THE IMPACT OF EMOTIONS AND COGNITION ON APPROACH BEHAVIORS, SHOPPING VALUE AND STORE PERSONALITY

Elisabeth Roger

A Thesis

In

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Presented in Partial Fulfillment of the Requirements
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ABSTRACT

The Impact of Emotions and Cognition on Approach Behaviors,
Shopping Value, Store Image and Store Personality

Elisabeth Roger

This study demonstrates the applicability of an extended version of the Mehabian-Russell model in a women's apparel retail context. The model proposes that emotion and cognition affect consumers' behaviors and perceptions through product evaluations. In addition, the model suggests a direct relationship between perceptions and behaviors. The rationale for positioning emotions as antecedents of product evaluations is based on the "affect as information" theory, which had rarely been tested in a real retail context. The emotions measured in this study are pleasure and arousal; the cognitive variable studied is evaluation of the store environment; the behaviors of interest are word-of-mouth and repatronage intentions; and finally the perceptions evaluated were store image, shopping value and store personality. This thesis contributes to the literature in marketing and retailing by demonstrating the applicability of the "affect as information" theory and by specifying the mechanism by which emotions and cognition affect not only behaviors but also perceptions. It is also the first study to present the antecedents and consequences of store personality. Both emotions and cognition affected some dimensions of store personality; their effect was mediated by product evaluation.

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1. Introduction

The results of the twice-yearly global ACNielsen Online Consumer Opinion Survey, released in October of 2005, reveal that the category of clothing, accessories and shoes is the fourth most popular category of products bought online. In fact, 20% of internet users from around the world purchased clothing, accessories or shoes online. While this trend is getting stronger, it is increasingly important for conventional apparel retailers to increase their understanding of the factors affecting shoppers' behaviors and perceptions in order to create unique shopping experiences that cannot be replicated by online retailers.

The objective of this study is to understand the mechanism by which the store environment affects consumers' behaviors and perceptions. The model being proposed is an extended version of the Mehrabian-Russell model (Mehrabian and Russell, 1974), which includes both emotions and cognition as antecedents of perceptions and behaviors. The model suggests that product evaluations play a mediating role in the relationship between independent variables (evaluation of the store environment, pleasure, arousal, pleasure/arousal interaction) and dependant variables (word-of-mouth intentions, repatronage intentions, shopping value, store image and store personality). The logic for positioning emotions as antecedents of product evaluations is based on the "affect as information theory" (Schwarz and Clore, 1983, 1988), a behavioral theory that has rarely been tested in the field of marketing.

The model also extends the literature by considering consumer perceptions of the retail

store (shopping value, store image and store personality) as outcome variables, while most previous studies have focused on the effect of store environment on behaviors. More specifically, the model helps to identify the antecedents and consequences of shoppers' perceptions in retail environments. In order to validate the proposed model, a field study was conducted in a women's nightwear and beachwear store.

2. LITERATURE REVIEW

2.1. Environmental Psychology

2.1.1. The Mehrabian-Russell Model

The influence of the environment on shoppers' behavior has been a popular field of research in the two last decades. Donovan and Rossiter (1982) were the first researchers to apply the Mehrabian-Russell model (Mehrabian and Russell, 1974) to study the impact of the store environment on consumers' behaviors. This leading environmental psychology approach is based on the Stimulus-Organism-Response paradigm (S-O-R). According to this model, all responses to features of an environment (e.g., music, lighting, or odours) can be considered as approach or avoidance behaviours, while mediators (the Organism) of the relationship between environmental stimulus and behaviors are consumers' emotions. Approach and avoidance behaviors can be physical (actual time spent in the store), exploratory (extent of in-store search), communicational (interactions with other clients and salespeople) and/or characterized by performance and satisfaction, which results in repeat-visit to the store and in an increase in the amount of time and money spent in the store. According to Mehrabian and Russell (1974), emotions experienced by consumers can be captured by three basic emotional states (PAD):

pleasure - displeasure (degree to which a person feels good, joyful, happy, and satisfied in a situation), arousal - non-arousal (degree to which a person feels excited, stimulated, alert, or active in the situation) and dominance - submissiveness (degree to which the individual feels that he/she has control over the situation). Russell and Pratt (1980) found that pleasure and arousal were sufficient to describe emotional or affective responses in different environmental settings. A study by Donovan and Rossiter (1982) supports the relative insignificance of the dominance dimension. As a consequence of these findings, most researchers who conducted studies based on the Mehrabian-Russell model afterwards removed the dominance dimension (eg. Dubé, Chebat and Morin, 1995; Mattila and Wirtz, 2000; Sherman, Mathur and Smith, 1997).

The Mehrabian-Russell model specifies a conditional interaction between pleasure and arousal in determining approach or avoidance. In a neutral environment (neither unpleasant nor pleasant), moderate arousal increases approach behaviors and very low or high arousal results in avoidance behaviors. In a pleasant environment, as arousal increases, approach behavior also increases. In an unpleasant environment, the greater arousal, the greater the likelihood of avoidance behavior.

2.1.2. Applicability of the Mehrabian-Russell Model in Retailing

The applicability of the M-R model to the study of the impact of environmental factors in a retail context has been tested by Donovan and Rossiter (1982) and Donovan, Rossiter, Mardoolynn and Nesdale (1994). These researchers found that pleasure increased attitude toward shopping as well as time spent in the store, interpersonal interaction tendencies

and monetary expenditure; and that arousal only had an impact on behavior when studied in interaction with pleasure.

After the publication of the article by Donovan and Rossiter (1982), which suggested using the Mehrabian-Russell model as a framework to study the effects of store environment on consumers' behaviors, many researchers adopted this approach. The following section will present a review of relevant studies following the Mehrabian-Russell model.

Baker, Levy and Grewal (1992) used the Mehrabian-Russell model to experimentally study the effects of two specific store environment factors (ambient and social image) on intentions to visit the store, to make purchases in the store and to recommend the store (word-of-mouth). Ambient factors refer to background conditions of the environment such as temperature, scent, music and lighting, while social factors refer to people present in the store environment (employees and customers). The authors manipulated lighting and music to create a high ambient and a low ambient store image. Soft lighting and background classical music were used to represent a high ambient store environment while foreground Top-40 music and bright lighting were utilized to reflect a low ambient store image. The number of store employees and employees' attitude was manipulated in order to represent a high social store environment and a low social store environment. In the high social store environment, three employees were present in the store and one of them greeted the customers when they entered the store. In the low social ambient store environment, it was only one employee, who ignored the clients. The effect of the

ambient factor on pleasure was significant in a low social store environment but not in a high social store environment. Results also showed that high levels of the social factor enhanced arousal. The effect of the social factor on respondents' pleasure, arousal, and willingness to buy was significant for the low ambient but not for the high ambient environment. Finally, both pleasure and arousal increased subjects' willingness to buy.

Dubé, Chebat and Morin (1995) studied the impact of music-induced pleasure and arousal on desire to interact with the store employees. Classical music was selected to reflect low, moderate and high levels of pleasure and arousal. The authors found that pleasure and arousal associated with the musical excerpts affected desire to interact with the store employees. High arousal resulted in a higher desire to affiliate with the store employees than moderate and low arousal, while low pleasure led to lower desire to affiliate with the store employees than moderate and high levels of pleasure. With regard to the interaction between arousal and pleasure, pleasure had a significant impact on desire to affiliate in low and high arousal conditions and arousal had a significant effect on the dependent variable in the low and high pleasure conditions.

Sherman, Mathur and Smith (1997) conducted a field study in which they analyzed the impact of consumers' perception of environmental factors (social factors, store image, design factors and ambience factors) on behaviors (money spent in the store, affinity with the store, number of items purchased and time spent in the store) using a S-O-R approach. Here again, the emotional reactions to the stimuli by the organism consisted of pleasure and arousal. The study showed that social factors and ambience factors

positively affected pleasure, while design factors had an impact on arousal. On the one hand, pleasure was found to be positively related to money spent in the store and affinity with the store (i.e., liking of the store). On the other hand, arousal had a positive impact on total money spent in the store, time spent in the store and number of items purchased. These researchers did not look at the interaction between pleasure and arousal, however, contrary to prior studies (eg. Mehrabian and Russell, 1974; Donovan and Rossiter, 1982; Mattila and Wirtz, 2000), they found a direct relationship between arousal and approach behaviors. At the same time, it could be argued that the fashion store context in which the study took place was perceived as a pleasant environment. In other words, these results may be due to an implicit interaction between pleasantness of the store and arousal, which would support Donovan and Rossiter's (1982) and Donovan et al.'s (1994) findings.

2.2. Environmental Stimuli

Retailing research based on an environmental psychology approach has considered various types of environmental stimuli. Kotler (1973-1974) provided the first classification of the elements present in a store environment. He distinguished between visual (color, brightness, size, shape), aural (pitch, volume), olfactory (scent, freshness) and tactile elements (softness, smoothness, temperature). Baker (1986) classified factors present in the environment into three categories: ambient factors (scent, music, cleanliness, temperature, air quality, humidity, etc), design factors (aesthetic factors such as color, material, patterns and functional factors such as layout, comfort and signage) and social factors (the number and appearance of others customers and salespeople).

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Berman and Evans (1995) divided atmospheric stimuli into four categories: exterior of the store, general store interior, layout and design variables and point-of-purchase and decoration factors. Turley and Milliman (2000) conducted a review of the effects of atmospherics on shopping behaviors. They regrouped the related studies using Berman and Evans' classification, to which they added a human variable category. An updated review of the environmental stimuli studied in retail literature is presented in the following section.

Some researchers looked at the effect of retail store environment globally while others studied the effects of specific stimuli. Donovan and Rossiter (1982) and Donovan, Rossiter, Marcoolyn and Nesdale (1994) studied the impact of retail store environment as a whole on emotions and approach-avoidance behaviors. Perception of the mall environment was found to affect excitement and desire to stay within the mall (Wakefield and Baker, 1998).

The ambient elements of a store have been the most widely researched environmental stimuli. Specifically, in-store music (eg., Bruner, 1990; Chebat, Gelinas-Chebat and Vaillant, 2001; Herrington, 1996; Kellaris and Rice, 1993; Milliman, 1982, 1986; Sweeney and Wyber, 2002) has attracted the most attention from researchers in retailing and marketing, followed by odours (eg., Chebat and Michon, 2003; Eroglu and Machleit, 1990; Fiore, Yah and Yoh, 2000; Mitchell, Kahn and Knasko, 1995; Spangenberg, Crowley and Henderson, 1996). The other ambient factors, such as lighting, have received only little attention (eg., Areni and Kim, 1994; Baker, Parasuraman and Grewal,

1994).

Despite its fairly recent application in marketing, researchers from the field of psychology have been studying the effects of music on individuals for more than 70 years. Dimensions of music are generally split in two broad categories: the structural (physical) and the affective (emotional) dimensions of music (Herrington and Capella, 1994). A complete review of studies related to music is presented below.

2.2.1. Structural Dimensions of Music

The structural dimensions of music are objective, observable characteristics. According to Bruner (1990), structural dimensions of music are time-related, pitch-related, or texture-related. The impact of structural dimensions on different variables, such as consumers' affective and behavioral responses, has been the object of many studies over the years. This section presents a review of findings concerning the effects of time-related, pitch-related and texture-related dimensions of music.

Time-related dimensions of music refer to tempo, rhythm and phrasing of music. The most widely researched dimension of music in marketing is tempo. In 1982, Milliman discovered that slow music in a supermarket led to slower in-store traffic flow and to higher sales. He later replicated these results in a restaurant setting (Milliman, 1986). Customers ate more slowly and bought more drinks in the slow music context compared to a fast music environment. However, in a laboratory experimental setting, Kellaris and Rice (1993) found that tempo had no impact on behavioral intentions. Fast tempo was

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found less irritating, less sad and less depressing than slow tempo by students who participated in the study. Other researchers obtained results that were consistent with Kellaris and Rice's (1993) study. Using a more rigorous methodology (the same piece of music was used for slow and fast tempo) than Milliman's (1982), Herrington (1996) conducted a field experiment in a supermarket. No significant tempo effect was discernable for money spent and time spent in the store. Interestingly, music preference significantly affected time spent and money spent. This finding suggests that conflicting results found in prior research could be explained by the omission of music preference as an important moderating variable. Most research has focused on the impact of tempo on behavioral outcomes. Very little research has been conducted to understand the mechanisms through which music tempo influences consumer behavior. Chebat, Gelinas-Chebat and Vaillant (2001) tested the mediating role of cognition in the relationship between music tempo and attitude toward the service and attitude toward the sales personnel. In their study, tempo had an impact on arousal, with fast tempo music creating higher levels of induced arousal than slow tempo music. Slow tempo generated levels of arousal that were optimal for enhancing brain alpha waves, which in turn affected cognitive activity, especially when other sources of cognitive stimulation were weak (e.g., weak sales argument). This study also demonstrated that the deeper the cognitive activity was, the greater the impact of music on attitude. Furthermore, this study showed that the deeper the cognitive activity, the more negative the attitude toward the employees and toward the visit. However, this last finding should be interpreted with caution since fit between music and product – a variable that was not included in Chebat et al.'s (2001) study – is a potential moderator of the relationship between depth of processing and

attitude. Overall, this study revealed that variations in music tempo can affect information processing and lead to different cognitive responses.

Music tempo was also found to affect liking of the music, which in turn affected pleasure, arousal, and perception of product and service quality (Sweeney and Wyber, 2002). Furthermore, Sweeney and Wyber (2002) also demonstrated the interaction between music genre and tempo and how these variables affect pleasure and perception of service quality. Concretely, the tempo that maximizes pleasure for one music genre isn't necessarily the one that will provide maximal pleasure when another music genre is used. For classical music, fast tempo produced higher levels of pleasure, while for Top-40 music, slow tempo resulted in more pleasure. Here again, it is not possible to generalize since results could be due to the specific setting (apparel specialty store) that was chosen for this study. In other words, the combination of tempo and genre that produced the most pleasure and the most positive evaluation of service quality in this context might not be generalizable to other retail environments.

Rhythm is "the pattern of accents given to beats or notes in a song" (Bruner, 1990). This aspect of music has not been studied extensively in marketing. Only one published study examined the impact of rhythm on mood and intention to purchase (Alpert and Alpert, 1988). In his review of the music literature, Bruner (1990) acknowledged six other studies from the field of psychology which had included music rhythm as an independent variable. All of these studies focused on perception of emotion expressed by different music rhythms. For example, Bruner (1990) reported that in a study by Hevner (1936),

firm rhythms were judged more sacred, serious and/or robust while smooth flowing rhythms were perceived as more happy, playful, and/or dreamy. He also reported a study by Gundlach (1935) in which music with smooth rhythm was characterized as brilliant and animated and music with even rhythm was perceived as expressing dignity and exaltation.

The last time-related dimension that has been studied is "phrasing". For example, notes of a melody can be played one after the other without interruptions between each note (legato) but also by jumping from one to the other in a more abrupt manner (staccato). Staccato-note-filled music has been found to be associated with liveliness, energy, and/or agitation, especially when music was played louder. Legato music was perceived as more peaceful, gentle, or dreamy (Wedin, 1972 as reported in Bruner 1990).

