

LIVING POSITIVE EXPERIENCES IN STORE: HOW IT INFLUENCES SHOPPING EXPERIENCE VALUE AND SATISFACTION?

Silvia CACHERO-MARTÍNEZ¹, Rodolfo VÁZQUEZ-CASIELLES²

¹*Facultad de Economía y Empresa, Universidad de Oviedo, Cátedra Fundación Ramón Areces de Distribución Comercial, Avenida del Cristo, s/n, 33071 Oviedo (Asturias), Spain*

²*Facultad de Economía y Empresa, Universidad de Oviedo, Avenida del Cristo, s/n, 33071 Oviedo (Asturias), Spain*

E-mails: ¹cacherosilvia@uniovi.es (corresponding author); ²rvazquez@uniovi.es

Received 2015 November 30; accepted 18 December 2016

Abstract. Retailers have tried to differentiate themselves from their competitors through shopping experience. This is the first study analysing relationships between experience dimensions, shopping experience value and satisfaction. In this article different shopping experience dimensions are identified: emotional, sensory, intellectual, social, and pragmatic. In-depth interviews were conducted with a panel of experts to adapt a set of experience dimensions identified from the literature to the offline environment. A survey was then designed to collect data from consumers who had bought in a retailer, where marketing strategies are linked with experience dimensions. Retailers may use this typology in order to re-design their marketing strategies. Retailers must invest in utilitarian attributes of product assortment offered to consumers, improving quality while maintaining prices and promotions. If a retailer can stimulate social shopping and consumer curiosity, such as imagination and creativity in the store, they will have more devoted consumers.

Keywords: experience marketing, emotion, value, satisfaction, consumer behaviour, retailing.

JEL Classification: M31.

Introduction

One of the first academic papers to analyse the concept of experience is that of Holbrook and Hirschman (1982). These authors suggest that a traditional information-processing approach by the consumer (focusing on product attributes) should not exclude experiences involving consumer's imagination and emotions.

From this perspective, in recent years retail companies have been interested in positive experience development in stores. Our initial assumption is that customer's surprise, resulting from their active participation in a store, can cause different emotions (e.g. happy and entertaining).

Although there are several studies on consumer experience (Gentile *et al.* 2007; Brakus *et al.* 2009; Schmitt 2010; Schmitt *et al.* 2015; Verleye 2015; Bhandari 2016), in most cases they refer to brand experiences, not to experiences in a retailer. This paper presents a helpful decision-making process for retailers who are interested in the experience economy. Academically, the originality of the paper is that the model is in line with Stimulus-Organism-Response (SOR) theory, applied to shopping experiences.

The aim of this paper is twofold. On one hand, the study identifies different dimensions of consumer experience in a retailer. On the other hand, this research resolves a gap in our knowledge with an analysis of relationships between experience dimensions, shopping experience value and satisfaction.

1. Theoretical framework and hypothesis development

Mehrabian and Russell (1974) propose the SOR model, which indicates that the external physical environment can influence an individual’s internal state and behaviours. The theoretical framework of this study (Figure 1) is developed based on the adaptation of the SOR to customer experience. In a retailer the stimulus integrates different dimensions of consumer experience: sensory, intellectual, social and pragmatic. The organism is defined by the affective state of the consumer, covering emotional experience. The response includes two experience value dimensions and satisfaction.

Marketing literature has identified different consumer experience dimensions. Table 1 presents the most relevant researches.

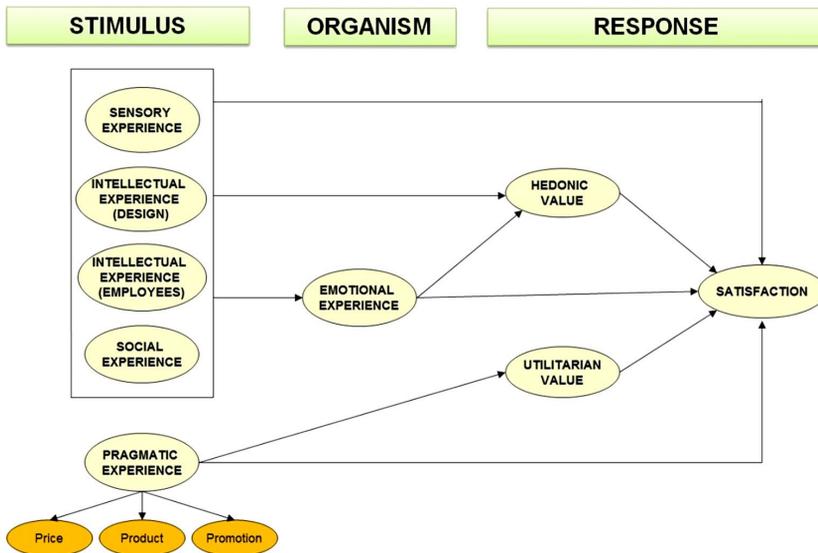


Fig. 1. Conceptual model

Table 1. Customer experience dimensions

Authors	Main focus
O’Sullivan and Spangler (1998)	Five dimensions of experience quality: physical surroundings, service providers, other customers, customers’ companions, and customers themselves.
Pine and Gilmore (1998; 1999)	Their approach consists of four realms given by people’s participation and people’s connection or environmental relationship in the experience: entertainment, education, esthetics and escapism.
Schmitt (1999) Schmitt (2003)	Five dimensions of experience: sensorial; affective; creative cognitive; physical, behaviors and lifestyle and social-identity.
Dubé y LeBel (2003)	Four “pleasure dimensions”: emotional, intellectual, physical and social pleasures.
Gentile <i>et al.</i> (2007)	Six dimensions of experience: sensorial, emotional, cognitive, pragmatic, lifestyle and relational.
Brakus <i>et al.</i> (2009)	Five dimensions of brand experience: sensorial, affective, behavioral and intellectual.
Verhoef <i>et al.</i> (2009)	They build a conceptual model of antecedents of customer experience. They identify four dimensions of experience: cognitive, affective, social and physical.
Schmitt (2010)	Two dimensions of experience: ordinary (occur as part of everyday life) and extraordinary (more active, intense and stylized).

