ISCTE Business School
Instituto Universitário de Lisboa

THE EFFECTS OF VIRTUAL SHOE STORE ON CONSUMER ENGAGEMENT AND BEHAVIORAL INTENTION THROUGH TELEPRESENCE, EMOTIONAL AND COGNITIVE STATES: EXPLORING TWO BACKGROUND MUSIC BEAT

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Abstract

There is an increasingly present reality in the lives of consumers. The possibility of making purchases at home is much more favorable in relation to the need to move to do it. Thus, this reality is an issue that should be studied.

In this way it is easy to claim that Consumer Engagement and Behavioral Intention are attractive factors when talking about a Virtual Store. With the lack of empirical studies on the relationship between the two constructs and other possible ones, this dissertation analyzes the concepts of Consumer engagement and Behavioral intention in the Virtual Store. Specifically, the background that affects them in the presence of two distinct songs, an upbeat ("Easy") and a calm ("Snowflake Sonata"). It analyzes the mediating effect of the constructs Emotional and Cognitive States and Telepresence in the relationship between the Atmospheric Cues and the Consumer Engagement/Behavioral Intention. And it analyzes the moderating effect of the song ("Easy" and "Snowflake Sonata") in all considered variables (Atmospheric cues, Emotional and cognitive states, Telepresence, Consumer engagement and Behavioral intention).

The results show that all antecedents analyzed influence one of the constructs: Consumer engagement and Behavioral intention. Specifically, Atmospheric cues, Emotional and cognitive states and Telepresence explain Consumer engagement and Behavioral intention. It is also possible to observe that the mediating variable that most explains the relationship between other two is Pleasure. Finally, it is concluded that the musical difference mainly affects the Atmospheric cues, more concretely the Environment.

Keywords: Atmospheric cues, Emotional and Cognitive States, Telepresence, Consumer Engagement, Behavioral Intention, Virtual Reality, Music

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Resumo

Existe uma realidade cada vez mais presente na vida dos consumidores. A possibilidade de poder fazer as compras em casa é muito mais favorável em relação à necessidade de deslocação para o fazer. Assim, esta realidade é uma questão que interessa ser estudada.

Desta forma é fácil afirmar que o Compromisso (*Consumer engagement*) e a Intenção de compra (*Behavioral intention*) são fatores atraentes quando se fala numa Loja Virtual. Com a falta de estudos empíricos na relação entre os dois constructos e outros possíveis, esta dissertação analisa os conceitos de Compromisso e Intenção de compra na Loja Virtual. Especificamente, os antecedentes que os afetam na presença de duas músicas distintas, uma mexida ("*Easy*") e uma calma ("*Snowflake Sonata*"). Analisa o efeito mediador dos construtos Emoções e Telepresença na relação entre o Atmosférico e o Compromisso/Intenção de compra. E analisa o efeito moderador da música ("*Easy*" e "*Snowflake Sonata*") em todas as variáveis consideradas (Atmosférico, Emoções, Telepresença, Compromisso e Intenção de compra).

Os resultados mostram que todos os antecedentes influenciam um dos constructos. Especificamente, o Atmosférico, as Emoções e a Telepresença explicam o Compromisso e a Intenção de compra. Também é possível observar que a variável mediadora que mais explica a relação entre outras duas é o Prazer. Por fim, conclui-se que a diferença musical afeta maioritariamente o Atmosférico, mais concretamente o Ambiente.

Palavras-chave: Atmosférico, Emoções, Telepresença, Compromisso, Intenção de compra, Realidade Virtual, Música

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1. Introduction

The experience lived in the store happened to be much more than the simple purchase of a product. Nowadays consumers are affectively involved with the same, with the whole environment and with the possible relation with the staff.

Kotler (1974) has given rise to the possibility of printing to the physical spaces of consumption, aesthetic characteristics that induce specific effects on the consumer. This led to an increase in the likelihood of desired responses being observed (Forrest, 2013). Kotler (1974) defined such intentional structuring of the stimuli perceived by consumers by atmospherics. This is a term that refers to the study of the variables of the atmosphere and its effects on consumption behaviors (Milliman and Fugate, 1993).

After the pioneering contributions of Kotler (1974) and Donovan and Rossiter (1982), other researchers have focused on the study of atmospheric variables such as color (Bellizzi and Hite, 1992), odor (Mattila and Wirtz, 2001; (Moren, Dubé, and Chebat), as well as the music (Areni, 2003, Mattila and Wirtz, 2001, Milliman, 1982, 2007; Yalch and Spangenberg, 2000). This current of research has evolved and marketers have come to confirm that the consumer is affected by point-of-sale stimuli. At the same time, the intentional creation of "atmospheres" has come to be seen as a strategy capable of determining the success of the business (Turley and Milliman, 2000).

The role of music at service level can influence quality perceptions and consumer assessment of the service provider itself (Herrington and Capella, 1996). In general, pleasant music is associated with the longest time perception (Kellaris and Kent, 1991), the greater desire for affiliation with the service provider (Dubé *et al.*, 1995), and emotional reactions at the moment negative wait times (Hui, Dubé and Chebat, 1997).

But, there is now an increasingly present reality in consumers' lives. The possibility of making purchases at home is much more favorable in relation to the need to travel to do it. Thus, the way this reality interferes with consumer life and how it brings benefits to consumers is an issue that needs to be studied.

Virtual Reality is a computer-based technology that allows the simulation of a real environment in which the user can experience the sensation of being present (Serrano, Botella, Baños and Alcañiz, 2013). The authors assume that in the context of Virtual Reality stores, the stimulus is the sum total of all environmental cues that are audible and

visible to virtual buyers. The concepts of Consumer engagement and Behavioral intention are increasingly considered important when it comes to virtual stores. Engagement represents co-creation, interaction and development of solutions which, consequently, affects the consumer's behavioral intention.

1.1. Research Objectives

Bowden (2009) states that it is important to understand that Engagement, as a process, arises from a combination of calculative commitment, followed by the development of trust, involvement, and ultimately affective commitment. The latter is directly related to emotions. These emotions can arise when visiting a store. It is essential that you manage your customer base more effectively by developing personalized marketing strategies and continue to grow.

In addition, there is an increasingly present reality in the life of consumers, that is, the possibility of being able to make purchases at home is much more favorable in relation to the need for travel to do so. Thus, researchers such as Vrechopoulos, Apostolou and Koutsiouris (2009) suggest that the role of store layout (and other determinants of store atmosphere) should be further investigated as a promising factor of consumer influence in the retail environment in the 3D world of virtual reality. They should also try to design experimental stores in this virtual world and test them against real customers. In short, future research in VRRSA (Virtual Reality Retail Store Atmosphere) should emphasize the testing of cause and effect relationships (conclusive causal research projects) by manipulating a set of variables (e.g., colors, product display techniques, agglomeration, sounds, layout, stores, store theaters, etc.), and measuring their influence on behavior dependent on consumer behavior.

With these and other factors in mind, this dissertation studies the various constructs that have a role in the model, in the literature review section, when analyzing their connection in the Data Analysis section. The innovation of this work is to relate Atmospheric cues with Consumer engagement / Behavioral intention and, simultaneously connecting with a high number of drivers, a result and moderators, in order to understand which relationships are influenced by the different drivers. All this tested in a virtual store.

In order to select the antecedents to be studied, numerous articles were researched with the intention of choosing precursors that studied different emotions and responses in the creation of Consumer engagement and Behavioral intention and in the collection of a

experience by the consumer. This research led to the choice of some concepts to be analyzed, in addition to Consumer engagement and Behavioral intention: Atmospheric cues, Emotional and cognitive states, Telepresence, Background music and Virtual Reality.

From these constructs arise the research questions, on the basis of which the entire study in question will be developed:

- Could atmospheric cues positively impact emotional and cognitive states in VR context?
- Could atmospheric cues positively affect telepresence in VR context?
- Could emotional and cognitive states positively affect consumer engagement in VR context?
- Could emotional and cognitive states positively affect behavioral intention in VR context?
- Could telepresence positively affect consumer engagement in VR context?
- Could telepresence positively affect behavioral intention in VR context?
- Could emotional and cognitive states have a mediating effect on the relationship between atmospheric cues and consumer engagement / behavioral intention in VR context?
- Could telepresence have a mediating effect on the relationship between consumer engagement / behavioral intention in VR context?
- Could background musical style affect differently all constructs analyzed in VR context?

Therefore, the purpose of this research is to add to the Consumer engagement, Atmospheric cues and Virtual Reality topics research and offer preliminary help to brands to know what feelings to trigger in creating an engaging atmosphere that leads to engaged / intentional consumers. The following objectives are proposed to start the research:

- Analyze drivers of consumer engagement and behavioral intention in Virtual Store.
- Analyze which of the drivers proposed has the greatest impact on the process of consumer engagement and behavioral intention in Virtual Store.

- Analyze the mediating effects of emotional and cognitive states and telepresence on the relationship between atmospheric cues and consumer engagement/behavioral intention.
- Analyze the moderating effects of background music ("Easy" and "Snowflake Sonata") on all constructs considering: atmospheric cues, emotional and cognitive states, telepresence, consumer engagement and behavioral intention.

1.2. Structure of dissertation

This thesis is structured in six distinct parts, covering Introduction, Literature Review, where the different concepts are analyzed, Research Model and Hypothesis Development, Research Approach, where the chosen methodology is explained and justified, Data Analysis, where relationship between constructs is proven and Conclusions and Implications, presenting the main results, management implications, limitations and future research. Figure 1 gives a schematic representation of the structural formal of the dissertation, with its components and main sections.

Introduction	Presentation and relevance of the topic for the Marketing Literature
	Indentification of the gap the dissertation fills
	The objectives determined for the thesis
	Structure of the thesis
Literature Review	Presentation, development and relationship of concepts such as Engagement, Experience, Atmosphere and Stimulus, Music, Virtual Reality and Telepresence
Research Model and Hypothesis Development	Deepening the concepts for the development of the hypotheses
	Introduction of the hypothesis to be analyzed
	Presentation of the conceptual model featuring the hypothesis
Research Approach	Explanation of the chosen metodology
	Summary of the data collection process
	Development on the designing of the questionnaire
Data Analysis	Presentation of data treatment
	Profile of the sample
	Descriptive statistics analysis of the analysed concepts
	Factorial, structural and multiple regression analyses
	Development on the moderation role of different constructs
	Mediatior role of Engagement
Conclusions and Implications	Discussion and summary of the principal findings taken from data analysis
	Managerial implications of the study
	Limitations of the study and scope for future research on the topic

Figure 1 - Structure of the thesis

Source: Own Elaboration

2. Literature Review

This chapter consists of a summary of all the concepts and subjects that were relevant for this study. These were reviewed and taken from literature of researchers on those same topics.

Initially a detail approach and analysis will be made on the concept of engagement. This concept is directly related to the co creation, interaction and development of solutions in an organization. In it, two other essential concepts are reinforced, Consumer Engagement and Employee Engagement. These might lead to a good organizational development.

Posteriorly and throughout the analysis of the concept of Experience, it´s emphasized that the store experience in itself is much more than a simple product purchase. In today's day and age consumers get emotionally attached to what they buy, the environment and the staff of the store.

That said, the concepts of Atmosphere and Stimuli are fundamental to know the best way of creating a pleasant experience to the consumer. The reaction to each detail must be deeply analyzed so that the business shall prosper.

Knowing that music can influence consumers habits in a virtual store, and since it's one of the main topics of this study, it'll be analyzed in detail music's role as an atmospheric variable and virtual reality as a way to interact with the store. This is a reality that grows daily in consumers lives. The possibility of being able to buy at home is much more favorable in relation to having to travel for it. This way, it's explored in which ways this interferes in the consumers life and how it brings benefits to them.

Finally, it's referred the concept of Telepresence. This concept refers to the sensation of being inside an environment. The contribution of Telepresence related to a good consumer experience will also be mentioned.

2.1. Consumer Engagement

Engagement represents co creation, interaction and solution development. It's defined as the attitude, the behavior and the connection level between clients, between clients and

staff, and of clients and employees inside a company. The more positive the attitude and behavior, and the bigger the connection level, the bigger the engagement level will be.

The main objective will be to discuss the many ways in which clients and employees can be acquired and the possible result of engagement. With this in mind, a conceptual structure was developed that understands the engagement of the client (CE) and of the employees (EE), resulting in the company's performance.

Consumer Engagement (CE) is related with attitude, behavior and the level of connection between the clients and the company. Bowden (2009) says that a psychological process rules the client's fidelity. Doorn, Lemon, Mittal, Nass, Pick, Pirner and Verhoef (2010) define CE as being a behavioral manifestation of a client that possesses interest in the brand or the company, besides the purchase itself. There are different ways by which a client can profitably involve himself with a company. However, in every of these discussions, engagement is represented as a state of mind or an activity that goes beyond shopping.

Kumar, Aksoy, Donkers, Venkatesan, Wiesel and Tillmanns (2010) emphasise that, if the CE is not taken into account, the company will underestimate or overestimate their clients. In its conceptualization of CE, Kumar *et al.* (2010) includes clients' transactions in its metrics. Doorn *et al.* (2010) and Verhoef, Reinartz and Krafft (2010), affirm that CE involves behaviour that goes beyond transactions. The definition of CE's concept by Kumar *et al.* (2010) embraces and comprehends clients purchases, references, influence and knowledge.

As for clients purchases it is known that, when a client acquires a product/service of a company, he directly contributes to the company's value (Gupta, Lehmann and Stuart, 2004).

