Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer

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Can the retail atmosphere be useful in developing long-lasting relationships with consumers? This research addresses this question by investigating the impact of positive and negative affect associated with ambient environmental conditions. A key dependent variable is conceptualized and validated and captures the proportion of business a customer spends in one location relative to a store's direct competitors. Structural equation results suggest that both positive affect and negative affect impact this measure, but the impact is facilitated through both feelings' relationship with hedonic and utilitarian shopping value. J BUSN RES 2000. 49.91–99.   © 2000 Elsevier Science Inc. All rights reserved.

Survival through continuous acquisition of consumer resources is the most paramount goal and most appropriate orientation of a firm (Anderson, 1982). Retailers and service providers have offered various incentive programs in an effort to gain a greater share of each customer's business. Like airlines with frequent flyer programs, hair salons, bookstores, and even mass merchandisers have offered programs in which frequent purchasers can gain further purchase incentives. The success and expense of these programs vary, but the focus on developing more repeat purchases from each consumer motivates research into other avenues for generating a like response.

Retailers are seeking ways to maintain customer share and increase profitability partially due to recent estimates forecasting industry shakeouts and consumer shopping declines. In a recent survey, 38% of respondents indicated they planned to shop at malls less often during the next year compared with their past shopping trips. Retail consultants predict "as many as 300 of the roughly 1,800 regional and super-regional malls will be either shut down or converted to the warehouse-style retailing" (Labich, 1995, p. 103). Given the shaky ground many retailers inhabit, success driven retailers must find ways to maintain stability and grow in order to survive.

At a basic level, retailers' lifeblood is the revenue developed through relationships with customers. This revenue can be expanded and developed through cultivating relationships with new customers, encouraging current customers to spend a larger proportion of their dollars with the retailer, and by extending the length of time or duration of the relationship—seeking customers for life. A Canadian grocery chain explored these avenues for increasing profitability and observed that if each customer purchased one additional produce item, profitability would increase by more than 40%. Similarly, current customers who substituted two store-brand items for two national brand items each store visit, would increase profitability by 55%. Furthermore, if these improvements were achieved simultaneously, future gross profits could be improved dramatically (Grant and Schlesinger, 1995). Thus, expanding a customer's share of wallet can lead to profitability gains and future success. The question remaining is how can retailers achieve a greater proportion of customers' expenditures?

The research presented here investigates a retailer's physical atmosphere and its role in creating consistent purchase behavior. Previous research demonstrates how ambient conditions, including store layout, design and signage, and employee and customer appearance, evoke varying levels of emotions among patrons (Baker, Grewal, and Levy, 1992; Bitner, 1992; Darden and Babin, 1994), and that these emotions impact store shoppers' approach/avoidance behaviors (Donovan and Rossiter, 1982), willingness to buy (Baker, Grewal, and Levy, 1992); price perceptions (Grewal and Baker, 1994); perceived value (Babin, Darden, and Griffin, 1994); current period purchase behavior and customer satisfaction (Babin and Darden, 1996). However, does the affect typically generated by a given store atmosphere affect patron purchase behavior over an extended period of time?

Specifically, a causal model is developed and tested to explore whether a patron's repeated purchase behavior is a

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function, in part, of affect experienced while shopping and perceived personal shopping value. Shopping value is hypothesized to mediate the relationship between affect and purchase behavior. The basic rationale is that if the physical aura within an environment evokes positive affect as opposed to negative affect, consumers will perceive greater value from their time, and the increased value serves as a reward encouraging further patronage. Study results are discussed in terms of implications for further empirical support and development of the Servicescape model (Bitner, 1992), and in an effort for further understanding of marketing variables that affect the proportion of business a consumer gives to a specific marketer, or "share of customer."

Conceptual Background

The proposed model involves five key constructs. The exogenous constructs for the model are the levels of positive and negative affect experienced in a given servicescape. These are expected to influence consumer perceptions of both utilitarian and hedonic shopping value (Babin, Darden, and Griffin, 1994). Repeat purchase behavior is operationalized as the proportion of resources expended at a given retailer compared with the total amount a consumer spends within a category. Each of these constructs is described in more detail below along with hypotheses predicting specific interactions among them.

