

The Role of Shopping Values, Cognitive and Affective Evaluations on the Relationship between Store Environment and Store Patronage Intention: A Future Research Agenda

Store
Environment

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Abstract

This study aims to investigate the role of shopping values, cognitive, and affective evaluations on the relationship between store environment and store patronage intention while proposing a future research agenda through a systematic literature review (SLR) approach. Based on the Stimulus-Organism-Response (S-O-R) model, the store environment is identified as the stimuli, affective evaluations are identified as the organism and response is the store patronage intention. The SLR proposed that cognitive evaluations can be included as a mediator between store environment and affective evaluations based on the Cognitive Theory of Emotions. Further, based on the literature, it is suggested that hedonic and utilitarian shopping values may have a moderating effect on the relationship between affective evaluations and store patronage intention. This theoretical association between store environment and store patronage intention of supermarket shoppers will reveal significant managerial and theoretical implications for future research studies.

Keywords: Affective evaluation; Cognitive evaluation; Shopping values; Store environment; Store patronage intention.

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Introduction

Nowadays, there is a trend of the flourishing retail sector of the construction of modern retail formats such as megamalls, supermarkets, and hypermarkets across the globe (Jayarathne et al., 2023). Though these new formats seem more convenient, comfortable, and well-organized than traditional retail formats, consumers worldwide are showing diverse behaviour related to their adoption and continuous usage of modern retail stores (Dewasiri et al., 2021). The organized channel has captured well over half of the retail market share in countries like China and Brazil. Goldman et al. (2002) mentioned that enduring competitive advantages ensure that traditional fresh food retailers impede supermarket penetration of fresh food sales, especially in Asian countries. The Sri Lankan retailing context is the same as the situation described by Goldman et al. (2002). It was reported that Sri Lankan consumers spent more on food and drinks and they have moved away from general trade and towards modern trade in the six months through March 2022 (Daily Mirror, 2023), while still, fewer consumers depend on current retail stores to satisfy their daily household needs. The contemporary trade penetration was 17% in 2020 and 16% in 2021 which is one of the lowest records in the region (Gunasekara, 2020; John Keells Group, 2020, 2021).

In academic literature, store patronage intention refers to the willingness of customers to consider, recommend, or buy from the same retailer in the future (Mathwick et al., 2001). While in most markets, consumers are moving towards convenience, which means supermarket behaviour is expanding, the reverse was played in 2016 in Sri Lanka (Athukorala, 2017). Even though convenience is one of the critical considerations in the purchasing decisions of customers in Sri Lanka, as per the Fitch Ratings Inc. (2017), consumers are showing a significant behaviour of moving away from supermarkets. As evidence, the number of revisits to supermarkets has dropped from 23% to 19% between 2015 and 2016 and on the other hand, grocery shopping has increased from 46% to 53% during the same period, which can be considered a significant jump (Athukorala, 2017).

Furthermore, consumers showed significant complaining behaviour towards physical facilities and employees' behaviour (Kobbekaduwa et al., 2019) in these modern retail settings through customer review websites and social media. Still, those are reoccurring (Complaints Board, 2021). Also, Weerasiri (2015) identified that supermarkets in Sri Lanka have had persistent complaints about inadequate customer care and the attitudes of service providers towards customers. Reichheld and Scheffer (2000) highlighted that retention of customers is considerably cheaper than attracting new customers. The large complaining behaviour and a significant decrease in revisits to supermarkets proved a problem related to patronage intention towards supermarkets among consumers who shop at supermarkets in Sri Lanka.

Resource Exchange (RE) Theory is widely used to explain human behaviour, especially consumer behaviour. This theory focuses on resource exchange between one entity and another entity and the exchange principle within a social interaction or relationship (Gorji et al., 2021). According to Foa and Foa (2012), if individuals receive beneficial resources from other parties, they will direct their reciprocation efforts. Therefore, drawing from the RE theory, if individuals feel they get better service benefits from another party, they may try to favour them (Yi et al.,

2013) by staying loyal to the store. This study challenged the direct impact between stimulus and response and identified it as a limitation of RE theory. To compensate for the drawback of RE theory, the researchers introduced Stimulus-Organism-Response (S-O-R) model since most of the researchers showed that the environmental stimuli had a noticeable effect on an individual's behaviour when the relationship was mediated by individual's processes (Lee & Yun, 2015; Lin & Liang, 2011). Therefore, cognitive evaluations towards the store will be included as a mediator variable between store environment and affective evaluations toward the store based on the Cognitive Theory of Emotions (Fiore & Kim, 2007).