1.1. Emotional experience

An important dimension of experience construction is the emotions (e.g. happiness, enjoyment). Consumers buy goods and services as a means to fulfil deeper emotional experiences and hedonic aspirations. Therefore, marketing literature advocates greater attention to hedonic consumption (Alba, Williams 2013).

Emotions arising from shopping experiences deposit affective memory traces, which consumers process and integrate to form post-shopping satisfaction (Ali *et al.* 2016). Thus:

H1: Emotional experience has a positive influence on satisfaction.

1.2. Antecedents of emotional experience

In the following sub-sections we discuss sensory experience, as well as other determinants of emotional experience that are less intuitive than those that are purely sensory.

1.2.1. Sensory experience

Sensory marketing is defined as “marketing that engages the consumer’s senses and affects their perceptions, judgments and behaviours” (Krishna 2013: 5–6). Research on retail atmosphere has focused on experiences that customers detect by the senses of touch, smell, audition, vision and taste (Möller, Herm 2013).

Tactile experience

In developing taxonomy of touch in consumer behaviour two types of touch are evident (Peck 2010): instrumental and hedonic. The first type assumes that the consumer is en-

gaged in touch as a means to an end. The second type is the hedonic touch, where touch is an end by itself. Hedonic touch may generate emotional experience and satisfaction (George 2015).

Scent experience

Scent marketing is defined as using scents to set a mood, promote products or position a brand (Morrin 2010). Retailers emit scents as an element of the environment to create positive emotions and satisfaction (Rimkute *et al.* 2016).

Auditory experience

Retailers have used music intentionally to enhance shopping experience (Lang 2015). The research focuses on three dimensions: tempo, type and volume (Krishna 2010, 2013). Music tempo is often correlated with emotional experience (e.g. slow tempo relaxes consumers and fast tempo creates states of auditory arousal in its listeners). Different music types can also be a cross-promotional tool that can link stores with similar target customers and strengthen satisfaction. Third, music volume also influences the time customers spend in stores and their satisfaction.

Visual experience

The effect of visual cues on customer judgment is via three different constructs (Raghubir 2010): attention, imagery and neural activation. These constructs influence the conscious or unconscious information processed by the customer and generate a variety of responses, including emotions and satisfaction (Labrecque, Milne 2011; Sachdeva, Goel 2015).

Taste Experience

Rather than being a sense in itself, taste is understood as a mix of all our senses. Cues based on our senses of hearing, sight, touch, and especially scent can affect our perceptions of taste (Krishna 2013; Lawton 2016).

Multi-sensory experience

Some academics have begun to pay attention to interplay between the senses. For example, inter-sensory effects between vision and taste (Hoegg, Alba 2007), touch and taste (Krishna, Morris 2008) and vision and touch (Krishna 2006, 2010).

In summary, marketing stimulus associated with sensory experience, is not only a source of satisfaction but also allows consumers to experience emotions (Bagozzi *et al.* 1999). Hence:

H2a: Favourable perceptions of sensory experience have a positive influence on emotional experience.

H3a: Favourable perceptions of sensory experience have a positive influence on satisfaction.

1.2.2. Intellectual experience

Intellectual experiences happen when the retailer's merchandising strategy (intellectual experience through design) and/or interaction with employees (intellectual experience with employees) help to stimulate customer curiosity and invite them to think. Some

academics affirm that curiosity produces positive outcomes for retailer (Hill *et al.* 2016). An emerging tool for marketers is augmented reality (Scholz, Smith 2016; Javornik 2016).

Intellectual experience is more likely to be social and to be discussed with others (e.g. employees), both of which can increase satisfaction and the enjoyment of positive experiences (Foroudi *et al.* 2016). Therefore:

H2b: Favourable perceptions of intellectual experience (through design and employees) have a positive influence on emotional experience.

H3b: Favourable perceptions of intellectual experience (through design and employees) have a positive influence on satisfaction.

1.2.3. Social experience

Social experience involves the person and his/her social context, his/her relationship with other people and with his/her ideal self (Ferguson *et al.* 2010). For example, go shopping with family/friends and get information about new products; interact with other customers; go to a shop as a means of affirmation of a social identity.

The relationship with other customers facilitates the development of several types of social influence that can generate satisfaction (Mangleburg *et al.* 2004). Furthermore, it can result in positive emotions (Gentile *et al.* 2007; Smillie *et al.* 2015). Hence:

H2c: Favourable perceptions of social experience have a positive influence on emotional experience.

H3c: Favourable perceptions of social experience have a positive influence on satisfaction.