The clients' references are a way of involvement within themselves. They help to attract clients that wouldn't be attracted by the traditional marketing channel (Kumar *et al.*, 2010). However, the main regular clients can influence others or provide feedback to the companies, contributing to the general CE.

The clients influence describes the impact of clients in social media. This influence creates a ripple effect and extends beyond social media itself. This happens through a

broad group of clients (Hogan, Lemon and Libai, 2003) and affects the company's profit (Lee and Grewal, 2004).

The client's knowledge is achieved when a current client is actively involved in product and service enhancement of a company, providing feedback and suggestions. Clients can also aggregate value to a company, helping it understand their preferences and participating in the knowledge development process (Joshi and Sharma, 2004). The companies can use this knowledge to further improve their products and services, and to create new products (Kumar and Bhagwat, 2010).

The Employee Engagement (EE) says respect to the level of connection of employees with clients, and the attitude and behavior of employees to the company. It was defined by Kumar and Pansari (2014) as a multidimensional construct. It can comprehend all of the different facets of attitudes and behaviors of employees concerning the organization. The dimensions of EE proposed by Kumar and Pansari (2014) comprehend the satisfaction, the loyalty and the performance of employees.

The satisfaction of employees is an emotional reaction to the general circumstances of work and to the different work factors, as for example the supervisor and coworkers' qualities, and the level of salary (Brown and Peterson, 1993).

The employment identification was defined by Rousseau (1998) as a psychological state in which the individual identifies himself as part of a bigger picture. The employees that identify with the organization are strongly connected to the success or failure of the brand (Punjaisri, Evanschitzky and Wilson, 2009).

The commitment of the employee depends of the psychological attachment to the brand. This influences their desire to exercise extra efforts so that they can reach the brand's objective (Punjaisri *et al.*, 2009).

The loyalty of the employees might motivate them to do more work for the organization than what is expected out of their role in the company. The employees that are faithful to their organizations attend the needs of the clients and offer high levels of customer service (Schrag, 2009).

Lastly, the employee's performance as a significant impact in the company's clients. The employees are service differentiators that are expected to offer a consistent and positive

service attitude. This makes them a source of competitive advantage to the companies (Harris and Chernatony, 2001).

Concluding, there are various levels of engagement and the bigger the Consumer Engagement and the Employee Engagement are, the better the company performance will be.

2.2. Consumer Experience

Initially the notion of consumer experience was based on the recognition that, in the moment of decision, the consumer responds to something more than what is offered (Grewl and Levy, 2007; Kotler, 1974). Posteriorly, sparks the chance that consumers have an affective relationship with the product (Carú and Cova, 2003 and Schmitt, 1999). They face the purchase as an experience and not as a simple everyday task (Bellenger and Korgaonkar, 1980; Chen and Hsieh, 2011; Puccinelli, Goodstein and Grewal, 2009). This way Hirschman and Holbrook (1982) defend that consumption is directly related to multisensorial, imaginary and emotional aspects. The same authors analyze consumer choices in terms of pleasure, achievement, entertainment and emotional stimulation (Boorsma, 2006). It's with these circumstances that retailers present the opportunity to differentiate themselves from others in retail environment conception.

This way, Pine and Gilmore (1998) lean on the notion of experiential marketing. They define it as a result of natural transition to a marketing concept guided for experimental creation, that brings forth the immersive nature of consumption (Schmitt, 1999).

Schmitt (1999) enumerates four key drivers of experiential marketing. Focus on consumer experience, emotional value generator, sensorial, cognitive, relational and behavioral. Focus on consumption as a holistic experience, being that consumers don't value products based only on their characteristics, but also on experiences that they might generate. Consumers viewing themselves as beings moved by reason and emotion. And finally, use of intuitive and quantitative multifaceted analytical methods (Schmitt, 1999).

Schmitt (1999) also identifies five strategic experimental modules. The same can become useful for marketers. Creating sensorial, affective, cognitive, physical and social identification experiences. The first stimulates consumer senses. The second appeals to their feelings and emotions. The third stimulates the intellect and creativity. The fourth

puts consumers in contact with new behaviors and lifestyles. The fifth works on their identification with other cultures and reference groups.

With the concept of experiential marketing developing as much as it did, and as focus on experience arose (Spence, Puccinelli, Grewal and Roggeveen, 2014), it was witnessed the appearance of sensorial marketing. This is a concept that involves the senses and affects not only perception but also consumer behavior and assessment (Krishna and Schwarz, 2014). It searches for consumer's attention and looks to provide holistic experiences, in response to sensory stimulation. It can differentiate products and, simultaneously, aggregate value in the consumer's mind (Schmitt, 1999).

Berry and Carbone (2007) say that an organization needs to create a cohesive, authentic and sensorial client experience. It necessarily needs to please the consumer and, differentiate the organization by building an emotional connection with its clients.

2.3. Atmospheric Cues

Kotler (1974) awoke the interest between marketers for the potential applicability of environmental psychology principles to marketing. Besides that, the same author gave rise to the possibility of applying aesthetic features in consumption spaces, which would affect consumers in specific ways. Due to that, there was a higher chance of observing desired answers in consumer's behavior (Forrest, 2013). Kotler (1974) defined an intentional structure of perceived stimuli by consumers as Atmospherics. This term refers to a study of atmospheric variables and its effects on consumer behavior (Milliman and Fugate, 1993).

After the pioneer contributes of Kotler (1974), Donovan and Rossiter (1982), others have dedicated themselves to the study of atmospheric variables, such as color (Bellizzi and Hite, 1992), scent (Mattila and Wirtz, 2001; Michon, Chebat and Turley, 2005; Spangenberg, Crowley and Henderson, 1996), light (Areni and Kim, 1993), and music (Areni, 2003; Mattila and Wirtz, 2001; Milliman, 1982; Morin, Dubé and Chebat, 2007; Yalch and Spangenberg, 2000). This investigation current evolved, and marketers arrived at the conclusion that the consumer is affected by stimuli in points of sale. At the same time, the intentional creation of "atmospheres" started to be seen as a strategy capable of determining the success of a business (Turley and Milliman, 2000).

Kotler (1974) defends that the atmosphere affects consumer responses in at least three ways. Firstly, serving as an attention-creating medium. Through the use of colors, scents or sounds, attracting attention, allowing the brand to stand out from the competition. Secondly, it can serve as a message-creating medium. This because brands can transmit their image through the atmosphere, originating stimuli that allow the consumer to form their basis of choice. Lastly, it can serve as an affect-creating medium, in case the atmosphere elements work as stimuli, making it possible to produce intuitive reactions and mold affective states (Farias, Aguiar and Melo, 2014).

Milliman and Fugate (1993) define an atmospheric variable as any component that stimulates their senses in a way that affects the experience of being in a certain place, at a certain time. This component as to be inserted in the perceptual field of the individual. The collection of stimuli (variables) that affect senses constitutes the atmosphere. Analyzing this definition, it can be concluded that senses have a preponderant role in the way that the individual experiences the consumption and buying process (Hultén, Broweus and Dijk, 2009).

Through a comparative approach of the five senses, Hultén *et al.* (2009) affirm that sight is the one which most easily identifies changes in an environment and the most influent to mold perceptions of goods and services. This way, it's known that sight as dominated practices in the marketing field. Besides that, hearing is the sense that finds itself mostly connected to feelings and emotions. Scent directly relates to well-being and memory (Hultén *et al.*, 2009). It is known that, in relation to hearing and scent, studies are still considerably few. For this motive, Krishna and Schwartz (2014) point to the fact of it being harder to control auditory and olfactory inputs, when compared to visual inputs. As for palate, it's considered by many the most complex of them all, by the fact that it interacts with other senses, being more difficult to isolate its effects. Finally, touch is the sense that's mostly connected to the tangible properties of the elements that make up the surroundings (Hultén *et al.*, 2009).

Kotler (1974) organizes visual stimuli by color, lighting, dimension and visible forms. The auditory stimuli by their physical properties (volume, tone, tempo), emotional tone and preference (degree in which music is appreciated). The olfactory stimuli in terms of their perfume and freshness. Finally, tactile stimuli in terms of temperature and softness. Visual, auditory, olfactory and tactile stimuli affect human perception, being their combined effect even bigger (Spence *et al.*, 2014). Baker (1986) proposes the

categorization of atmosphere elements in three typologies: environmental, design and social factors. The first are of intangible nature, which means they are not visible beyond immediate awareness. They become aware only when the consumer notices its absence, or by the contrary, when its presence becomes unpleasant. Temperature, music, aroma and lighting are critical environmental factors to the consumer emotional responses and for their perceptions about store image. The design factors are grouped together in functional (layout, merchandise disposition) and aesthetic (architectural elements, materials, decoration). These are factors that the consumer notices immediately. It's also through them that marketers can create the store's identity, encouraging the consumer to make purchases and influencing their evaluation of the space. Social factors refer to humans inserted in the atmosphere, both clients and staff (Forrest, 2013; Koo and Kim, 2013; Oh, Fiorito, Cho and Hofacker, 2008).

2.4. Emotional and Cognitive State

Mehrabian and Russel (1974) propose a model that stands in stimulus-organism-response (S-O-R). This means that sensorial inputs of the outside physical environment (stimulus) combined with internal factors, trigger emotional states (organism), of which result behavioral reactions (response) (Forrest, 2013).

While applying the S-O-R model to the atmosphere study, any environmental variable may be defined as stimulus. The term "organism" is used to refer to processes and internal structures. Both intervene in the relation between external stimuli and the reactions of individuals, and can consist of perceptual, psychological, affective and cognitive activities. In agreement with such definition, the emotional state can be conceptualized as the intervening variable, at the organism level, in a relation between stimuli and consumer responses. The "response" comes up last, as a result or final action, translated in consumer behaviors (Bagozzi, Gopinath and Neyer, 1999; Sherman, Mathur and Smith, 1997).

Based on Mehrabian and Russell's (1974) model, there are three dimensions that can translate internal emotional states, which means they describe the affective response to outside stimuli: pleasure, arousal and dominance (Chen and Hsieh, 2011). Pleasure refers to the hedonic quality of an affective reaction to a stimulus or the pleasantness of an

affective experience (Dubé and Morin, 2001; Kaltcheva and Weitz, 2006). It determines the level of happiness, satisfaction, well-being, and joyfulness of the individual. Arousal refers to the activation capacity inherent to a stimulus (Rojas and Camarero, 2006). It determines the level of excitement, activeness, and alertness towards it, or during a consumer experience. Dominance translates the degree in which an individual feels influent, in control or important against a stimulus, or by the contrary, feels controlled by it (Andersson, Kristensson, Wästlund and Gustafsson, 2012; Areni, Sparks and Dunne, 1996; Baker, Levy and Grewal, 1992; Kaltcheva and Weitz, 2006). In this way, it is concluded that dominance is not considered an emotion, but a cognitive state.

The combination of pleasure, arousal and dominance states, result in distinct behaviors. The individual may opt for one of two types of behavior: approach or avoidance (Chen and Hsieh, 2011). The "approach-avoidance" (Singh, 2006) is defined by four aspects The first one is the desire of staying in the environment physically. The second one is the will of observing or exploring that environment. The third one is the desire of communicating or interacting with other present individuals. And the fourth one is the level of performance and satisfaction with the realization of tasks in that environment (Andersson *et al.*, 2012). Behaviors of approach include positive behaviors towards an environment, namely the wish to stay, explore, work and relate. Behaviors of avoidance reflect the opposite situation, which is the desire of avoiding staying, exploring, working and relating (Bitner, 1992). Concluding, the S-O-R model contemplates three components. A set of stimuli, functioning as predecessors to emotional states. A set of mediating variables, that being, intermediate states, affective and cognitive, that intervene between stimuli and individual answers. And at last, a set of response behaviors, either of approach or avoidance (Donovan and Rossiter, 1982).

The study by Loureiro, Koo and Ribeiro (2013) admits intention and word-of-mouth as two approaches behaviors. Intention can be defined as the behavioral indicator to use, visit and buy in the future. Koo and Ju (2010) argue that intention is the response, end result or reaction of consumers, including psychological reactions such as attitudes and / or behavioral responses. Word-of-mouth can be defined as the intention to talk about the store to others, that is, recommend other people to visit the site or the store. The predisposition in terms of a user's intent plays a crucial role in determining behavioral loyalty (Koo and Ju, 2010). The study conducted by Loureiro and Roschk (2014) proves

that positive emotions have a positive effect on loyalty intentions for both offline and online context.

2.5. Background Music

In retail, a consumer's appraisal of a purchase experience can be influenced by music. This happens because consumers feel it reveals greater care and attention for the costumer (Herrington and Capella, 1996). According to Dubé, Chebat and Morin (1995), music in store can also impact interactions between consumers and staff members. The evidence in their study suggest that, the pleasure and enthusiasm induced by music generates an independent effect of a desire to affiliate with staff. The bigger the pleasure and enthusiasm induced, the bigger the desire of interacting with staff members (Dubé *et al.*, 1995).

Music's role in services can influence quality perceptions and consumer's appraisal of service providers (Herrington and Capella, 1996). Generally speaking, pleasant music is associated with a longer time perception (Kellaris and Kent, 1991), a greater desire of affiliation with the service providing entity (Dubé *et al.*, 1995), and a less likely negative reaction to queue times (Hui, Dubé and Chebat, 1997). Aligned, Cameron, Baker, Peterson and Braunsberger (2003) proved the affective and cognitive influences of music. It can influence a state of mind and the assessment of queue times by the consumer. Morin *et al.* (2007) conducted a study in a real environment and another in a virtual one. They observed positive effects of music's presence in the assessment of service and purchase intentions.