Shopping Affect

Donovan and Rossiter (1982) initiated a stream of empirical research documenting an environment's ability to change consumer emotions and thereby affect behaviors that drive retail and service provider performance. For example, positive affect encourages a shopper to stay longer and interact with other employees more (Donovan and Rossiter, 1982; Dawson, Bloch, and Ridgway, 1990; Hui and Bateson, 1991; Babin and Darden, 1995), it can simplify a consumer's decision-making style (Isen, 1989; Babin, Darden, and Griffin, 1992), build a positive store image (Darden and Babin, 1994), and improve merchandise and service quality perceptions (Baker, Grewal, and Parasuraman, 1994). Negative affect has been associated with crowding and has been shown to increase consumers desire to leave (Eroglu and Machleit, 1990).

Various researchers have adopted different dimensionalities in studying consumer-based emotions. Environmental psychologists proposed that three dimensions—pleasure, arousal, and dominance—adequately represent the emotional experience (Mehrabian and Russell, 1974). Pleasure and arousal generally have been operationalized by store atmosphere researchers with few studies showing any effects of dominance (cf., Babin and Darden, 1995). However, other researchers, using frameworks based on Izard's (Izard, 1977) work, have proposed that separate positive and negative affect dimensions are useful in understanding consumer reactions (Mano and Oliver, 1993; Oliver, 1993; Bagozzi and Moore, 1994). In a

retail setting, some arousal indicators that can have ambiguous valence in other situations (e.g., excitement, boredom) take on more consistent positive or negative meanings (see Smith and Ellsworth, 1985). For example, while excitement generally can be either negative or positive, in a retail setting excitement represents a more pervasively positive reaction.

Additionally, research suggests that positive and negative affect can exhibit quite disparate effects. For example, positive affect is stored in memory and retrieved differently than is negative affect (Dubé and Morgan, 1996). Additionally, the impact of negative and positive moods on memory varies (Diener and Emmons, 1984). Environments evoking negative events leave a more vivid impression and are recalled more easily. Consistent with this finding, the relationship between negative mood and satisfaction from a shopping trip can be stronger than the relationship between positive mood and consumer satisfaction (Babin and Darden, 1996). Furthermore, marketing practitioners often think in terms of increasing the positive and decreasing negative events (Arnould and Price, 1993). Therefore, in this study, atmospheric-based affect is operationalized as two separate, negatively related dimensions—positive and negative affect.

Perceived Shopping Value

Researchers note that shopping value should account for more than simply functional utility (Bloch, Sherrell, and Ridgway, 1986). Shopping can be valuable from a task-oriented standpoint where a consumer finds an intended item, receives an intended service, or gathers useful information. Shopping also can provide value experientially in the form of immediate personal gratification. Value is related to tangible and hedonic consequences (Holbrook and Corfman, 1985). Therefore, perceived shopping value is operationalized as two dimensions indicating an assessment of the overall worth of shopping activity in terms of utilitarian and hedonic shopping value (Babin, Darden, and Griffin, 1994). Utilitarian value reflects task-related worth, and hedonic value reflects worth found in the shopping experience itself aside from any task-related motives.

THE IMPACT OF POSITIVE EMOTIONS. Emotions associated with a specific atmosphere influence value perceptions (Babin and Darden, 1995). All things considered, it is rather obvious that consumers would prefer to interact in a positive environment. A substantial body of literature documents and describes shopping's emotional worth and entertainment value (Bellenger, Steinberg, and Stanton, 1976; Markin, Lillis, and Narayana, 1976; MacInnis and Price, 1987). In some instances, the expected positive affect (pleasure, excitement, etc.) motivates shopping activities (Darden and Reynolds, 1971). Therefore, positive affect is expected to influence hedonic shopping value positively.

However, there is evidence to suggest that positive affect can actually improve task efficiency. Isen (1987) suggested

experimentally that hypothetical car shoppers showed greater efficiency when induced with positive affect compared with those in a control group. Furthermore, if positive affect improves merchandise perceptions (Baker, Grewal, and Parasuraman, 1994), there is a greater likelihood that product acquisition will take place. Thus, by facilitating the task, positive emotions are expected to influence utilitarian shopping value positively.