Many scholars conducted research on the modern retail sector in Sri Lanka based on service quality, visual merchandising, customer satisfaction and food choices (Kobbekaduwa et al., 2019; Rathnayaka & Madhuhansi, 2017; Senevirathna et al., 2015; Weerasiri, 2015). To the researcher's best of knowledge, it is the first study that tested consumers' store patronage intention towards supermarkets in Sri Lanka. Wanninayake and Dissanayake (2006) suggested that more studies are necessary to examine the impact of the in-store environment on buying behaviour within supermarket outlets in Sri Lanka. Bohl (2012) discussed shopping motivation in his literature review article. Among competing theories of shopping motivation, the typology which is introduced by Westbrook and Black in 1985 provides the most helpful classification (Bohl, 2012). This typology identifies motives as product-oriented, experiential or a combination of both aspects. Product-oriented or utilitarian motivation can be defined as a customer visiting a store specifically on a particular product or searching for information about a product. Customers who create fun and playfulness and seek the emotional worth of shopping are doing experiential or hedonic shopping (Bohl, 2012). Atulkar and Kesari (2017) conducted a study on satisfaction, loyalty, and patronage intentions only, focusing on hedonic shopping values. They suggested that future researchers focus on utilitarian shopping motivation since most customers are attracted to retail stores due to utilitarian values. Though the researcher found articles which studied shopping motivation and other variable outcomes such as satisfaction, loyalty, positive word of mouth, and patronage intention in foreign contexts, (Atulkar & Kesari, 2017; Jones et al., 2006) the researcher did not find a single article which is done based on the retail sector in Sri Lanka.

Furthermore, Babin et al. (1994) revealed that higher utilitarian and hedonic shopping values would increase the value assessment of the shopping activity. Usually, consumers purchase products and services from retailers with the intention of maximizing value (Shukla & Babin, 2013). Most of the existing literature on shopping values extensively focused on the antecedents of shopping values and put very little importance on the consequences of shopping values (Jones et al., 2006). Therefore, this study focuses on the moderation effect of shopping values between affective evaluations and store patronage intention. Consequently, these gaps in literature lead to the following research question; what is the role of cognitive evaluations, affective evaluations, and shopping values on the association between store environment and store patronage intention towards supermarkets?

The rest of this paper is structured as follows: In the subsequent section, the methodology is described following up with the literature review identifying the research gaps and future research agenda. The paper concludes with a brief discussion of the theoretical and managerial implications.

Research Methodology

Because of the various modern concerns connected to patronage intention in this study are limited to the supermarket context, structured reviews employing the filtering criteria of PRISMA guidelines are the most appropriate methodology for this study. Dewasiri et al. (2022) and Dewasiri et al. (2023), used the same method and rationale in investigating their research questions using the previous literature. Weed (2005) defined systematic reviews as "objective and comprehensive searches on relevant studies focusing on a specific topic." The researchers used the 'publish or perish' technique to review papers published in top management and marketing domains across the Google Scholar database. The authors searched the database using terms like "store patronage intention" AND "store environment" OR "cognitive and affective evaluations" and shopping values in the global context. All findings were limited to peer-reviewed research written in English. Because of the out-of-scope difficulties, many of the article titles and abstracts were useless for this study. First, the researchers evaluated the abstracts, and papers that did not focus on contemporary concerns relevant to store patronage intention and store environment. Only articles with results proving a contribution were chosen for further assessment.

The timeframe used for this review dated back to 1972 when researchers focused on the atmosphere and many other aspects that influence why individuals shop (Tauber, 1972; Kotler, 1973). Initially, the researchers discovered a total of 1281 publications. After careful classification using the 'Endnote', the authors categorized another set of 69 publications as duplicated materials. The initial abstract screening technique was used to choose the articles focusing on store patronage intention. The abstracts were initially vetted, and papers that did not focus on store environment and patronage intention were eliminated. For example, publications addressing topics other than supermarkets were deemed invalid due to scope difficulties. Furthermore, non-marketing topics such as computer science, human intelligence, tourism, journalism, education, and biology have been excluded. As a result of out-of-scope issues, 881 of the remaining 1212 articles were deemed redundant. The remaining 331 articles were assessed using the below-mentioned criteria.

Table 1. Eligibility Criteria

Inclusion criteria	Exclusion criteria
-The study was limited to the supermarket context, specifically store patronage intention and store environment.	-The study did not concentrate on the supermarket context, notably store patronage intention and store environment.
-The findings and scope are consistent with the objectives of this study.	-The findings and scope are inconsistent with the study's objectives.
- A higher impact factor and level of quality in the published source	- The published source's impact factor and quality levels are lower.

Source: Authors' presentation

Finally, considering the contribution and scope of the publications, the researchers chose a total of 104 studies for the final review. Figure 1 shows the PRISMA procedure applied in this study.