1.3. Pragmatic experience

Pragmatic experience is mainly based on the utilitarian activity of the retailer; in so much as it tries to satisfy a customer motivated by monetary value and utility of products, and not by their aesthetic or design. Sometimes the customer can also experience emotions derived from pragmatic experience (Spinelli *et al.* 2015). Customers consider the seemingly utilitarian activity of price/promotion shopping, which can be pleasurable for a variety of non-monetary reasons, including the hedonic benefits provided by non-monetary promotions, or even the simple emotion of getting a good deal (Alba, Williams 2013). However, our study only considered that pragmatic experience is related to utilitarian purchases, where consumers wish to get the most useful product for its price (Walsh *et al.* 2011). In summary:

H3d: Favourable perceptions of pragmatic experience have a positive influence on satisfaction.

1.4. Value perception towards shopping experience

Different studies (Babin *et al.* 1994; Mathwick *et al.* 2001; Fiore, Kim, 2007; Kim *et al.* 2007, 2014; İpek *et al.* 2016) used various dimensions of shopping experience and perceived value. Babin *et al.* (1994) proposed two experience value dimensions:

hedonic and utilitarian. Hedonic value is related to enjoyment and playfulness, reflecting the experiential side of shopping, comprising pleasure and curiosity (Scarpi *et al.* 2014). The main antecedent of hedonic value is the emotional experience (Jackson *et al.* 2011). The utilitarian customer wants a cognitive experience, which includes prices, promotions and that the act of acquisition may be attained with minimal effort. The main antecedent of utilitarian value is pragmatic experience. Accordingly:

H4: Emotional experience has a positive influence on hedonic value.

H5: Pragmatic experience has a positive influence on utilitarian value.

Both hedonic and utilitarian value, allow the retailer to obtain satisfaction (Arnold, Reynolds 2009, 2012; Gholami *et al.* 2016). Thus:

H6: Favourable perceptions of (a) hedonic value and (b) utilitarian value have a positive influence on satisfaction.

2. Methodology

2.1. Sample and a questionnaire

For the generation of items and experience dimensions, five sources of data were used. First, we review experience and emotions literature (Schmitt 2003; Gentile *et al.* 2007; Brakus *et al.* 2009) and hedonic consumption. Second, we visit stores from different sectors. Third, through a focus group interview, consumers were asked to write any pleasant experience they had had in a retailer.

Fourth, in-depth interviews were conducted with ten customers and a panel of experts. This panel performed four tasks: (1) assessed the similarity of items, the clarity of phrasing and the terminology used in the scale, (2) rated the importance of each item in the determination of the experience dimensions, (3) suggested if it is necessary to add some item to each experience dimensions, and (4) indicated whether it was relevant to add some new experience dimension. The main conclusion is that the experts consider it appropriate to divide intellectual experience into two dimensions: one through design and the other through employees. Furthermore, we proceeded to reduce the number of items, rewording and assigning items to experience dimensions. Thus, the resulting purified scale comprises six experience dimensions with 36 corresponding items.

Finally, we performed a pre-test of measurement scales on experience dimensions. Personal interviews were conducted to a sample of thirty retailer-loyal consumers with experience in marketing strategies. The results allowed us to understand the function of measurement scales, modifying wording to facilitate interpretation. The result of the identification of experiences is the measurement scale shown in Table 2.

Later was made a field survey. The format of the scales was: emotional experience is measured as the intensity of emotions, with responses ranging from “1 – Not at All” to “7 – Completely”, and the rest of the measures were in a Likert scale, with responses ranging from “1 – Strongly Disagree” to “7 – Strongly Agree”. Existing measurements were used: Babin *et al.* (1994) and Jones *et al.* (2006) for experience value and Oliver (2010) for satisfaction.

Table 2. Measurement model (reliability and validity)

Consumer experience dimensions (and other constructs)	Standardized Factor Loading
Sensory experience (A = 0.891; CR = 0.886; AVE = 0.569)	
I1 = Temperature is suitable, activating shopping experience	0.657
I2 = Cleanliness and good condition stimulates shopping experience	0.804
I3 = Lighting is motivating, making shopping experience pleasant	0.858
I4 = Color of walls and floor provide a shopping experience in a pleasant environment	0.863
I5 = Music (tempo, volume and type) provides a very pleasant shopping experience	0.660
I6 = Smells provides a very pleasant shopping experience	0.648
Intellectual experience (design) (A = 0.903; CR = 0.897; AVE = 0.557)	
I7 = Design (furniture and decor) stimulates curiosity	0.801
I8 = Sections design stimulates shopping experience and interacting with the product	0.788
I9 = Communication materials (display) stimulates imagination and creativity consumer	0.774
I10 = Store layout stimulates curiosity	0.834
I11 = Shop-window offers an attractive presentation (artistic, creative)	0.672
I12 = Store has a pleasant entry (spacious and inviting)	0.683
I13 = Outside of store design invites you to enter	0.653
Intellectual experience (employees) (A = 0.869; CR = 0.860; AVE = 0.614)	
I14 = Employees are always willing to help (provide information, support to decision-making) and answer all customer questions	0.886
I15 = Employees have great knowledge of what they sell and the experiences that the products provide	0.913
I16 = There are enough employees to offer personalized service and explain the experiences provided by the use of products	0.726
I17 = Payment for items purchased is fast avoiding negative experiences	0.558
Social experience (A = 0.797; CR = 0.808; AVE = 0.587)	
I18 = Shopping at this store give me the opportunity to experience feeling of status (interact with other customers)	0.762
I19 = Shopping at this store allows me to get information and experiences on trends consistent with my lifestyles	0.858
I20 = Go to this store allows me to spend a pleasant time with my family/friends	0.666
Pragmatic experience (price) (A = 0.856; CR = 0.859; AVE = 0.620)	
I21 = In this store I get quality products at a good price	0.788
I22 = Compared with other competitors this store offers the best price-quality	0.847