THE IMPACT OF NEGATIVE EMOTIONS. Contrasting with the positive affect, negative affect can be detrimental to utilitarian value. Negative affect is not rewarding in and of itself and thus distracts from an activities worth. Also, negative emotions generally create a desire to withdraw from an environment. For example, negative affect may encourage consumers to be less patient waiting for service (Chebat, Filiatrault, Gélinas-Chebat and Vaninsky, 1995; Baker and Cameron, 1996) and can lower involvement (Mano and Oliver, 1993). Consumers feeling these emotions while in a store become less likely to fulfill their intended purpose (Eroglu and Machleit, 1990). Therefore, increased negative affect is expected to lower both hedonic and utilitarian shopping value.

Creating Customer Share

Previous research has linked in-store mood to in-store spending (Babin and Darden, 1996). However, the interest here is more long term and asks whether or not the affect associated with an environment translates into consistent repeat purchase behavior. That is, given several stores with similar product offerings, will a consumer patronize a store proportionately according to the affect known to be experienced there? Customer share is seen as that key postconsumption outcome construct. How much business does a firm get relative to its competitor from each individual customer?

The feelings experienced while interacting within an environment are stored in memory and, over time, create schema-based affect (Fiske, 1982). Schema-based affect can alter consumers' cognitive reactions (Babin, Darden, and Boles, 1995). More specifically, positive affect is associated with more favorable choice intentions and negative affect is associated with less favorable choice intentions (Fiske, 1982). The schema-based affect becomes active when a patronage decision is being made, and those stores evoking negative affect are less likely to be patronized. Thus, affect experienced typically in an environment should relate to customer share.

However, this effect is expected to be mediated by perceived shopping value. It is through the creation of perceived value that this effect takes place. The affect creates value, and this value creates perceptions of worth. Thus, in making further purchase decisions, consumers develop cognitive rules that become increasingly stronger as similar levels of worth are perceived (Holland, Holyoak, Nisbett, and Thagard, 1989). Retailers take on meaning through these cognitive processes (Ward, Bitner, and Barnes, 1992). Also, while in any one

single interaction with an environment, resource expenditures may cause value (Babin and Darden, 1995). Over extended periods of time involving numerous decisions evoking choices within some store type, it is the value typically received that will drive repeat purchasing behavior as operationalized by customer share. Put succinctly, the store atmosphere evokes emotions, these emotions help determine value, and this value motivates customers to patronize a given choice repeatedly.

New retail mall formats, such as Forum Shops in Las Vegas, recognize the importance of atmospheric elements in creating value. The Forum Shops "approximates a Roman street scene, with a polished flagstone floor and a painted-sky ceiling whose color is changed from dawn to dusk in hourly cycles by a system of computerized lights. Appropriately garish statuary—and upscale restaurants like Spago and The Palm lead the way to pricey retailers like Gucci, Louis Vuitton, and Gianni Versace. Each hour robotic statues on one of the fountains come alive and put on a show. Other attractions include Roman processions and nightly gladiator battles" (Labich, 1995, p. 105). This format has proven successful by generating $1,000 per square foot or more in annual sales since the property opened (Labich, 1995). It is likely the Forum Shops atmosphere creates positive emotions and greater levels of hedonic shopping value.

An overall model reflecting this conceptualization was developed and is shown in Figure 1. The predictions and proposed paths can be summarized in the following hypotheses:

H1: Positive affect is related positively to hedonic shopping value.

H2: Positive affect is related positively to utilitarian shopping value.

H3: Negative affect is related negatively to hedonic shopping value.

H4: Negative affect is related negatively to utilitarian shopping value.

H5: Hedonic shopping value is related positively to customer share.

H6: Utilitarian shopping value is related positively to customer share.

H7: Perceived shopping value mediates the relationship between affect and customer share.