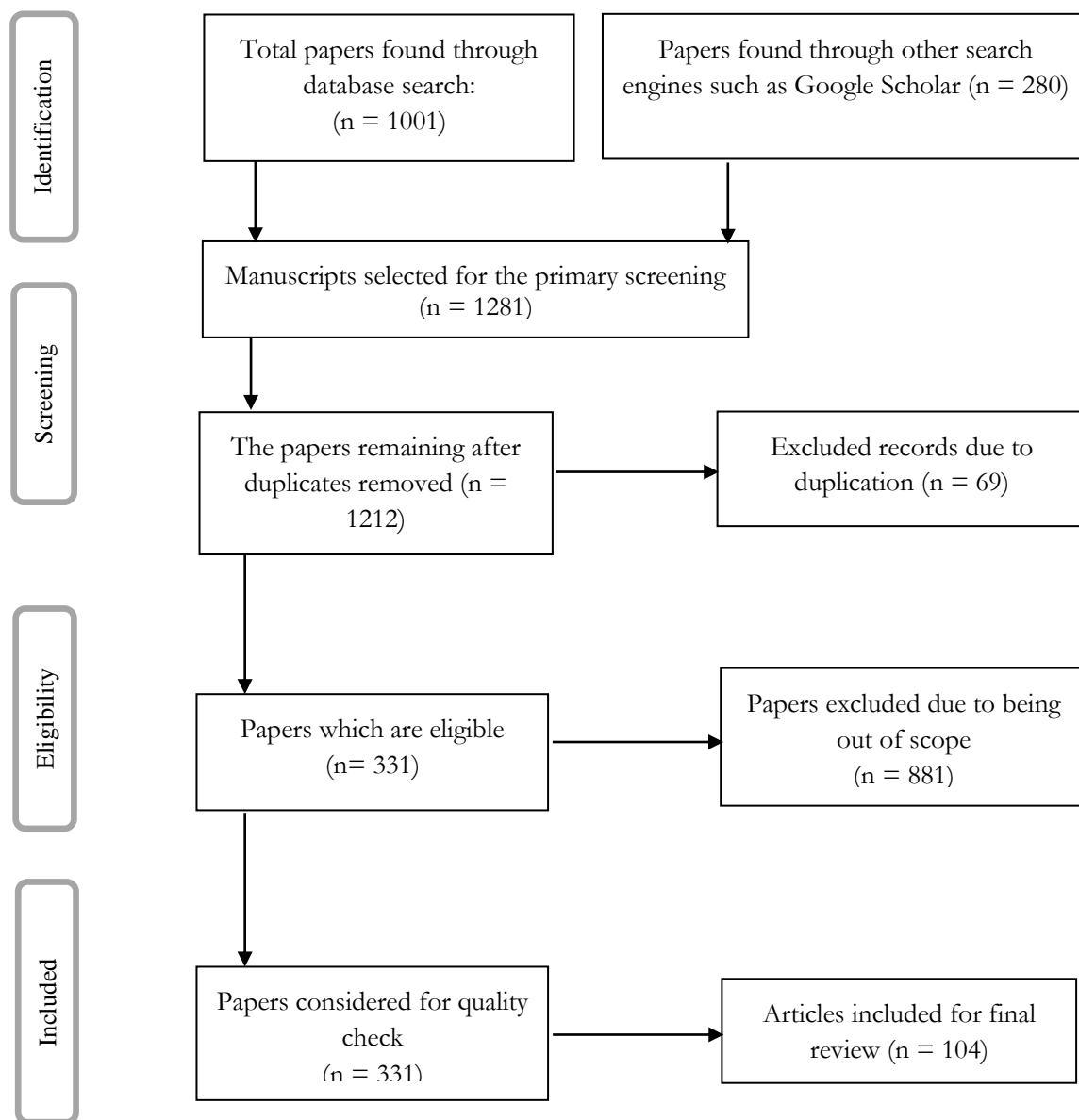


Figure 1. Use of the PRISMA Model for the Review

Literature Review

Store Patronage Intention

Store patronage intention is the dependent variable of this study, and there is no specific definition. The initial concept of behavioural intention towards the store, primarily focuses on the willingness to buy (Dodds et al., 1991). However, Baker et al. (2002) mentioned in their study that store patronage intention is a multidimensional construct including several dimensions such as willingness to recommend and buy and the possibility of shopping. The willingness of customers

to consider, recommend, or purchase from the same retailer in the future is identified as patronage intention (Mathwick et al., 2001). The closest antecedent of patronage behaviour is the patronage intention, and it will decide whether a consumer will continue shopping or defect from the store (Zeithaml et al., 1996). The consumers' desire to behave in specific ways such as spending time in a shopping mall, the interaction made with salespeople and products and the possibility of purchasing products and services have been identified as patronage intention by Donovan and Rossiter (1982). It is clear that, though authors made different definitions of patronage intention based on their language competence, the central idea or the content of each definition is more or precisely similar to each other's work.