Oakes and North (2008) also proved music's influence. They argue that its attributes can be manipulated to achieve effects at a level of appraisal, queue time perception, consumption rhythm, affective response and amount spent (Jain and Bagdare, 2011) Assuring the suitability of music to certain brand values is of central importance. The choice of music is a powerful way of signaling the brand's positioning. As such, choosing the right one can be a crucial part of delivering the adequate message to the consumer (Spence *et al.*, 2014). With that being said, the results of Morrison and Beverland's study (2003) validate the necessity of a congruence between music, aesthetic approach and general environment of a sales place.

Various authors have looked to investigate the isolated impact of music's attributes, such as volume, beat or genre. Volume is probably the easiest to modify, measure, quantify and compare (Oakes, 2000). Smith and Curnow (1996) manipulated the volume of music in two supermarkets. They detected a significant difference in permanence times in periods of high/low music volume. They concluded that an increment in volume resulted in a removal type behavior, even though it didn't affect their overall satisfaction (Spence *et al.*, 2014). Yalch and Spangenberg (2000) argued in favor of a theory that defends higher volume music is more stimulating and, because of that, accelerates the consumption experience. With that in mind, a study made near to consumers in retail, allowed Beverland *et al.* (2006) to prove that playing music in a volume outside their "tolerance zone" results in dissatisfaction (Novak *et al.*, 2010). However, the influence of music doesn't depend only on volume variations, but also in beat variations (Milliman, 1982, 1986). A low volume/slow beat combination tends to trigger lazy consumption rhythms and higher spending values.

Beat is another structural component of music, that finds itself directly linked to affective consumer responses. It can be defined by the speed at which a musical passage advance. The beat is a relatively easy attribute to measure and it has been one of the most targeted in musical research (Oakes, 2000). Donovan and Rossiter (1982) used pleasure/enthusiasm as dependent variables and beat as an independent variable in their study. They arrived at the conclusion that the presence of a higher speed music was more efficient to higher levels of pleasure and enthusiasm. As for the absence of it or a presence of a lower speed music was more efficient to low levels of pleasure and enthusiasm.

Many researchers have defended that the beat affects mainly the perception of time passing. Oakes (2003) verified experimentally the existence of a positive relation between music beat and time perception. With that, he detected that the affective response of the consumer was significantly improved by the presence of a slow-time music, instead of a fast-time one. Another chain of investigation attests that time is linked to the pace at which consumers buy. In relation to this, Milliman (1982) confirmed that variations in beat affect the pace at which consumers move inside the store and, due to that, volume of sales. Milliman (1982) concludes that, consumers moving slowly to the pace of slow-time music stay longer in store aisles, which makes them browse the shelves more carefully, and ultimately leads to a higher turnover of the store. (Spence *et al.*, 2014).

Besides volume and beat, other attributes of the musical atmosphere have been object of analysis, among them genre. Baker *et al.* (1992) proved that variations in genre affect consumer interactions with staff, as well as enthusiasm levels and purchase intentions. The effects of classical and contemporary music have been compared in multiple scientific research (Areni and Kim, 1993; North and Hargreaves, 1998). Classical music is associated to the highest consumption intentions.

Yalch and Spangenberg (1988, 1993) examined the combined effects of type and genre in perceptions of the passing of time. They used as an object of study two musical typologies: top-40 in the foreground and light music in the background. They were able to conclude that younger consumers perceived longer periods of time in store when exposed to background music, but in general, that was less desirable and less stimulating than foreground music. However, the remaining consumers preferred background music.

Vida, Obadia and Kuns (2007) verified that if consumers appreciated the music and thought it was properly suited to the store image, the time spent by them inside would rise. This affected their consumption expenses indirectly.

Bruner (1990) presents us with a synthesis of emotional expressions generated by music. Based on that, the following facts can be observed. Low tones are associated to negative emotions (sadness) and high tones to positive ones (happiness). Slow-time music is associated to emotions such as calm and tranquility, and fast-time is associated to happiness and enthusiasm. High volume leads to more positive and stimulating music perceptions, and low volume to more negative and quiet ones. Firm and sober rhythms trigger more seriousness, and fluid rhythms trigger more relaxed emotions. Consonant harmonies are associated with serene emotions, while dissonant ones are associated with more agitated emotions.

Music, as an atmospheric variable, is for a long time recognized as an efficient and effective mean of non-verbal communication. It's able to trigger states of mind and, that way, of stimulating behaviors (Herrington and Capella, 1996; Jain and Bagdare, 2011; Oakes, 2003). Because of that it has become a key component to marketing, not only in advertising, but also in the sales point experience (Bruner, 1990).

In this scope, the effects of induced emotions by musical stimuli in individual's responses, have been explained by the theory of positive/negative reinforcement. This theory affirms that enthusiasm and pleasure states translate into positive assessments and approaching

behaviors, while the lack of enthusiasm or pleasure induce negative assessments and avoidance behaviors. High pleasure is associated to high expenses. Greater stimulation is associated to higher purchase intentions, longer time and higher value spent in store (Sherman *et al.*, 1997). Through the study carried out by the authors Roschk, Loureiro and Breitsohl (2017) it is possible to prove that the presence of music (compares to its absent) is significant and positive when related to pleasure, to satisfaction and to behavioral intentions.

Background music, suggested by literature, can potentiate cognitive processes. Various studies prove that its mere presence improves cognitive functions. It results in higher levels of attention, higher memory capacity and better ability to learn (Perham and Vizard, 2011).

According to Chebat and Vaillant (2001), the cognitive effects of music can be explained by two theories: Bower's theory (1981) and Hecker's theory (1984). The first is known as the association net theory. It suggests that emotional states generated by music potentiate attention and memorisation of events associated to them. The coded information in a certain emotional context is easily retrieved when the individual experiences that same emotional state once again. This works as a mediating variable of the memorisation process (Chebat *et al.*, 2001). Many experimental evidences prove the qualitative benefits of emotions in memory's function. These act as a lever to propel the chances of an experience being remembered and, with that, easing the memorisation of details associated with that same experience (Kensinger and Corkin, 2003).

The second theory mentioned by Chebat *et al.* (2001) proposes that the central characteristic of music is its ability to attract and retain the listener's attention. The studies don't cancel each other, because music can affect both attention and recognition, and recollection of external stimuli (Chebat *et al.*, 2001) However, generally speaking, known evidence proving music's influence in attention reveals divergent results. Different theories developed from studies in that area counter themselves as to the level of "ideal" stimulation. For some (Davenport, 1974; Corhan and Gounard, 1976) the belief is that the greater the enthusiasm induced by music, the bigger the level of attention by the individual. Others (Smith and Morris, 1977; Borling, 1981) believe that the more exciting the music, the harder it is to process information. This way, only calm music can contribute to higher levels of concentration and improvements in learning (Chebat *et al.*, 2001). This way, it's possible that musical stimuli produce different effects in terms of

attention and concentration levels. As for example, depending on the rhythm, tone, vocal nature/instrumental and even personal preferences (Furnham and Bradley, 1997).

Providing a pleasant musical atmosphere can boost a purchase and also push the consumer to repeat it or recommend it. That way it can become a potential competitive advantage (Muhammad, Musa and Ali, 2014; Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart, 2009).

2.6. Virtual Reality

Virtual Reality (VR) is a computer-based technology that allows a real environment simulation in which the user can experience the sensation of being present (Serrano, Botella, Baños and Alcañiz, 2013). Steuer (1992) defines VR as a simulated environment in which a perceiver experiences Telepresence. Telepresence is affected as much by escapism as it is by vividness (Steuer, 1992). As to the escapism, Steuer (1992) affirms that it is the representational richness of a mediated environment. The vividness refers to how much the user can participate in the alteration of form and content of a mediated environment in real time (Steuer, 1992).

According to Riva, Mantovani, Capideville, Preziosa, Morganti, Villani, Gaggioli, Botella and Alcañiz (2007), Virtual Reality is an environment generated by a computer that results in a virtual experience. This induces many emotions in users, such as excitement, relaxation or anxiety, depending on the content.

The environment in a shopping centre can bring various types of emotions to consumers. When the mall is fully crowded there is an enormous probability of consumers feeling stressed (Baker and Wakefield, 2012; Eroglu, Machleit and Barr, 2005a). Donovan and Rossiter (1982) report that inducing positive and relaxing emotions can reduce the perceived excitement level. This way, evoking positive and relaxing emotions in a retail context can compensate the perception of crowding (Machleit *et al.*, 2000) in order to induce more positive consumer behaviors (Fedorikhin and Cole, 2004).

Three indispensable factors when it comes to VR are Interactivity, Immersion and Connectivity (Bhatt, 2004). The author considers that immersion involves a psychological state of isolation from the real world by means of a virtual environment (Witmer and Singer, 1998). This is strongly related to the concept of Flow. This means that, a total

envelopment of an individual in a certain experience exists, resulting in an indifference in relation to everything else (Nah, Eschenbrenner and DeWester, 2011). As such, Mikropoulos (2006) assures that immersion causes a feeling of total presence.

Yee (2007) describes four subcomponents of immersion: discovery, role-playing, customization and escape. Escape is the measure in which a user can temporarily forget the real world and dodge negative emotions that are a product of a stressful life (Yee, 2006).

As mentioned before and according to Mehrabian and Russell (1974), the stimulus dimension of the S-O-R structure is the one that affects human emotions. The effect over emotions leads to behavioral changes.

The authors assume that, in a VR store context, the stimulus is the sum of all environmental clues that are audible and visible to the virtual buyers. There are many environmental factors in VR stores that are absent in traditional physical stores.

Relatively to the physical store space, there are some key factors: environment, space, signals, symbols and artifacts.

The environmental conditions refer to temperature, air purity, noise, music and scent. However, there isn't a concept of temperature and scent in online stores. According to Mehrabien and Russel (1974), that is also true when it comes to a VR retail store. These are 3D stores, but they're made in computers, which means users can't experience any scent or temperature. However, in virtual worlds there is a simulated presence of virtual air and artificial climate (summer or winter, wind or storms, etc.). With that, the factor of air quality is replaced by virtual air.

Space consists in layout, equipment and furniture. This concept of layout is present in retail VR stores. Vrechopoulos, Apostolou and Koutsiouris (2009) explored different layout types in VR retail stores and their effects in consumer behavior.

The symbolic social dimension of the model consists in ethnic symbols and objects (Bitner, 1992). Bitner (1992) and Rosenbaum (2005) argued that managers try to influence the buyers' approach or their evasive behavior through ethnic signals and symbols. This is because these ethnic signals and symbols reflect the affiliation with the buyers. They can have a positive or negative effect in buyers' emotions and, consequently, in their subsequent behavior. The same happens in VR stores.

The natural dimension consists in three stimuli: absence, fascination and compatibility. Arguing the first stimulus of this dimension, Rosenbaum and Massiah (2011) affirm that being absent doesn't really mean being physically removed from their place of existence. Instead, it's the feeling of being away from their daily work routine and experiencing a sensation of relaxation and pleasure. Jin and Bolebruch (2009), Wyld (2010) and Melancon (2011) all agree that virtual worlds are immersive enough for a user to forget their real identity through the adoption of a virtual identity (Avatar). Therefore, virtual worlds give users the sensation of being absent. This stimulus is also included in the context of a VR store. Virtual worlds also provide a fascinating environment (Melancon, 2011), and so this stimulus is presumed to have an effect over buyers' emotions and behavior. Finally, compatibility is an important stimulus to be investigated in a research context in VR store environments.

Resuming, the S-O-R model of Mehrabian and Russell (1974) consists of a response dimension. A VR environment context shows how the buyers final answer is affected by the dimensions of pleasure, arousal and dominance as an intermediary variable (Organism). The response dimension consists in a behavior of approach and avoidance. The approach behavior reflects all positive behaviors in relation to any particular retail environment. The avoidance behavior represents all negative intentions/actions in relation to that specific retail environment.

2.7. Telepresence

After everything that was mentioned previously, a new term in Virtual Reality (VR) has emerged: Telepresence. According to Steuer (1992), Telepresence is related with a sensation of Presence, such as, being inside an environment created by technological means. For example, an audience believing they're in a scene while watching a movie. Consumers feeling they're visiting a real store while, in fact, being in an online store. This feeling or illusion is related to Telepresence.

Telepresence rises when people find themselves involved in a vividness and escape environment. The notion of vividness is understood by Steuer (1992) as the degree to which users can participate in the change of shape and content of an environment mediated in real time. It succeeds mostly when users insert their instructions and receive the answers immediately, in the modification process (Klein, 2003). The escapism,

otherwise, is the representational richness of a mediated environment. The environment is determined by the sensorial range and depth of the medium (Steuer, 1992).

Suh and Chang (2006) affirm that range, is the number of sensorial dimensions presented simultaneously. For example, video has a wider range in media than static images. Video provides information using audio and visual channels. However, the depth of a stimulus refers to the quality of information from each channel, separately. Television resolution provides an useful example: high definition televisions exhibit bigger depth than normal colored televisions.

