evaluating the benefits which they get from their shopping trips. If consumers feel more comfortable in the shopping setting, they will obtain more value in the shopping process. Therefore, store owners should consider ambient, design and social factors when arranging their store settings, as these can all have an impact on marketing goals.

Secondly, based on our findings, more and more people go shopping for relaxation or fun rather than simply to purchase specific goods or complete a mission. As a result, store owners should not only provide utilitarian benefits but also create a sensory and experiential shopping environment, as when consumers encounter these they will be more satisfied with their shopping experience.

Thirdly, store owners should continuously strive to develop strategies that lead to a competitive advantage, and, ultimately, higher levels of business. The results of this research suggest that if store owners are willing to pay attention to shoppers' different perceptions of the shopping environment (e.g., their varying levels of atmospheric responsiveness), this can help them to achieve successful outcomes. Store owners can attract high responsiveness consumers by developing a positive store environment. On the other hand, store owners should use other ways to attract low responsiveness consumers, such as offer a greater variety of products, discounts, promotional activities, and so on.

Finally, based on our findings, consumer segments can be identified that are more, or less, likely to respond to increases in satisfaction by shopping more in the store, and targeted measures can be used to enhance the satisfaction of customers who are most likely to change the store they visit. According to our

results, simply treating all shoppers as homogeneous has the potential to misrepresent the relationship between satisfaction and customer share. Therefore, it is important that the different factors that influence various shoppers' on purchase behavior be uncovered, so that resources can be appropriately allocated to areas that will have the greatest positive impact.

5.3. Research Suggestions

Although the results of this study do make some significant contributions to the existing literature, there are a number of limitations that present some interesting avenues for future research.

First, in this study we only collected our data from bookstores, and thus additional research needs to be conducted regarding the relationship between store attribute beliefs and customer share in a wider variety of contexts. Furthermore, future research may examine two industries at the same time to compare the differences between them.

Secondly, this research does not consider the level of satisfaction with competitors' stores, and thus it might be informative to use relative measures of satisfaction when predicting customer share. Therefore, future research is encouraged on the link between satisfaction and customer share, as well as other aspects of repurchase behavior, taking into account the satisfaction with competing alternatives, as this will further increase the diagnostic value of the customer satisfaction surveys used in this work.

Thirdly, the research model used in this study suggests that atmospheric responsiveness has a possible moderating effect on the relationship between store attribute beliefs and shopping value. However, there are a number of other potentially important factors, such as shoppers' shopping motivation (e.g., goal- and non-goal-oriented), which may be applicable in this context. For example, to what extent are goal-oriented shoppers different from non goal-oriented shoppers in their perceptions of store attributes? Therefore, future research can use different personality traits to examine the research model.

Fourthly, each bookstore has its own market positioning, such as its price strategy and the type of book it sells. We acknowledge that these may have been

influential factors for respondents when they answered the questionnaire, and consider that the neglect of this in the current work is a further limitation that makes the results subject to further validation in future studies.

Finally, with the aim of achieving greater comprehensiveness, this work integrated many research constructs, and, in order to obtain deeper results, future research may choose to use only part of the research framework and to undertake a more detailed evaluation of certain aspects of our research hypotheses.

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Appendix 1: Research Questionnaire Items

STORE ATTRIBUTE BELIEFS

Ambient Factors

Adopted from Yoo, Park, and MacInnis (1998); Wakefield and Blodgett (1999)

- (1) The lighting of the store is appropriate.
- (2) The smell and air quality of the store are good.
- (3) The temperature of the store makes me feel uncomfortable.
- (4) The store is clean.

Design Factors

Adopted from Berman and Evans (1995)

- (5) The spatial design and allocation is good.
- (6) The placement of merchandise is well-organized.
- (7) The price displays are clear.
- (8) The color schemes are well-coordinated.
- (9) The point-of-purchase is attractive.
- (10) The point-of-purchase displays are well-designed.
- (11) As a whole, the store is well-decorated.
- (12) The signs and artwork are ugly.