Pitch-related dimensions refer to aspects such as high versus low pitch music, music modality (minor versus major), harmony of music (consonant versus dissonant, complex versus simple harmonies), direction of melodic lines (ascending versus descending) and note range. In his review of the literature on music, Bruner (1990) reported a few studies from the field of psychology (Gundlach, 1935; Hevner, 1937; Rigg, 1940b; Watson, 1942) suggesting that music pitch was related to perceived happiness: high-pitched music is perceived as more exciting and happier, while low-pitched music is considered as sadder. No marketing study has looked at the impact of high versus low pitch music on consumer behavior. Music harmony, on the other hand, has attracted the attention of marketing researchers. Alpert and Alpert (1988) studied how variations in music

harmony affected mood and purchase intentions. In non-marketing studies (Hevner, 1936; Watson, 1942; Wedin, 1972,) consonant harmonies were perceived as more playful, happy and serene while dissonant harmonies were associated with agitation, sadness and ominous feelings. A few marketing studies have included music modality as an independent variable. In a study by Kellaris and Kent (1991), music listeners evaluated songs composed in the major modes more favorably than songs composed in minor modes (Kellaris and Kent, 1991). In only one study music modality was varied, while other dimensions of music were kept constant (Kellaris and Kent, 1992). Perceived duration of a time interval appeared to vary across musical modes. Evaluation of time duration was the longest in major modes. Concerning direction of melodic line, Hevner (1936) found that ascending melodic lines were viewed as more dignified or solemn whereas descending ones were perceived as exhilarating or serene. Musical compositions with a great range (more than one octave) were perceived as more brilliant than those with a smaller range, which were perceived as more mournful (Gundlach, 1935).

Texture-related dimensions include volume of music and timbre of instruments. Despite the fact that volume is a variable that can be easily modified in a retail context, relatively little research concerning the impact of music volume in retail environments has been conducted. The first academics to investigate the effects of music loudness on consumers were Smith and Curnow (1966). These pioneers found that loud music made shoppers stay in the store for a shorter period of time. Consumers' perception of time spent is also affected by music loudness according to Kellaris and Altsech (1992). They found that loud music produced longer estimations of time duration than quiet music for female

subjects. However, it was not clear if that effect was due to disliking of loud music or to the higher decibel level itself. Kellaris and Rice (1993) found that louder music was perceived as less pleasant, nice, relaxing and good, and more irritating, sad and depressing. It was also shown that there was a gender difference in music loudness preference with men perceiving loud music more favorably than women. In Herrington's (1996) study, music volume did not affect money spent and time spent in a supermarket. However, in a study by Sullivan (2002) people stayed longer and spent more in a restaurant that played soft versus loud music.

Another texture-related dimension that has been less studied is music timbre. It seems that no study concerning the impact of instruments timbre on consumers exists in the marketing literature. In the psychology literature, an early study conducted by Gundlach (1935) revealed that music with brass instruments were characterized as triumphant and/or grotesque songs, woodwinds were used to express awkward and/or mournful feelings, piano timbre was generally perceived as brilliant and/ or tranquil and string sounds were associated with glad songs. In another study (Kinnear, 1959), it was reported that woodwind compositions were often seen as whimsical and brass instrumentations as serious and/or majestic.

Combination of pitch-related dimensions, time-related dimensions and texture-related dimensions are used to create different music genres. Instead of studying the impact of isolated structural dimensions of music, some researchers have studied how musical genres affect consumers. Yalch and Spangenberg (1990) conducted an experiment in

order to determine the impact of background versus foreground music on consumers in a department store. Foreground music is music with original artists and lyrics, while background music tends to be only instrumental with a more restricted range in terms of tempo, frequencies and volume. Surprising findings emerged from this study. First, time spent in the store was affected by the age of the consumer as well as by the type of music played. When music that consumers usually listen to is played within the store (background for older people and foreground for younger consumers), consumers report spending less time in the store than what they had planned. Consumers may pay more attention to the environment when unusual music is played and therefore recall more elements from the environment and perceive time spent in the store as longer compared to when more familiar music is played. In addition, foreground music was seen as more appropriate and created more arousal than background music. However, background music resulted in more unplanned purchases, but only during mornings and afternoons. This could be due to the fact that day shoppers are usually older people (over 50) who prefer background music.

A study by Sweeney and Wyber (2002) revealed that musical genre interacted with music tempo to affect pleasure and perception of service quality. Service quality and pleasure were rated higher when classical music with a fast tempo or when Top 40 music with a slow tempo was heard. Furthermore, musical genre influences perception of prestige associated with a retail environment (Baker, Grewal and Parasuraman, 1994). Top-40 music was used to reflect a discount store environment, while classical music served as an indicator for a high prestige environment. Combination of different structural dimensions of music also affects music complexity. North and Hargreaves (1996) showed

that a moderate complexity level of new-age music generated more positive responses than either low or high complexity new-age music. These results were consistent with Berlyne's (1974) theory that the relation between complexity of an artistic stimulus and liking follows an inverted-U function, which means low-complexity levels and high complexity levels tend to be less preferred than medium or average complexity levels.

2.2.2. Affective Dimensions of Music

Affective dimensions refer to consumers' affective evaluations of music. Unless consumers have highly developed musical competencies, they can hardly judge music based on objective structural dimensions. For the average listener, music is defined in terms of its associated meanings, which are determined partly by the musical experiences of the consumer (Wright, 1975).

Very few studies have looked at the emotional tone of music. Alpert and Alpert (1990) discovered that people exposed to happy music tend to be in a happier mood than people in a no music or a sad music condition.

Music liking and pleasantness have generated considerable interest in recent years. Gorn (1982) suggested that product preference could be conditioned through matching the product with an appealing music background in an advertisement. He concluded that affect is transferred directly from music to the product through classical conditioning. Kellaris and Cox (1989) conducted a series of experiments to verify this theory. As their results were inconsistent with Gorn's, these authors concluded that Gorn's results were

probably due to demand artifacts. Dubé, Chebat and Morin (1995) studied the impact of music pleasure on consumers' desire to affiliate with a salesperson. The importance of this interaction between the seller and the consumer has been widely recognized in the service literature. In order to experimentally manipulate pleasure, a pretest of 54 musical tracks with fifteen subjects was conducted. Subjects were asked to indicate the degree of pleasantness and arousal induced by each musical excerpt. A set of nine musical excerpts were selected to represent high, medium and low combinations of pleasure and arousal. It was found that low pleasure music led to less desire to affiliate with a salesperson than moderate and high pleasure music. Music liking was also found to have an impact on liking of the environment, desire to return to the environment and desire to explore a stall present in the environment (North and Hargreaves, 1996). Hui, Dubé and Chebat (1997) found that pleasant music increased perceived waiting duration and that emotional response to waiting was improved by music pleasantness. In order to explain these findings, the authors referred to the storage size model (Ornstein, 1969). According to this theory, pleasant music leads to more information processing and consequently,m the duration of waiting seems longer. Store evaluation was not directly affected by music pleasantness. Dubé and Morin (2001) found further support for the absence of a direct relationship between music pleasantness and store evaluation. In their study, attitude toward the servicescape (service environment) plays a mediating role in the relationship between music pleasure and store evaluation.

Indexicality refers to the extent to which music enhances emotion-laden memories. A piece of music that is high in indexicality induces strong emotions that are tied to past

experience (Dowling and Harwood, 1986). MacInnis and Park (1991) studied how music

indexicality affects attitude toward, attention to, emotional response to, and beliefs about

a product advertisement. Under low involvement, indexicality affected processing of

message-related information through its effect on attention to the message and processing

of non-message-related information through its effects on emotion. For high-involvement

consumers, indexicality influenced processing of non-message-related information

through its effect on positive emotions. It also negatively affected processing of message-

based information through its distracting role. In other words, for highly involved

consumers, indexicality of music attracted attention to the music and distracted attention

to message-related information.

2.2.3. Congruity Effects

Many studies have acknowledged that environmental factors interactively affect

consumers. In Gestalt psychology, fit between elements is seen as a way to facilitate

information processing. When different elements of an environment or of an

advertisement fit together, these components are seen as a whole and the individual parts

do not need to compete with one another for cognitive resources. In other words,

congruity between stimuli helps to generate an emergent meaning (Pomerantz, 1981).

Based on this theory, many researchers have tried to understand how music interacts with

other environmental factors to influence consumers. MacInnis and Park (1991) found that

music congruent with an advertisement led to more positive emotions than music that

was incongruent with it. Furthermore, music congruity with the advertisement increased

the attention to the message, especially for high-involvement consumers. Finally, high fit

between music and advertisement was found to positively affect attitude toward the advertisement. Research also revealed the importance of congruity between arousal levels of scent and music (Mattila and Wirtz, 2001) and between scent and music meaning (Spangenberg, Grohmann and Sprott, 2005). Areni and Kim (1993) found that more expensive wine bottles were sold when classical music rather than Top 40 music was played in a wine cellar. The authors suggested that congruity between classical music and expensive bottles could explain the findings. According to North, Hargreaves and McKendrick (1999), the preference-for-prototypes model can explain why playing a certain type of music within a store will prime the selection of products that fit with the music. According to this model, objects that are typical of a given category should be preferred to the ones that are less typical. According to a neural network approach (Martindale and Moore, 1988), the mind is composed of interconnected cognitive units that can be activated with different degrees of strength. Units that are used to codify prototypical stimuli are used more often and are therefore capable of greater activation than units coding less typical stimuli. In a retail context, music that is typical of a particular category can potentially activate a greater amount of knowledge and mental representations. In turn, these mental representations related to certain categories can prime the selection of products that seem to fit with the activated knowledge. North, Hargreaves and McKendrick (1999) found that when French music was played nearby a wine display, more bottles of French wine were sold. On the contrary, when German music was played, more bottles of German wine were selected. However, it could be argued that music has an impact on behavior only if there is uncertainty about the product choice or if consumers are not highly involved in the decision process. Chebat, Chebat

and Vaillant (2001) provide additional support for congruity effects. In an experiment in a retail context, they found that pleasant music was not sufficient to enhance attitude towards the service, the employee or the visit. In fact, pleasant music with low fit with the commercial sales pitch created a negative attitude towards the employee and towards the visit. Pleasant music activates information such as pleasant memories, which consumers compare to the situation they are exposed to (i.e., negative sales pitch). Since there is no congruity between memories evoked by music and the situation, a feeling of inbalance and disharmony arises and negatively affects perceptions and attitudes. According to Jones and Davis's (1965) theory of corresponding inference, a lack of congruity between music and sales pitch suggests a lack of authenticity.

2.3. Organism Variables

In the previous section, it was argued that several environmental dimensions and combination of stimuli can influence shoppers. The importance of congruity between environmental stimuli was also demonstrated. Next is a review of the different organism variables considered in retailing studies using an environmental psychology approach.

2.3.1. Emotions

As mentioned previously, the Mehrabian-Russell model posits that the effect of environmental stimuli on approach behaviors is mediated by organism responses, including emotions. According to Mehrabian and Russell (1974), emotions experienced by consumers can be captured by three basic emotional states (PAD): pleasure-displeasure (degree to which a person feels good, joyful, happy, and satisfied in a

situation), arousal-nonarousal (degree to which a person feels excited, stimulated, alert, or active in the situation) and dominance-submissiveness (degree to which the individual feels that he/she has control over the situation).

Many previous studies have demonstrated that consumers' mood can directly influence product evaluations. Obermiller and Bitner (1984) found a positive relationship between pleasantness of the environment and evaluation of products. Mattila and Wirtz (2000) found that the emotional responses to the environment also impact post-purchase service evaluations. Schwarz and Clore (1983, 1988) explain the relationship between emotions and evaluation by the "Affect as Information" theory. According to this theory, positive emotions experienced during a given situation can be used as a source of information in evaluative judgments. More concretely, the emotional state of the consumers can result in a bias at the time of judgment formation. In other words, even if the emotions are due to factors external to the products, customers can interpret these feelings as related to the products and evaluate them accordingly. Pham (1998) found that people used their emotions as a basis for judging products when affective reactions are relevant to the evaluation task.

2.3.2. Cognition

Although emotions appear to be important mediating variables, they do not fully explain the mechanism by which environmental stimuli affect behaviors. According to Bitner's servicescape framework (1992) employees and customers in a store environment respond cognitively, emotionally and physiologically to the environment, and these factors in turn

affect behavior. Donovan et al. (1994) demonstrated that the impact of emotional variables on behavior was independent from the impact of cognitive variables. They proposed that emotions had a greater impact on some type of behaviors, while cognitive factors might be more important in predicting other type of behaviors. It was found that cognitive factors were more important than emotional factors to explain unplanned spending and that emotional factors better predicted extra time spent in the store than cognitive factors.

Numerous studies have shown that the environment can elicit cognitive responses. From a cognitive perspective, elements present within a given environment can provide information and provide meaning to a situation. The store environment can serve as an informational cue that can affect consumers' perceptions and beliefs concerning the quality of the merchandise. In a study by Baker et al. (1994), for example, classical music and soft lighting resulted in higher perception of service quality than Top-40 music and bright lighting. Sweeney and Wyber (2002) proposed an extended version of the Mehrabian-Russell model that includes cognition as a mediating variable (perception of service quality and perception of merchandise quality) in order to study the impact of music on approach-avoidance behaviors. They found that characteristics of the music affected both pleasure and perception of service quality in a women's fashion store context. However, music preference had a significant effect on pleasure, arousal, perceptions of merchandise quality and perception of service quality. Chebat and Michon (2003) tested two competing approaches (the emotion-cognition approach and the cognition-emotion approach) to determine the mechanism by which ambient scent affects

behavior. They found support for a cognition-emotion paradigm. In their study, ambient scent affected perceptions of the shopping environment and perceptions of product quality; spending was more likely to be induced by a cognitive process. Nevertheless, it is difficult to make generalizations concerning the mechanism by which environmental stimuli affect behaviors given the variety of explanations provided by the marketing literature.

2.4. Shoppers' Responses

Over the years, researchers have studied the effect of different store environment factors on a variety of dependant variables.

2.4.1. Approach-Avoidance Behaviors

The effects of environmental stimuli on approach-avoidance behaviors have been extensively studied. According to the Mehrabian-Russell model (Mehrabian and Russell, 1974), all responses to features of an environment (e.g., music, lighting, or odours) can be considered as approach or avoidance behaviors. Approach and avoidance behaviors can be physical (approaching the store), exploratory (in-store search), communicational (interactions with other clients and sales people) and/or characterised by satisfaction with the shopping task (repeat purchases and repatronage). In their literature review, Turley and Milliman (2001) reported 28 studies that examined the impact of store atmospherics on sales purchase behavior or impulse buying. Overall, the studies suggest that store atmospherics have an impact on consumer behaviors that drive sales.

2.4.2. Store Image / Store Personality

Baker, Grewal and Parasuraman (1994) explained the importance of understanding the factors contributing to store image formation in today's very competitive market context. Store image allows retailers to distinguish themselves from their competitors. Donovan and Rossiter (1982) provided evidence that store image influences shopping behavior and the ultimate choice of retail stores to be patronized. Moore and Fairhurst (2003) conducted a study in a fashion store context and demonstrated that marketing efforts that reinforced the retail store image contributed to increasing the performance of the firm.