The vast amount of literature available in studies supported to establish a relationship or an effect on store patronage intention with other variables such as service quality (Bitner, 1990; Bolton, 1998; Cronin et al., 2000) customer satisfaction (Anderson & Sullivan, 1993; Bolton, 1998; Ranaweera & Prabhu, 2003; Dewasiri & Tharangani, 2014) and brand attachment (Park et al., 2010) by utilizing those as independent variables in the studies. Store patronage intention was tested in different contexts such as food and grocery store (Nair, 2017); single-brand apparel retailers (Kumar & Kim, 2014); hypermarkets (Atulkar & Kesari, 2017); restaurant industry (Yap & Kew, 2007); e-retailers (Rose et al., 2001), etc. A few previous researchers have reported behavioural intentions and patronage intentions as similar constructs in their studies (Ali & Amin, 2014; Soderlund et al., 2014). A study that is conceptualized based on the Stimulus-Organism-Response (S-O-R) model depicted their dependent variable as approach behaviours and operationalized in terms of willingness to buy; time spent in the store; store liking; and willingness to return to the store (Kumar & Kim, 2014). The items Kumar and Kim (2014) used to operationalize 'approach behaviours' are included under the definitions given by various scholars to introduce patronage intention. Since patronage is a consumer behaviour-related concept, scholars used different behaviour-related dimensions to measure patronage behaviour or patronage intention. Hence, different dimensions and scales have been used to measure store patronage intention based on the way authors operationalized the construct. Only two items, namely, continuance shopping with a particular store and repurchase decisions, measure the construct of patronage intentions (Atulkar & Kesari, 2017). The scale developed by Mattila and Wirtz (2001) was adopted by Kumar and Kim (2014) for their study. The study conducted by Mehta et al. (2012) adapted four items from previous research work to measure patronage intention (Baker et al., 2002; Dodds et al., 1991). Those four items included 'willing to visit the store', 'willingness to purchase', 'willingness to discover the store further' and 'willing to spend money for the store.' Kusumawati et al. (2020) utilized two scales developed by Mehta et al. (2012) and Kaul et al. (2010) to measure patronage intention towards a particular store in their study. Loyalty and patronage are two different concepts tested separately, even in one study (Atulkar & Kesari, 2017). Loyalty is an attitude towards a brand, and patronage intention is an emotional attachment of the consumer (Atulkar & Kesari, 2017).

Store Environment and Predictors of Store Environment

The construct 'store environment' is the primary independent variable of this study. This construct has been termed differently in a wide array of literature but has the same meaning and addressed the same scope. The terms storescape, store characteristics, store atmosphere and store

attributes are synonyms to store environment. Therefore, irrespective of the word used, studies have been selected for reviewing the literature on store environment for this study. A well-organized store environment will reduce multiplicity and vagueness and subsequently improve approach behaviour tendencies (Gilboa & Rafaeli, 2003). Murray et al. (2015) found that customers perceive high-level designed stores as more artistically pleasing than low-level designed ones. Several researchers have tested this effect of the store environment on consumer behaviour. The role played by the physical and service environment in creating a good retailer image is very important (Kotler, 1973; Kumar & Kim, 2014). The physical surroundings that affect customers' behaviour and employees' behaviour in a service organization are first coined as servicescape by Bitner (1992). Baker et al. (1992) highlighted the importance of the definition provided by Bitner (1992) to servicescape due to its notion of atmospherics affecting customers and employees. Comprehensively, man-built or deliberately designed places to produce commercially important actions are identified as a servicescape (Arnould et al., 1998). Irrespective of whether the environment is intentionally created or not, it may affect consumers' decision-making process (Bohl, 2012).

The primarily applied theoretical model to describe store atmospheric studies is the Mehrabian-Russell model, commonly known as Stimulus Organism Response (S-O-R) model (Eroglu & Machleit, 1990; Kumar & Kim, 2014; Lam, 2001). Previous studies used store atmosphere or the store environment as the stimulus based on the S-O-R model and utilized various dimensions to measure it. Baker (1987) categorized social, design and ambient cues as the components of the store atmosphere. A considerable amount of literature is available that considered these three dimensions for evaluating the store environment (Chang et al., 2011; Fiore & Kim, 2007; Kumar & Kim, 2014). The background characteristics of the store environment, such as lighting, colour, noise, and odour, are included as ambient cues and make a significant impact on consumers' level of thinking (Campbell, 1983; Kumar & Kim, 2014). The design cues included physical elements, including both the interior and exterior environment of a store, such as parking, floor space, signages, etc. (Fiore & Kim, 2007). Human features related to the interaction with staff and other customers are known as social cues (Fiore & Kim, 2007). Bitner (1992) identified three environmental dimensions as ambient conditions; spatial layout and functionality and signs, symbols, and artifacts, a different categorization from Baker (1987). Turley and Milliman (2000) suggested a large number of atmospheric variables to remove the identified gaps in the literature. They introduced five types of atmospheric variables: external and general interior, layout and design variables, point-of-purchase and decoration variables, and human variables.