Suh and Chang (2006) claim that user interfaces adopted by online stores create different degrees of Telepresence for consumers. Highly escape and vividness interface systems make consumers feel a more pronounced Telepresence. One of the elements by itself will not be sufficient (Kim and Biocca 1997, Klein 2003). In general, video provides higher levels of escape than images, but vividness isn't high in neither. For that, high levels of Telepresence aren't expected for those types of media. On the other hand, VR is a mean that can generate a convincing sensation of Telepresence (Biocca, 1997). It offers a high level of control in computer environments, in terms of the ability to adjust information. VR also provides a wider range than other means of presentation. Generally, VR stimulates multiple sensorial channels and grows sensorial depth. Sensorial depth is particularly pronounced in a visual sense, mainly because it can transmit 3D images in higher detail than regular static images, through zoom and rotation functions (Klein, 2003).

According to Li, Daugherty, and Biocca (2002), Telepresence emerges when consumers interact with virtual environments or virtual products, and it influences the way how consumers learn about the products. The learning part includes any process that modifies memory or behavior of the individual, as a result of conscious and unconscious information processing. The effect of Telepresence in the way a consumer learns can be valued in the three following dimensions: cognitive, affective and connotative (Lutz, 1975; Hutchinson and Alba, 1991; Li et al., 2002).

The cognitive dimension is relevant for determining the degree in which, a certain marketing product or stimulus, attracts consumer's attention. It can be measured by the knowledge perception consumers had (Bettman and Park, 1980). Measuring the attention level is particularly important in the internet context, due to overload situations. Biehal

and Chakravati (1982) assure that consumers codified selective signs instead of accepting everything available. The information that is relevant, unique, escape, and dynamically movable in shape, attracts attention. More specifically, Kempf and Smith (1988) affirmed that direct experiences develop the user's memory and attention. This happens because product testing involves multiple sensorial channels and, that way, provides users with multimodal stimuli. Besides that, consumers obtain higher self-motivation while valuing and trying out the products by more than just their sight. For that same reason, Telepresence develops the memory and attention of users, by allowing them to try out the products that resemble real objects, through escape and detailed means.

The affective dimension helps to identify if the consumer's attitudes are influenced by a stimulus (Mckenzie, Scott, and Lutz, 1989). Consumers become more self-motivated and confident in their attitudes, while experiencing and appraising the products directly (Kempf and Smith, 1998). Similar effects were found in mediated environments by a computer, where Telepresence could exercise a significant impact in confidence, relating brand preferences. Individuals become more confident in their attitudes towards products when Telepresence levels are high. This implies that virtual experiences that involve high levels of Telepresence support persuasion mechanisms, simulating direct experiences.

Finally, the connotation dimension is used to investigate behavioral answers to stimuli (Li et al. 2002). It is believed that the information's vividness can increase its power of persuasion (Taylor and Thompson, 1982). Besides that, Fazio and Zanna (1978) believe, that through previous psychological experiments, direct experiences influence persuasion.

Kim and Biocca (1997) expect that consumers feel their virtual experiences as directly as the power of the illusion sensations throughout the product interaction experience. With that, the goal is that their intentions become more solid as Telepresence gets higher and higher.

Previous studies made by Sternthal and Craig (1982) led to believe that the cognitive impact made with the customer will affect their final decision. If consumers learn the many useful resources of the products and remember them, their attitudes will be positively affected. However, a better understanding of product information will not always result in positive attitudes and intentions of purchase. If consumers learn about the disadvantages of a product, the influence in their attitudes and intentions of purchase

will be negative. It doesn't matter if the influence is positive or negative, the growth of their level of knowledge of the product shapes their attitudes.

3. Research Model and Hypothesis Development

In this chapter, the hypotheses for the present study, based on literature review, are formulated and justified, ready to be proved, during the methodology.

3.1. Hypothesis 1

Kotler (1974) raised the possibility of printing to physical spaces of consumption, aesthetic characteristics that induced specific effects on the consumer. He defined such intentional structuring of the stimuli perceived by consumers as atmospherics.

Kotler (1974) defends that the atmosphere affects consumer responses in at least three ways. Firstly, serving as an attention-creating medium. Through the use of colors, scents or sounds, attracting attention, allowing the brand to stand out from the competition. Secondly, it can serve as a message-creating medium. This because brands can transmit their image through the atmosphere, originating stimuli that allow the consumer to form their basis of choice. Lastly, it can serve as an affect-creating medium, in case the atmosphere elements work as stimuli, making it possible to produce intuitive reactions and mold affective states (Farias, Aguiar and Melo, 2014).

Mehrabian and Russell (1974) propose a model that relies on stimulus-organism-response (S-O-R). That is to say, the sensory inputs of the external physical environment (stimulus), combined with internal factors, trigger emotional states (organism), from which the behavioral reactions (responses) result (Forrest, 2013).

According to the model of Mehrabian and Russell (1974), there are three dimensions that can translate internal emotional states. They describe the affective response to external stimuli: pleasure, arousal and dominance (Chen and Hsieh, 2011). Pleasure refers to the hedonic quality of an affective reaction to a stimulus or pleasantness of an affective experience (Dubé and Morin, 2001; Kaltcheva and Weitz, 2006). Arousal refers to the activation capacity inherent to a stimulus (Rojas and Camarero, 2006). Dominance translates the degree to which the individual feels influential, in control or important to a stimulus, or, on the contrary, controlled by the stimulus (Andersson, Kristensson, Wästlund and Gustafsson, 2012, Areni, Sparks and Dunne, 1996; Levy and Grewal, 1992,

Kaltcheva and Weitz, 2006). With that said, it is concluded that dominance is not considered an emotion, but a cognitive state.

Thus, the relationship between the concepts of Atmospheric cues (design, ambient and learning) and Emotional (arousal and pleasure) and Cognitive states (dominance) justifies the choice of the first hypothesis:

H1 – Atmospheric cues (design, ambient and learning) positively affects Emotional and Cognitive states (arousal, pleasure and dominance).

3.2. Hypothesis 2

According to Steuer (1992), telepresence is a feeling of being inside an environment that emerges through a medium of communication. Telepresence increases when people are engaging with an interactive and lively medium. The notion of interactivity is understood by Steuer (1992). This relates to the degree to which users can participate in modifying the form and content of a real-time mediated environment. It is best succeeded when users insert their instructions or queries and receive immediate responses in the modification process (Klein, 2003). Liveliness, on the other hand, is the representational richness of a mediated environment. The environment is then determined by the sensory amplitude and depth of a medium (Steuer, 1992).

Suh and Chang (2006) argue that the user interfaces adopted by online stores create different degrees of telepresence for consumers. Highly vivid and interactive interface systems make consumers feel a more pronounced telepresence. However, previous research has found that liveliness and interactivity are required to create impressions of high levels of telepresence. One of these elements alone is not enough (Kim and Biocca 1997, Klein 2003). Thus, these interfaces are not expected to create high levels of telepresence. On the other hand, Virtual Reality (VR) is a medium that can generate a convincing sense of telepresence (Biocca 1997). Provides a high level of control over computing environments in terms of users' ability to tweak information. VR also provides greater breadth than other presentation modes. Overall, VR stimulates multiple sensory channels and increases sensory depth. Sensory depth is particularly pronounced in the visual sense. This is because it can transmit 3D images with more detail than static images, particularly through zoom and rotation functions (Klein, 2003).

Given this, and from the connection between Atmospheric cues (design, ambient and learning) and Telepresence (escapism, presence and vividness), the second hypothesis arises:

H2 - Atmospheric cues (design, ambient and learning) positively affects Telepresence (escapism, presence and vividness).

3.3. Hypothesis 3

As mentioned previously, according to the model of Mehrabian and Russell (1974), there are three dimensions that can translate into the consumer internal emotional states, that is, that describe the affective response to external stimuli: pleasure, arousal and dominance (Chen and Hsieh, 2011). The combination of these three states results in distinct behaviors that affect consumer engagement.

Doorn, Lemon, Mittal, Nass, Pick, Pirner and Verhoef (2010) define consumer engagement as being behavioral manifestations of a customer who has an interest in the brand or company, besides buying. There are different ways in which a customer can profitably engage with a company. However, in all these discussions, engagement is represented as a state of mind or an activity that goes beyond shopping. Consumer Engagement is related to attitude, behavior and level of connection among customers and between customers and the company.

From the created emotional states, the individual can choose one of two types of behavior: approach or avoidance (Chen and Hsieh, 2011). The "approach-avoidance" (Singh, 2006) is defined by four aspects. The first is the desire to remain physically in the environment. The second is the willingness to observe or explore this environment. The third is the desire to communicate or interact with the other individuals present. And the fourth is the level of performance and satisfaction reached by completing tasks in this environment (Andersson *et al.*, 2012). Approach behaviors include positive behaviors directed to an environment, namely desire to stay, explore, work or relate. Separation behaviors reflect the opposite situation, that is, the desire to avoid staying, exploring, working, or relating (Bitner, 1992).

It is from this connection between Emotional and Cognitive states (arousal, pleasure and dominance) and Consumer engagement (cognitive processing, affection, activation) that the third hypothesis arises:

H3 – Emotional (arousal and pleasure) and Cognitive (dominance) states positively affects Consumer engagement (cognitive processing, affection, activation).

3.4. Hypothesis 4

Jones, Reynolds, Mothersbaugh and Beatty (2007) investigated emotions, affective and calculative commitment, and their relationship to loyalty. The authors found that affective impairment was positively related to positive emotions and repurchase intentions and negatively related to negative emotions and negative word-of-mouth. Emotions should moderate the degree to which individuals with different types of information process commitment.

The same authors point out that, in general, positive emotions should play a compensatory role for low levels of affective, economic and normative commitment, and a confirming role for high levels of these dimensions of commitment. When these dimensions are high, customers already feel positive and want to maintain the relationship with the retailer, either by emotional attachment (affective commitment), rewards or economic benefits (economic commitment), or moral satisfaction and reinforcement of identity (normative commitment). This results in high repurchase intentions (i.e., a positive main effect of commitment to loyalty) and positive emotions are expected to reinforce these intentions. In the case of negative emotions, a highly affective, economic or normative commitment must counteract its negative effect on loyalty. Consumers with high levels of these forms of commitment must oppose the information of negative emotions and resist changing their repurchase intentions. Negative emotion is diagnostic and complementary only when these dimensions are low. Customers should use a negative emotional consumption experience as a suggestion to update their behavioral intentions, since they have no means of answering it. Thus, when affective, economic or normative commitment is low, experiencing strong negative emotions should result in lower repurchase intentions.

In this way, the fourth hypothesis arises:

H4 - Emotional (arousal and pleasure) and Cognitive (dominance) states positively affects Behavioral intention.

3.5. Hypothesis 5

Blasco-Arcas, Hernandez-Ortega and Jimenez-Martinez (2016) investigated the role of emotions in engagement platforms using 3D product presentation. In order to measure client engagement, the authors based their research on previous research (Medlin and Green, 2009; Calder, Malthouse and Schaedel, 2009; Sprott, Czellar and Spangenberg, 2009) and chose a scale consisting of four items.

The engagement was considered by several authors as a result of telepresence (Handelsman, Briggs, Sullivan and Towler, 2005; Bakker, Albrecht and Leiter, 2011; Hu and Hui, 2012). In addition, the flow had a frequent impact on purchase intentions, unlike telepresence (Animesh, Pinsonneault, Yang and Oh, 2011). Koo and Ju (2010) argue that intention is the response, end result or reaction of consumers, including psychological reactions such as attitudes and / or behavioral responses. According to Mollen and Wilson (2010), the study by Fiore, Kim and Lee (2005) is considered the first study to discover that telepresence has an impact on instrumental and experiential values. Mollen and Wilson (2010) argue that instrumental and experiential value reflects the major dimensions of user engagement. In addition, previous studies within the context of e-learning have distinguished between engagement and telepresence, and engagement and flow. For example, Jones (1998) stated that the flow leads to the loss of its users (passive state), while engagement leads to engagement in the learning process (active, motivated and cognitive state). Csikszentmihalyi (1990) defined flow as a state in which people are so intensely involved in an activity that nothing else seems to matter. The experience itself is so enjoyable that people will perform the activity without cost. The definition of Csikszentmihalyi (1990) suggests that flow consists of action, engagement and pleasure (Ghani and Deshpande, 1994; Verhoef *et al.*, 2009). While telepresence refers to the feeling of being present (Weibel and Wissmath, 2011). Mollen and Wilson (2010) proposed a positive relationship between telepresence and engagement. In the context of 3D virtual environments, previous research (Papagiannidis, Pantano, See-To and Bourlakis, 2013, Papagiannidis, Pantano, See-To, Dennis and Bourlakis, 2017) found a positive relationship between simulated experiments of telepresence and engagement.

In this way, the following hypothesis arises:

H5 - Telepresence (escapism, presence, vividness) positively affects Consumer engagement (cognitive processing, affection, activation).

3.6. Hypothesis 6

According to Li, Daugherty, and Biocca (2002), telepresence arises when consumers interact with virtual environments or virtual products and influences the comprehensive way consumers learn about products. Consumer learning includes any process that modifies memory and memory behavior as a result of the processing of conscious and unconscious information. The effect of telepresence on consumer learning can be evaluated in the following three dimensions: cognitive, affective and conative (Lutz, 1975, Hutchinson and Alba 1991, Li *et al.*, 2002).