Research Methods

Sample

A study was designed and implemented that tested the proposed model. Before the main study, a pretest was conducted to identify retailers that (1) had similar merchandise offerings and (2) were perceived to provide primarily utilitarian or primarily hedonic value. The pretests were performed utilizing free association techniques and a convenience sample of 36 consumers. Each respondent was asked to list the most salient
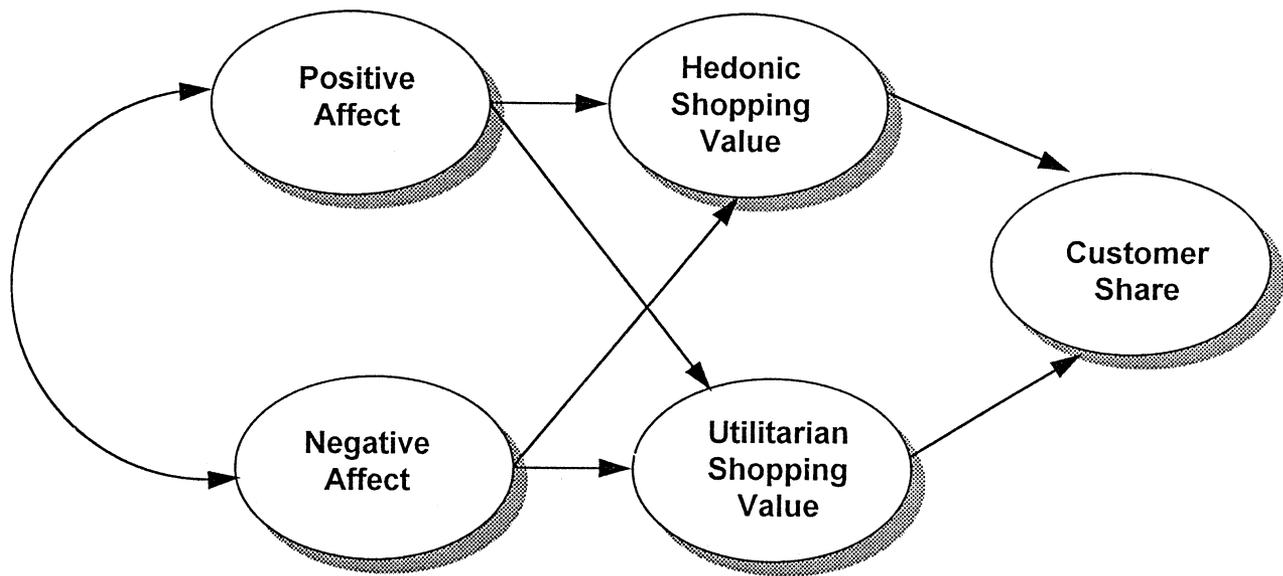
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Figure 1. Hypothesized paths representing proposed structural model of atmospheric affect, shopping value, and customer share.

representations of a "utilitarian" and a "hedonic store." This was done by describing a fictitious location that would, by law, only allow one type of store or the other. An example description of a utilitarian store included phrases such as "the type of store you go to only to get a specific product" and a hedonic store as "the type of store that is enjoyable just to visit." Each subject received only one condition. After this task, subjects rated local retailers for similarity in merchandise offerings. The purpose of this pretest was (1) to insure variability in the store orientations used in the main study and (2) to insure that stores used were competitors based on merchandise assortments. From these results, anchor stores at a major regional mall were selected to serve as stimuli for the main study.

Study respondents were taken from a convenience sample of mall shoppers. Graduate marketing research students intercepted potential respondents and requested participation. Potential respondents were asked to take a few minutes to fill out a "brief" questionnaire. Given the intercept nature of the interview, it was expected that most potential respondents would have familiarity with all stores. A familiarity rating was included on this survey and confirmed this finding. However, four respondents were excluded for lack of familiarity. In all, 156 respondents were intercepted and completed questionnaires. 144 were complete and used after listwise deletion.

Response Form

Respondents were randomly assigned to respond to one of the stores. The initial task required that respondents describe in a paragraph a "typical" shopping trip to the assigned store. This provided a memory aid serving to frame the questionnaire in terms of respondents' total knowledge of a retailer.