However, it is suggested that the significance of individual components of the servicescape is probable to differ from one organization to another (Bitner, 1992), and some authors suggested there are common categories (Baker, 1987; Turley & Milliman, 2000). As discussed in the above paragraph, Baker (1987) identified ambient, design and social cues as the components of the store environment. According to Baker's view, ambient factors do not motivate consumers' purchase decisions; they merely meet consumer expectations. Furthermore, Baker explained the extreme level of ambient elements; for example, very low or very high temperatures may negatively impact customers and demonstrate avoidance behaviour towards the store but some exemptions are there such as extreme level of ambient factors that works

positively on consumer behaviour. For example, the aroma of fresh bread takes consumers towards the store's bakery (Baker, 1987). Therefore, the store environment is also a multidimensional construct which led to several arguments in the literature.

Lin (2004) claimed that each element in the servicescape would not be analysed in detail by consumers rather than simultaneously perceive all the elements to process a holistic picture about the service environment. This scenario is also known as the gestalt of consumers' perceptions of the store. However, most of the prior literature available on the same area did not consider store environment as an overall construct rather than exploring the effect of individual elements on store environment such as layout and signage (Ang et al., 1997), ambience and salesperson accessibility (Sharma & Stafford, 2000), music (Beverland et al., 2006), lighting (Summers & Hebert, 2001), and odour (Mattila & Wirtz, 2001). Baker et al. (2002) directed a study using multiple cues in a single study. Still, he also examined the influence separately using each element and not the overall effect of the store environment. Since prior studies that examined the overall impact of the service environment are low, the current study will fill that gap to some extent.

Affective Evaluations

Several authors (Bagozzi, 1986; Ward & Russel, 1981) discussed affective evaluations are related to emotions and feelings toward an object. Mehrabian and Russell (1974) assumed that any environment could induce and produce different emotional states in individuals. Most of the prior studies (Kim & Moon, 2009; Wu et al., 2013) focused on retailing, employed the S-O-R model and examined the indirect relationship between stimuli and response through emotions. Few studies (Chang et al., 2015; Gorji et al., 2021) utilized customer satisfaction as an emotion with proper justifications to study the association between storescape and behavioural intentions. The study conducted by Kumar and Kim (2014) operationalized the affective evaluations toward a store based on the scale developed by Eroglu et al. (2003) with four items related to emotions: excitement, interest, appeal and sensation. Moreover, several scales have been developed to test emotions or the affect. For example, 'positive affect' and 'negative affect' dimensions have been supposed by a number of researchers (Babin & Attaway, 2000; Mano & Oliver, 1993) differ in item configuration between studies.

Cognitive Evaluations

A massive amount of literature has been developed over the years based on the argument on whether customers' first experience affects (emotion) or cognition during the process of evaluation. Some researchers (Bandura, 1978; Lazarus, 1991) argued that cognitive preceded emotion (cognition-emotion sequence). Others (Pham et al., 2001; Swinyard, 1993) claimed that emotional states preceded cognitive states (emotion-cognition sequence). Most of the prior studies (Donovan & Rossiter, 1982; Kaltcheva & Weitz, 2006; Yoo et al., 1998) related to store environment examined only the affective component while totally ignoring the cognitive component. Few studies (Bitner, 1992; Gulas & Bloch, 1995) were examined both affective and cognitive elements, and most of them only tested the emotion-cognition model. Several scholars have challenged this model (Bone & Ellen, 1999; Chebat & Michon, 2003; Spangenberg et al.,

1996) since they found that atmospheric cues on emotion are not a direct impact but is an indirect impact via cognition. Cognition is a required predecessor to generate emotions (Lazarus, 1991). It was empirically evidenced that the model of the cognition-emotion sequence better explained the effect of ambient scent on behaviour rather than the model of the emotion-cognition sequence (Chebat & Michon, 2003).