End of Table 2

Consumer experience dimensions (and other constructs)	Standardized Factor Loading
I23 = This store offers a variety of services (warranty, product returns, home delivery) with good prices	0.819
Pragmatic experience (product) (A = 0.711; CR = 0.756; AVE = 0.509)	
I24 = Brands offered are known and good quality	0.686
I25 = Product assortment is sufficient to meet my needs	0.731
I26 = Periodically updates its assortment incorporating the latest product version	0.722
Pragmatic experience (promotions) (A = 0.824; CR = 0.828; AVE = 0.548)	
I27 = It offers better promotions than competition	0.758
I28 = Consumer information about promotions is very suitable	0.822
I29 = Always have stock of products on promotion	0.723
I30 = In promotional periods product quality is maintained	0.648
Emotional experience (intensity of emotions) (A = 0.945; CR = 0.940; AVE = 0.724)	
Happy (joyful)	0.890
Hopeful	0.881
Entertaining	0.841
Animated (encouraged)	0.847
Enthusiastic	0.973
Surprised	0.768
Hedonic value (A = 0.891; CR = 0.872; AVE = 0.696)	
I enjoyed this shopping trip for its own sake, not just for the products I may have purchased	0.902
I continued to shop, not because I had to, but because I wanted	0.773
Compared to other things I could have done, time spent in this store was truly enjoyable	0.822
Utilitarian value (A = 0.776; CR = 0.798; AVE = 0.574)	
I accomplished just what I wanted to on this shopping trip	0.882
I was disappointed because I had to go to another store to complete my shopping (R)	0.592
I feel this shopping trip was successful (I found the product very quickly)	0.771
Satisfaction (A = 0.887; CR = 0.887; AVE = 0.664)	
I'm satisfied; this is one of the best stores I have visited	0.754
I'm satisfied with the products/services of this store	0.841
I'm satisfied because I enjoyed the shopping experience in the store	0.855
I don't regret for choosing this store to make the purchase	0.805

Note: A = Cronbach's Alpha; CR = Composite Reliability; AVE = Average Variance Extracted; R = Item reverse; I = number of item.

Information was collected using personal surveys on the street and online surveys. These surveys were made from March to November 2015, when consumers step out the store or inviting consumers to think about the last purchase they made.

The sample consisted of 527 people from several cities in Spain. The sample distribution was done by levels of age (65% between 18 and 44 years and 35% over 45 years) and gender (57% female). The sample distribution by sectors is: clothing stores and fashion (44%); shoes (7.2%); cosmetics and perfumery (9%); jewellery (3.4%); sports (9.3%); electronics (8.7%); decoration (6.6%); bookstores (9.1%) and toys (2.7%). These sectors have been selected because retailers offer hedonic and utilitarian experiences and develop marketing activities providing people with emotional and pragmatic experiences.

2.2. Scales purification of experience dimensions, experience value and satisfaction

To analyse the data structure, we performed an exploratory factor analysis (EFA). This revealed five factors that explained 68.2% of the variance (Tables 3 and 4). Because we did anticipate that pragmatic experience items would load on a second-order factors, we conducted another exploratory factor analysis on the 10 pragmatic items. After Varimax rotation, analysis revealed three factors (product, price and promotion) which explained 69.7% of the variance.

Table 3. EFA: consumer experience dimensions

ITEM	Sensory	Intellectual (design)	Intellectual (employees)	Social	Variance explained
I1	0.780	0.145	0.165	0.024	19.364%
I2	0.799	0.304	0.168	0.056	
I3	0.768	0.357	0.135	0.108	
I4	0.738	0.405	0.083	0.173	
I5	0.612	0.250	0.036	0.436	
I6	0.586	0.241	0.068	0.468	
I7	0.500	0.619	0.104	0.161	
I8	0.326	0.729	0.261	-0.001	
I9	0.250	0.745	0.208	0.114	
I10	0.270	0.788	0.121	0.209	
I11	0.206	0.651	0.144	0.350	
I12	0.304	0.663	0.056	0.262	
I13	0.196	0.636	0.068	0.454	
I14	0.125	0.166	0.849	0.078	16.707%
I15	0.075	0.129	0.861	0.114	
I16	0.091	0.056	0.816	0.201	
I17	0.129	0.113	0.724	0.070	
I18	0.127	0.257	0.496	0.545	
I19	0.186	0.332	0.317	0.667	11.343%
I20	0.103	0.192	0.194	0.761	

Table 4. EFA: pragmatic experience

ITEM	Price	Product	Promotion	Variance explained
I21	0.777	0.300	0.210	25.643%
I22	0.883	0.115	0.233	
I23	0.782	0.290	0.240	
I24	0.215	0.724	0.112	23.317%
I25	0.175	0.744	0.196	
I26	0.152	0.804	0.144	
I27	0.394	-0.016	0.745	20.716%
I28	0.156	0.114	0.864	
I29	0.116	0.256	0.778	
I30	0.210	0.282	0.656	

2.3. Statistical analysis

CFA was applied to assess validity and reliability of the model (Fig. 1) (Wang, Ahmed 2004). EQS 6.2 was employed to conduct CFA. The fit measures suggested a reasonable fit: GFI = 0.845; CFI = 0.939 (greater than 0.9 proposed by Hair *et al.* 2006); BBNNFI = 0.923; RMSEA = 0.039 (lower than 0.08 recommended by Hu and Bentler 1999); SRMR = 0.055; all indicating acceptable fit. In addition, the ratio between the chi-square statistic and the number of degrees of freedom was 1.815, indicating an adequate fit (Thomson *et al.* 2005). All indicators were significant ($p < 0.001$) and substantial (standardised factor loadings 0.6 or above) (Hair *et al.* 2006) on their theoretical constructs. Cronbach’s alpha coefficient was greater than 0.7 (Nunnally 1978), the composite reliability was greater than 0.7 and the AVE was greater than 0.5 (Table 2) (Bagozzi, Yi 1988).