Social Factors

Adopted from Baker *et al.* (2002); Yoo, Park, and MacInnis (1998)

- (13) The store personnel are courteous.
 - (14) The personnel are friendly.
 - (15) The personnel are well-dressed.
 - (16) The personnel have appropriate knowledge of the products.
-

UTILITARIAN SHOPPING VALUE

Time Savings

Adopted from Lee and Overby (2004)

- (1) Shopping in the store makes purchasing more convenient.
- (2) Shopping in the store can save my time.
- (3) Shopping in the store is an efficient way to manage my time.

Task Accomplished Value

Adopted from Babin, Darden, and Griffin (1994); Lee and Overby (2004)

- (4) I can not buy what I really needed in the store (Reversed).
- (5) I can find the items that I am looking for easily.
- (6) I have to go to another store to complete my shopping (Reversed).
- (7) I can fulfill all my needs in the store.

Information Collection

Adopted from Noble, Griffith, and Weinberger (2005)

- (8) I can obtain ideas or price information if I need it.
 - (9) I can gain a great deal of information about products before I make a purchase.
 - (10) I can fulfill my curiosity about the latest information.
 - (11) I can not gain the new information that I want in the store (Reversed).
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Appendix 1: Research Questionnaire Items (continued)

HEDONIC SHOPPING VALUE

Escapist Benefits

Adopted from Babin, Darden, and Griffin (1994); Lee and Overby (2004)

- (1) This shopping trip truly feels like an escape.
- (2) While shopping, I am able to forget today's problems.
- (3) Shopping in the store "gets me away from it all."
- (4) Shopping in the store can help me to release my stress.

Excitement and Pleasure

Adopted from Babin, Darden, and Griffin (1994)

- (5) During the trip, I feel the excitement of the hunt.
 - (6) While shopping, I feel a sense of adventure.
 - (7) The time spent shopping in the store is truly enjoyable.
 - (8) This shopping trip is truly a joy.
 - (9) I enjoy this shopping trip for its own sake, not just for the items I may have purchased.
 - (10) I shop in the store because I want to, not because I have to.
 - (11) This shopping trip is not a very nice time out (Reversed).
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SHOPPING SATISFACTION

Adopted from Cronin, Brady, and Hult (2000); Lee and Overby (2004)

- (1) I really like to go shopping in the store.
 - (2) I believe this store has many desirable features.
 - (3) My choice to go shopping in this store is a wise one.
 - (4) I think the overall outcome of this shopping experience exceeds my expectation.
 - (5) I don't think that I do the right thing when I go shopping in this store.
 - (6) Overall, I am satisfied with this shopping experience.
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SHOPPING ORIENTATION

Economic Shoppers

Adopted from Mägi (2003); Girard, Korgankar, and Silverblatt (2003)

- (1) I choose to shop at the store that has the best deals at the time.
- (2) I choose to shop at the store that provides the best price for me.
- (3) I compare what I get for my money in different stores.
- (4) I always buy items on sale.
- (5) I always check the price of the item before making a purchase.

Recreational Shoppers

Adopted from Mägi (2003); Girard, Korgankar, and Silverblatt (2003)

- (6) I think shopping is fun.
 - (7) I think shopping is great for my mood.
 - (8) I think personal contact with store personnel is important.
 - (9) I only shop in stores where I know the staff are friendly.
 - (10) I think I feel happy when making a purchase.
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CUSTOMER SHARE

Adopted from De Wulf, Odekerken-Schröder, and Iacobucci (2001)

- (1) What percentage of your total expenditure on books do you spend in this store?
 - (2) Of the 10 most recent times that you chose a store to buy books in, how many times did you select this store?
 - (3) How often do you buy books in this store compared to other stores where you buy books?
 - (4) I think this store is my primary store when buying books.
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Appendix 1: Research Questionnaire Items (continued)

ATMOSPHERE RESPONSIVENESS

Adopted from Machleit, Meyer, and Eroglu (2005)

- (1) It is important to me to shop in a store that has an appealing look.
 - (2) Things like the music, colors and lighting in a store all influence which store I will decide to shop at.
 - (3) I find myself making shopping decisions based on how the store looks.
 - (4) Store décor influences my decision about where I shop.
 - (5) I always pay more attention to the store atmosphere.
 - (6) I find myself being influenced easily by other people (e.g., other customers and personnel) in the store.
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