Historically, the distinction between store image and store personality was not always made. Martineau (1958) was the first one to introduce the concept of store image, which he described as the personality of the store. He suggested that store image was formed of functional attributes (layout and architecture, symbols and colors, advertising, and sales personnel) and of psychological attributes (sense of belonging, feeling of warmth or friendliness, feeling of excitement or interest). Aarons (1961) defined store image as a "complex of meanings and relationships serving to characterize the store for people". In other words, image would consist of everything people associate with a particular store. A few years later, Berry (1969) defined store image as "the total conceptualized or the expected reinforcement that an individual associates with a particular store". He demonstrated that it was a relationship between socio-demographic characteristics and the store image dimensions that were the most important for individuals in store selection. Oxenfelt (1974) proposed that image was more that the sum of its parts. This means that store image includes factual and emotional content as well as extraneous

elements that are hardly measurable. Furthermore, store image formation results from the

interaction between different functional and emotional characteristics. Dichter (1985)

followed Oxenfelt's (1974) conceptualization by describing image as a global impression

rather then a sum of individual characteristics.

In 1981, Hirschman proposed a more cognitive approach to store image. She defined

image as "a subjective phenomenon that results from the acquisition of knowledge about

the store as it is perceived relative to other stores and in accordance with the consumer's

unique cognitive framework." Mazursky and Jacoby (1986) revised the definitions of

store image and built on Hirschman's, operationalizing store image as cognitions and/or

affects that are inferred from either perceptions and/or memory inputs attached to the

experience in the store, which represents the significance of the store to the individual.

Despite variations in the way store image is defined, most researchers agree that image is

composed of both functional and emotional elements. Most recent definitions seem to go

along with the conceptualization of image as the consumers' global perceptions of the

retail store.

Obtaining an agreement on a set of universal dimensions of store image appears to be as

challenging as defining the concept. Martineau (1958) first proposed four dimensions of

store image: layout and architechture, symbols and colours, advertising, and sales

personnel. A few years later, Fisk (1961-1962) proposed six dimensions of store image:

location convenience, merchandise suitability, value for price paid, adequacy of store

services, congeniality of the store, and satisfaction with the purchase after the transaction

is completed. In 1969, Berry suggested twelve components of department store image: price of merchandise, quality of merchandise, assortment of merchandise, fashion of merchandise, sales personnel, location convenience, other convenience factors, services, sales promotions, advertising, store atmosphere, and reputation on adjustments. He found that the image components that were most important to the general population when visiting a department store were: assortment of merchandise, sales personnel and store atmosphere. Around that time, store image became a popular topic of research and many scholars tried to identify the dimensions of this concept. Lindquist (1974) conducted a review of the store image literature and proposed nine "store image attributes": merchandise (quality, selection of assortment, styling or fashion, guarantees, and pricing), service (service-general, salesclerk service, presence of self-service, ease of merchandise return, delivery service and credit policies of the store), clientele (social class appeal, self-image congruency and store personnel), physical facilities (store layout, aisle placement and width, carpeting and architecture, facilities available), convenience (convenience-general, locational convenience and parking), promotion (sales promotions, advertising, displays, trading stamps, symbols and colours), store atmosphere (feeling of warth, acceptance or ease), institutional factors (conservative versus modern projection of the store, reputation and reliability) and post-transactional satisfaction (satisfaction with the merchandise, satisfaction with the return policies and adjustments policies). Marks (1976) used two multivariate techniques to analyze data from a structured questionnaire using semantic differential scales and found that store image components loaded on eight factors. Out of these factors, the most salient for a women's specialty store were, in order, fashionability, salesmanship, outside attractiveness and advertising. Jain and Edgar

(1976-1977) developed a methodology to quantify free response data which also

permitted them to identify three store image dimensions: social prestige dimension,

emphasis given by the store to a price or a non price strategy and, finally, a generalist

versus specialist dimension. Similarly, Zimmer and Golden (1988) employed a content

analysis of open-ended image data to determine dimensions of store image. Seven

general types of image descriptors were found: attribute specific, global, label-related,

prototype and exemplars, products-related, behavioral, and miscellaneous descriptors. In

contrast to other researchers (e.g. Lindquist, 1974), Baker, Grewal and Parasuraman

(1994) suggested that store environment, merchandise and service quality were

antecedents of store image rather than components. Store image was measured using the

four following items: "This store would be a pleasant place to shop," "This store has a

pleasant atmosphere," "This store is clean" and "This store is attractive." Given the

number of variations of store image dimensions described in the literature, there seems to

be no consensus concerning dimensions of store image. Furthermore, there is evidence

that the importance of different store image dimensions varies across store type and

across consumer segments (Hansen and Deutscher, 1977).

Store image has been a widely investigated topic, which highlights the importance of this

concept for the field of retailing. In fact, numerous studies have demonstrated that store

image is an important part of the store choice decision. Donovan and Rossiter (1982)

stressed the effects of store image on shopping behavior and the ultimate choice of retail

stores to be patronized. Bearden (1977) showed that store image dimensions that were the

most important in explaining downtown shopping differed from those explaining

patronage of outlying shopping centers. Schiffman, Dash and Dillon (1977) demonstrated that different image dimensions were considered by consumers who shop in different stores for the same product. Given these findings, it is of great importance for retailers to understand the factors that can affect store image perception. Of importance for this study is Baker, Grewal and Parasuraman's (1994) finding that store environment affected perception of store image directly and through inferences on the product and the service quality.

D'Astous and Lévesque (2003) distinguish store image from store personality. While store image is defined as a mental representation of all dimensions that are associated with a store (e.g. layout and architecture, product selection, quality of merchandise, service, etc.), store personality refers to those mental dimensions of a store that usually describe human personality traits. D'Astous and Lévesque (2003) propose five measurable dimensions of store personality: enthusiasm, sophistication, genuineness, unpleasantness and solidity. The store personality scale developed by D'Astous and Lévesque is based on Aaker's (1997) brand personality scale and was developed in the context of department stores. It was suggested that the store personality scale should not be used as a substitute to store image measures, but in complement with them. The impact of the store environment on consumers' perception of store personality has never been tested. The current study thus considers the role of store environment in affecting store personality perceptions.

2.4.3. Shopping Value

Store environment can also influence the value that consumers obtain from their shopping experience. Babin, Darden and Griffin (1994) identified two distinct dimensions to capture the benefits of shopping experiences: hedonic and utilitarian shopping value. After visiting a store, consumers engage in a cognitive evaluation of their experience in order to determine the value of their shopping trip (i.e., to which extent it allowed him or her to accomplish their goal). Hedonic shopping value refers to the benefits obtained through the excitement and the pleasure experienced during the shopping trip. Utilitarian shopping value refers to the degree to which a store environment allows a consumer to be efficient in the accomplishment of a specific shopping task.

Previous research demonstrated that shopping value was positively related to repatronage intentions (Babin and Attaway, 2000), customer satisfaction, customer loyalty and word-of-mouth intentions (Carpenter and Fairhurst, 2005). These findings suggest that it is tremendously important for retailers to understand how utilitarian and hedonic shopping value is created.

The literature strongly suggests that emotions experienced during the shopping trip affect utilitarian and hedonic value attributed to the experience (Babin and Attaway, 2000; Babin and Babin, 2001; Babin and Darden, 1995; Babin et al., 1994; Chan and Tai, 2001; Eroglu, Machleit and Feldman Barr, 2005; Stoël, Wickliffe and Lee, 2004). Babin and Attaway (2000) showed that shopping value mediates the relationship between affect and purchase behavior. The impact of emotions on value perception was also demonstrated in

a field study by Babin and Darden (1995).

According to a study by Babin et al. (1994), pleasure positively influences utilitarian shopping value by facilitating the accomplishment of the shopping task while arousal affects hedonic shopping value by making the store a more attractive place to shop at. Eroglu, Machleit and Feldman Barr (2005), studied the impact of crowding on shopping value. They found that crowding affected shopping value through emotions. Satisfaction with the mall attribute is another emotional outcome which can positively affect shopping value (Stoël, Wickliffe and Lee, 2004). This study also supports the existence of a positive link between hedonic shopping and repatronage intentions. Despite the importance of shopping value as a potential response to store environment, no study has focused on the role of the store environment in explaining shopping value.

3. FRAMEWORK AND HYPOTHESES

The objective of this study was to test the validity of an expanded version of the Mehrabian-Russell model. This model explains the effect of the environment on behavior solely through emotional responses. However, it seems that consumers present in a given store environment also respond cognitively to this environment, as proposed by Bitner (1992) in her servicescape model. In this study, it is proposed (1) that consumer responses to a shopping environment are affected both by cognition and emotions triggered by the environment and (2) that product evaluations mediate the relationship between emotions and behaviors, and cognition and behaviors. The variables used to measure emotions are pleasure and arousal. Evaluation of the environment is considered

as a cognitive response to a given environment. The behaviors of interest are intentions

to revisit the store and word-of-mouth intentions. The other consumers responses studied

are: perceptions of store image, store personality, and shopping value. Figure 1 illustrates

the hypothesized relationships between the different variables studied.

Figure 1: Conceptual Model of the Impact of Emotions and Cognition on Approach Behaviors, Shopping Value, Store Image and Store Personality
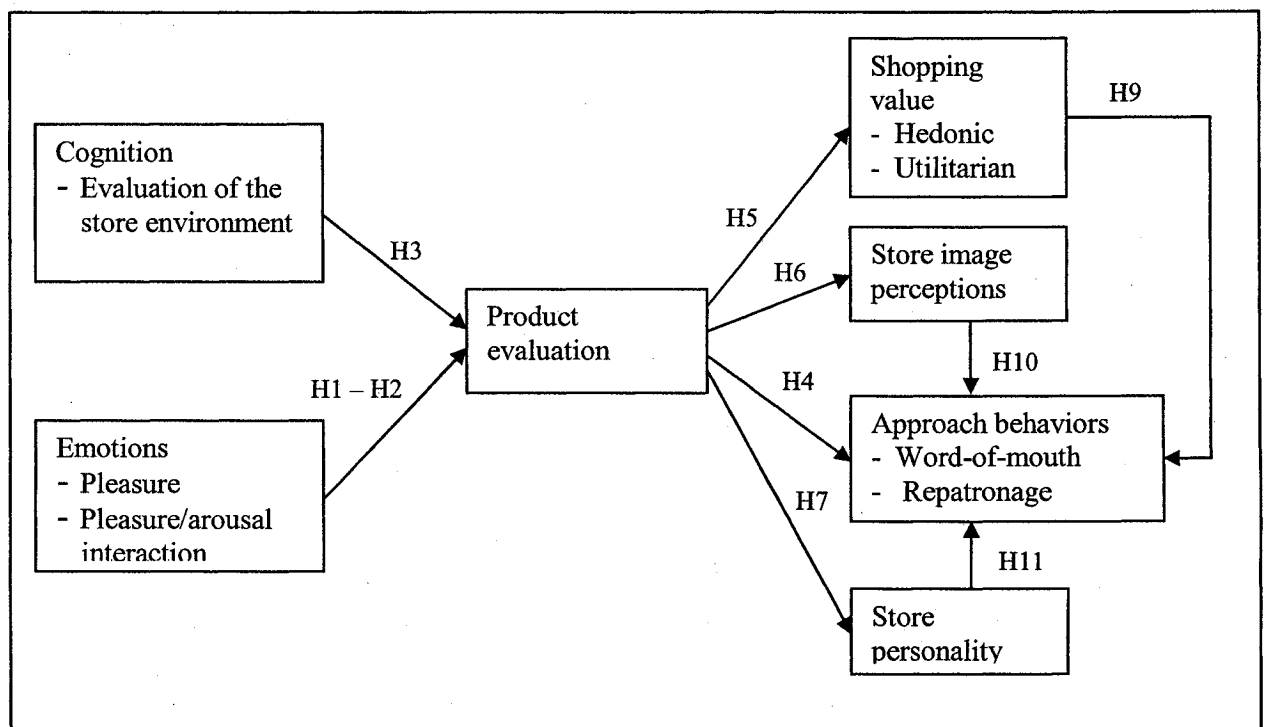
3.1. The Impact of Emotions

Past research has provided evidence that emotional responses to the overall environment

are transferred to the products present in the environment. For example, Obermiller and

Bitner (1984) found a positive relationship between pleasantness of the environment and

evaluation of products. Schwarz and Clore (1983, 1988) explain the relationship between

emotions and evaluation by the "affect as information" theory. According to this theory,

emotions experienced during a given situation can be used as a source of information in evaluative judgments. Based on this theory, we expect that evaluation of products will increase as pleasure experienced within the store environment increases.

H1: Pleasure is positively related to product evaluations.

Past research also demonstrated that an optimal level of arousal can produce superior evaluations (Berlyne, 1971). The Mehrabian-Russell model predicted that the effect of arousal is conditional on pleasure. Donovan and Rossiter's (1982) study supported that prediction. It was found that in pleasant environments, arousal was a predictor of approach intentions, time spent in the store and affiliation. Consequently, we predict a significant relationship between arousal and evaluation of products, but only in a high pleasure condition.

H2: The interaction between arousal and high pleasure is related to product evaluations, such that at a high level of pleasure, arousal has a positive impact on product evaluations.

3.2. The Impact of Cognition

Despite the fact that emotions triggered by a store environment are important predictors of consumer responses, they do not explain the mechanism by which store environment affects behavior. Studies by Bitner (1992) and by Donovan et al. (1994) demonstrated the effect of cognition on behavior. These studies provided evidence that consumers may base their evaluation of merchandise on judgments of the store environment as a whole.

In the light of these findings, it is suggested that consumers will use information obtained from evaluating the store environment to evaluate the store merchandise.

H3: Evaluation of the store environment is positively related to product evaluations.

3.3. The Impact of Mediators on Consumer Responses

Product evaluations were found to be important determinants of consumers' behavioral response to a store environment. Donovan et al. (1994) found that evaluation of some aspects of merchandise quality perception explained extra time spent in the store and unplanned spending in the store. Similarly, Sweeney and Wyber (2002) found that merchandise quality had a positive impact on general approach behaviors. In a study by Baker, Grewal and Parasuraman (1994), merchandise quality and service quality were identified as antecedents of store image. Grewal, Krishnan, Baker and Borin (1998) also demonstrated the positive impact of quality of the products on store image. Based on results from studies mentioned above, we expect a positive relationship between product evaluations and the following variables: word-of-mouth intentions, repatronage intentions, hedonic shopping value, utilitarian shopping value and store image. With regard to store personality, no prior study has focused on understanding its antecedents. Since evaluation of the products was found to affect store image perception positively, we extrapolate that evaluation of products will also have a positive impact on store personality dimensions (with the exception of unpleasantness).

H4: Product evaluations are positively related to approach behaviors.

H5: Product evaluations are positively related to shopping value.

H6: Product evaluations are positively related to store image.

H7: Product evaluations are positively related to store personality.

H8: Product evaluations play a mediating role in the relationships between the independent variables (emotions and cognition) and the dependent variables (approach behaviors, shopping value, store image and store personality).

3.4. The Impact of Store Personality, Shopping Value and Store Image Perceptions on Behaviors

The model in Figure 1 posits relationships between store personality, shopping value, store image perceptions, and approach behaviors. Previous research has demonstrated that shopping value was positively related to repatronage intentions (Babin and Attaway, 2000), customer satisfaction, customer loyalty and word-of-mouth intentions (Carpenter and Fairhurst, 2005). Past studies have also demonstrated that store image was an important part of the store choice decision. Donovan and Rossiter (1982) stressed the effects of store image on shopping behavior and on the ultimate choice of retail stores to be patronized. Since store personality is related to store image, it seems plausible that store personality dimensions might affect approach behaviors, even though no prior research has specifically tested this relationship.

H9: Shopping value is positively related to approach behaviors.