Following this task, respondents were queried using several structured item batteries. A "customer share" measure was developed and attempted to capture the extent of temporal and economic resources proportionally spent at the assigned store compared with the competition. Four items asked respondents to fill in blanks indicating (a) the usual shopping time at store X, (b) the proportion of times he/she shopped in the primary store category that he/she selected store X, (c) how much out of every $100 spent in a store like store X was spent at store X, and (d) out of every $100 spent in the store's main category, how much was spent in store X. Additionally, respondents were asked to circle a percentage that reflected the proportion of patronage given to store X. These items were standardized prior to analyses providing a common metric. The items are described in detail in the Appendix.

Perceived shopping value was measured using a shortened version of a measure assessing both utilitarian and hedonic shopping value (Babin, Darden, and Griffin, 1994). The scale was shortened in an effort to minimize questionnaire length. Five items were included that indicated hedonic shopping value and four that indicated utilitarian shopping value. The two dimensions contrast the value derived from being in an atmosphere for its own sake and for carrying out a consumer task. Respondents used a five-point Likert type scale to indicate value derived from a typical shopping trip to store X.

Nine items assessed in-store affect. Space precluded use of a more extensive battery. Affect descriptions were selected based on their representativeness of positive and negative affect (Smith and Ellsworth, 1985; Green, Goldman, and Salovey, 1993) and on their applicability to a retail atmosphere setting (Darden and Babin, 1994). Items representing positive affect include happy, satisfied, excited, bold, and energetic. Items representing negative affect include disgust, boredom,

sleepiness, and annoyed. Responses were collected using a standard "degree felt" scale assessing the degree to which they experience each feeling on a typical visit to store X.

Results

Measurement Results

The proposed model and hypotheses were tested using structural equations analyses. A two-step model validation procedure was followed that first examines and purifies the measurement model and then tests the proposed theoretical structure (Anderson and Gerbing, 1988; Gerbing and Anderson, 1992). This provides for better testing of the theorized paths and allows the measurement fit to provide a basis for assessing the structural model since a conventional measurement model provides the fit identical to a fully saturated recursive model (cf. Babin and Boles, 1996).

Initial confirmatory factor results suggested three items producing poor empirical results (low loading and highly correlated error terms) that were dropped from further analyses (Anderson and Gerbing, 1988). Thus, the final confirmatory model consists of 20 item indicators and 5 latent factors. Table 1 displays measurement model estimates. All loading estimates are highly significant ($p < 0.001$), reliabilities exceed 0.7, and variance extracted estimates are all above 0.5 with the exception of that for utilitarian value (0.46). Additionally, the square of each Φ is less than the variance extracted in each construct. Finally, the hypothesized measurement structure produced a χ^2 of 3170.6 with 160 degrees of freedom (a ratio of 10.98), a root mean squared residual (RMSR) of 0.07, a comparative fit index (CFI) of 0.90, and a parsimony normed fit index (PNFI) of 0.69. The results indicate a satisfactory fit and provide evidence of convergent and discriminant validity (Fornell and Larcker, 1981; Gerbing and Anderson, 1992).

Theoretical Results

Figure 2 depicts results of testing the proposed theoretical model using structural equations analysis. The model χ^2 is 3180.8 with 163 degrees of freedom, which is not significantly different from the measurement model, and the remaining fit indices are little changed from the confirmatory model. Furthermore, the PNFI increased to 0.71 suggesting that the proposed model is a more parsimonious representation of the covariance among observed variables than is a saturated theoretical model.

Hypotheses 1 and 2 predict positive relationships between positive affect and both hedonic and utilitarian shopping value. Both predictions are supported by the data. The path between positive affect and hedonic shopping value is 0.62 ($t = 6.1$, $p < 0.001$) while the effect of positive affect on utilitarian value, 0.23 ($t = 2.3$, $p < 0.01$) appears significant but not as strong.