Shopping Values

According to the existing literature, there is a direct association between shopping values and the value assigned to the shopping activity (Chiu et al., 2005). Babin et al. (1994) revealed that higher utilitarian and hedonic shopping values would increase the value assessment of the shopping activity. Usually, consumers purchase products and services from retailers with the intention of maximizing value (Shukla & Babin, 2013). Most of the existing literature available on shopping values extensively focused on the antecedents of shopping values and put very little importance on the consequences of the shopping value (Jones et al., 2006). Furthermore, the prior literature available on outcomes of shopping value primarily focused on positive outcomes such as customer satisfaction, loyalty, and word-of-mouth, hence emphasizing very little attention on negative consequences such as switching behaviour (Campo et al., 2000; Shukla & Babin, 2013). Consumers who appreciate hedonic shopping values will focus on the degree of fun, enjoyment and liveliness gained from visiting a store rather than the task or purpose achievement from the shopping visit (Chang et al., 2011). Moreover, it was found that hedonic experience may influence expected attitudes toward similar consumption events in the future, too (O'Curry & Strahilevitz, 2001). The customers who entered a store to purchase a product or service will merely look into the benefits that would gain out of the product (Tauber, 1972). The extant literature evidenced that there is a higher probability to ignore all other motivational factors within a store by utilitarian customers (Babin et al., 1994). Therefore, retailers should create the store environment considering the different characteristics or the values of hedonic and utilitarian shoppers to get attracted both groups into the store. The moderation effect of shopping values is tested between other variables related to a retail store, such as; store environment and emotional responses (Chang et al., 2011), retailscape elements and customer cognitive responses (Palacios et al., 2016) and retailscape elements and customer emotional responses (Singh et al., 2020) but a handful of studies have been conducted to test the moderation effect of shopping values between affective evaluations and patronage intention. Mehta et al. (2012) stated in their study that emotions are expected to be a stronger predictor of patronage intention which is mainly hedonically motivated but it is also essential to focus on utilitarian shopping values since most customers are attracted to retail stores due to utilitarian values (Atulkar & Kesari, 2017).

Research Gaps Identified in This Study

Store Environment and Store Patronage Intention

A store environment can be defined as external to the person being studied; hence it can be measured independently of the person (Bitner, 1992). Store patronage intention is defined as the consumers' willingness to consider, recommend and purchase from the same retailer in the future as well (Mathwick et al., 2001). Namkung and Jang (2008) revealed a positive relationship between atmospherics and behavioural intentions. Furthermore, Gorji et al. (2021) found that

social storescape directly affected customer loyalty, but physical factors did not directly affect customer loyalty. Contradictorily, El-Adly and Eid (2016) found that the mall environment had no significant direct effect on customer loyalty. This leads to the following research gap.

Research Gap 1: *There is no single consensus on the relationship between store environment and store patronage intention.*

Store Environment and Cognitive Evaluations toward the Store

Mehrabian and Russell's (1974) S-O-R model did not establish any precise classification method to study environmental stimulus variables. Therefore, Baker in 1987 introduced environmental factors or cues under three categories based on the business environment that evoke emotions and increase consumers' buying possibilities. Those three retail atmospheric cues are ambient, design and social factors. Most of the prior studies did not operationalize store environment as an overall construct; hence researchers carried out their investigations to examine the impact of individual elements in-store atmosphere such as music (Beverland et al., 2006), ambience and availability of salespersons (Sharma & Stafford, 2000), lighting (Summers and Hebert, 2001) and scent (Chebat & Michon, 2003). Baker et al. (2002) conducted a study using multiple cues in a single study, but he also examined the impact separately using each element and not the overall effect of the store environment. Therefore, the researchers intends to explore the total configuration of cues (based on the Gestalt Theory) on cognitive evaluations in this study. According to Hui et al. (1997), the influence of store environment on cognitive processes would subsequently affect evaluations of the store, its merchandise and service, and the shopping behaviour or outcomes. The following research gap is advanced accordingly.

Research Gap 2: *There is no single consensus on the relationship between Store Environment and cognitive evaluation towards the store.*

Ambient Cues and Cognitive Evaluations towards the Store

According to Bellizzi et al. (1983); Mattila and Wirtz (2001), ambient cues are in several forms as visual (colour and lighting), audio (music and noise) and olfactory (odour and scent). Campbell (1983) referred to ambient cues as background characteristics in atmosphere and those that affect consumers at a subconscious level of their mind. Though several scholars (Mattila & Wirtz, 2001; Spangenberg et al., 1996) studied the relationship between ambient cues and affect, there is a paucity of studies on the effect of ambient cues on cognition in the supermarket context. This leads to the following research gap:

Research Gap 3: *There is a paucity of studies conducted investigating the impact of ambient cues on the cognitive evaluation toward the store.*

Design Cues and Cognitive Evaluations toward the Store

Baker et al. (1994) stated that an individual's evaluations of objects within a store depended on design elements. Design elements such as signs, colour, layout can affect the customer's cognitive evaluations of the store, such as perceived service quality and perceived

price (Singh, 2006, as cited in Kumar & Kim, 2014). There was an interesting research finding of a study carried out by Gardner and Siomkos (1985) as when consumers buy merchandise from a store with upscale design; they tend to perceive those products of high quality even though they are the same as the merchandise in discount design. Not only that, Baker et al. (2002) found that customers prefer to pay higher prices for the products sold in upscale design stores even before getting to know the actual price. There is a paucity of studies on the effect of design cues on cognition in the supermarket context. This leads to the following research gap:

Research Gap 4: *There is a paucity of studies conducted investigating the impact of design cues on the cognitive evaluations toward the store.*