H10: Store image is positively related to approach behaviors.

H11: Store personality is positively related to approach behaviors.

4. METHODOLOGY

4.1. Design

The model presented in Figure 1 was tested in a field study conducted in a women's store specialized in nightwear and beachwear. Music played within the store was controlled by the researcher. Pleasant music that was congruent with either nightwear or beachwear was played within the store in order to create a pleasant store atmosphere. It was not possible to have a no music/control condition since the store manager was afraid that absence of music would have a detrimental impact on sales.

Despite the fact that it is easier to control exogenous variables in a laboratory setting, this study was conducted in a real retail context for several reasons. A field experiment was necessary to validly demonstrate that the experience of shopping was crucial for the formation of store image, store personality and shopping value perceptions. In addition, conducting the study in a natural context increases the study's ecological validity and the credibility of the managerial recommendations arising from the study.

4.2. Experimental Setting

The retail environment in which the study was conducted is a women's lingerie, nightwear and beachwear store. This store, Lingerie Brière, is located in a complex located in down-town Montreal. This complex includes 3 office towers and a commercial gallery with 110 shops and restaurants. People who take the subway pass in front of the store every day. The store targets mainly professional women who work in the area.

4.3. Participants

Participants of the main study are consumers recruited after their visit to Lingerie Brière.
A total of 124 women aged 16 to 73 (mean = 45.49, SD = 12.59, mode = 50) participated
in the study.

4.4. Development of Background Music Stimuli

The objective of the pretest was to select pleasant songs that fit the products offered in
the store. A total of 60 songs were selected by the experimenter based on a judgement of
their goodness of fit with either nightwear or beachwear. The pretest was conducted to
empirically validate the appropriateness of the preselected songs. A total of 6 pretest
sessions were necessary to complete the data collection. A convenience sample consisting
of 17 females and 15 males was used. Fifteen participants were recruited from two
sections of a Retailing class at Concordia University and received extra credit for their
participation. The 17 other participants were acquaintances of the researcher unaware of
the purpose of the pretest. Each participant participated in only one session. All pretest
sessions were identical in terms of content and procedure.

Upon entering the room in which pretest sessions were held, participants read a consent
statement prior to the start of the study. A practice track was played before the real study
took place in order to familiarize the participants with the 5 questions that were asked for
each track throughout the whole study. The participants evaluated to what extent they
believed 20 seconds excerpts from each of the 60 songs fit with four different types of
products: women's nightwear, men's sportswear, women's beachwear and men's shoes.

Sportswear for men and shoes for men were added as distracters. Participants were told to imagine themselves in a store selling these products and to evaluate the fit between the music and the product on a scale of 1 to 7, anchored by "absolutely no fit" and "perfect fit." The pretest also measured music pleasantness. Participants were asked to indicate on a scale of 1 to 7, anchored by "not pleasant at all" and "extremely pleasant," to what degree they appreciated each musical excerpt.

Pretest data was analyzed using repeated measures ANOVA. Gender was entered as a between-subject factor to make sure that there was no significant difference between answers of males and females for evaluation of music fit with nightwear and beachwear and for music pleasantness. The analysis revealed no significant difference in answers between males and females for nightwear (F $(1,29)$ = 2.82, p = 0.10), beachwear (F $(1,27)$ = 1.58, p = 0.22) and pleasure (F $(1,30)$ = 0.02, p = 0.97). Therefore, no gender distinctions were made in subsequent analyses. Descriptive statistics are provided in Appendix 2.1.

An overall test was conducted to see if there were significant differences among the 60 different musical excerpts. The 60 evaluations of congruity with nightwear were entered as a within-subject factor. There were significant differences in evaluation of congruity with nightwear (F $(1,29)$ = 39.29, p = 0.00). The same analysis was conducted for congruity with beachwear (F $(1,27)$ = 38.41, p = 0.00) and significant differences among the 60 evaluations of fit with beachwear were also found. In the case of music pleasantness, there were no significant differences among all musical excerpts with the exception of song 42

$(F (1, 30) = 12.52, p < 0.05)$.

In order to determine which songs to include in the main experiment, pairwise comparisons were conducted. Four songs (songs 8, 31, 37 and 43) needed to be eliminated since they were perceived as significantly different from other songs that fit nightwear and beachwear. The final selection included 28 songs that fit nightwear and 27 songs that fit beachwear (see Appendix 2.2 for final selection), all of which were equally pleasant. Based on the results of the pretest, an 80-minute CD with a music selection for nightwear and a music selection for beachwear was created.

4.5. Procedure

The study was carried out at lunch time (11am to 2 pm) over a period of two weeks in the month of April. These are the busiest hours according to the store managers. No special changes occurred in the store during the period in which the study was conducted. The different music selections were rotated each day. The experimenter was present in the store to make sure that the music played in the store was consistent with the schedule developed for the experimentation. The focal variables were measured through questionnaires[1]. Shoppers were approached with a questionnaire just after they left the store. This procedure was adopted in order to make sure that the experiment did not disturb customers while shopping. Customers were asked to fill out the questionnaire and to bring it back to the store once they had completed it. Questionnaires were coded in order for the researcher to recognize the music selection each participant was exposed to

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[1] See Appendix 3.1. for the English version of the questionnaire and Appendix 3.2. for the French version

when he or she visited the store. Each customer who accepted to fill out a questionnaire was given a 5$ compensation.

4.6. Measures

4.6.1. Emotions

Emotions were measured by pleasure and arousal as proposed by the Mehrabian-Russell model. These scales were utilized by Baker, Grewal and Levy (1992) and are based on Russell and Pratt's scales (1980). Level of arousal was measured by the following items: alive, drowsy, idle, lazy, inactive and slow. Pleasure was measured using the following six items: nice, dissatisfying, displeasing, repulsive, unpleasant and uncomfortable. Participants were asked to identify if the items presented accurately represented the store environment on a scale of 1 to 7, anchored by "extremely accurate" and "extremely inaccurate".

4.6.2. Evaluations

Evaluation of nightwear and beachwear was measured using a seven-item semantic differential scale anchored by "bad/good," "unfavorable/favorable", "negative/positive," "unpleasant/pleasant," "unattractive/attractive" and "low quality/high quality" (Spangenberg, Crowley and Henderson, 1996). The evaluation of the environment was based on Fisher's (1974) environmental quality scale. It includes fourteen semantic differential items (e.g., "unattractive/attractive," "negative/positive," "dull/bright"), and was measured on seven points.

4.6.3. Shopping Value

Shopping value was measured using Babin, Darden and Griffin's (1994) scale of hedonic and utilitarian shopping value. This measure consists of 15 statements concerning the shopping experience. Participants were asked to identify their degree of agreement with the different statements on seven-point scales, anchored by "strongly agree" and "strongly disagree". Four statements aimed to measure the utilitarian value associated with the shopping trip (e.g., "I accomplished just what I wanted to on this shopping trip", "While shopping, I found just the item (s) I was looking for") while the eleven were used to determine the level of hedonic value associated with the shopping experience (e.g., "This shopping trip was a truly a joy", "This shopping trip truly felt like an escape").

4.6.4. Store Image and Store Personality

The store personality scale which was used combined items from d'Astous and Lévesque (2003) Store Personality Scale and Aaker's (1997) brand personality dimensions. Dimensions of the Aaker (1997) scale were added, since the d'Astous and Lévesque (2003) store personality scale was only tested in a department store context. D'Astous and Lévesque's (2003) measure of store personality includes five dimensions: sophistication, solidity, genuineness, enthusiasm and unpleasantness. Aaker's (1997) measure also comprises five dimensions: sophistication, sincerity, competence, ruggedness and excitement. Each dimension was measured using several items. A new measure consisting of 59 items and 10 dimensions was obtained by combining the items from the two scales. Participants were asked to rate, on a five-point bipolar scale anchored by "not at all appropriate" and "completely appropriate", the appropriateness of

each item in describing the store.

Baker, Grewal and Parasuraman's (1994) store image scale was used to measure store image. The dimensions of the store image scale are the followings: "This store is a pleasant place to shop", "The store has a pleasant atmosphere", "The store is clean" and "The store is attractive". Customers were asked to identify on a scale of 1 to 7 to which extent they agreed or disagreed with the different statements.

4.6.5. Approach Behaviors

Two approach behaviors were measured in this study: intentions to revisit the store and word-of-mouth intentions. In order to measure word-of-mouth intentions and intentions to revisit the store, participants were asked to indicate their level of agreement with the two following statements on seven-point scales anchored by "strongly agree" and "strongly disagree": "I would be willing to recommend this store to my friends" and "The likelihood that I would shop in this store again is high" (Dodds, Monroe and Grewal, 1991).

4.7. Manipulation Checks and Additional Measures

In order to verify the appropriateness of the music selection, participants were asked the following questions: "To what extent did the music make you think of the beach/ of sleeping and relaxing at night?" Music pleasantness was measured in the same way as it was in the pretest. Participants were asked to indicate on a scale of 1 to 7, anchored by "not pleasant" at all and "extremely pleasant", to which degree they appreciated each musical

excerpt. Finally, familiarity with the store was also assessed by asking participants to indicate if it was their first visit to the store and to what degree they are familiar with it.

5. RESULTS

5.1. Data Preparation

5.1.1. Verification of Data Entry

In order to make sure that data was entered properly and that no obvious data entry mistakes were made, the frequency table for each item was verified. Data entry mistakes were corrected prior to data analysis.

5.1.2. Data Coding

Most constructs were measured using multi-dimensional scales. Some items needed to be reversed in order to follow the direction of the scales. Reverse-scaled items are presented in Table 1. After all items had been codified properly, a single variable for each construct was created. This new variable consisted of a mean of all items in the scale.

Table 1: List of Reversed Items

Scale	Reversed Items
Arousal	Drowsy Idle Lazy Inactive Slow
Pleasure	Dissatisfying Displeasing Repulsive Unpleasant Uncomfortable
Hedonic shopping value	This shopping trip was not a very nice time out
Utilitarian shopping value	I couldn't buy what I really needed I was disappointed because I had to go to another store(s) to complete my shopping

5.2. Assessment of Measures

5.2.1. Reliability of Constructs

Measures of reliability were calculated in order to verify the internal consistency of each multi-dimensional scale used in the study. Table 2 provides Cronbach's Alpha for each scale. These results confirmed the reliability of the scales used to measure the constructs, considering that Robinson, Shaver and Wrightsman (1991) suggested that a scale with a Cronbach Alpha greater than 0.7 is of acceptable reliability.

Table 2: Reliability Analysis of Constructs

Constructs	Cronbach Alpha
Arousal	0.84
Pleasure	0.88
Evaluation of nightwear	0.95
Evaluation of beachwear	0.95
Evaluation of the store environment	0.97
Store image	0.91
Hedonic shopping value	0.90
Utilitarian shopping value	0.70
Enthusiasm (D'Astous and Lévesque)	0.87
Genuineness (D'Astous and Lévesque)	0.93
Solidity (D'Astous and Lévesque)	0.82
Sophistication (D'Astous and Lévesque)	0.91
Unpleasantness (D'Astous and Lévesque)	0.85
Competency (Aaker)	0.91
Excitement (Aaker)	0.91
Ruggedness (Aaker)	0.78
Sincerity (Aaker)	0.85
Sophistication (Aaker)	0.89

5.3. Hypotheses Testing

5.3.1. Manipulation Check

Music selection for nightwear and beachwear was based on results of the pretest. It was

relevant to verify if music played activated thoughts related to products (i.e., the themes

of night and beach). Customers were asked to indicate on a scale of 1 to 7 (1 meaning

strongly disagree and 7 meaning strongly agree) their level of agreement with the

following statements about music: "The music played in the store made me think of

beach (night) related things." Table 3 demonstrates that the level of agreement with the

statements was significantly different from one music condition to the other. When

beachwear congruent music was played, level of agreement with the statement

concerning beach related thoughts was significantly higher than when nightwear

congruent music was played. The contrary was also true. Except for evoking beach

related or night related thoughts, it was important to make sure that music selection did

not affect other dependent variables. One way ANOVA were ran to determine if the

means of pleasure, arousal, evaluation of the environment, product evaluations, shopping

value, store image, store personality, repatronage intentions and word-of-mouth

intentions were significantly different from one music condition to the other. No

significant differences between the two music conditions were found ($p > 0.05$).

Table 3: Manipulation Check for Music Selection

	Music Condition	N	Mean	Std. Dev.	Between Goups Anova				
					Sum of Squares	df	Mean Square	F	Sig.
The music played in the store made me think of beach related things	Beach	29	5.55	2.15	69.57	1	69.57	15.45	0.00
	Night	24	3.25	2.09					
The music played in the store made me think of night related things	Beach	29	2.38	2.01	36.29	1	36.29	8.27	0.01
	Night	24	4.04	2.20					

5.3.2. Test of an Extended Version of the Mehrabian-Russell Model

In this study, it was hypothesized that store environment affects both emotions and

cognition and in turn perceptions and behaviors. In addition, the mediating role of

product evaluation in the relationships between independent variables (emotions and

cognition) and dependent variables (perceptions and approach behaviors) was tested.

Evaluation of the environment, pleasure and the pleasure/arousal interaction were

regressed individually on evaluation of nightwear and on evaluation of beachwear. The

pleasure/arousal interaction was created by using a median split to separate high from

low levels of pleasure. The median of the variable pleasure was 6.5. A t-test comparing

the two pleasure categories of pleasure revealed that the means of the two groups were

significantly different ($p = 0.00$). It was therefore possible to regress arousal on product

evaluations for high and low levels of pleasure distinctively.

Evaluation of the environment had a significant impact ($p < 0.05$) on evaluation of the

two product categories, supporting H3. At high levels of pleasure, arousal had a

significant effect on evaluation of nightwear ($p < 0.05$). The impact of the interaction

between pleasure and arousal on evaluation of beachwear was not supported. Therefore,

H2 is only partially supported. Pleasure is significantly related to evaluation of nightwear

($p < 0.05$). Its effect on evaluation of beachwear is marginally significant ($p = 0.08$),

providing some support for H1.

Table 4: Regressions of Arousal, Pleasure and Evaluation of the Store Environment on Product Evaluations

	Evaluation of nightwear	Evaluation of beachwear
Evaluation of the environment	0.755*	0.667*
Pleasure	0.202*	0.163**
Arousal		
- High pleasure	0.277*	0.099
- Low pleasure	-0.097	-0.097

$* p < 0.05, ** p < 0.10$

The model proposes a positive relationship between evaluation of the products and in-store behaviors (repatronage and word-of-mouth intentions), store image, shopping value and store personality. Regressions of all potential mediators on dependent variables were run. Evaluation of nightwear and evaluation of beachwear are positively related to positive word-of-mouth intentions. With regard to the effect of product evaluations on repatronage intentions, evaluation of nightwear was significant but not evaluation of beachwear. H4 is therefore partially supported. Strong support for H6 is found given that both evaluation of nightwear and evaluation of beachwear are positively related to store image. H5 is supported, but only for evaluation of beachwear. Evaluation of nightwear was not significantly related to hedonic or utilitarian shopping value.