The cognitive dimension is relevant for determining the degree to which a particular product or marketing stimulus attracts the attention of consumers. It can be measured by the perception of knowledge obtained by consumers (Bettman and Park, 1980). Measuring the level of attention is particularly important in the context of the internet due to issues of information overload. Biehal and Chakravati (1982) ensure that consumers encode selective signals instead of accepting whatever is available. Information that is prominent, vivid, unique, dynamically mobile and in form, attracts attention. More specifically, Kempf and Smith (1998) stated that direct experiences increase users' attention and memory. This is because product testing involves multiple sensory channels and thus provides users with multimodal stimuli. In addition, consumers gain more self-motivation while experiencing and evaluating products than solely through vision. For the same reason, telepresence increases users' attention and memory by allowing users to experience products that resemble real objects through striking and vivid media.

Previous studies by Sternthal and Craig (1982) have led one to believe that the cognitive impact initially created on the client will affect their intent to purchase. If consumers understand and remember different useful features of products, their attitudes will be positively affected. However, a better understanding of product information will not always result in positive attitudes and more favorable purchasing intentions. If consumers learn about the disadvantages of a product, the influence on their attitudes and buying

intentions will be negative. No matter whether the influence is positive or negative, the increase in the level of knowledge of the product changes the attitudes of the consumers.

Having said this, the sixth hypothesis arises:

H6 - Telepresence (escapism, presence, vividness) positively affects Behavioral intention.

3.7. Hypotheses 7 and 8

Following the above assumptions, it is important to retain some of the above statements.

Mehrabian and Russell (1974) propose a model that relies on stimulus-organism-response (S-O-R). The sensory inputs of the external physical environment (stimulus), combined with internal factors, trigger emotional states (organism), from which the behavioral reactions (responses) result (Forrest, 2013).

According to Steuer (1992), telepresence is a feeling of being inside an environment that emerges through a medium of communication. Telepresence increases when people are engaging with an interactive and lively medium.

According to Doorn, Lemon, Mittal, Nass, Pick, Pirner and Verhoef (2010) state that engagement is represented as a state of mind or an activity that goes beyond purchases. Consumer Engagement is related to attitude, behavior and level of connection among customers and between customers and the company. From the created emotional states, the individual can choose one of two types of behavior: approach or avoidance (Chen and Hsieh, 2011).

Jones, Reynolds, Mothersbaugh and Beatty (2007) investigated emotions, affective and calculative commitment, and their relationship to loyalty. The authors found that affective impairment was positively related to positive emotions and repurchase intentions and negatively related to negative emotions and negative word-of-mouth. Emotions should moderate the degree to which individuals with different types of information process commitment.

The engagement was considered by several authors as a result of telepresence (Handelsman, Briggs, Sullivan and Towler, 2005; Bakker, Albrecht and Leiter, 2011; Hu and Hui, 2012). Mollen and Wilson (2010) proposed a positive relationship between telepresence and engagement. In the context of 3D virtual environments, previous

research (Papagiannidis, Pantano, See-To and Bourlakis, 2013, Papagiannidis, Pantano, See-To, Dennis and Bourlakis, 2017) found a positive relationship between simulated experiments of telepresence and engagement.

According to Li, Daugherty, and Biocca (2002), telepresence arises when consumers interact with virtual environments or virtual products and influences the comprehensive way consumers learn about products. Previous studies by Sternthal and Craig (1982) have led one to believe that the cognitive impact initially created on the client will affect their final action.

Thus, based on everything that was mentioned and after recalling some of the affirmations, it is possible to conclude that Atmospheric cues influence Emotional and cognitive states and Emotional and cognitive states influence Consumer engagement and Behavioral intention. Atmospheric cues influences Telepresence and Telepresence influences Consumer engagement and Behavioral intention. Thus, hypotheses 7 and 8 arise:

H7 - Emotional (arousal and pleasure) and cognitive (dominance) states mediates the relationship between Atmospheric cues (design, ambient and learning) and Consumer engagement (cognitive processing, affection and activation)/Behavioral intention.

H8 - Telepresence (escapism, presence, vividness) mediates the relationship between Atmospheric cues (design, ambient and learning) and Consumer engagement (cognitive processing, affection and activation)/Behavioral intention.

3.8. Hypothesis 9

The role of music in attendance can influence quality perceptions and consumer assessment of the service provider itself (Herrington and Capella, 1996). In general, pleasant music is associated with a longer time perception (Kellaris and Kent, 1991), the greater desire for affiliation with the service provider (Dubé *et al.*, 1995), and negative emotional reactions to waiting times (Hui, Dubé and Chebat, 1997). In the same way, Cameron, Baker, Peterson and Braunsberger (2003) proved the affective and cognitive influences of music. They point out that this can influence the moods and assessments of waiting times by the consumer. Morin *et al.* (2007), conducted a study in real environment

and another in a virtual environment. They observed positive effects of the presence of ambient music in the evaluation of the service and in the intentions of consumption.

Music, as an atmospheric variable, has long been recognized as an effective and efficient means of non-verbal communication. It is capable of triggering states of mind and thus stimulating behaviors (Herrington and Capella 1996, Jain and Bagdare 2011, Oakes 2003). For this reason, it has become a key component of marketing, both in terms of advertising and in point-of-sale (Bruner, 1990).

Ambient music, as the literature suggests, can potentiate cognitive processes, essentially through the mechanism of emotions. According to Chebat, Chebat and Vaillant (2001), the cognitive effects of music can be explained by two theories: Bower's theory (1981) and Hecker's theory (1984). The first is known as the network theory of associations. It suggests that emotional states generated by music enhance the attention and memorization of events associated with them. Information encoded in a given emotional context is easily recovered when the individual experiences this emotional state again. This works as a mediating variable of the memorization process (Chebat *et al.*, 2001). Many experimental evidence supports the qualitative benefits of emotions in memory function. These act as levers to increase the likelihood of an experience being recalled and to facilitate the memorization of details associated with it (Kensinger and Corkin, 2003).

The second theory mentioned by Chebat *et al.* (2001) proposes that the central feature of music is its ability to attract and retain the attention of the listener. The two studies confirm, therefore, that music can affect attention and recognition and recall of external stimuli (Chebat *et al.*, 2001).

Providing a pleasant musical atmosphere can boost the purchase and push the consumer to repeat or recommend it. Thus, it may become a potential competitive advantage in the face of competition (Muhammad, Musa and Ali, 2014; Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart, 2009).

Finally, the ninth and final hypothesis arises:

H9 - The background musical affects differently all relationships in the model.

Figure 2 represents the hypotheses model.

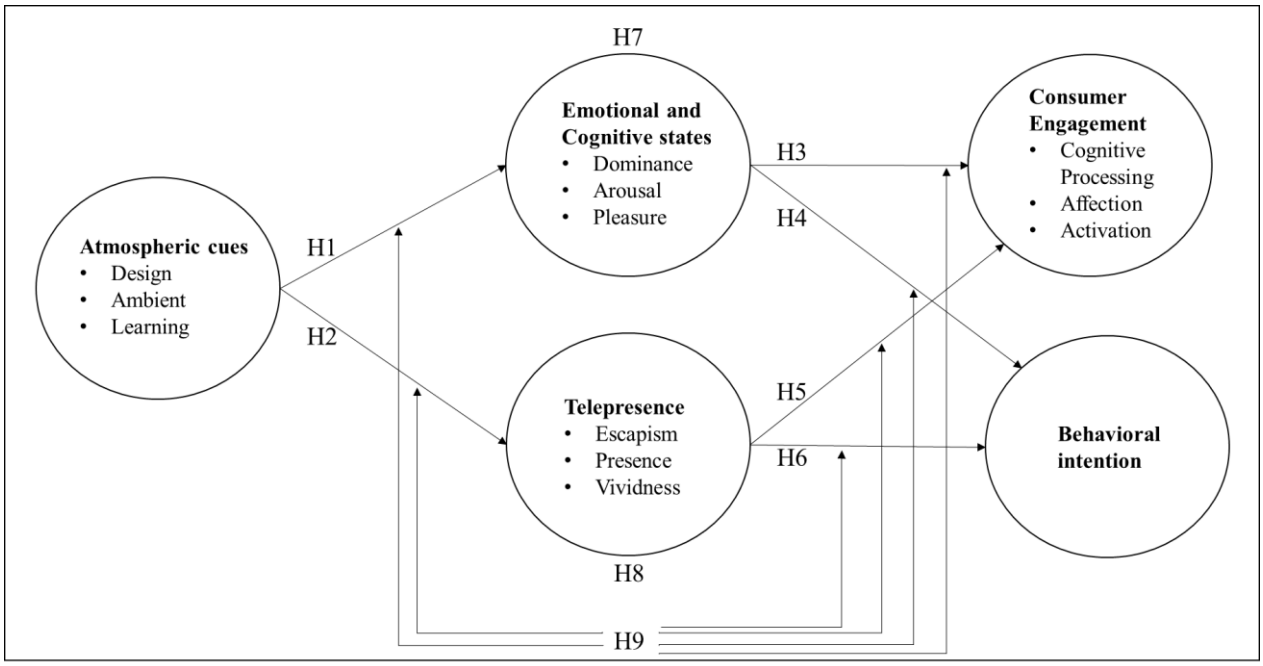

Figure 2 - Proposed Conceptual Model

Source: Own elaboration

4. Pre-test study

4.1. Methodology

4.1.1. Procedure

During the month of March 2018, a first pre-test was carried out so that the experimental scenarios were defined. This was done in portuguese to facilitate the approach and the largest possible number of participants in a short amount of time. Ten individuals were questioned so that two product categories would be considered. The questions were based on their preference for the purchase of products. The two most frequently answered products - shoes and watches - were then selected.

After this, a pre-test was performed. The objectives of the pre-test were to characterize each of the songs tested and to determine the degree of congruence between a set of musical pieces and the products' categories in question (shoes and watches). It was made during three masters classes in ISCTE.

The procedure performed consisted in the reproduction of a musical sequence of six musical excerpts (each one with about 30 seconds), chosen for the possible relation with the products already mentioned above. In order to get the answers, a questionnaire was given to the participants (appendix I). The musical excerpts were reproduced in an uniform way and at a constant volume level for a correct hearing and apprehension, and at the same time, images of shoes and watches were presented through a Power Point. While listening to each song, participants were asked to rate them one by one on a 5-item Likert scale, considering a set of six dimensions, adapted from Spangenberg, Grohmann and Sprott (2005): pleasantness (from "Not pleasant" to "Extremely pleasant"), intensity (from "Not stimulating" to "Extremely stimulating"), familiarity (from "Never heard" to "I know and often hear"), attractiveness ("Not appealing" to "Extremely appealing"), emotional tone ("Negative" to "Positive") and preference (from "I do not like it" to "I like it a lot").

Participants were then asked to associate with each music the qualitative attributes that best translated their perceptions about it (North and Hargreaves, 1998). The possible answers were: slow, calm, relaxed, peaceful, sad, cheerful, upbeat, strong, exciting, lively, neutral (Novak *et al.*, 2010). Finally, the participants were invited to observe two

sets of images, namely photographs of shoes and watches and, on a Likert scale of 5 items, to analyze each musical composition as to its congruence with the respective product.

4.1.2.Sample Profile

The sample of the population consisted of 68 individuals (63.2% female and 36.8% male). With an average age of 23 years.

	Gender			**Age**							
	Male	Female	Total	21	22	23	24	25	26	35	Total
Frequency	25	43	68	18	26	15	4	3	1	1	68
Percent	36.8	63.2	100.0	26.5	38.2	22.1	5.9	4.4	1.5	1.5	100.0

Table 1 - Frequency and percentage of gender and age of participants

Source: Own elaboration based on SPSS outputs

Age	
Mean	22.5

Table 2 - Mean of age of participants

Source: Own elaboration based on SPSS outputs

4.2. Results

For the analysis of this Pre-Test SPSS Statistics 25 software was used in order to calculate the descriptive statistics.

4.2.1.Background music

4.2.1.1. Quantitative Evaluation of Music

	Calm music						Upbeat msuic					
	"Snowflake Sonata"		"Starlight Memories"		"Time Castle"		"Sunny"		"Easy"		"Bitter Love"	
	Mean	Overall mean	Mean	Overall mean	Mean	Overall mean	Mean	Overall mean	Mean	Overall mean	Mean	Overall mean
Pleasure	3.7	(3.7 + 2.6 + 2.6 + 2.9 + 3.9 + 3.1) / 6 ≈ **3.1 (3.13)**	3.3	(3.3 + 2.9 + 2.7 + 2.8 + 4.0 + 2.9) / 6 = 3.1	3.4	(3.4 + 2.8 + 2.7 + 2.9 + 3.8 + 2.8) / 6 ≈ 3.1 (3.06)	3.0	(3.0 + 3.4 + 2.2 + 2.7 + 2.2 + 2.7) / 6 = 2.7	3.9	(3.9 + 3.3 + 3.5 + 3.5 + 2.9 + 3.4) / 6 = **3.4**	3.5	(3.5 + 3.6 + 2.7 + 3.5 + 2.4 + 3.2) / 6 = 3.2
Intensity	2.6		2.9		2.8		3.4		3.3		3.6	
Familiarity	2.6		2.7		2.7		2.2		3.5		2.7	
Attractiveness	2.9		2.8		2.9		2.7		3.5		3.5	
Emotional Tone	3.9		4.0		3.8		2.2		2.9		2.4	
Preference	3.1		2.9		2.8		2.7		3.4		3.2	

Table 3 - Quantitative evaluation of music

Source: Own elaboration based on SPSS outputs

4.2.1.2. Qualitative Evaluation of Music

	Snowflake Sonata	Sunny	Easy	Starlight Memories	Bitter Love	Time Castle
Slow	28	1	1	24	0	33
Calm	32	3	4	29	0	40
Relaxing	32	10	6	28	2	28
Peaceful	16	2	7	23	1	26
Sad	27	0	0	42	0	27
Joyful	4	24	48	1	18	2
Upbeat	3	38	26	0	46	1
Strong	3	5	3	4	11	3
Exciting	2	18	23	2	35	2
Lively	2	19	36	0	41	0
Neutral	7	12	2	3	1	5

Table 4 - Qualitative evaluation of music

Source: Own elaboration based on SPSS outputs

Through the Qualitative Score Chart of Songs, you can check that "Snowflake Sonata", "Starlight Memories" and "Time Castle" are quiet songs. The songs "Sunny", "Easy" and "Bitter Love" are upbeat songs. In this way, and based on the frequency tables obtained, it was possible to reach a conclusion. In each song, through the averages of each dimension, the overall mean was calculated. This was the base value for the conclusion of this question. Thus, as a result of this pre-test and using the measure of perceived congruence with the contemplated products as basis, two songs were chosen to create the

experimental scenarios: "Easy" by the artist Nicolai Heidlas, such as upbeat music and "Snowflake Sonata" by artist Dennis Kuo, as calm music.