Conversely, hypotheses 3 and 4 predict negative relation-

Table 1. Confirmatory Factor Analyses Results: Standardized Estimates

Item	CS	HV	UV	PA	NA
CS1	0.61				
CS2	0.86				
CS3	0.90				
CS4	0.72				
HV1		−0.62			
HV2		0.69			
HV3		0.76			
HV4		0.86			
HV5		0.83			
UV1			0.63		
UV2			−0.86		
UV3			−0.48		
PA1				0.64	
PA2				0.93	
PA3				0.89	
PA4				0.79	
PA5				0.65	
NA1					0.86
NA2					0.88
NA3					0.82
Variance Extracted	0.61	0.57	0.46	0.78	0.85
Scale Reliability	0.80	0.83	0.74	0.83	0.75
Correlation with					
HV	0.43				
UV	0.46	0.32			
PA	0.35	0.67	0.35		
NA	−0.37	−0.35	−0.51	−0.26	

CS, customer share; HV, hedonic value; UV, utilitarian value; PA, positive affect; NA, negative affect.

ships between negative affect and each shopping value dimension. H3 is supported by the significant, negative path estimate ($\gamma_{11} = -0.19$, $t = -2.5$, $p < 0.01$) from negative affect to hedonic value. H4 also is supported and demonstrates a stronger effect of negative affect on utilitarian value.

Hypotheses 5 and 6 predict direct positive effects of each shopping value dimension on purchase behavior as captured by the customer share measure. H5 is supported by a significant, positive path estimate of 0.32 ($t = 3.5$, $p < 0.001$). Likewise, H6 is supported by a significant, positive path estimate of 0.37 ($t = 3.5$, $p < 0.001$).

H7 is a formal statement of the mediating properties of perceived shopping value. The overall model fit and the indirect effects (see Table 2) provide initial support. Further steps were taken to assess the extent of mediation. For example, additional models were tested adding direct paths from positive affect to customer share and from negative affect to customer share. In neither case did either the path estimate (insignificant) or the overall fit (insignificant change) suggest that a model including direct paths would provide a better fit. The addition of these paths did not affect the size or significance
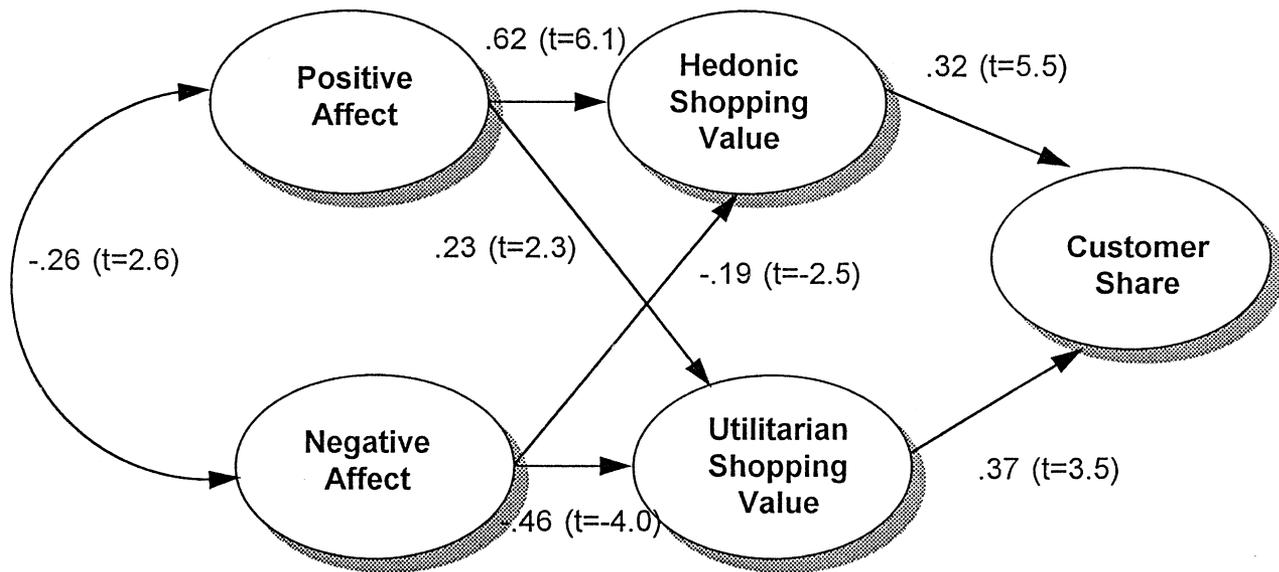
Figure 2. Standardized structural path estimates suggesting the effect of atmospheric-based affect on purchasing behavior. $\chi^2 = 318.8$, df $= 163$; RMSR $= .075$, CFI $= .90$, PNFI $= .71$; *Construct* and R^2: HSV .48, USV .32, PB .31.

of other paths in the model. In terms of Baron and Kenny (1986), the addition of the facilitating construct (mediator) is attenuating (or accounts for) the simple relationship between affect and customer share. Therefore, model results support the role of perceived shopping value in facilitating the relationship between affect and customer share.