Table 5: The Impact of Product Evaluations on Approach Behaviors and Perceptions

	Approach Behaviors			*Perceptions*	
	Positive word-of-mouth intentions	*Repatronage intentions*	*Store image*	*Hedonic shopping value*	*Utilitarian shopping value*
Evaluation of nightwear	0.294*	0.293*	0.371*	0.175	0.113
Evaluation of beachwear	0.352*	0.181	0.282*	0.443*	0.251**
R^2 (Adjusted)	0.353*	0.182*	0.362*	0.328*	0.102*

$* p < 0.05, ** p < 0.1$

It was also proposed that evaluation of products has an impact on certain dimensions of store personality. Regressions of evaluation of nightwear and evaluation of beachwear on each personality dimensions are presented in Table 6. Unpleasantness and ruggedness variables were transformed in order for the data to be normally distributed, before

proceeding with regressions. The transformation that resulted in a normal distribution for both variables was 1/x.

Table 6: The Impact of Product Evaluations on Store Personality Perceptions

	Sophistication (D'Astous)	Sophistication (Aaker)	1/Unpleaantness (D'Astous)	Genuineness (D'Astous)	Solidity (D'Astous)	Sincerity (Aaker)	Competence (Aaker)	1/Ruggedness (Aaker)	Excitement (Aaker)	Enthusiasm (D'Astous)
Evaluation of nightwear	0.257*	0.322*	0.311*	0.198	0.292*	0.177	0.183	-0.135	0.286*	0.131
Evaluation of beachwear	0.485*	0.411*	-0.154	0.302*	0.247*	0.297*	0.269*	0.030	0.302*	0.295*
R^2 (Adjusted)	0.477*	0.461*	0.032**	0.205*	0.240*	0.183*	0.165*	-0.005	0.289*	0.147*

* $p < 0.05$, ** $p < 0.1$

Table 6 illustrates that the more positive the evaluation of nightwear and beachwear the more positive the perception of the following store personality dimensions: sophistication (D'Astous and Aaker), solidity and excitement. Evaluation of nightwear also influenced 1/unpleaseantness. Genuineness, sincerity, competence and enthusiasm are only influenced by evaluation of beachwear. Finally, none of the product evaluations were related to 1/ruggedness. These findings suggest that store personality is to some extent affected by the evaluation of the products in the store. Positive evaluation of certain products may produce a different store personality perception than positive evaluation of other products. These exploratory results can provide insights for future research on the topic.

5.3.3. Mediating Role of Product Evaluations

It was hypothesized that product evaluations (evaluation of nightwear and evaluation of beachwear) are mediators of the relationship between independent (emotions and cognition) and dependent variables (behaviors and perceptions). In order to establish mediation, the following criteria need to be fulfilled (Baron and Kenny, 1986): 1) the independent variable must be related to the mediator; 2) the mediator must be related to the dependent variable; 3) the independent variable must have an impact on the dependent variable; and finally 4) the influence of the independent variable on the dependent variable is diminished in the presence of the mediator.

The analyses conducted previously demonstrated that the first condition is met for some of the relationships (see Table 4): evaluation of the environment is significantly related to both nightwear and beachwear evaluations; pleasure is significantly affecting evaluation of nightwear and its impact on beachwear almost reached significance; and the interactive effect of pleasure and arousal on evaluation of nightwear is marginally significant.

With regard to the second criterion (see Tables 5 and 6), evaluation of nightwear is positively related to word-of-mouth intentions, repatronage intentions, store image, sophistication (both D'Astous and Aaker dimensions), 1/unpleasantness, solidity and excitement. Evaluation of beachwear is significantly related to positive word of mouth intentions, store image, hedonic shopping value, sophistication (both D'Astous and Aaker dimensions), genuineness, solidity, sincerity, competence and enthusiasm. It was also marginally related to utilitarian shopping value.

To meet the third criterion of mediation, it is necessary to demonstrate that evaluation of

the environment, arousal/pleasure interaction and pleasure are significantly related to

approach behaviors and perceptions. Table 7 presents the regression results for each

approach behavior and perception measure independently. Table 8 illustrates the effects

of emotions and cognition on store personality dimensions.

Table 7: The Impact of Emotions and Cognition on Approach Behaviors and Perceptions

	Approach Behaviors			Perceptions	
	Positive word-of-mouth intentions	Repatronage intentions	Store image	Hedonic shopping value	Utilitarian shopping value
Evaluation of the store environment	0.415*	0.346*	0.612*	0.465*	0.177**
Pleasure	0.291*	0.163*	0.298*	0.210*	0.185*
Arousal					
- High pleasure	0.246*	0.349*	0.264*	0.161	0.090
- Low pleasure	-0.094	0.157	0.035	-0.142	0.047

* $p < 0.05$, $p^{**} < 0.1$

Evaluation of the store environment and pleasure are positively related to positive word-

of-mouth intentions, repatronage intentions, store image, hedonic shopping value and

utilitarian shopping value. The interaction between arousal and high pleasure is positively

related to positive word-of-mouth intentions, repatronage intentions and store image, but

not to hedonic and utilitarian shopping value.

Table 8: The Impact of Emotions and Cognition on Store Personality

	Sophistication (D'Astous)	Sophistication (Aaker)	1/Unpleasantness (D'Astous)	Genuineness (D'Astous)	Solidity (D'Astous)	Sincerity (Aaker)	Competence (Aaker)	1/Ruggedness (Aaker)	Excitement (Aaker)	Enthusiasm (D'Astous)
Evaluation of the store environment	0.537*	0.580*	0.096	0.401*	0.477*	0.498*	0.364*	-0.153	0.495*	0.476*
Pleasure	0.268*	0.334*	0.382*	0.367*	0.241*	0.218*	0.186*	0.119	0.180**	0.335*
Arousal										
- High pleasure	0.158	0.016	0.372*	-0.110	-0.140	-0.130	-0.017	0.286*	0.019	0.084
- Low pleasure	-0.132	-0.048	0.253**	-0.083	-0.143	-0.170	-0.171	0.327*	-0.128	0.050

$* p < 0.05, p** < 0.1$

Table 8 demonstrates that pleasure enhances all store personality dimensions except 1\ruggedness. As evaluation of the store environment becomes more positive, perception of most store personality dimensions becomes stronger. The only store personality dimensions that are not significantly affected by evaluation of the store environment are 1/unpleasantness and 1/ruggedness. Interaction between high pleasure and arousal was significantly related to 1/unpleasantness and 1/ruggedness.

In order to confirm the mediating role of evaluation of nightwear and beachwear, it is necessary to demonstrate that the effect of the independent variables (evaluation of the environment, emotions, arousal/pleasure interaction) on the dependant variables (repatronage intentions, positive word-of-mouth intentions, store image, utilitarian shopping value, hedonic shopping value and store personality) is diminished or non-significant when the mediators are included as covariates. Table 9 and Table 10

demonstrate that the forth criterion is being met for some of the relationships.

Table 9: The Mediating Role of Evaluation of Products

	Approach Behaviors			Perceptions	
	Positive word-of-mouth intentions	Repatronage intentions	Store image	Hedonic shopping value	Utilitarian shopping value
Evaluation of the environment	0.415*	0.346*	0.612*	0.465*	0.177**
Pleasure	0.291*	0.163*	0.298*	0.210*	0.185*
Arousal x High pleasure	0.246*	0.349*	0.264*	0.161	0.090
Evaluation of the environment (evaluation of nightwear and beachwear as covariates)	-0.134	____	0.370*	____	-0.189
Evaluation of the environment (evaluation of nightwear as a covariate)	____	0.137	____	0.167	____
Evaluation of the environment (evaluation of beachwear as a covariate)	____	____	____	____	____
Pleasure (evaluation of nightwear and beachwear as covariates)	0.178*	____	0.187*	____	0.135
Pleasure (evaluation of nightwear as a covariate)	____	0.099	____		
Pleasure (evaluation of beachwear as a covariate)	____	____	____	0.130	____
Arousal x High pleasure (evaluation of nightwear as a covariate)	0.189	0.363*	0.128	____	____

$* p < 0.05, ** p < 0.1$

The effect of evaluation of the store environment on positive word-of-mouth intentions and on utilitarian shopping value becomes non-significant in the presence of evaluation of nightwear and evaluation of beachwear. The effect of evaluation of the store on store

image is reduced (β<0.612) in the presence of evaluation of both products. In the presence of evaluation of nightwear, the effect of evaluation of the store environment on repatronage intentions and hedonic shopping value becomes nonsignificant. The impact of pleasure on positive word-of-mouth intentions and store image is reduced when evaluation of nightwear and evaluation of beachwear are covariates. In addition, the relationship between pleasure and utilitarian shopping value is nonsignificant in the presence of product evaluation (nightwear and beachwear). The relationship between pleasure and repatronage intentions is nonsignificant when evaluation of nightwear is added as a covariate. The relationship between pleasure and hedonic shopping value is not significant when evaluation of beachwear is a covariate. Finally, the impact of the interaction between high pleasure and arousal on positive word-of-mouth intentions and store image is nonsignificant when evaluation of nightwear is added as a covariate.

Table 10: The Mediating Role of Product Evaluations in the Relationships between Emotions and Cognition and Store Personality

	Sophistication (D'Astous)	Sophistication (Aaker)	I/Unpleasantness (D'Astous)	Genuineness (D'Astous)	Solidity (D'Astous)	Sincerity (Aaker)	Competence (Aaker)	I/Ruggedness (Aaker)	Excitement (Aaker)	Enthusiasm (D'Astous)
Evaluation of the environment	0.537*	0.580*	0.096	0.401*	0.477*	0.498*	0.364*	-0.153	.0495*	0.476*
Pleasure	0.268*	0.334*	0.382*	0.367*	0.241*	0.218*	0.186*	0.119	0.180**	0.335*
Arousal x High pleasure	0.158	0.016	0.372*	-0.110	-0.140	-0.130	-0.017	0.286*	0.019	0.084
Evaluation of the environment (evaluation of nightwear and beachwear as covariates)	0.045	0.152	___	___	0.238**	___	___	___	0.186	___
Evaluation of the environment (evaluation of beachwear as a covariate)	___	___	___	0.183	___	0.388*	0.174	___	___	0.4*
Pleasure (evaluation of nightwear and beachwear as covariates)	0.140*	0.208*	___	___	0.157**	___	___	___	0.086	___
Pleasure (evaluation of nightwear as a covariate)	___	___	0.351*	___	___	___	___	___	___	___
Pleasure (evaluation of beachwear as a covariate)	___	___	___	0.306*	___	0.160**	0.132	___	___	___
Arousal x High pleasure (evaluation of nightwear as a covariate)	___	___	0.410*	___	___	___	___	0.290*	___	___

* $p < 0.05$, ** $p < 0.1$

Table 10 shows that evaluation of both nightwear and beachwear are mediators of the relationships between evaluation of the store environment and the following store personality dimensions: sophistication (D'Astous and Aaker), solidity and excitement. Evaluation of beachwear alone mediates the relationships between evaluation of the store environment and genuineness, sincerity, competence and enthusiasm. Overall, product evaluations mediate the relationship between evaluation of the store environment and certain store personality dimensions. Product evaluations also influenced the effect of pleasure on sophistication (D'Astous and Aaker), solidity and enthusiasm. Evaluation of nightwear alone played a mediating role in the relationship between pleasure and 1/unpleasantness. Evaluation of beachwear by itself mediated the impact of pleasure on genuineness, sincerity and competence. Finally, product evaluation did not mediate the relationship between pleasure and arousal interaction on store personality dimensions.

In light of this analysis, it is possible to affirm that there is some support for H8, with results suggesting that overall, product evaluations play a mediating role in the relationships between emotions and cognition and consumers' perceptions and behaviors. Product evaluations mediated the effect of evaluation of store environment on word-of-mouth intentions, repatronage intentions, store image, hedonic shopping value, sophistication (D'Astous and Aaker), solidity, excitement, genuineness, sincerity, competence and enthusiasm; the impact of pleasure on word-of-mouth intentions, repatronage intentions, store image, hedonic shopping value, utilitarian shopping value, sophistication (D'Astous and Aaker), solidity, genuineness, sincerity, competence, enthusiasm and 1/unpleasantness; and finally the influence of pleasure and arousal

interaction on word-of-mouth intentions and store image.

5.3.4. The Impact of Store Image, Shopping Value and Store Personality on Behaviors

Literature suggests that perception of store image, shopping value and store personality impact consumers' behaviors within the store. Results of the regression of each perception variable on behaviors are presented in Table 11 and Table 12. Table 11 shows significant results for the relationships between store image, hedonic shopping value and utilitarian shopping value and both approach behaviors, supporting H9 and H10.

Table 11: The Effect of Perception of Store Image and Shopping Value on Approach Behaviors

	Positive word-of-mouth	Repatronage intentions
Store image	0.625*	0.474*
Hedonic shopping value	0.594*	0.487*
Utilitarian shopping value	0.440*	0.242*

$*p < 0.05$

Due to the relatively recent development of a scale measuring store personality (D'Astous and Levesque, 2003), the consequences of store personality have not been examined. By referring to the brand personality literature, we hypothesized that some personality traits might have an impact on approach behaviors. Table 12 presents results of regressions of all dimensions of store personality on positive word-of-mouth intentions and repatronage intentions.

Table 12: Consequences of Store Personality

	Positive word-of-mouth intentions	Repatronage intentions
Sophistication (D'Astous)	0.457*	0.102
Sophistication (Aaker)	-0.080	-0.014
1/Unpleasantness (D'Astous)	0.216*	0.324*
Genuineness (D'Astous)	0.073	-0.151
Solidity (D'Astous)	0.101	-0.007
Sincerity (Aaker)	-0.031	0.078
Competence (Aaker)	-0.062	-0.044
1/Ruggedness (Aaker)	0.063	-0.040
Excitement (Aaker)	0.203	0.112
Enthusiasm (D'Astous)	0.076	0.323*
R^2 (Adjusted)	**0.452***	**0.261***

*$p < 0.05$

Overall, all regressions are significant ($p < 0.05$). The sophistication dimension of D'Astous was found to positively affect positive word-of-mouth intentions in the same manner. The transformation of unpleasantness is found to be significant for both positive word-of-mouth intentions and repatronage intentions. The interpretation of the relationships should be as follows: the less unpleasant the environment, the greater the likelihood of positive word-of-mouth and repatronage. Finally, enthusiasm (D'Astous) is positively and significantly related to repatronage intentions. In other words, as the degree of enthusiasm associated with the store increases, repatronage intentions increase as well. In conclusion, only a limited number of store personality dimensions affected approach behaviors, providing weak support for H11.

6. DISCUSSION

Overall, the results provided support for the extended version of the Mehrabian-Russell model: both emotions and cognition affected perceptions and behaviors and product evaluations mediated these relationships in some cases.

The effect of evaluation of the store environment as a whole was significantly related to both product evaluations, confirming that cognitive evaluation of factors that are extraneous to the target products affect specific product evaluations. Factors which contribute to create pleasurable store environments, such as music that is congruent with products sold, should not be neglected by retailers.