4.2.2.Sales product

	Shoes		Watches	
	Mean	Overall mean	Mean	Overall mean
Relation with "Snowflake Sonata"	2.0	(2.0 + 3.4 + 3.2 + 1.9 + 3.9 + 2.0) / 6 = **16.4**	2.9	(2.9 + 2.6 + 2.5 + 2.6 + 2.9 + 2.8) / 6 = 16.3
Relation with "Starlight Memories"	1.9		2.6	
Relation with "Time Castle"	2.0		2.8	
Relation with "Sunny"	3.4		2.6	
Relation with "Easy"	3.2		2.5	
Relation with "Bitter Love"	3.9		2.9	

Table 5 - Quantitative evaluation of sales product

Source: Own elaboration based on SPSS outputs

Statistical tests were also performed to compare the existence of possible relationships between each musical piece and each product. The overall mean was again calculated from the averages obtained in the frequency tables. As a result of this pre-test, it was guaranteed that, in general, the songs were mostly related to the shoes.

5. Main Study

5.1. Research approach

5.1.1. Methodology

It is in this chapter that the intention is to describe the methodology used to achieve the main objectives of the research and to test the hypotheses explored at the development stage.

During this stage, the results to be examined were selected and studied to develop scales to be used in the empirical part. The hypotheses and the conceptual model were developed based on existing theories.

This dissertation aims to study cause and effect relationships between variables, in order to understand what influences what and the consequences of that influence (Saunders, Lewis and Tornhill, 2009). To study these relationships and to prove the hypotheses, a quantitative approach was used. The method chosen was a questionnaire, so that the hypotheses could be studied statistically.

The study is conducted in person, but with the help of a device. In this way the sample should be larger and more diversified as much as possible. This method was chosen because it allows the collection of updated data and the choice of an adequate sample, which is related to the research objective (Mooi and Sarstedt, 2011).

5.1.2. Data Collection

The procedure performed was in person and was carried out in its entirety at ISCTE. The study began on March 28, 2018 and ended on June 8, 2018. Due to the use of its Virtual Reality material, it would be necessary to take the utmost care and responsibility for it. Initially a room was requested. However, due to the lack of answers to the number of answers per day (20 responses on average), a second option was necessary. From the third day of study, the material was mounted in places like the Blue Wing, next to the study room and, in the bar of the AE. In this way it was possible to reach a larger number of people to carry out the experiment and, later, to respond to the questionnaire. It was necessary to approach most of the random students who passed in that place in order to encourage them to participate in the experience and later to respond to the questionnaire.

The material used mostly contained: a computer (with the software where the virtual store was designed), oculus (with the proper lenses used to enter the virtual world) with built-in earphones (to hear the sounds of the virtual world), two motion sensors (to detect all participants' movements) and two controls (to aid in movements). In order to assemble the material, it was necessary to acquire tables with a width of at least 1 meter. This is because the sensors would have to be properly spaced for proper operation.

Participants were given a brief explanation of what would happen next. They have also been warned of possible dizziness or nausea and may interrupt the experience at any time.

After putting on the oculus rift and the controls, the participants would be ready to start their experience. From that moment on, they were inside a virtual shoe store, and they would be perfectly comfortable to finish as soon as they intended. The goal would be to observe the store in detail. The commands helped the movement of each one (approach or distance) while lowering or stretching with the body itself. This is to get a better look at each of the shoes and any other equipment in the store. It was essential that they be attentive to the generated environment (colors, aesthetics, music and layout). This process had, on average, a duration of 3 minutes.

Participants were then asked to respond to a questionnaire (appendix IV). The questionnaire was created and launched online using the Google Forms platform (docs.google.com). It was distributed using a tablet so that the survey could be answered on the spot. In total, the experience provided to ISCTE students lasted, on average, 15 minutes.

5.1.3.Questionnaires

The questionnaire was designed to include items that would allow the collection of all information necessary to analyze each construct created in the proposed model (appendix II). Thus, it was divided into several parts. It start with a brief introduction about what was to come next. Secondly, two questions were asked in order to know whether participants had previously used Virtual Reality and how familiar they were with it. The next part presented the items that made it possible to measure each building.

The items were based on existing measurement scales with different sources, present in the Literature Review and summarized in table 6 (a complete list of items and sources can be found in the appendix II).

Atmospheric cues	Design Cues	Kumar (2010)
	Ambient Cues	Kumar (2010)
	Learning	Huang and Hsu (2009)
Emotional and cognitive states	Dominance	Bakker, Voordt, Vink and Boon (2014)
	Arousal	Koo and Ju (2010)
	Pleasure	Koo and Ju (2010)
Behavioral intention		Koo and Ju (2010)
Consumer engagement	Cognitive Processing	Hollebeek, Glynn and Brodie (2014)
	Affection	Hollebeek, Glynn and Brodie (2014)
	Activation	Hollebeek, Glynn and Brodie (2014)
Telepresence	Escapism	Kerrebroeck, Brengman and Willems (2017)
	Presence	Kerrebroeck, Brengman and Willems (2017)
	Vividness	Keller and Block (1997)

Table 6 - Measurement scale sources

Source: Own elaboration

Finally, participants were asked to identify their gender and age and if they presented the student worker status. This allowed the analysis of the sample profile. As the survey was only given to the Portuguese population, an item of nationality was not included.

The clarity of writing was also in mind when creating the questionnaire, enabling everyone to respond easily and quickly. The language in which the questionnaire was delivered also followed this purpose, which is why it was delivered in Portuguese, instead of English. Consequently, the questionnaire was prepared in English, based on several authors and adapted. Finally, it was translated into Portuguese and retranslated into English, to ensure that the phrases expressed the same meaning in both languages.

After this, a pre-test was done, sending it to 5 selected people so that they could respond and evaluate before starting the research. This was done to understand whether different types of participants could clearly understand the questions and their words. In this way, it was possible to test if there were no questions that the respondents were reluctant to answer, or if there were issues that needed to be addressed (Mooi and Sarstedt, 2011). The Google Forms platform provides a test link that was sent to the five people who were

asked to respond to the questionnaire. At the same time, they wrote down everything they thought necessary, such as misunderstood questions, written errors, or technical problems. The notes were carefully studied, and the necessary corrections were introduced.

5.2. Data analysis

5.2.1. Data treatment

First, the data set was transferred. To perform statistical analyzes, the data set was transported to the IBM SPSS Statistics 25 software and the tests performed there. Thus, to complete the appropriate analysis, it was necessary to identify what type of variables were being treated. Variables such as Genre, Music and questions such as "Have you used Virtual Reality?" And "Are you a student worker?" Were treated as Nominal. All the others were evaluated with a 5-point Likert scale (the number 1 representative of the lowest level and the number 5 of the highest level).

The IBM SPSS 25 was also used in the calculation of descriptive statistics, linear regression and to refine relations and go further in understanding the mediator and moderator effects.

Initially descriptive analyzes were performed for all variables. Particular importance was given to the values of Mean, Standard Deviation and Cronbach's Alpha. The latter is a measure of internal consistency, that is, it indicates how closely related a set of items are as a group. Values above .6 are considered interesting.

Then, linear regression models were used, whose valid implementation required prior verification of the following assumptions (Hair, Black, Babin and Anderson, 2009):

- The dependent variable must be quantitative, while independent variables may be qualitative in nature, provided that they are susceptible to be treated as quantitative or coded on a binary scale.

- The relationship between the dependent variable and the independent variables is linear in nature.

- There is an independence in the observations, which is visible if the residues exhibit a random behavior and are not correlated with each other. This assumption was tested on a

case-by-case basis by the Durbin-Watson statistic, which takes values between 0 and 4. Values close to 2 show the lack of correlation between the residues, allowing us to conclude about their independence.

- There is homoscedasticity in the data (the residue variance is constant).

- The residuals have an expected value equal to zero (the residue variable, which contains the value of the deviations, that is, the difference between the observed value and the estimated value of the straight line of the equation).

- Normality of the deviations (it is necessary to verify that the residues are distributed in an approximately normal way).

- The independent variables do not correlate with the residuals.

- There is no multicollinearity (independent variables are not correlated with each other). This assumption applies only to multiple regression models, and was tested, on a case-by-case basis, by the VIF and Tolerance collinearity indicators. If VIF < 10 (Tol > .1), for all independent variables, the assumption is confirmed.

In addition, mediation analyzes were employed in order to detect a possible mediating role of the variables. All tables created are in appendix VI.

This type of analysis is based on the definition of Baron and Kenny (1986), according to which a variable will function as a "mediator" if it contributes to explain the relation between two other variables. In its basic configuration, the Baron and Kenny model (1986) assures that an independent variable ("X") is explained by a dependent variable ("Y"), by means of a mediating variable ("M"), (Zhao, Lynch and Chen, 2010), as can be seen in the following figure 3.

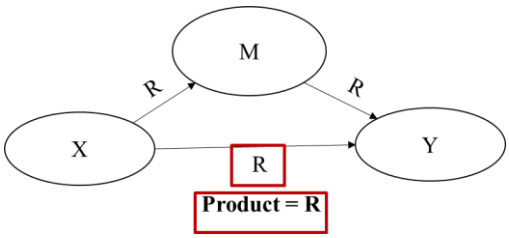

Figure 3 - Mediators Model

Source: Own elaboration

The R values obtained through Linear Regression analysis in SPSSS will be compared. If the direct effect of the independent variable on the dependent variable (coefficient in

the regression X → Y) is not significant, the type of mediation applicable will be "only indirect" mediation; if this direct effect is significant, "complementary" or "competitive" mediation can be observed. The first one is verified if the direct effect and the indirect effect (via mediator) have the same direction and, second, if they have opposite directions (Zhao et al., 2010).

The moderating effect of one of the variables entered in the questionnaire was also analyzed, but only through the Independent Samples T-Test. All tables created are in appendix VII.

5.2.2.Sample Profile

The sample consisted of 200 individuals, 95 women (corresponding to a percentage of 47.5%) and 105 men (corresponding to a percentage of 52.5%), as shown in the following table.

		Frequency	Percent
Gender	Female	95	47.5
	Male	105	52.5
	Total	200	100.0

Table 7 - Frequency and percent of age of participants

Source: Own elaboration based on SPSS outputs

The ages ranged from 18 to 33 years. All participants are students at ISCTE, where the study was conducted. A small percentage (11.5% of the participants) identified themselves as "Student Worker" (appendix V).

After reading a protocol regarding the use of the material of Virtual Reality, all accepted to participate voluntarily. About fifty-seven percent of the participants had never used Virtual Reality before. Thus, the degree of familiarity with it was 2.6 on average (appendix V).

5.3. Results

5.3.1.Descriptive Analysis

The present section presents the results of the descriptive analysis performed through SPSS software. Descriptive statistics (mean, standard deviation and Cronbach's Alpha) are presented for each item in all dimensions present in the conceptual model. The present analysis was performed three times. The first in a global fashion, without filters, and therefore 200 questionnaires were analyzed. The second with the filter related to the upbeat music "Easy" and only 100 questionnaires were analyzed. And, finally, the third with the filter referring to the quiet song "Snowflake Sonata" and, were again analyzed only 100 questionnaires.

5.3.1.1. Atmospheric cues

The Atmospheric cues construct was divided into three items: Design Cues, Ambient Cues and Learning. These were analyzed separately, as shown in the tables below.

Design Cues

In the questionnaire, nine questions about Design Cues were presented. The Mean and Standard Deviation values of each item are shown in table 8.

As can be seen in table 8, the item **AD6** is the one with the highest average, with a value of 4.6. The item **AD8** has the lowest mean value, 2.8.

The standard deviation, in the case of Design Cues, presents its highest values in the items **AD7**, with 0.967 and **AD8**, with 1,109, representing the items with the highest response variability.

The AD construct represents a new variable, obtained by the computed mean of each item referring to Design Cues. This variable presents values of 3.8 and 0.865 in mean and standard deviation, respectively.