Additional post hoc analyses were conducted to investigate an interesting question concerning the efficacy of positive vis-a-vis negative affect. In other words, does negative affect have a stronger effect on value? Several additional models were estimated that constrained the values of parameters for the coefficients representing the paths from positive affect and negative affect to hedonic and utilitarian value, respectively. In each model, the corresponding paths were set equal to one another in terms of absolute value. In the case of hedonic shopping value, by inspection, positive affect has a greater impact (0.62 versus 0.23), and this is supported further by a significant 1 degree of freedom χ^2 difference test. For utilitarian shopping value, negative affect has a greater coefficient (0.46 versus 0.23), but this difference did not produce a significant χ^2 difference test. Furthermore, a comparison of the overall effects shown in Table 2 shows similar total effects

(0.28 versus 0.23) with a slight advantage for positive affect. So, these results, although exploratory, do not suggest a greater impact for negative as opposed to positive affect.

Discussion

Recent research suggests weaknesses in considering consumer satisfaction/dissatisfaction as the best indicator of a consumer's future purchase behavior (Jones and Sasser, 1995). Others have suggested alternatives including repeat purchase behavior and value perceptions as superior indicators in this era of relationship marketing (Berry, 1996). This research focuses on these two constructs and on what effect the retail atmosphere has in building superior levels of performance.

A model of repeated purchasing behavior, reflected in customer share, or the proportion of resources given to a single retailer in a competitive arena, was developed and tested using structural equations modeling. The overall premise tested was that patron affect experienced typically while interacting with a retailer is related to relationship quality as expressed in customer share. Model results support this idea and explain it more precisely by considering the impact of perceived shopping value. Rather than exhibiting a direct effect, positive and negative affect alter perceived hedonic and utilitarian shopping value, and through this perceived value, customer share is affected.

Thus, ambient atmospheric conditions contributing to a positive affect help build customer share and ambient atmospheric conditions contributing to negative affect reduce customer share. Unlike the effects of negative moods on customer satisfaction (Babin and Darden, 1996), the effects of positive and negative mood are similar with positive affect showing

Table 2. Breakdown of Direct and Indirect Effects on Customer Share

	Direct Effect	Indirect Effect	Total Effect
Positive affect		0.28	0.28
Negative affect		−0.23	−0.23
Hedonic value	0.32		0.32
Utilitarian value	0.37		0.37

only a slightly stronger effect on customer share. Results suggest that retail atmosphere, in addition to effects on in-store shoppers, can help build a continuous consumer resource acquisition base as patrons experience them and maintain them cognitively in appropriate categories.

A primary retail tactic to build customer share has been the adoption of purchase incentives for accumulating purchases. This is a rather utilitarian approach in that it provides consumers an opportunity for greater efficiency in exchange. Results of the model suggests that these results may affect customer share positively given the observed direct relationship between utilitarian shopping value and customer share. Retailers should make these programs very consumer friendly and avoid inconveniences in redemption else they risk creating negative affect in the environment that could diminish potentially positive effects on customer share. However, results suggest that more experiential or hedonic ambient elements are equally important in building higher proportions of each customer's business. This is evidenced by a direct hedonic value customer share path that is not significantly different from the utilitarian value customer share path. This evidence provides further justification for investment in the store atmosphere and the creation of appropriate affect through management of ambient conditions.