The applicability of the "affect as information" theory in a retail context was demonstrated. Pleasure affected evaluation of nightwear significantly and was marginally related to evaluation of beachwear. The interaction between arousal and high levels of pleasure was significantly related to evaluation of nightwear but not to evaluation of beachwear. According to Schwarz (1990), by default, people use their feelings as valid information for making evaluative judgements. Bosmans and Baumgartner (2005) demonstrated that the reliance on affect in evaluations was dependent on congruency between emotions and consumers' salient goal. In addition, De Steno, Petty, Rucker, Wegener, and Braverman (2004) proposed that the transfer of affect to evaluation was more likely to occur when consumers are not highly motivated to process all message-related information. In other words, affect should have a greater impact on evaluations when the emotion fits the goals of a low involvement consumer. If we refer to the context

in which the study was conducted, conditions for observing "affect as information" were optimal since most of the lunch-time clients were visiting the store without specific shopping goals in mind, other than having a pleasurable hedonic experience. However, it was clear that emotions experienced in the store were more easily transferred to evaluation of nightwear than to evaluation of beachwear. This result could potentially be explained by the fact that buying beachwear may be more involving than buying nightwear. For many women, buying beachwear is a nightmare and it is definitely considered a more challenging task that buying nightwear. Beachwear products are usually more revealing than nightwear products and many women are anxious about the idea of having to buy products that reveal physical imperfections. The social implication of the two purchases is also different: while beachwear is likely to be worn in presence of many people, nightwear is more private, and therefore less likely to be exposed to critical judgments.

The second part of the model predicted that product evaluations influence behaviors, shopping value, store image and store personality. Evaluations of the two product categories were positively related to word-of-mouth intentions, store image and to the following store personality dimensions: sophistication (D'Astous and Aaker), solidity and excitement. Evaluation of nightwear, but not evaluation of beachwear, was significantly related to repatronage intentions and to the store personality dimension of 1/unpleasantness. Evaluation of beachwear, but not evaluation of nightwear, was significantly related to both hedonic and utilitarian shopping value as well as to genuineness, sincerity, competence and enthusiasm. These findings confirm the impact of

product evaluations on behaviors, store image, shopping value and some store personality dimensions. Interestingly, evaluation of both products resulted in word-of-mouth intentions but only evaluation of nightwear influenced repatronage intentions. This reveals that despite the fact that a consumer may have a positive opinion about the quality of a product, this product might not correspond to their needs. In other words, positive evaluations of undesired products can occur, and this can result in positive word-of-mouth but not in repatronage intentions. The results about the effect of product evaluation on store personality can serve as a starting point for further investigation of this topic. At this point, it is possible to conclude that product evaluations might affect some dimensions of store personality more than others. It would be important to measure the effect of product type and involvement with the products as moderators of the relationships found between product evaluations and responses in future research.

The model also proposed that product evaluations are mediators of the relationship between emotions and cognition (independent variables) and behaviors and perceptions (dependent variables). The impact of evaluation of the store environment on positive word-of–mouth intentions, utilitarian shopping value and store image was mediated by evaluations of both nightwear and beachwear. Evaluation of nightwear was a mediator of the effects of evaluation of the store environment on repatronage intentions and on hedonic shopping value. The impact of pleasure on positive word-of-mouth intentions, on store image and on utilitarian shopping value was mediated by evaluations of the two product categories. The relationship between pleasure and repatronage intentions was mediated by evaluation of nightwear. Beachwear mediated the relationship between

pleasure and hedonic shopping value. Finally, the impact of the interaction between high pleasure and arousal on positive word-of-mouth intentions and store image became non-significant in the presence of evaluation of nightwear.

Product evaluations also mediated the relationships between cognition and emotions and certain store personality dimensions namely sophistication (D'Astous and Aaker), solidity and excitement. Evaluation of beachwear was a mediator of the relationships between evaluation of the store environment and genuineness, sincerity, competence and enthusiasm. Product evaluations also mediated the relationship between pleasure and sophistication (D'Astous and Aaker), solidity and enthusiasm. Evaluation of nightwear alone played a mediating role in the relationship between pleasure and 1/unpleasantness. The impact of pleasure on genuineness, sincerity and competence was mediated by the evaluation of nightwear. Finally, product evaluation did not mediate the relationship between the pleasure-arousal interaction and store personality dimensions.

A recent study by Kaltcheva and Weitz (2006) proposed a variation of the Mehrabian-Russell model that is different from the one presented here. They suggested that environmental characteristics affect arousal, which in turn influences pleasantness. Consistent with the Mehrabian-Russell model, pleasantness was positioned as an antecedent to consumers' behaviors. The effect of arousal on pleasantness was moderated by customers' motivational orientation, such that arousal decreased pleasantness for task oriented shoppers, but resulted in more pleasantness for recreational motivational orientation. Given the recent publication of this study, it was relevant to test

the validity of this model on our data set. We ran a (shopping value: high utilitarian-low hedonic and high hedonic-low utilitarian) x 2 (arousal: high and low) x 2 (replicates: nightwear music and beachwear music) between subjects ANOVA. Shopping value and arousal variables needed to be transformed before proceeding with the ANOVA analysis. Shopping value consisted of two different constructs: hedonic shopping value and utilitarian shopping value. Each variable was transformed into a new categorical variable such that the first category represented values below median value (hedonic median = 4.36, utilitarian median = 4.5) and the second one, the values above median point. Finally, categories of the two variables were combined to obtain a new construct comprising two categories: high arousal-low pleasure and high pleasure-low arousal. Arousal was also transformed, using a median (median = 5.66) split, into a categorical variable classifying high and low levels. Results revealed that the only variable that significantly affected pleasure was arousal. In Kaltcheva and Weitz's (2006) study, no direct relationship was established between arousal and pleasantness, but the interaction between motivational orientation and arousal was significant. A variety of reasons may explain the differences in findings. In this study, arousal and shopping value were measured, while in Kaltcheva and Weitz's study, they were manipulated. In other words, in their study, the level of arousal and motivational orientation experienced by customers were more extreme than in this study. Also, in the context of this study, shopping value was considered as an outcome resulting from the shopping experience. It did not provide information with regard to consumers' initial shopping motivations. According to the managers of the store, most lunch-time clients fall into the recreational motivation category, which could explain why we find a direct relationship between arousal and

pleasure. More attention should be devoted to this model in future research. Validation of the model in a real retail context is recommended.

7. CONCLUSIONS AND IMPLICATIONS

The objective of this study was to test an extended version of the Mehrabian-Russell model. In the current model, product evaluation mediates the relationship between affective and cognitive reactions to the environment and consumers' behaviors and perceptions. The present results provide strong support for the validity of the proposed extended model. This study contributes to the marketing literature by demonstrating the applicability of the "affect as information" theory. This well-known theory in the field of psychology has rarely been applied to the field on marketing in the past. Mattila and Wirtz (2001) have looked at the impact of pre-consumption affect on post-consumption evaluations, but in a service setting. No prior study tested the validity of this theory in a real retail context. This study differs from most studies based on the Mehrabian-Russell model which have focused on understanding the impact of stimuli on behaviors by showing that the store environment can affect store image and store personality perceptions as well as shopping value, variables that are important determinants of consumer behaviors.

From a managerial perspective, the results allow marketers to better understand the mechanism by which emotions and cognition affect perceptions and, in turn, behaviors. The fact that emotions and cognitive evaluation of the store environment are antecedents of product evaluation confirms the importance of creating a desirable store environment

in order to observe a positive evaluation of the merchandise. In other words, efforts devoted to attractive product offerings are certainly important, but emphasis should also be placed on environmental factors that are extraneous to the product sold, such as pleasant background music. This study also reveals that perceptions are affected by emotions and cognition, and that this effect is mediated by product evaluation. The results suggest that retailers wishing to influence perception of store image, shopping value and store personality should focus on actions that will translate into positive emotions and cognitive evaluations. The literature review presented in this study pertaining to the effects of music on consumers suggests that music can be manipulated to positively affect customers' emotions and evaluations. For example, Sweeney and Wyber (2002)demonstrated the optimal combination of genre and tempo to use in order to maximize pleasure in an apparel specialty store. For classical music, fast tempo produced higher levels of pleasure than slow tempo, while for Top 40 music, slow tempo resulted in more pleasure than fast tempo. The literature also suggests that congruency between environmental stimuli and other elements of the store environment are necessary to produce desirable outcomes. Chebat, Chebat and Vaillant (2001) demonstrated the importance of music congruity with a sales pitch, while North, Hargreaves and McKendrick (1999) suggested that music should be congruent with product category. In order to make decisions with regard to the selection of store atmospherics, retailers should use findings from the store atmospherics literature as a basis for their strategy. However, descriptions of the store atmospherics used for academic purposes are not always precise enough (eg., in terms of its target market or product categories sold) to allow retailers to make exact replications. In addition, each store is different and must

pretest different combinations of store atmospherics and measure the effects during a trial

period before implementing a new store atmospherics strategy on a large scale.

8. LIMITATIONS AND FUTURE RESEARCH

The model proposed in this study was tested in a women's apparel store. It is therefore

impossible to make generalizations with regard to the applicability of this model to other

retail contexts and other consumer segments. Future research should validate this model

in other shopping environments and include different consumer samples.

In this study, emotional responses to the environment were described in terms of pleasure

and arousal, since Russell and Pratt (1980) determined that these two dimensions were

sufficient to describe emotional responses to an environment. However, subsequent

research has demonstrated that pleasure and arousal only captured a portion of the set of

emotions that can be experienced during a shopping trip (Machleit and Eroglu, 2000).

Future research should aim to better capture the wide range of emotions experienced

during shopping and to study the impact of these different emotions on evaluations,

perceptions and behaviors. Machleit and Eroglu (2000) tested different measures of

emotions in a retail context: Izard's 10 fundamental emotions (1977), Plutchik's eight

basic emotion categories (1980), and Mehrabian and Russell's pleasure, arousal and

dominance dimensions of responses (1974). They found that Plutchik's and Izard's

measures were better able to capture the variety of emotions experienced during a

shopping experience. Future research could replicate the model proposed in this study but

take into account a wider range of emotions to understand the kind of information

provided by different types of emotions.

Prior to this research, literature with regard to the antecedents and effects of store personality was virtually nonexistent. The findings presented in this thesis are a starting point for future studies on store personality. For example, it appears relevant to determine how specific elements of the store environment affect store personality. It is easy to imagine that combinations of specific types of music, lighting and colors which contribute to creating a store personality high on the sophistication dimensions are different than combinations that result in high levels of perception of ruggedness. For example, sophistication might be represented by classical music, cold colors and soft lighting, while perception of ruggedness might be created using rock music, dark colors and bright lightning. At this point, we can only make speculations concerning the effects of different environmental stimuli on store personality perceptions. Future research should try to demystify the role played by specific combinations of store atmospherics on store personality formation.

Finally, given the growing popularity of on-line retailing, the current model could be tested in a virtual store environment.

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APPENDIX 1– DATA ANALYSIS PRETEST

APPENDIX 1.1. - DESCRIPTIVE STATISTICS

	Name of the songs	Evaluation of fit with nightwear			Evaluation of fit with beachwear			Pleasantness		
		Mean	Std Dev	Samp Size	Mean	Std Dev	Samp Size	Mean	Std Dev	Samp Size
1	Ain't no Sunshine, Bill Withers	5.39	1.50	31	3.66	1.65	29	4.97	1.80	32
2	El Carretero, Buena Vista Social Club	3.23	1.71	31	5.76	0.95	29	4.84	1.46	32
3	I Get Around, Beach Boys	2.23	1.5	31	5.83	1.42	29	5.25	1.44	32
4	All Aboard, Atlantik	2.74	1.73	31	6.31	.66	29	4.88	1.16	32
5	Barbara Ann, Beach Boys	2.03	1.47	31	5.28	1.39	29	4.87	1.66	32
6	Bamba Te Triago Yo, José Gonzalez & Banda Criolla	2.97	1.74	31	6.52	.63	29	5.16	.95	32
7	Beautiful Goodbye, Amanda Marshall	5.42	1.86	31	2.72	1.62	29	4.38	1.88	32
8	Black Bird, Denzel Sinclaire	4.81	1.99	31	2.03	1.32	29	3.69	1.80	32
9	C'est bon pour le moral, Compagnie Créole	2.52	1.69	31	5.93	1.22	29	5.00	1.48	32
10	Candella, Buena Vista Social Club	3.23	2.00	31	6.10	1.08	29	4.84	1.51	32
11	Coconut Women, Karl Zero and The Wailers	2.06	1.69	31	5.48	1.48	29	4.06	1.70	32
12	Cold Cold Heart, Norah Jones	6.13	1.23	31	2.76	1.64	29	4.53	1.50	32
13	De Camino a la Vereda, Buena Vista Social Club	2.48	1.57	31	5.83	1.00	29	4.66	1.26	32
14	Ça fait rire les oiseaux, Compagnie Créole	2.13	1.57	31	6.31	0.89	29	5.22	1.39	32
15	Rosewell Theme, Dido	5.13	1.86	31	2.45	1.55	29	4.75	1.68	32
16	Don't Know Why, Norah Jones	6.10	1.30	31	3.31	1.93	29	5.44	1.37	32
17	Don't Know What Love Is, Sting & Guy Barker	5.77	1.33	31	2.38	1.47	29	3.88	1.68	32
18	El Cuarto de Tula, Buena Vista Social Club	2.55	1.65	31	6.21	.94	29	4.84	1.30	32
19	Salsa Cubana, Elvis Crespo &Victor Manuelle	2.39	1.56	31	6.24	1.24	29	4.66	1.23	32
20	Only Time, Enya	5.58	1.59	31	2.93	1.73	29	5.19	1.53	32
21	Every Time We Say Goodbye, Ella Fitzgerald	5.26	1.39	31	2.31	1.17	29	3.72	1.55	32
22	The Lion Sleeps Tonight, Elton John	2.71	1.88	31	4.76	2.08	29	5.13	1.58	32
23	Come Away With Me, Norah Jones	5.77	1.45	31	3.03	1.70	29	4.78	1.60	32
24	Exactly Like You, Denzel Sinclaire	4.87	1.91	31	2.93	1.46	29	4.19	1.40	32
25	Chan Chan, Buena Vista Social Club	3.55	1.84	31	5.24	1.70	29	4.44	1.64	32
26	Feelin' The Same Way, Norah Jones	5.26	1.41	31	3.14	1.66	29	4.53	1.46	32
27	Feeling Hot Hot Hot, The Merrymen	2.61	1.86	31	6.03	1.38	29	5.22	1.39	32