	Mean	Std. Deviation
AD1: The color scheme was pleasing.	3.8	.863
AD2: The physical facilities were atractive.	3.7	.872
AD3: The merchandise in the store appeared organized.	4.3	.759
AD4: The merchandise was logically located in the store.	3.9	.872
AD5: Navigating the store was easy.	4.5	.776
AD6: There was sufficient aisle space in the store.	**4.6**	.653
AD7: In-store displays were impressive.	3,4	**.967**
AD8: There was adequate display of in-store information.	**2.8**	**1.109**
AD9: The décor of the store was pleasing.	3.6	.915
Construct AD	3.8	.865
Cronbach's Alpha	.843	

Table 8 - Descriptive statistics: Design Cues

Source: Own elaboration based on SPSS outputs

Ambient Cues

In the questionnaire five questions about Ambient Cues were presented. The Mean and Standard Deviation values of each item (globally and with the two filters applied) are shown in table 9.

As can be seen in table 9, the item **AA4** is the one that presents the highest average in two of the analyzes performed. It presents a value of 4.1 in the "Globally" analysis and 4.4 in the "Easy" music analysis. Concerning the song "Snowflake Sonata", the item **AA1** is the highest, with 4.0. The items **AA3** and **AA5** also have the lowest average value, 3.7 in "Globally". The latter is also the item with the lowest average in the analysis referring to the song "Snowflake Sonata", with 3.3. Concerning the song "Easy", the item that presents the lowest average is **AA2**, with 3.7.

The standard deviation, in the case of Ambient Cues, presents its highest values in the items **AA4**, with 1.079 and **AA5**, with 1.135, in the "Globally" analysis. In the analysis for the song "Easy", the items are **AA1**, with 0.902 and **AA2**, with 0.970. Concerning the song "Snowflake Sonata", they are again **AA4**, with 1.192 and **AA5**, with 1.267. These represent the items with the greatest variability of response.

The construct AA represents a new variable, obtained by the computed average of each item referring to Ambient Cues. This variable presents values in average and standard deviation, respectively, of 3.9 and 0.995 ("Globally"), 4.0 and 0.876 ("Easy") and 3.7 and 1.033 ("Snowflake Sonata").

Globally	Mean	Std. Deviation
AA1: The lightingin the store was pleasing.	4.0	.836
AA2: The lighting accentuated the products that were displayed in the store.	3.8	.892
AA3: The backgroung music in the store made shopping pleasent.	**3.7**	1.035
AA4: The background music in the store did not bother me.	**4.1**	**1.079**
AA5: The background music in the store was appropriate.	**3.7**	**1.135**
Construct AA	3.9	.995
Cronbach's Alpha	.773	
"Easy"	Mean	Std. Deviation
AA1: The lightingin the store was pleasing.	3.9	**.902**
AA2: The lighting accentuated the products that were displayed in the store.	**3.7**	**.970**
AA3: The backgroung music in the store made shopping pleasent.	4.0	.858
AA4: The background music in the store did not bother me.	**4.4**	.831
AA5: The background music in the store was appropriate.	4.1	.818
Construct AA	4.0	.876
Cronbach's Alpha	.736	
"Snowflake Sonata"	Mean	Std. Deviation
AA1: The lightingin the store was pleasing.	**4.0**	.764
AA2: The lighting accentuated the products that were displayed in the store.	3.8	.811
AA3: The backgroung music in the store made shopping pleasent.	3.5	1.132
AA4: The background music in the store did not bother me.	3.8	**1.192**
AA5: The background music in the store was appropriate.	**3.3**	**1.267**
Construct AA	3.7	1.033
Cronbach's Alpha	.799	

Table 9 - Descriptive statistics: Ambient Cues

Source: Own elaboration based on SPSS outputs

Learning

Five questions about Learning were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 10.

As can be seen in table 10, the item A**L1** is the one with the highest average, with a value of 4.3. The item **AL2** has the lowest average value, 3.5.

The standard deviation, in the case of Learning, presents its highest values in the items **AL2**, with 1.012 and A**L3**, with 1,171, representing the items with the highest response variability.

The AL construct represents a new variable, obtained by the computed mean of each item referring to Learning. This variable presents values of 3.9 and 0.902 in mean and standard deviation, respectively.

	Mean	Std. Deviation
AL1: It was a very interesting experience.	**4.3**	.714
AL2: The experience has made me more knowledgeable.	**3.5**	**1.012**
AL3: I discovered something new.	3.7	**1.171**
AL4: I enjoyed the exhibition.	4.2	.712
Construct AL	3.9	.902
Cronbach's Alpha	.754	

Table 10 - Descriptive statistics: Learning

Source: Own elaboration based on SPSS outputs

5.3.1.2. Emotional and Cognitive states

The Emotion construct was divided into three items: Dominance, Arousal and Pleasure. These were analyzed separately, as shown in the tables below, respectively.

Dominance

In the questionnaire were asked five questions about Dominance. The Mean and Standard Deviation values of each item are shown in table 11. It is possible to observe, through the averages, that in general, responses tended to be higher, taking into account the Likert 5 scale used (the average is higher than 3 in all items).

As can be seen in table 11, the item **EmD5** is the one that presents the highest average, with a value of 3.7, meaning most individuals think that shoes are a necessary product. The item **EmD3** has the lowest average value, 3.1. Although this is the lowest mean, it is higher than 3, that is, the majority of responses tended to be higher, as previously mentioned.

The standard deviation, in the case of Dominance, presents its highest values in the items **EmD2**, with 1.047 e **EmD5**, with 1,034, representing the items with greater response variability.

The EmD construct represents a new variable, obtained by the computed mean of each Dominance item. This variable presents values of 3.4 and 0.930 in mean and standard deviation, respectively.

When I visit the virtual store, I feel:

Scale 1 / 5	Mean	Std. Deviation
EmD1: Submissive / Dominant	3.5	.856
EmD2: Controlled / Controlling	3.4	**1.047**
EmD3: Influenced / Influential	**3.1**	.972
EmD4: Awed / Important	3.5	.743
EmD5: Guided / Autonomous	**3.7**	**1.034**
Construct EmD	3.4	.930
Cronbach's Alpha	.775	

Table 11 - Descriptive statistics: Dominance

Source: Own elaboration based on SPSS outputs

Arousal

Four questions about Arousal were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 12. It is possible to observe, through the averages, that in general, responses tended to be higher, taking into account the Likert 5 scale used (the average is higher than 3 in all items).

As can be seen in table 12, the item **EmA2** is the one with the highest average, with a value of 3.8, meaning most people think shoes are a necessary product. The item **EmA1** has the lowest average value, 3.1. Although this is the lowest mean, it is higher than 3, that is, the majority of responses tended to be higher, as previously mentioned.

The standard deviation, in the case of Arousal, presents its highest values in the items **EmA1**, with 1.115 and **EmA3**, with 1.093, representing the items with the greatest variability of response.

The EmA construct represents a new variable, obtained by the computed mean of each item referring to Arousal. This variable presents values of 3.4 and 0.996 in mean and standard deviation, respectively.

When I visit the virtual store, I am:

Scale 1 / 5	Mean	Std. Deviation
EmA1: Not aroused / Aroused	**3.1**	**1.115**
EmA2: Sleepy / Wide Awake	**3.8**	.914
EmA3: Calm / Excited	3.5	**1.093**
EmA4: Sluggish / Frenzied	3.2	.862
Construct EmA	3.4	.996
Cronbach's Alpha	.694	

Table 12 - Descriptive statistics: Arousal

Source: Own elaboration based on SPSS outputs

Pleasure

In the questionnaire 4 questions about Pleasure were presented. The Mean and Standard Deviation values of each item are shown in table 13. It is possible to observe, through the averages, that in general, responses tended to be higher, taking into account the Likert 5 scale used (the average is higher than 3 in all items).

As can be seen in table 13, the items **EmP1** e **EP3** are the ones with the highest average, also with a value of 4.2, that is, most individuals think that shoes are a necessary product. The item **EmP5** has the lowest mean value, 3.6. Although this is the lowest mean, it is higher than 3, that is, the majority of responses tended to be higher, as previously mentioned.

The standard deviation, in the case of Pleasure, presents its highest values in the items **EmP1**, with 0.781 and **EmP5**, with 1.122, representing the items with the greatest variability of response.

The EmP construct represents a new variable, obtained by the computed average of each item referring to Pleasure. This variable presents values of 4.0 and 0.825 in mean and standard deviation, respectively.

Using Virtual Store is:

Scale 1 / 5	Mean	Std. Deviation
EmP1: Depressed / Contented	**4.2**	**.781**
EmP2: Unhappy / Happy	4.1	.685
EmP3: Unsatisfied / Satisfied	**4.2**	.769
EmP4: Annoyed / Pleased	4.1	.767
EmP5: Restricted / Free	**3.6**	**1.122**
Construct EmP	4.0	.825
Cronbach's Alpha	.824	

Table 13 - Descriptive statistics: Pleasure

Source: Own elaboration based on SPSS outputs

5.3.1.3. Behavioral intention

Four questions about Intention were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 14.

As can be seen in table 14, the item **It4** is the one with the highest average, with a value of 3.7. The item **It2** has the lowest average value, 3.2.

The standard deviation, in the case of Intention, presents its highest values in the items **It2**, with 0.960 and **It3**, with 0.973, representing the items with the highest response variability.

The It construct represents a new variable, obtained by the calculated average of each item referring to Intention. This variable presents values of 3.4 and 0.927 in mean and standard deviation, respectively.

	Mean	Std. Deviation
It1: I will continue to visit this store in the future.	3.5	.896
It2: I will use this store to buy products instead of other.	**3.2**	**.960**
It3: I will often use this store in the future.	3.3	**.973**
It4: I will recommend this store to others.	**3.7**	.877
Construct It	3.4	.927
Cronbach's Alpha	.904	

Table 14 - Descriptive statistics: Behavioral Intention

Source: Own elaboration based on SPSS outputs

5.3.1.4. Consumer Engagement

The Consumer engagement construct was divided into three items: Cognitive Processing, Affection and Activation. These were analyzed separately, as shown in the tables below, respectively.

Cognitive Processing

Three questions about Cognitive Processing were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 15.

As can be seen in table 15, the items **EgC1** and **EgC3** are those with the highest average, also with a value of 3.7. The item **EgC2** has the lowest average value, 3.4.

The standard deviation, in the case of Cognitive Processing, presents its highest values in the items **EgC2**, with 0.931 and **EgC3**, with 0.924, representing the items with the greatest variability of response.

The EgC construct represents a new variable, obtained by the computed mean of each item referring to Cognitive Processing. This variable presents values of 3.6 and 0.899 in mean and standard deviation, respectively.

	Mean	Std. Deviation
EgC1: Using this store made me think more about it.	**3.7**	.841
EgC2: I thought a lot about this store while I visited it.	**3.4**	**.931**
EgC3: Visiting this store stimulated my interest in knowing more about it.	**3.7**	**.924**
Construct EgC	3.6	.899
Cronbach's Alpha	.807	

Table 15 - Descriptive statistics: Cognitive Processing

Source: Own elaboration based on SPSS outputs

Affection

Four questions on Affection were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 16.

As can be seen in table 16, the item **EgAf3** is the one with the highest average, with a value of 4.0. The item **EgAf4** has the lowest average value, 3.5.

The standard deviation, in the case of Affection, presents its highest values in the items **EgAf2**, with 0.832 and **EgAf4**, with 0.940, representing the items with the greatest variability of response.

The EgAf construct represents a new variable, obtained by the computed mean of each Affection item. This variable presents values of 3.8 and 0.838 in mean and standard deviation, respectively.

	Mean	Std. Deviation
EgAf1: I felt very positive when I visited this store.	3.8	.801
EgAf2: Visiting this store made me happy.	3.9	**.832**
EgAf3: It felt good when I visited this store.	**4.0**	.778
EgAf4: I was proud to visit this store.	**3.5**	**.940**
Construct EgAf	3.8	.838
Cronbach's Alpha	.839	

Table 16 - Descriptive statistics: Affection

Source: Own elaboration based on SPSS outputs

Activation

Only two questions about Activation were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 17.

As can be seen in table 17, the item **EgAt2** is the one with the highest average, with a value of 3.3. The item **EgAt1** has the lowest average value, 2.2.

The standard deviation, in the case of Activation, presents its considerably high values in the items **EgAt1**, with 1.142 and **EgAt2**, with 0.989.

The EgAt construct represents a new variable, obtained by the computed mean of each item related to Activation. This variable presents values of 2.8 and 1.066 in mean and standard deviation, respectively.

	Mean	Std. Deviation
EgAt1: I spent a lot of time visiting this store compared to other stores.	**2.2**	**1.142**
EgAt2: This store will be one of my options when it comes to interest in visiting shoe stores.	**3.3**	**.989**
Construct EgAt	2.8	1.066
Cronbach's Alpha	.416	

Table 17 - Descriptive statistics: Activation

Source: Own elaboration based on SPSS outputs

5.3.1.5. Telepresence

The telepresence construct was divided into three items: Escapism, Presence and Vividness. These were analyzed separately, as shown in the tables below, respectively.

Escapism

In the questionnaire were asked 3 questions about Escapism. The Mean and Standard Deviation values of each item are shown in table 18.

As can be seen in table 18, the item **TE1** is the one with the highest average, with a value of 4.1. The item **TE2** has the lowest average value, 3.2.

The standard deviation, in the case of Escapism, presents its highest values in the items **TE1**, with 1.195 and **TE3**, with 1.033, representing the items with the greatest variability of response.

The TE construct represents a new variable, obtained by the computed mean of each item referring to Escapism. This variable presents values of 3.6 and 1.006 in mean and standard deviation, respectively.