Social Cues and Cognitive Evaluations towards the Store

Social cues refer to employees and other customers within the store (Kumar & Kim, 2014). Prior studies found a positive effect of retail store employees on cognitive evaluations (Baker et al., 1994; Singh, 2006, as cited in Kumar & Kim, 2014). The retail store employees' effect on cognitive evaluations about customer interpretations such as product quality, service quality and store image have been examined by Baker et al. (1994). Similar to these findings, Singh (2006, as cited in Kumar & Kim, 2014) also stated that social cues positively affect cognitive evaluations such as service quality and price perceptions. There is a paucity of studies on the effect of social cues on cognition in the supermarket context. This leads to the following research gap:

Research Gap 5: *There is a paucity of studies conducted investigating the impact of social cues will lead to generate positive cognitive evaluations towards the store.*

The Mediating Role of Cognitive Evaluation towards the Store on the Relationship between Store Environment and Affective Evaluation towards the Store

Most of the prior studies (Donovan & Rossiter; 1982; Kaltcheva & Weitz, 2006; Yoo et al., 1998) related to store environment examined only the affective component while totally ignoring the cognitive component. Few studies (Bitner, 1992; Gulas & Bloch, 1995) examined both affective and cognitive components and most only tested the emotion-cognition model. Several scholars (Bone & Ellen, 1999; Chebat & Michon, 2003; Spangenberg et al., 1996) have challenged this model since they found the effect of atmospheric cues on emotion is not a direct impact but is an indirect impact via cognition. Cognition is a required predecessor to generate emotions (Lazarus, 1991). Chebat and Michon (2003) empirically evidenced that the model of cognition-emotion sequence better explained the effect of ambient scent on behaviour rather than the model of emotion-cognition sequence. Therefore, this suggests the cognition-emotion model to explain the internal evaluation process of an individual towards the stimulus. This leads to the formulation of following research gap:

Research Gap 6: *There is a paucity of studies conducted investigating the mediating role cognitive evaluation towards the store on the relationship between the store environment and the affective evaluation towards the store.*

The Mediating Role of Affective Evaluation towards the Store on the Relationship between Cognitive Evaluation towards the Store and Store Patronage Intention

Emotions or the affect that customers experience in a retail environment lead to either approaching or avoiding the store (Donovan & Rossiter, 1982). According to the S-O-R model, Donovan and Rossiter's study findings indicated that customers' affective evaluations mediate the relationship between the store environment and consumers' shopping behaviour. It has been found that the effect is positively related to several approach behaviour such as the inclination to buy, desire to associate with employees, time spent in the store, money spent in the store, store liking, number of items purchased, and willingness to return to the store (Dube et al., 1995; Eroglu et al., 2003; Sherman et al., 1997). Hence, the following hypothesis is advanced accordingly.

Research Gap 7: *There is a paucity of studies conducted investigating the mediating role of the affective evaluations towards store on the relationship between cognitive evaluations towards the store and store patronage intention.*

The Moderating Role of Shopping Values on the Relationship between Affective Evaluations towards the Store and the Store Patronage Intention

Literature on shopping motivation in retail settings generally classifies shopping motives as either hedonic (experiential) or utilitarian (product) motives (Babin et al., 1994). Consumers with a high level of hedonic motivation primarily seek enjoyment and emotional worth from the shopping experience. In contrast, consumers with a high level of utilitarian motivation seek more instrumental benefits related to a product purchase. Emotions are likely to be a stronger predictor of patronage intentions for mainly hedonically motivated individuals (Mehta et al., 2012). Kaltcheva and Weitz (2006) found that high arousal increases consumer intentions to visit and make purchases in the store for recreationally oriented consumers, but it has a negative impact on shopping behaviour for task-oriented consumers. The following two research gaps are advanced accordingly.

Research Gap 8: *There is a paucity of studies conducted investigating the moderating role of hedonic shopping values on the relationship between affective evaluations towards the store and the store patronage intention.*

Research Gap 9: *There is a paucity of studies conducted investigating the moderating role of utilitarian shopping values on the relationship between affective evaluations towards the store on store patronage intention.*

Theoretical Implications

This study focuses on three theories, namely the Resource Exchange (RE) Theory, the Stimulus-Organism-Response (S-O-R) model and the Cognitive Theory of Emotions. The researchers introduced the S-O-R model as the base theory of this study. Because the literature suggests that stimuli have a noticeable effect on behaviour when individual processes mediate the association. Hence, most of the prior studies have examined emotions as a mediator variable when referring to the literature. According to the Cognitive Theory of Emotions, it explains

cognitive states precede emotional states. Hence, the researchers included cognition as another mediator variable in this study. Therefore, this study will enrich the original S-O-R model by adding cognition as a mediator variable between store environment (stimuli) and affective evaluations (organism) and will be able to establish a comprehensive framework to study store environment and patronage intention in the retail context.