3. Research results

Structural model analysis (Fig. 1) yields good fit statistics ($X^2/df = 1.9220$; BBNNFI = 0.923; CFI = 0.929; GFI = 0.835; SRMR = 0.057; RMSEA = 0.042). Results (Table 5) provide support for different hypotheses¹.

Emotional experience (H1: $\beta_1 = 0.093$) directly and positively influences satisfaction. Both intellectual experience through design (H2b: $\beta_{2b} = 0.346$) and intellectual experience with employees (H2b: $\beta_{2b} = 0.140$) directly and positively influence emotional experience. Sensory experience (H3a: $\beta_{3a} = 0.177$) and pragmatic experience (H3d: $\beta_{3d} = 0.269$), directly and positively influence satisfaction. Sensory experience and social experience have no direct effect on emotional experience (have not been accepted H2a and

¹ For validation purposes, we compared proposed model (Fig. 1) with alternative models. The objective is to test whether, for sectorial context studied, the customer also experience emotions derived from pragmatic experience. Adding a direct influence of pragmatic experience on emotional experience don’t yield evidence of significant effects.

Table 5. Results of Structural Equation Model analyses

Causal relationships	Total sample (N = 527)
	β (t-Student)
H1: Emotional experience → Satisfaction	0.093* (1.537)
H2a: Sensory experience → Emotional experience	ns
H2b: Intellectual experience (design) → Emotional experience	0.346*** (3.302)
H2b: Intellectual experience (employees) → Emotional experience	0.140** (2.319)
H2c: Social experience → Emotional experience	ns
H3a: Sensory experience → Satisfaction	0.177** (2.542)
H3b: Intellectual experience (design) → Satisfaction	ns
H3b: Intellectual experience (employees) → Satisfaction	ns
H3c: Social experience → Satisfaction	ns
H3d: Pragmatic experience → Satisfaction	0.269*** (3.531)
H4: Emotional experience → Hedonic value	0.559*** (6.683)
H5: Pragmatic experience → Utilitarian value	0.625*** (9.963)
H6a: Hedonic value → Satisfaction	0.341*** (4.573)
H6b: Utilitarian value → Satisfaction	0.325*** (5.443)
Other significant relationships	
Intellectual experience (employees) → Hedonic value	0.166*** (3.518)
Social experience → Hedonic value	0.247*** (4.003)
Overall fit of the structural model	BBNFI = 0.923 CFI = 0.929 RMSEA = 0.042

Notes: * $p < 0,05$; ** $p < 0,01$; *** $p < 0,001$.

H2c). Although intellectual experience (through design and with employees) and social experience have no direct effect on satisfaction (have not been accepted H3b and H3c), indirect effects are observed, resulting from the mediating role of emotional experience and hedonic value. Emotional experience positively influences hedonic value (H4: $\beta_4 = 0.559$). Hedonic value is also positively and significantly influenced by intellectual experience with employees ($\beta = 0.166$) and social experience ($\beta = 0.247$). Favourable perceptions of pragmatic experience positively influence utilitarian value (H5: $\beta_5 = 0.625$). Hedonic value (H6a: $\beta_{6a} = 0.341$) and utilitarian value (H6b: $\beta_{6b} = 0.325$) directly and positively influence satisfaction. In addition, hedonic value has a greater influence on satisfaction than utilitarian value.

Furthermore, the study provides consumer’s perceptions for each experience dimension and sector analysed (Table 6).

Table 6. Survey’s main results

	Consumer’s experience					
	Sensory	Intellectual (design)	Intellectual (employees)	Social	Emotional	Pragmatic
Clothing stores and fashion						
Shoes						
Cosmetics and perfumery						
Jewelry						
Sports						
Electronics						
Decoration						
Bookstores						
Toys						

Note: Black boxes indicate above-average values for each type of experience

4. Discussion

Sensory, emotional and pragmatic experience are a significant predictors of satisfaction. The study findings are in line with Maklan and Klaus (2011), Srivastava and Kaul (2016) and Ali *et al.* (2016), who proposed that these types of experiences are important in the process of building customer satisfaction.

Our strongest and most innovative results concern the indirect impact of intellectual and social experience on satisfaction, through the mediating effect of emotions and shopping experience value. Moreover, our study relates shopping experiences with shopping experience value in line with Fiore and Kim (2007). Previous studies have also indicated that shopping experience value influence on customer satisfaction (Jones *et al.* 2006; Gholami *et al.* 2016). Our research also shows that hedonic value has greater influence on satisfaction than utilitarian value, although both components are needed to get a complete shopping experience.

Conclusions

This research is consistent with the fact that consumers want positive experiences in a retail store. The objective of this research was to explore consumer experience dimensions when they shop offline.

Consumer experience is manifested in several dimensions that can be grouped into two categories: emotional and pragmatic experience. Furthermore, the perception of intellectual experience (through design and with employees) can generate an emotional

experience. As a result of these observations, our study has designed a scale to measure multidimensional experience.

In sport, decoration and toy sectors emotional and pragmatic experiences are present. Furthermore, emotional experience is mainly present in other sectors, like jewellery and bookstore, while pragmatic experience is shown in shoes, cosmetics and perfumery and electronics.