28	Fun Fun Fun, Beach Boys	2.19	1.62	31	5.55	1.92	29	5.06	1.76	32
29	Every Little Think She Does is Magic, Lee Ritenour & Michael McDonald	4.52	2.19	31	2.24	1.27	29	3.47	1.65	32
30	Lonestar, Norah Jones	4.90	1.64	31	2.38	1.35	29	3.81	1.71	32
31	Great Big Boat, Taj Mahal & The Hula Blues	2.32	1.56	31	4.14	1.79	29	3.47	1.34	32
32	I've Got to See You Again, Norah Jones	5.74	1.21	31	2.83	1.69	29	4.41	1.43	32
33	Jamaican Farewell, Desmond Dekker	2.35	1.56	31	5.41	1.38	29	4.38	1.43	32
34	Just The Two of Us, Grover Washington Jr. & Bill Withers	5.35	1.66	31	3.83	1.81	29	5.06	1.72	32
35	Tequila, Los Lobos	2.45	1.82	31	4.66	1.97	29	5.06	1.64	32
36	Love Will Find a Way, Lionel Ritchie	4.55	1.73	31	3.07	1.75	29	3.56	1.56	32
37	Lullabye, Billie Joel	4.23	1.96	31	2.21	1.42	29	3.66	1.72	32
38	Make Yourself Comfortable, Sarah Vaughan	5.03	1.49	31	2.83	1.51	29	3.59	1.62	32
39	One Less Bell to Answer, McCoy Tyner	5.48	1.26	31	2.59	1.68	29	4.53	1.50	32
40	Pa 'Piye Sou Do M', Lole Lolay	2.55	1.55	31	5.76	1.24	29	4.25	1.46	32
41	Painter Song, Norah Jones	5.74	1.15	31	3.03	1.52	29	4.44	1.44	32
42	Panama, Marlene Dorcena	4.42	1.23	31	5.17	1.31	29	3.53	1.39	32
43	The Sounds of Silence, Simon & Garfunkel	3.65	2.04	31	3.28	1.67	29	5.50	1.24	32
44	One Flight Down, Norah Jones	5.77	1.20	31	2.86	1.68	29	4.41	1.34	32
45	Reggae Dancin', MissionIriez	2.42	1.59	31	5.93	0.96	29	4.88	1.31	32
46	Seven Years, Norah Jones	5.52	1.26	31	2.66	1.23	29	4.06	1.54	32
47	Amor the Loca Juventud, Buena Vista Social Club	2.71	1.72	31	4.93	1.49	29	4.19	1.64	32
48	Shoot the Moon, Norah Jones	5.39	1.43	31	2.90	1.57	29	4.09	1.49	32
49	Surfer Girls, Beach Boys	4.00	1.65	31	4.79	1.80	29	4.19	1.67	32
50	Surfin' U.S.A, Beach Boy	2.52	1.75	31	5.83	1.65	29	5.50	1.57	32
51	Tambou Dan Tche Nou, Kali	2.29	1.68	31	5.41	1.32	29	4.22	1.62	32
52	Nightingale, Norah Jones	5.48	1.46	31	2.83	1.36	29	4.16	1.72	32
53	The Ketchup Song, Las Ketchup	2.13	1.50	31	6.10	1.11	29	4.38	1.86	32
54	The Long Day is Over, Norah Jones	5.55	1.52	31	2.59	1.32	29	4.09	1.42	32
55	Three Little Birds, Keith Frank and the Soileau Zydeco Band	2.29	1.62	31	5.45	1.27	29	4.88	1.49	32
56	Turn Me On, Norah Jones	5.68	1.70	31	3.38	2.02	29	4.5	1.80	32
57	Until Tonight, Ben Webster	5.97	1.43	31	1.83	1.14	29	3.75	1.61	32
58	The Nearest of You, Norah Jones	5.65	1.45	31	2.52	1.38	29	4.0	1.68	32
59	Votez Zouk, Luc Leandry	2.10	1.51	31	6.00	1.17	29	4.19	1.53	32
60	What a Wonderful World, Louis Armstrong	5.81	1.14	31	3.76	1.80	29	5.75	1.37	32

APPENDIX 1.2. – FINAL SELECTION OF MUSIC

	Nighwear congruent selection		Beachwear congruent selection
1	Ain't no Sunshine, Bill Withers	2	El Carretero, Buena Vista Social Club
7	Beautiful Goodbye, Amanda Marshall	3	I Get Around, Beach Boys
12	Cold Cold Heart, Norah Jones	4	All Aboard, Atlantik
15	Rosewell Theme, Dido	5	Barbara Ann, Beach Boys
16	Don't Know Why, Norah Jones	6	Bamba Te Triago Yo, José Gonzalez & Banda Criolla
17	Don't Know What Love Is, Sting & Guy Barker	9	C'est bon pour le moral, Compagnie Créole
20	Only Time, Enya	10	Candella, Buena Vista Social Club
21	Every Time We Say Goodbye, Ella Fitzgerald	11	Coconut Women, Karl Zero and The Wailers
23	Come Away With Me, Norah Jones	13	De Camino a la Vereda, Buena Vista Social Club
24	Exactly Like You, Denzel Sinclaire	14	Ça fait rire les oiseaux, Compagnie Créole
26	Feelin' The Same Way, Norah Jones	18	El Cuarto de Tula, Buena Vista Social Club
29	Every Little Think She Does is Magic, Lee Ritenour & Michael McDonald	19	Salsa Cubana, Elvis Crespo &Victor Manuelle
30	Lonestar, Norah Jones	22	The Lion Sleeps Tonight, Elton John
32	I've Got to See You Again, Norah Jones	25	Chan Chan, Buena Vista Social Club
34	Just The Two of Us, Grover Washington Jr. & Bill Withers	27	Feeling Hot Hot Hot, The Merrymen
36	Love Will Find a Way, Lionel Ritchie	28	Fun Fun Fun, Beach Boys
38	Make Yourself Comfortable, Sarah Vaughan	33	Jamaican Farewell, Desmond Dekker
39	One Less Bell to Answer, McCoy Tyner	35	Tequila, Los Lobos
41	Painter Song, Norah Jones	40	Pa 'Piye Sou Do M', Lole Lolay
44	One Flight Down, Norah Jones	45	Reggae Dancin', MissionIriez
46	Seven Years, Norah Jones	47	Amor the Loca Juventud, Buena Vista Social Club
48	Shoot the Moon, Norah Jones	49	Surfer Girls, Beach Boys
52	Nightingale, Norah Jones	50	Surfin U.S.A., Beach Boys
54	The Long Day is Over, Norah Jones	51	Tambou Dan Tche Nou, Kali
56	Turn Me On, Norah Jones	53	The Ketchup Song, Las Ketchup
57	Until Tonight, Ben Webster	55	Three Little Birds, Keith Frank and the Soileau Zydeco Band
58	The Nearest of You, Norah Jones	59	Votez Zouk, Luc Leandry
60	What a Wonderful World		

APPENDIX 2– QUESTIONNAIRES

CONSENT STATEMENT

The purpose of this study is to examine store image associated with retail stores. Your participation in this study is completely voluntary, and you may discontinue participation at any time without any penalty. Completing and returning this questionnaire indicates that you agree to participate in this study. If you do not want to participate, please return the incomplete questionnaire. If you have answered some of the questions, the form will be destroyed. Your questionnaire should be returned to the store Lingerie Brière. **If you bring your fully answered questionnaire on the same day you receive it, you will be given 5$ for your participation.**

Your responses will be treated as confidential data. We do not ask for identifying information, other than perhaps your gender and/or age. Only the researchers who have designed this questionnaire will have access to the data. The bottom line is that once you return this questionnaire, it will be impossible for someone to connect your responses to you.

If at any time you have questions about your rights as a research participant, please contact Adela Reid, Compliance Officer, Concordia University, at 514.848.2424, x.7481 or by email at adela.reid@Concordia.ca. For questions about the purpose and contents of this study, please contact the researcher, Elisabeth Roger, M.Sc. candidate at e_roger@jmsb.concordia.ca, or the supervising faculty member, Dr. B. Grohmann, Assistant Professor of Marketing at bgrohmann@jmsb.concordia.ca or 514.848.2424, x.4845.

Thank you very much for your participation!

Question 1
Please identify to what extent the following items accurately represent the environment of Lingerie Brière on the 1 to 7 scale proposed below, **1** meaning that the item is **extremely inaccurate** to describe the store environment and **7** representing an item that is **extremely accurate** to describe the store.

		Extremely inaccurate							Extremely accurate
1	Alive	1	2	3	4	5	6	7	
2	Drowsy	1	2	3	4	5	6	7	
3	Idle	1	2	3	4	5	6	7	
4	Lazy	1	2	3	4	5	6	7	
5	Inactive	1	2	3	4	5	6	7	
6	Slow	1	2	3	4	5	6	7	
7	Nice	1	2	3	4	5	6	7	
8	Dissatisfying	1	2	3	4	5	6	7	
9	Displeasing	1	2	3	4	5	6	7	
10	Repulsive	1	2	3	4	5	6	7	
11	Unpleasant	1	2	3	4	5	6	7	
12	Uncomfortable	1	2	3	4	5	6	7	

Question 2
Please indicate on a scale of 1 to 7 how you evaluate the Lingerie Brière store **overall**.

Bad	1	2	3	4	5	6	7	Good
Unfavorable	1	2	3	4	5	6	7	Favorable
Negative	1	2	3	4	5	6	7	Positive
Dislike	1	2	3	4	5	6	7	Like
Outdated	1	2	3	4	5	6	7	Modern

Question 3
Please evaluate on a scale of 1 to 7 the **nightwear** at Lingerie Brière.

Bad	1	2	3	4	5	6	7	Good
Unfavorable	1	2	3	4	5	6	7	Favorable
Negative	1	2	3	4	5	6	7	Positive
Unpleasant	1	2	3	4	5	6	7	Pleasant
Low quality	1	2	3	4	5	6	7	High Quality
Unattractive	1	2	3	4	5	6	7	Attractive

Question 4
Please evaluate on a scale of 1 to 7 the **beachwear** at Lingerie Brière.

Bad	1	2	3	4	5	6	7	Good
Unfavorable	1	2	3	4	5	6	7	Favorable
Negative	1	2	3	4	5	6	7	Positive
Unpleasant	1	2	3	4	5	6	7	Pleasant
Low quality	1	2	3	4	5	6	7	High Quality
Unattractive	1	2	3	4	5	6	7	Attractive

Question 5
Please indication on a scale of 1 to 7 how you would describe the **store environment** of Lingerie Brière.

Unattractive	1	2	3	4	5	6	7	Attractive
Tensed	1	2	3	4	5	6	7	Relaxed
Uncomfortable	1	2	3	4	5	6	7	Comfortable
Depressing	1	2	3	4	5	6	7	Cheerful
Closed	1	2	3	4	5	6	7	Open
Drab	1	2	3	4	5	6	7	Colourful
Negative	1	2	3	4	5	6	7	Positive
Boring	1	2	3	4	5	6	7	Stimulating
Bad	1	2	3	4	5	6	7	Good
Unlively	1	2	3	4	5	6	7	Lively
Dull	1	2	3	4	5	6	7	Bright
Uninteresting	1	2	3	4	5	6	7	Interesting
Unpleasant	1	2	3	4	5	6	7	Pleasant
Unmotivating	1	2	3	4	5	6	7	Motivating

Question 6

Please identify your level of agreement or disagreement with the following statements concerning your shopping experience at Lingerie Brière on the 1 to 5 scale proposed below, **1** meaning that you **strongly disagree** with the statement and **5** meaning that you **strongly agree** with it.

		Strongly disagree						Strongly agree
1	This store is a pleasant place to shop	1	2	3	4	5	6	7
2	This store has a pleasing atmosphere	1	2	3	4	5	6	7
3	This store is clean	1	2	3	4	5	6	7
4	This store is attractive	1	2	3	4	5	6	7

Question 7

Please identify your level of agreement or disagreement with the following statements concerning your shopping experience at Lingerie Brière on the 1 to 7 scale proposed below, **1** meaning that you **strongly disagree** with the statement and **7** meaning that you **strongly agree** with it.

		Strongly disagree						Strongly agree
1	This shopping trip was truly a joy	1	2	3	4	5	6	7
2	I continued to shop, not because I had to, but because I wanted to	1	2	3	4	5	6	7
3	This shopping trip truly felt like an escape	1	2	3	4	5	6	7
4	Compared to other things I could have done, the time spent shopping was truly enjoyable	1	2	3	4	5	6	7
5	I enjoyed being immersed in exciting new products	1	2	3	4	5	6	7
6	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased	1	2	3	4	5	6	7
7	I had a good time because I was able to act on the "spur-of-the-moment"	1	2	3	4	5	6	7
8	During the trip, I felt the excitement of the hunt	1	2	3	4	5	6	7
9	While shopping, I was able to forget my problems	1	2	3	4	5	6	7

		Strongly disagree						Strongly agree
10	While shopping, I felt a sense of adventure	1	2	3	4	5	6	7
11	This shopping trip was not a very nice time out	1	2	3	4	5	6	7
12	I accomplished just what I wanted to on this shopping trip	1	2	3	4	5	6	7
13	I couldn't buy what I really needed	1	2	3	4	5	6	7
14	While shopping, I found just the item (s) I was looking for	1	2	3	4	5	6	7
15	I was disappointed because I had to go to another store(s) to complete my shopping	1	2	3	4	5	6	7

Question 8

Please indicate to which degree you believe each of the following items are descriptive of Lingerie Brière on a scale of 1 to 5, 1 meaning the item is not at all descriptive of the store and 5 representing an item that is completely descriptive of the store.

		Not at all descriptive of this store				Completely descriptive of this store
1	Chic	1	2	3	4	5
2	High Class	1	2	3	4	5
3	Upper Class	1	2	3	4	5
4	Elegant	1	2	3	4	5
5	Stylish	1	2	3	4	5
6	Glamorous	1	2	3	4	5
7	Good Looking	1	2	3	4	5
8	Charming	1	2	3	4	5
9	Feminine	1	2	3	4	5
10	Smooth	1	2	3	4	5
11	Annoying	1	2	3	4	5
12	Irritating	1	2	3	4	5
13	Loud	1	2	3	4	5
14	Superficial	1	2	3	4	5

		Not at all descriptive of this store					**Completely descriptive of this store**
15	Honest	1	2	3	4	5	
16	Sincere	1	2	3	4	5	
17	Reliable	1	2	3	4	5	
18	True	1	2	3	4	5	
19	Down-to-earth	1	2	3	4	5	
20	Family-oriented	1	2	3	4	5	
21	Small-town	1	2	3	4	5	
22	Real	1	2	3	4	5	
23	Wholesome	1	2	3	4	5	
24	Original	1	2	3	4	5	
25	Cheerful	1	2	3	4	5	
26	Sentimental	1	2	3	4	5	
27	Friendly	1	2	3	4	5	
28	Hardy	1	2	3	4	5	
29	Solid	1	2	3	4	5	
30	Reputable	1	2	3	4	5	
31	Thriving	1	2	3	4	5	
32	Outdoorsy	1	2	3	4	5	
33	Masculine	1	2	3	4	5	
34	Western	1	2	3	4	5	
35	Tough	1	2	3	4	5	
36	Rugged	1	2	3	4	5	
37	Daring	1	2	3	4	5	
38	Trendy	1	2	3	4	5	
39	Exciting	1	2	3	4	5	
40	Spirited	1	2	3	4	5	
41	Cool	1	2	3	4	5	
42	Young	1	2	3	4	5	
43	Imaginative	1	2	3	4	5	
44	Unique	1	2	3	4	5	
45	Up-to-date	1	2	3	4	5	
46	Independent	1	2	3	4	5	

		Not at all descriptive of this store					Completely descriptive of this store
47	Contemporary	1	2	3	4	5	
48	Welcoming	1	2	3	4	5	
49	Enthusiastic	1	2	3	4	5	
50	Lively	1	2	3	4	5	
51	Dynamic	1	2	3	4	5	
52	Hard Working	1	2	3	4	5	
53	Secure	1	2	3	4	5	
54	Intelligent	1	2	3	4	5	
55	Technical	1	2	3	4	5	
56	Corporate	1	2	3	4	5	
57	Successful	1	2	3	4	5	
58	Leader	1	2	3	4	5	
59	Confident	1	2	3	4	5	

Question 9
Did you pay attention to the music while shopping at Lingerie Brière? Please circle the appropriate answer.

YES   NO

If your answer is NO, please go directly to question 14.

Question 10
Please indicate on a scale of 1 to 7 how pleasant was the music played within the store.

Not pleasant at all   1   2   3   4   5   6   7   Extremely pleasant

Question 11
What do you recall from the music played in the store during your visit? Please list any information concerning the music played during the visit (e.g.: title of songs heard, name of artists, lyrics, music styles played, etc.) that you can remember.