By mining its consumer database, Taco Bell identified two key market segments they referred to as penny pinchers and speed freaks. Penny pinchers were 18 to 24, patronized Taco Bell frequently, but spent a limited amount of money on only three or four products from the menu. Speed freaks represented busy dual-income couples or parents who were concerned with quick service, ease of use, as well as taste and quality of product. Speed freaks sought out higher-priced menu items and were more concerned with convenience. Using this information, Taco Bell transformed its production line to create greater efficiencies and speed and initiated an inventory-based approach instead of product on-demand. Results were impressive with 54% more peak-hour capacity and a 71% reduction in waiting times (Grant and Schlesinger, 1995). Therefore, Taco Bell succeeded in providing utilitarian value to speed freaks, which based on this study's results should lead to greater customer share.

A retail success story that emphasizes the role of ambient atmosphere in generating customer share is the Mall of America, which opened in 1992 on 78 acres. The Mall includes "four department stores, over 400 specialty stores, a seven-acre amusement park complete with roller coasters, a 14-screen movie complex, 45 restaurants, 9 nightclubs, a wedding chapel, a LEGO play center, and an 18-hole miniature golf course" (Labich, 1995, p. 105). Evidence of success is provided by the 35 million visitors per year, a 94% occupancy rate, and annual sales-per-square-foot of $425. Other retailers who are using ambient characteristics to provide hedonic value include the Bass Pro shop in Springfield, Missouri where shoppers can learn how to tie flies and test them in an indoor

trout pond. Oshman's, a sporting goods retailer offers a miniature skating rink, basketball court, and Rollerblade track to allow customers to use products before purchase (Labich, 1995).

This research is limited in that it does not include a full range of shopping venues and contains a limited number of constructs. Future research should investigate a wider variety of shopping choices. For example, research should address whether the same effects are observed among small retailers. Perhaps an application to nonstore retailers would yield interesting results dealing with affect created among consumers interacting with these venues. Additionally, research should address the potential moderating effects of shopping orientations. For example, shoppers with more of a rule-based, functional orientation might be affected more by utilitarian value, whereas shoppers with a more environmental-based orientation could be influenced more by hedonic value (Babin and Darden, 1995). Research also should identify additional exogenous factors that help build shopping value. The impact of both hedonic and utilitarian value confirms the notion that consumers demand more than just goods acquisition and a retailer's success depends on an equation that accounts for all types of value including that received from entertainment (Berry, 1996). Hopefully, this work provides researchers with a useful starting point in exploring these avenues.

Conclusions

This study assessed the impact of environmental affect on the share of customer a retailer acquires. A measure is developed and validated that assesses this key construct. Results suggest that the retail atmosphere can be a useful tool in building this behavior. Furthermore, the study demonstrates the important role of perceived shopping value in mediating the relationship. Overall, retailers investing valuable resources in physical capital in the hope of altering consumers feelings can take solace in these results by the positive impact affect has on purchasing behavior.

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Appendix. Description of Measures

Customer Share

Instructions: Please fill in the blanks below so that the statements describe you accurately.

_____ out of every five times I shop for clothing, I shop at [store X].

Out of every $100 I spend in a store like [store X], I spend _____ at [store X].

Out of every $100 I spend on clothing, I spend _____ at [store X].

My usual shopping trip to [store X] lasts about _____ minutes.

How much of the money you spend on clothing each month do you spend in [store X]: 0–20%, 21–40%, 41–60%, 61–80%, or 81–100%

Shopping Value

Responses recorded with a five-point disagree—agree scale based on how well they describe the typical shopping experience and typical outcome of shopping at the store as described by the consumer.

Hedonic Value

I only shop at [store X] when I need to buy something.

A shopping trip to [store X] is truly a joy.

I enjoy the shopping trip for its own sake, not just for items I may have purchased.

While shopping at [store X], I was able to forget my problems.

Compared to other things I could have done, the time spent at [store X] was truly enjoyable.

Utilitarian Value

While shopping at [store X], I found just the items I was looking for.

I couldn't buy what I really needed in [store X].

I was disappointed because I had to go to another store to complete my shopping.

It was a good shopping trip because it was over very quickly.

Positive and Negative Affect

Responses recorded on a five-point degree felt scale based on how well they describe a typical shopping trip at the store as described by the respondent. When shopping at [store X], I feel:

Excited
Bold
Energetic
Happy
Satisfied
Disgusted
Bored
Sleepy
Annoyed