This research resolves a gap in our knowledge with a detailed analysis of relationships between experience dimensions, shopping experience value and satisfaction. Findings showed that pragmatic experience integrates decisions on product, price and promotion which affect the utilitarian value. The study also found that emotional experience has partial mediation effects (between intellectual experience – with employees – and the hedonic value) and total mediation effects (between intellectual experience – through design and with employees – and satisfaction and between intellectual experience – through design – and hedonic value). Another conclusion is that hedonic value isn't only directly dependent on emotional experience, but also on social experience and intellectual experience with employees.

Emotional experience is mainly affected by intellectual experience (design and employees). This finding reinforces the idea that the consumer is a social being. In a retailer, stimuli that sales staff can create affect consumer emotions more than any other stimulus (sensory and social experience).

The research provides suggestions to support a retail manager. First, retailers must invest in utilitarian attributes of the product assortment, improving quality, while maintaining competitive price and promotions. Retailers should enhance the provision of quality in their product portfolio, with a mix of manufacturer brands and store brands. Manufacturer's brand can attract consumer to store, but private labels can turn customer into fans.

Second, it's very important to develop innovations related to experiences that generate emotions and hedonic value. The goal would be to invest in activities that help to stimulate consumer curiosity and imagination in store, causing positive emotions that favourably influence customer satisfaction and hedonic value. Augmented reality is an important new tool to help retailers to do this.

These emotions can be achieved by intensifying intellectual experience. For example, using an attractively designed store (furniture and decoration) to stimulate curiosity, and facilitate the testing of products. Furthermore, offering a complete experience through technology retail 3.0, with employees specially trained to offer a customised service and help customers to enjoy and be creative with new products or services. To generate hedonic value, it's possible to promote social shopping, a consumer experience that has an enjoyable time with their family and friends.

Finally, activating sensory experience complements the other experience dimensions, thereby helping to increase satisfaction. The retailer must invest in controlling lighting, hedonic touch (where touch is an end by itself), music and smells that provide a very pleasant shopping experience.

This research has several limitations that could be addressed in future studies. First, it would be interesting to examine whether different dimensions of experience can predict specific results of attitudinal and behavioural loyalty. Second, although our research focuses on consumer experiences in offline retailers, the framework can be applied to online retailers. In an online context it can be difficult to get a sensory experience (e.g. tactile and taste experience). However, this experience can be replaced by other dimensions (e.g. flow state and connectedness with others in the virtual community).

Acknowledgements

The authors are grateful to Cátedra Fundación Ramón Areces de Distribución Comercial (<http://catedrafundacionarecesdc.uniovi.es>) for their valuable support to develop this empirical research.

References

- Alba, J. W.; William, E. F. 2013. Pleasure principles: a review of research on hedonic consumption, *Journal of Consumer Psychology* 23(1): 2–18. <https://doi.org/10.1016/j.jcps.2012.07.003>
- Ali, F.; Amin, M.; Cobanoglu, C. 2016. An integrated model of service experience, emotions, satisfaction, and price acceptance: an empirical analysis in the Chinese hospitality industry, *Journal of Hospitality Marketing & Management* 25(4): 449–475. <https://doi.org/10.1080/19368623.2015.1019172>
- Arnold, M. J.; Reynolds, K. E. 2009. Affect and retail shopping behavior: understanding the role of mood regulation and regulatory focus, *Journal of Retailing* 85(3): 308–320. <https://doi.org/10.1016/j.jretai.2009.05.004>
- Arnold, M. J.; Reynolds, K. E. 2012. Approach and avoidance motivation: investigating hedonic consumption in a retail setting, *Journal of Retailing* 88(3): 399–411. <https://doi.org/10.1016/j.jretai.2011.12.004>
- Babin, B. J.; Darden, W. R.; Griffin, M. 1994. Work and/or fun: measuring hedonic and utilitarian shopping value, *Journal of Consumer Research* 20(4): 644–656. <https://doi.org/10.1086/209376>
- Bagozzi, R. P.; Yi, Y. 1988. On the evaluation of structural equation models, *Journal of the Academy of Marketing Science* 16(1): 74–94. <https://doi.org/10.1007/BF02723327>
- Bagozzi, R. P.; Gopinath, M.; Nyer, P. U. 1999. The role of emotions in marketing, *Journal of the Academy of Marketing Science* 27(2): 184–206. <https://doi.org/10.1177/0092070399272005>
- Bhandari, S. 2016. Customer experience: an emerging source of sustainable competitive advantage, *Imperial Journal of Interdisciplinary Research* 2(7): 245–254.
- Brakus, J. J.; Schmitt, B. H.; Zarantonello, L. 2009. Brand experience: what is it? How is it measured? Does it affect loyalty?, *Journal of Marketing* 73(3): 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Ferguson, R.; Paulin, M.; Bergeron, J. 2010. Consumer sociability and the total service experience: antecedents of positive word-of-mouth intentions, *Journal of Service Management* 21(1): 25–44. <https://doi.org/10.1108/09564231011025100>
- Fiore, A. M.; Kim, J. 2007. An integrative framework capturing experiential and utilitarian shopping experience, *International Journal of Retail & Distribution Management* 35(6): 421–442. <https://doi.org/10.1108/09590550710750313>
- Foroudi, P.; Jin, Z.; Suraksha, G.; Melewar, T. C.; Foroudi, M. 2016. The impact of innovation capability and customer experience on reputation and loyalty, *Journal of Business Research* 69(11): 4882–4889. <https://doi.org/10.1016/j.jbusres.2016.04.047>