_____

_____

Question 12

What did the music played in the store make you think of?

_____

_____

Question 13

Please identify on a scale of 1 to 7 your agreement with the following statements:

		Strongly disagree						Strongly agree
1	The music played in the store made me think of beach related things	1	2	3	4	5	6	7
2	The music played in the store made me think of night related things	1	2	3	4	5	6	7

Question 14

Was this your first visit to the store? Please circle the appropriate answer.

YES   NO

Question 15

How familiar are you with the store?

Not at all familiar   1   2   3   4   5   6   7   Very familiar

Question 16

Please identify on a scale of 1 to 7 your agreement with the following statements:

		Strongly disagree						Strongly agree
1	I would be willing to recommend this store to my friends	1	2	3	4	5	6	7
2	The likelihood that I would shop in this store again is high	1	2	3	4	5	6	7

Question 17

For what purpose did you visit Lingerie Brière today?

_____

_____

Question 18

Please list all products you purchased at Lingerie Brière today.

_____

_____

Question 19

Please evaluate approximately the amount of money spent for each type of products presented below.

Nightwear: _____ $
Beachwear: _____ $
Underwear: _____ $
Others: _____ $

Question 20

Please circle your gender

Male   Female

Question 21

How old are you? _____

CONSENTEMENT À LA PARTICIPATION

L'objectif de cette étude est d'examiner l'image associée avec un commerce de détail. Votre participation à l'étude est complètement volontaire. Vous avez le choix de renoncer à participer à cette étude en tout temps. Si vous complétez et retournez ce questionnaire, cela signifie que vous acceptez de participer à cette étude. Si vous ne souhaitez pas participer, veuillez s'il vous plaît retourner le questionnaire non rempli. Si vous avez partiellement répondu au questionnaire, celui-ci sera détruit. Tous les questionnaires, complétés ou non, devraient être retournés au magasin Lingerie Brière. **Si vous retournez votre questionnaire entièrement complété, un billet de 5$ vous sera remis.**

Vos réponses seront traitées de façon confidentielle. Aucune question qui nous permettrait de vous identifier n'est posée dans ce questionnaire. Seuls l'étudiante et le membre de la faculté universitaire qui ont créé ce questionnaire auront accès aux données. Ainsi, lorsque vous retournerez votre questionnaire, il sera impossible de déterminer qui est l'individu auquel les réponses sont reliées.

Si vous avez des questions au sujet de vos droits en tant que participant à cette recherche, veuillez s'il- vous-plaît contacter Adela Reid, Agente d'éthique en recherche/conformité, Université Concordia, au (514) 848-2424, poste 7481 ou par courriel à l'adresse adela.reid@concordia.ca. Pour des questions au sujet de l'objectif et du contenu de cette étude, s'il-vous-plaît contacter Elisabeth Roger, candidate à la M.Sc. en administration à e_roger@jmsb.concordia.ca, ou le membre de la faculté supervisant le projet, Dr. B. Grohmann, Assistant Professeur en Marketing à bgrohmann@jmsb.concordia.ca ou au (514) 848-2424, poste 4845.

Merci beaucoup pour votre participation!

Question 1

Veuillez identifier sur une échelle de 1 à 7 dans quelle mesure les items suivants permettent de décrire l'environnement du magasin Lingerie Brière, **1** signifiant que l'item est **extrêmement inadéquat** pour décrire Lingerie Brière et **7** signifiant que l'item est **extrêmement adéquat** pour décrire le magasin.

		Extrêmement inadéquat							Extrêmement adéquat
1	Vivant	1	2	3	4	5	6	7	
2	Somnolent	1	2	3	4	5	6	7	
3	Inoccupé	1	2	3	4	5	6	7	
4	Paresseux	1	2	3	4	5	6	7	
5	Inactif	1	2	3	4	5	6	7	
6	Lent	1	2	3	4	5	6	7	
7	Agréable	1	2	3	4	5	6	7	
8	Non satisfaisant	1	2	3	4	5	6	7	
9	Déplaisant	1	2	3	4	5	6	7	
10	Répulsif	1	2	3	4	5	6	7	
11	Désagréable	1	2	3	4	5	6	7	
12	Inconfortable	1	2	3	4	5	6	7	

Question 2

Veuillez évaluer sur une échelle de 1 à 7 le magasin Lingerie Brière **dans son ensemble**

Mauvais	1	2	3	4	5	6	7	Bon
Non	1	2	3	4	5	6	7	Favorable
Négatif	1	2	3	4	5	6	7	Positif
N'aime	1	2	3	4	5	6	7	Aime
Démodé	1	2	3	4	5	6	7	Moderne

Question 3

Veuillez évaluer sur une échelle de 1 à 7 **les vêtements de nuit** vendus chez Lingerie Brière

Mauvais	1	2	3	4	5	6	7	Bons
Non favorables	1	2	3	4	5	6	7	Favorables
Négatifs	1	2	3	4	5	6	7	Positifs
Non plaisants	1	2	3	4	5	6	7	Plaisants
Basse qualité	1	2	3	4	5	6	7	Qualité élevée
Non attrayants	1	2	3	4	5	6	7	Attrayants

Question 4

Veuillez évaluer sur une échelle de 1 à 7 **les vêtements de plage** vendus chez Lingerie Brière

Mauvais	1	2	3	4	5	6	7	Bons
Non favorables	1	2	3	4	5	6	7	Favorables
Négatifs	1	2	3	4	5	6	7	Positifs
Non plaisants	1	2	3	4	5	6	7	Plaisants
Basse qualité	1	2	3	4	5	6	7	Qualité élevée
Non attrayants	1	2	3	4	5	6	7	Attrayants

Question 5

Veuillez évaluer sur une échelle de 1 à 7 **l'environnement** du magasin Lingerie Brière.

Non attirant	1	2	3	4	5	6	7	Attirant
Tendu	1	2	3	4	5	6	7	Détendu
Inconfortable	1	2	3	4	5	6	7	Confortable
Déprimant	1	2	3	4	5	6	7	Joyeux
Fermé	1	2	3	4	5	6	7	Ouvert
Terne	1	2	3	4	5	6	7	Coloré
Négatif	1	2	3	4	5	6	7	Positif
Ennuyeux	1	2	3	4	5	6	7	Stimulant
Mauvais	1	2	3	4	5	6	7	Bon
Calme	1	2	3	4	5	6	7	Animé
Sombre	1	2	3	4	5	6	7	Éclatant
Inintéressant	1	2	3	4	5	6	7	Intéressant
Déplaisant	1	2	3	4	5	6	7	Plaisant
Démotivant	1	2	3	4	5	6	7	Motivant

Question 6

Veuillez identifier sur une échelle de 1 à 7 votre degré d'accord ou de désaccord avec les énoncés suivants concernant votre expérience de magasinage au magasin Lingerie Brière, **1** signifiant que vous êtes **fortement en désaccord** et **7** signifiant que vous êtes **fortement en accord** avec l'énoncé.

		Fortement en désacord						**Fortement en accord**
1	Ce magasin est un endroit plaisant pour magasiner	1 2 3 4 5 6 7						
2	Ce magasin a une atmosphère plaisante	1 2 3 4 5 6 7						
3	Ce magasin est propre	1 2 3 4 5 6 7						
4	Ce magasin est attirant	1 2 3 4 5 6 7						

Question 7

Veuillez identifier sur une échelle de 1 à 7 votre degré d'accord ou de désaccord avec les énoncés suivants concernant votre expérience de magasinage au magasin Lingerie Brière, **1** signifiant que vous êtes **fortement en désaccord** et **7** signifiant que vous êtes **fortement en accord** avec l'énoncé.

		Fortement en désacord						**Fortement en accord**
1	Cette activité de magasinage fut une vraie joie	1 2 3 4 5 6 7						
2	J'ai continué à magasiner, non pas parce que je le devais, mais bien parce que je le voulais	1 2 3 4 5 6 7						
3	J'ai vraiment senti que je m'évadais durant cette activité de magasinage	1 2 3 4 5 6 7						
4	Comparativement aux autres choses que j'aurais pu faire, le temps passé à magasiner était réellement plaisant	1 2 3 4 5 6 7						
5	J'ai apprécié être plongée dans un environnement rempli de nouveau produits excitants	1 2 3 4 5 6 7						
6	J'ai apprécié magasiner pour l'activité en soi, pas uniquement pour les produits que j'aurais pu acheter.	1 2 3 4 5 6 7						

		Fortement en désacord							Fortement en accord
7	J'ai passé un bon moment puisque j'ai agi sous l'impulsion du moment.	1	2	3	4	5	6	7	
8	Durant ma session de magasinage, j'ai ressenti l'excitation de la chasse	1	2	3	4	5	6	7	
9	J'ai réussi à oublier mes problèmes pendant que je magasinais.	1	2	3	4	5	6	7	
10	J'ai ressenti un sentiment d'aventure pendant que je magasinais	1	2	3	4	5	6	7	
11	Cette session magasinage ne fut pas une activité agréable.	1	2	3	4	5	6	7	
12	J'ai accompli ce que je voulais lors de cette activité de magasinage.	1	2	3	4	5	6	7	
13	Je n'ai pas pu acheter ce dont j'avais besoin.	1	2	3	4	5	6	7	
14	J'ai exactement trouvé le produit que je recherchais	1	2	3	4	5	6	7	
15	Je suis déçue car je vais devoir visiter un autre magasin pour trouver ce que je veux	1	2	3	4	5	6	7	

Question 8

Veuillez s'il vous plaît indiquer sur une échelle de 1 à 5 dans quelle mesure vous croyez que chacun des éléments suivants sont appropriés pour décrire Lingerie Brière, **1** signifiant que l'item n'est **pas du tout approprié** et **5** signifiant que l'élément est **tout à fait approprié.**

		Pas du tout approprié					Tout à fait approprié
1	Chic	1	2	3	4	5	
2	De haute classe	1	2	3	4	5	
3	De classe supérieure	1	2	3	4	5	
4	Élégant	1	2	3	4	5	
5	Stylisé	1	2	3	4	5	
6	Séduisant	1	2	3	4	5	
7	De belle apparence	1	2	3	4	5	

8	Charmant	1	2	3	4	5
9	Féminin	1	2	3	4	5
10	Calme	1	2	3	4	5
11	Agaçant	1	2	3	4	5
12	Irritant	1	2	3	4	5
13	Bruyant	1	2	3	4	5
14	Superficiel	1	2	3	4	5
15	Honnête	1	2	3	4	5
16	Sincère	1	2	3	4	5
17	Fiable	1	2	3	4	5
18	Vrai	1	2	3	4	5
19	Terre-à-terre	1	2	3	4	5
20	Familial	1	2	3	4	5
21	De petite ville	1	2	3	4	5
22	Réel	1	2	3	4	5
23	Sain	1	2	3	4	5
24	Original	1	2	3	4	5
25	Joyeux	1	2	3	4	5
26	Sentimental	1	2	3	4	5
27	Amical	1	2	3	4	5
28	Vigoureux	1	2	3	4	5
29	Solide	1	2	3	4	5
30	De bonne reputation	1	2	3	4	5
31	Prospère	1	2	3	4	5
32	De plein air	1	2	3	4	5
33	Masculin	1	2	3	4	5
34	Western	1	2	3	4	5
35	Dur	1	2	3	4	5
36	Robuste	1	2	3	4	5
37	Audacieux	1	2	3	4	5
38	À la mode	1	2	3	4	5
39	Excitant	1	2	3	4	5
40	Fougueux	1	2	3	4	5

		Pas du tout approprié				Tout à fait approprié
41	« Cool »	1	2	3	4	5
42	Jeune	1	2	3	4	5
43	Imaginatif	1	2	3	4	5
44	Unique	1	2	3	4	5
45	À jour	1	2	3	4	5
46	Indépendant	1	2	3	4	5
47	Contemporain	1	2	3	4	5
48	Accueillant	1	2	3	4	5
49	Enthousiaste	1	2	3	4	5
50	Animé	1	2	3	4	5
51	Dynamique	1	2	3	4	5
52	Travaillant	1	2	3	4	5
53	Sûr (sécuritaire)	1	2	3	4	5
54	Intelligent	1	2	3	4	5
55	Technique	1	2	3	4	5
56	Corporatif	1	2	3	4	5
57	A du success	1	2	3	4	5
58	Chef de file	1	2	3	4	5
59	Confiant	1	2	3	4	5

Question 9

Avez-vous porté attention à la musique qui jouait dans le magasin? Veuillez encercler la réponse appropriée.

OUI   NON

Si votre réponse est NON, passez directement à la question 14.

Question 10

Veuillez évaluer sur une échelle de 1 à 7 la musique jouée dans le magasin Lingerie Brière, 1 signifiant que la musique n'est **pas du tout plaisante** et 7 signifiant que la musique est **extrêmement plaisante**.

Pas du tout plaisante   1   2   3   4   5   6   7   Extrêmement plaisante

Question 11

De quoi vous souvenez-vous au sujet de la musique jouée dans le magasin ? Veuillez lister toute information concernant la musique jouée dont vous pouvez vous rappeler (ex. : titres de chansons, interprètes, paroles, thèmes, style musical, etc).

_____

_____

Question 12

À quoi avez-vous pensé lorsque vous avez entendu la musique ?

_____

_____

Question 13

Veuillez identifier sur une échelle de 1 à 7 votre degré d'accord ou de désaccord avec les énoncés suivants, **1** signifiant que vous êtes **fortement en désaccord** et **7** signifiant que vous êtes **fortement en accord** avec l'énoncé.

		Fortement en désaccord						Fortement en accord
1	La musique jouée dans le magasin m'a fait pensé à des choses reliées à la plage	1	2	3	4	5	6	7
2	La musique jouée dans le magasin m'a fait pensé à des choses reliées à la nuit et au repos	1	2	3	4	5	6	7

Question 14

Était-ce la première fois que vous visitiez ce magasin? Veuillez encercler la réponse appropriée.

OUI   **NON**

Question 15

Veuillez indiquer sur une échelle de 1 à 7 votre niveau de familiarité avec ce magasin, 1 signifiant que vous êtes **pas du tout familier(ère)** et 7 signifiant que vous êtes **très familier(ère)** avec le magasin.

Pas du tout familier (ère)   1   2   3   4   5   6   7   Très familier (ère)

Question 16

Veuillez identifier sur une échelle de 1 à 7 votre degré d'accord ou de désaccord avec les énoncés suivants, **1** signifiant que vous êtes **fortement en désaccord** et **7** signifiant que vous êtes **fortement en accord** avec l'énoncé.

		Fortement en désaccord						Fortement en accord
1	Je serais prêt(e) à recommander ce magasin à mes ami(e)s	1	2	3	4	5	6	7
2	La probabilité que je revienne dans ce magasin est élevée	1	2	3	4	5	6	7

Question 17

Pour quelle(s) raison(s) avez vous visité Lingerie Brière aujourd'hui?

_____

Question 18

Veuillez inscrire tous les produits achetés aujourd'hui chez Lingerie Brière.

_____

Question 19

Veuillez inscrire le montant approximatif dépensé chez Lingerie Brière pour chacune des catégories de produits présentées ci-dessous.

Vêtements de nuit: _____ $

Vêtements de plage: _____ $

Sous-vêtements: _____ $

Autres: _____ $

Question 20

De quel genre êtes vous? Veuillez encercler la réponse appropriée.

Masculin   Féminin

Question 21

Quel est votre âge? _____