Secondly, this study examines the overall impact of store environment on cognitive evaluations based on the Gestalt Theory. Almost all the prior studies discovered associations between individual predictors of store environment on particular consumer behaviour. The Gestalt Theory explains that the total configuration of cues will better understand the store environment towards specific behaviour rather than studying them separately. Since most of the prior studies primarily ignore the Gestalt Theory, this study will comply with that theory and conduct the study to fill that literature gap.

Thirdly, this study will explain how utilitarian shopping values and hedonic shopping values moderate the association between affective evaluations and store patronage intention. Hence, the literature available on the consequences of shopping values is lacking; this study will address the particular empirical gap.

Finally, this study will contribute to the marketing literature by addressing the lack of research studies related to in-store environment and behavioural intentions in the Sri Lankan retailing context.

Future Research Agenda

Based on the aforementioned research gaps, the following conceptual model is derived as a possible research agenda for future researchers.

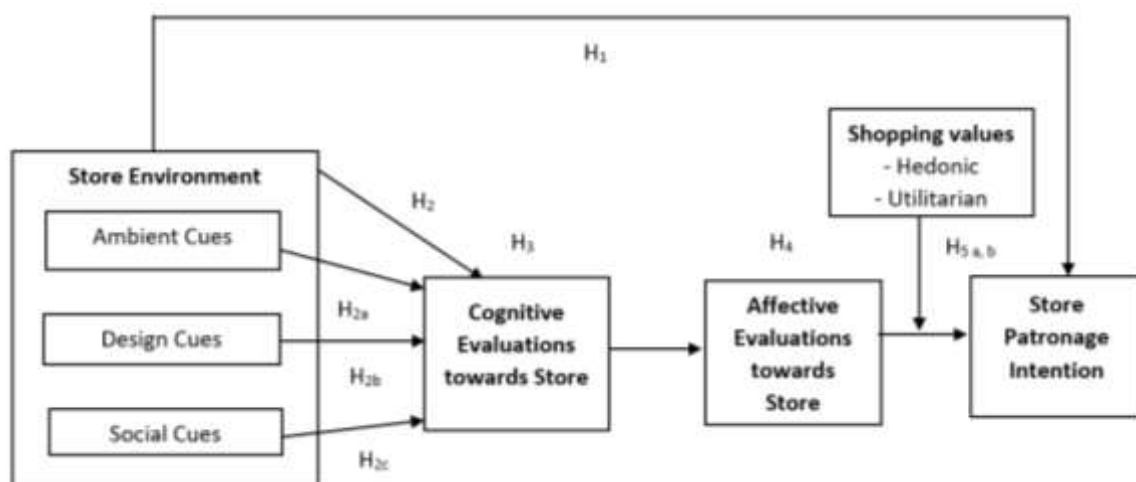


Figure 1. A Possible Research Agenda for Future Researchers: A Conceptual Model

Managerial Implications

In retailing, the store environment is a critical factor driving consumer response. Therefore, the findings of this study highlight several significant implications that managers

should take into account in order to enhance their store environment. All major supermarket chains in Sri Lanka spend more than 40% of their promotional budget on in-store promotions. Though they spent a large amount of money on designing and developing an in-store environment, they are not able to get the tangible outcomes of it. Therefore, this study will foremost provide helpful information to supermarket owners and managers in the country to enhance their service by improving the supermarket environment and thereby improving the retention of their consumers.

Since the researcher will study both direct and indirect relationship between store environment and store patronage intention, it will help managers to identify the most powerful avenue for strategy making on consumer retention.

The managers and retail chain outlet owners must align store environment features such as ambient, design and social cues for the consumer's cognition and emotions. Since cognition and emotion have internal processes within consumers' minds, they must take the support of technology-based psycho analytics tools to understand consumer behaviour. Otherwise, what retailers offer won't meet the expectation of the consumers, and it will become a crummy investment to the organization.

This study will also suggest to supermarket owners and managers the importance of understanding the shopping values of the target market when creating the store environment. Some consumers are there, who do shop just for fun and enjoy the time. Such consumers are known as hedonic consumers. On the other hand, some consumers are there who visit the supermarket for a specific purpose; therefore, they do not like to waste time in the shop. Those are called utilitarian consumers. Hence, supermarket managers should try to create the store environment in a manner appealing to both types of consumers described above. So, this study will provide further insights into how shopping values will influence consumers' patronage intention towards the supermarket.

Conclusion

The purpose of this study is to examine the effect of store environment on store patronage intention through cognitive evaluations toward the store, affective evaluations towards store and shopping values. In order to achieve the purpose of the study, the researchers have performed extensive literature research and based on the results; nine research gaps were identified. Accordingly, a conceptual framework has been drawn as a future research agenda. Finally, theoretical implications and managerial implications have been discussed, and that knowledge has to be confirmed in the future research.

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