- Gentile, C.; Spiller, N.; Noci, G. 2007. How to sustain the customer experience: an overview of experience components that co-create value with the customer, *European Management Journal* 25(5): 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- George, M. 2015. Haptics: the new wave of tactics for customer experience, *International Journal of Informative & Futuristic Research* 2(8): 2606–2611.
- Gholami, S.; Dehbini, N.; Shekari, A. 2016. The impact of store atmosphere on hedonic and utilitarian shopping values, customer satisfaction and customer purchase intention, *Journal of Current Research in Science* S(1): 305–311.
- Hair, J. F.; Black, W. C.; Babin, B. J.; Anderson, R. E.; Tatham, R. L. 2006. *Multivariate data analysis*. 6th ed. New York, NY: Prentice-Hall.
- Hill, K. M.; Fombelle, P. W.; Sirianni, N. J. 2016. Shopping under the influence of curiosity: how retailers use mystery to drive purchase motivation, *Journal of Business Research* 69(3): 1028–1034. <https://doi.org/10.1016/j.jbusres.2015.08.015>
- Hoegg, J.; Alba, J. W. 2007. Taste perception: more than meets the tongue, *Journal of Consumer Research* 33(4): 490–498. <https://doi.org/10.1086/510222>
- Holbrook, M. B.; Hirschman, E. C. 1982. The experiential aspects of consumption: consumer fantasies, feelings, and fun, *Journal of Consumer Research* 9(2): 132–140. <https://doi.org/10.1086/208906>
- Hu, L. T.; Bentler, P. M. 1999. Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives, *Structural Equation Modeling: a Multidisciplinary Journal* 6(1): 1–55. <https://doi.org/10.1080/10705519909540118>
- İpek, İ.; Aşkın, N.; İlter, B. 2016. Private label usage and store loyalty: the moderating impact of shopping value, *Journal of Retailing and Consumer Services* 31: 72–79. <https://doi.org/10.1016/j.jretconser.2016.03.011>
- Jackson, V.; Stoel, L.; Brantley, A. 2011. Mall attributes and shopping value: differences by gender and generational cohort, *Journal of Retailing and Consumer Services* 18(1): 1–9. <https://doi.org/10.1016/j.jretconser.2010.08.002>
- Javornik, A. 2016. Augmented reality: research agenda for studying the impact of its media characteristics on consumer behavior, *Journal of Retailing and Consumer Services* 30: 252–261. <https://doi.org/10.1016/j.jretconser.2016.02.004>
- Jones, M. A.; Reynolds, K. E.; Arnold, M. J. 2006. Hedonic and utilitarian shopping value: investigating differential effects on retail outcomes, *Journal of Business Research* 59(9): 974–981. <https://doi.org/10.1016/j.jbusres.2006.03.006>
- Kim, Y. K.; Lee, M. Y.; Park, S. H. 2014. Shopping value orientation: conceptualization and measurement, *Journal of Business Research* 67(1): 2884–2890. <https://doi.org/10.1016/j.jbusres.2012.06.006>
- Kim, Y. K.; Sullivan, P.; Forney, J. C. 2007. *Experiential retailing: concepts and strategies that sell*. New York, NY: Fairchild Publications.
- Krishna, A. 2006. Interaction of senses: the effect of vision versus touch on the elongation bias, *Journal of Consumer Research* 32(4): 557–567. <https://doi.org/10.1086/500486>
- Krishna, A. 2010. *Sensory marketing: research on the sensuality of products*. New York, NY: Taylor & Francis Group.
- Krishna, A. 2013. *Customer sense: how the 5 senses influence buying behavior*. New York, NY: Palgrave MacMillan. <https://doi.org/10.1057/9781137346056>
- Krishna, A.; Morris, M. 2008. Does touch affect taste? The perceptual transfer of product container haptic cues, *Journal of Consumer Research* 34(6): 807–818. <https://doi.org/10.1086/523286>

- Labrecque, L.; Milne, G. 2011. Exciting red and competent blue: the importance of color in marketing, *Journal of the Academy of Marketing Science* 40(5): 711–727. <https://doi.org/10.1007/s11747-010-0245-y>
- Lang, J. T. 2015. Music and consumer experience, in D. T. Cook, J. M. Ryan. (Eds.). *The Wiley Blackwell encyclopedia of consumption and consumer studies*. West Sussex, United Kingdom: John Wiley & Sons, Ltd., 435–437. <https://doi.org/10.1002/9781118989463.wbeccs177>
- Lawton, S. 2016. Exploring the meal experience: customer perceptions of dark-dining, Chapter 9 in A. Jean-Vasile (Eds.). *Food science, production, and engineering in contemporary economies*. Hershey, PA: Information Science Reference, 225–244. <https://doi.org/10.4018/978-1-5225-0341-5.ch009>
- Maklan, S.; Klaus, Ph. 2011. Customer experience: are we measuring the right things, *International Journal of Market Research* 53(6): 771–92. <https://doi.org/10.2501/IJMR-53-6-771-792>
- Mangleburg, T. F.; Doney, P. M.; Bristol, T. 2004. Shopping with friends and teen's susceptibility to peer influence, *Journal of Retailing* 80(2): 101–116. <https://doi.org/10.1016/j.jretai.2004.04.005>
- Mathwick, C.; Malhotra, N.; Rigdon, E. 2001. Experiential value: conceptualization, measurement and application in the catalog and internet shopping environment, *Journal of Retailing* 77(1): 39–56. [https://doi.org/10.1016/S0022-4359\(00\)00045-2](https://doi.org/10.1016/S0022-4359(00)00045-2)
- Mehrabian, A.; Russell, J. 1974. *An approach to environmental psychology*. Cambridge: MIT Press.
- Möller, J.; Herm, S. 2013. Shaping retail brand personality perceptions by bodily experiences, *Journal of Retailing* 89(4): 438–446. <https://doi.org/10.1016/j.jretai.2013.05.004>
- Morrin, M. 2010. Scent marketing: an overview, Chapter 6 in A. Krishna (Eds.). *Sensory marketing: research on the sensuality of products*. New York, NY: Taylor & Francis Group, 75–86.
- Nunnally, J. 1978. *Psychometric methods*. New York, NY: McGraw-Hill.
- Oliver, R. L. 2010. *Satisfaction: a behavioral perspective on the consumer*. 2nd ed. New York, NY: M.E. Sharpe.
- Peck, J. 2010. Does touch matter? Insights from haptic research in marketing, Chapter 2 in A. Krishna (Eds.). *Sensory marketing: research on the sensuality of products*. New York, NY: Taylor & Francis Group, 17–31.
- Raghubir, P. 2010. Visual perception: an overview, Chapter 14 in A. Krishna (Eds.). *Sensory marketing: research on the sensuality of products*. New York, NY: Taylor & Francis Group, 201–207.
- Rimkute, J.; Moraes, C.; Ferreira, C. 2016. The effects of scent on consumer behaviour, *International Journal of Consumer Studies* 40(1): 24–34. <https://doi.org/10.1111/ijcs.12206>
- Sachdeva, I.; Goel, S. 2015. Role of store atmospherics on customer experience, *International Journal of Multidisciplinary Approach & Studies* 2(3):72–83.
- Scarpi, D.; Pizzi, G.; Visentin, M. 2014. Shopping for fun or shopping to buy: is it different online and offline?, *Journal of Retailing and Consumer Services* 21(3): 258–267. <https://doi.org/10.1016/j.jretconser.2014.02.007>
- Schmitt, B.; Brakus, J. J.; Zarantonello, L. 2015. From experiential psychology to consumer experience, *Journal of Consumer Psychology* 25(1): 166–171. <https://doi.org/10.1016/j.jcps.2014.09.001>
- Schmitt, B. H. 2003. *Customer experience management. A revolutionary approach to connecting with your customer*. New York, NY: John Wiley & Sons.
- Schmitt, B. H. 2010. Experience marketing: concepts, frameworks and consumer insights, *Foundations and Trends in Marketing* 5(2): 55–112. <https://doi.org/10.1561/1700000027>
- Scholz, J.; Smith, A. N. 2016. Augmented reality: designing immersive experiences that maximize consumer engagement, *Business Horizons* 59(2): 149–161. <https://doi.org/10.1016/j.bushor.2015.10.003>

- Smillie, L. D.; Wilt, J.; Kabbani, R.; Garratt, C.; Revelle, W. 2015. Quality of social experience explains the relation between extraversion and positive affect, *Emotion* 15(3): 339–349. <https://doi.org/10.1037/emo0000047>
- Spinelli, S.; Masi, C.; Zoboli, G. P.; Prescott, J.; Monteleone, E. 2015. Emotional responses to branded and unbranded foods, *Food Quality and Preference* 42: 1–11. <https://doi.org/10.1016/j.foodqual.2014.12.009>
- Srivastava, M.; Kaul, D. 2016. Exploring the link between customer experience-loyalty-consumer spend, *Journal of Retailing and Consumer Services* 31: 277–286. <https://doi.org/10.1016/j.jretconser.2016.04.009>
- Thomson, M.; MacInnis, D. J.; Park, C. W. 2005. The ties that bind: measuring the strength of consumers' emotional attachments to brands, *Journal of Consumer Psychology* 15(1): 77–91. https://doi.org/10.1207/s15327663jcp1501_10
- Verleye, K. 2015. The co-creation experience from the customer perspective: its measurement and determinants, *Journal of Service Management* 26(2): 321–342. <https://doi.org/10.1108/JOSM-09-2014-0254>
- Walsh, G.; Shiu, E.; Hassan, L. M.; Michaelidou, N.; Beatty, S. 2011. Emotions, store-environmental cues, store-choice criteria and marketing outcomes, *Journal of Business Research* 64(7): 737–744. <https://doi.org/10.1016/j.jbusres.2010.07.008>
- Wang, C. L.; Ahmed, P. K. 2004. The development and validation of the organisational innovativeness construct using confirmatory factor analysis, *European Journal of Innovation Management* 7(4): 303–313. <https://doi.org/10.1108/14601060410565056>

Silvia CACHERO-MARTÍNEZ has a PhD in Marketing from School of Economics and Business from University of Oviedo (Spain). She is currently researcher in Cátedra Fundación Ramón Areces de Distribución Comercial. Her research focuses on cognitive and emotional influences to consumer decision making. Her current research interest focuses on customer experience, emotional branding, consumer behaviour, marketing management and customer service.

Rodolfo VÁZQUEZ-CASIELLES is currently Professor of Marketing at the University of Oviedo (Spain). His current research interests include retail management, distribution channels and services marketing. His recent articles have been published in the *European Journal of Marketing*, *Industrial Marketing Management*, *International Journal of Research in Marketing*, *Journal of Service Management*, *Journal of Advertising Research*, *Journal of Business Research*, *Marketing Letters* and *Psychology and Marketing*, among other journals.