	Mean	Std. Deviation
TE1: I liked the sense of "escapism" from the experience.	**4.1**	.790
TE2: The experience in the store allowed me to forget some real-life problems.	**3.2**	**1.195**
TE3: This experience allowed me to relax and relieve the stress of everyday life.	3.6	**1.033**
Construct TE	3.6	1.006
Cronbach's Alpha	.704	

Table 18 - Descriptive statistics: Escapism

Source: Own elaboration based on SPSS outputs

Presence

In the questionnaire were asked three questions about Presence. The Mean and Standard Deviation values of each item are shown in table 19.

As can be seen in table 19, the item **TP1** is the one with the highest average, with a value of 4.0. The item **TP2** has the lowest mean value, 2.8.

The standard deviation, in the case of Presence, presents its highest values in the items **TP2**, with 1.244 and **TP5**, with 1.180, representing the items with the greatest variability of response.

The TP construct represents a new variable, obtained by the computed mean of each item referring to Presence. This variable presents values of 3.6 and 1.067 in mean and standard deviation, respectively.

	Mean	Std. Deviation
TP1: During the visit to the store, I felt that I was in a world that the computer created.	**4.0**	.967
TP2: During the visit to the store, I forgot that I was in the middle of an experience.	**2.8**	**1.244**
TP3: During the visit to the store, my body was in the room, but my mind was inside the computer-created world.	3.8	1.045
TP4: I felt that I was more in the "computing world" than in the "real world" during the visit to the store.	3.8	.927
TP5: I forgot my immediate surroundings during the visit to the store.	3.4	**1.180**
TP6: When the visit to the store ended, I felt as if I had returned to the "real world" after a journey.	3.7	1.043
Construct TP	3.6	1.067
Cronbach's Alpha	.724	

Table 19 - Descriptive statistics: Presence

Source: Own elaboration based on SPSS outputs

Vividness

Six questions on Vividness were presented in the questionnaire. The Mean and Standard Deviation values of each item are shown in table 20.

As can be seen in table 20, the item **TV3** is the one that presents the highest average, with a value of 4.4, meaning most individuals think that shoes are a necessary product. The item **TV4** has the lowest average value, 2.2. This is the only value less than 3, that is to say that it was the only item in which the majority of the answers tended to be lower values (taking into account the Likert 5 scale used).

The standard deviation, in the case of Vividness, presents its highest values in the items **TV4**, with 1.240 and **TV6**, with 0.951, representing the items with the greatest variability of response.

The TV construct represents a new variable, obtained by the computed average of each item referring to Vividness. This variable presents values of 3.7 and 0.926 in mean and standard deviation, respectively.

The actions taken in the virtual store:

Scale 1 / 5	Mean	Std. Deviation
TV1: They were difficult to portray or imagine / They were easy to portray or imagine	4.2	.847
TV2: They were difficult tasks / They were Easy Tasks	4.3	.829
TV3: They were hard to understand / They were easy to understand	**4.4**	.782
TV4: They needed little effort / They needed a lot of effort	**2.2**	**1.240**
TV5: They were hard to follow / They were easy to follow	4.2	.908
TV6: They demanded little attention / They demanded a lot of attention	3.0	**.951**
Construct TV	3.7	.926
Cronbach's Alpha	.565	

Table 20 - Descriptive statistics: Vividness

Source: Own elaboration based on SPSS outputs

5.3.2.Linear Regression

Performing a Linear Regression analysis helps to understand if the variables affect another variable and in what form. All the alternatives were tested in three case studies: "Globally", with only the song "Easy" and only with the song "Snowflake Sonata". Unique tables with the most relevant values were designed to facilitate the analysis from the output originated by the SPSS. All assumptions mentioned in the Data Treatment section have been verified.

5.3.2.1. Dominance as Dependent Variable

Starting the analysis and, by examining the following table, it is possible to observe that in **F (sig.)** column (table 21), the first two values of **sig.** are significant (< .05). That is to say, for the "Globally" case and for the "Easy" case, the linear regression model is valid and at least some of the variables may be useful for its explanation. The same does not happen in the case "Snowflake Sonata", for having a value of sig. > .05.

Thus, from the value of $\mathbf{R^2}$ (table 21) it is known that the variables explain only 3.4% of the Dominance variable in "Globally" and only 7.1% in "Easy".

Through the **Sig.** column it is possible to conclude that, in the three case studies, for the dependent variable Dominance, none of the independent variables has a significant value (sig. > .05). They are not, therefore, important when explaining this dependent variable.

Linear Regression for Dominance											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	2.400	.344		6.984	.000	3.333 (.021)	1.989	.034		
	Design_Cues	.190	.112	**.162**	1.692	**.092**				.528	1.895
	Ambient_Cues	.072	.081	.076	.880	.380				.646	1.549
	Learning	.007	.081	.007	.086	.932				.697	1.435
"Easy"											
1	(Constant)	1.648	.554		2.973	.004	3.539 (.018)	2.198	.071		
	Design_Cues	0.242	.162	**.189**	1.493	**.139**				.582	1.717
	Ambient_Cues	.171	.127	.155	1.349	.181				.715	1.399
	Learning	.029	.110	.029	.261	.795				.760	1.316
"Snowflake Sonata"											
1	(Constant)	2.758	.453		6.089	.000	0.963 (.414)	1.857	-.001		
	Design_Cues	.123	.157	**.133**	.784	**.435**				.488	2.051
	Ambient_Cues	.065	.114	.074	.570	.570				.594	1.682
	Learning	.002	.120	.002	.016	.987				.645	1.551

Table 21 - Coefficients Table - Dependente variable: Dominance

Source: Own elaboration based on SPSS outputs

5.3.2.2. Arousal as Dependent Variable

Examining the following table, it is possible to observe that in **F (sig.)** column (table 22), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 22) it is known that the variables explain only 5.9% of the Arousal variable in "Globally", 7.0% in "Easy" and 8.1% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that in the "Globally" and "Snowflake Sonata", the independent variable Learning has an explanatory role in the dependent variable Arousal (sig. < .05), the same does not happen with Design Cues and Ambient Cues, that is, these have no importance in explaining it (sig. > .05); in "Easy", none of the independent variables has an explanatory role in the Arousal dependent variable (sig. > .05).

In addition, through the **Standardized Coefficients Beta** column, one can compare the magnitude of influence of each variable on the dependent variable. In this way it is possible to verify that the Learning variable has a higher weight in the case of study "Snowflake Sonata" (Beta = .403) than in "Globally" (Beta = .283), that is, Learning affects more strongly Arousal in the case "Snowflake Sonata".

Linear Regression for Arousal											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	2.389	.361		6.617	.000	5.124 (.002)	1.631	.059		
	Design_Cues	-.029	.118	-.023	-.247	.805				.528	1.895
	Ambient_Cues	-.004	.085	-.004	-.046	.964				.646	1.549
	Learning	.292	.085	**.283**	3.435	**.001**				.697	1.435
"Easy"											
1	(Constant)	1.505	.609		2.470	.015	3.468 (.019)	2.842	.070		
	Design_Cues	.180	.178	.129	1.013	.314				.582	1.717
	Ambient_Cues	.071	.140	.159	.512	.610				.715	1.399
	Learning	.214	.121	**.197**	1.772	**.080**				.760	1.316
"Snowflake Sonata"											
1	(Constant)	2.807	.446		6.299	.000	3.890 (.011)	1.488	.081		
	Design_Cues	-.242	.155	-.216	-1.567	.120				.488	2.051
	Ambient_Cues	.015	.112	.017	.135	.893				.594	1.682
	Learning	.395	.118	**.403**	3.355	**.001**				.645	1.551

Table 22 - Coefficients Table - Dependent variable: Arousal

Source: Own elaboration based on SPSS outputs

5.3.2.3. Pleasure as Dependent Variable

Examining the following table, it is possible to observe that in **F (sig.)** column (table 23), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 23) it is known that the variables explain 25.9% of the Pleasure variable in "Globally", 12.7% in "Easy" and 8.1% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata", the independent variables Ambient Cues and Learning have an explanatory role in the dependent variable Pleasure (sig. < .05), the same does not happen with Design Cues, that is, this does not matter in explaining it (sig. > .05); in "Easy", only the independent Learning variable has an explanatory role in the dependent variable Pleasure

(sig. < .05), the same does not happen with Design Cues and Environment Cues, that is, they are not important in its explanation (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the Learning variable has a higher weight (Beta = .341) than the variable Ambient Cues (Beta = .299), that is, the Learning affects Pleasure more strongly than the Variable Environment Cues; in Snowflake Sonata, the variable Ambient Cues has a higher weight (Beta = .409) than the Learning variable (Beta = .389), that is, the Ambient Cues variable affects Pleasure more strongly than the Learning variable.

Linear Regression for Pleasure											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	1.848	.284		6.497	.000	24.178 (.000)	1.970	.259		
	Design_Cues	-.019	.093	-.018	-.210	.834				.528	1.895
	Ambient_Cues	.265	.067	.299	3.933	.000				.646	1.549
	Learning	.313	.067	**.341**	4.670	**.000**				.697	1.435
"Easy"											
1	(Constant)	2.239	.472		4.741	.000	5.798 (.001)	2.251	.127		
	Design_Cues	.067	.138	.060	.484	.629				.582	1.717
	Ambient_Cues	.144	.108	.147	1.328	.187				.715	1.399
	Learning	.247	.094	**.284**	2.633	**.010**				.760	1.316
"Snowflake Sonata"											
1	(Constant)	1.624	.364		4.459	.000	19.341 (.000)	1.488	.081		
	Design_Cues	-.106	.126	-.097	-.841	.402				.488	2.051
	Ambient_Cues	.357	.091	**.409**	3.912	**.000**				.594	1.682
	Learning	.374	.096	.389	3.881	.000				.645	1.551

Table 23 - Coefficients Table - Dependent variable: Pleasure

Source: Own elaboration based on SPSS outputs

5.3.2.4. Escapism as Dependent Variable

Examining the following table, it is possible to observe that in **F (sig.)** column (table 24), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 24) it is known that the variables explain 18.4% of the Escapism variable in "Globally", 7.4% in "Easy" and 30.4% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata", the independent variables Ambient Cues and Learning have an explanatory role

in the dependent variable Escapism (sig. < .05), the same does not happen with Design Cues, that is, this does not matter in explaining it (sig. > .05); in "Easy", none of the independent variables has an explanatory role in the dependent variable Escapism (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in both "Globally" and "Snowflake Sonata", the Ambient Cues variable has a higher weight (Beta = .248 and Beta = .397, respectively) than the Learning variable (Beta = .190 and Beta = .274, respectively), that is, the Ambient Cues variable affects Escapism more strongly than the Learning variable. With this data it is also possible to conclude that the variable Ambient Cues has a higher weight in "Snowflake Sonata" than in "Globally".

Linear Regression for Escapism											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	1.170	.375		3.117	.002	15.914 (.000)	1.991	.184		
	Design_Cues	.144	.122	.104	1.174	.242				.528	1.895
	Ambient_Cues	.276	.089	**.248**	3.111	**.002**				.646	1.549
	Learning	.219	.088	.190	2.478	.014				.697	1.435
"Easy"											
1	(Constant)	1.502	.672		2.234	.028	3.630 (.016)	2.187	.074		
	Design_Cues	.299	.196	**.193**	1.522	**.131**				.582	1.717
	Ambient_Cues	.124	.154	.092	.808	.421				.715	1.399
	Learning	.130	.134	.108	.970	.334				.760	1.316
"Snowflake Sonata"											
1	(Constant)	.988	.439		2.252	.027	15.439 (.000)	1.727	.304		
	Design_Cues	-.007	.152	-.006	-.046	.963				.488	2.051
	Ambient_Cues	.402	.110	**.397**	3.650	**.000**				.594	1.682
	Learning	.305	.116	.274	2.624	.010				.645	1.551

Table 24 - Coefficients Table - Dependent variable: Escapism

Source: Own elaboration based on SPSS outputs

5.3.2.5. Presence as Dependent Variable

Looking at the following table, it is possible to observe that in **F (sig.)** column (table 25), only the values of **sig.** for "Globally" and "Snowflake Sonata" are significant (<.05). That is to say, for these cases, the linear regression model is valid and at least some of the variables may be useful for its explanation. For "Easy" the value of **sig.** is greater than .05.

Thus, from the value of **R^2** (table 25) it is known that the variables explain 17.6% of the Escapism variable in "Globally" and 30.0% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata", the independent variables Ambient Cues and Learning have an explanatory role in the dependent variable Presence (sig. < .05), the same does not happen with Design Cues, that is, this does not matter in explaining it (sig. > .05); in "Easy", none of the independent variables has an explanatory role in the dependent variable Presence (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the Learning variable has a higher weight (Beta = .226) than the variable Ambient Cues (Beta = .209), that is, the variable Learning affects more strongly Presence than the variable Ambient Cues; in Snowflake Sonata, the variable Ambient Cues has a higher weight (Beta = .344) than the Learning variable (Beta = .320), that is, the variable Ambient Cues affects Presence more strongly than the Learning variable.

Linear Regression for Presence											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	1.482	.325		4.563	.000	15.210 (.000)	1.981	.176		
	Design_Cues	.117	.106	.098	1.105	.270				.528	1.895
	Ambient_Cues	.201	.077	.209	2.614	.010				.646	1.549
	Learning	.225	.077	**.226**	2.938	**.004**				.697	1.435
"Easy"											
1	(Constant)	2.167	.562		3.858	.000	2.392 (.073)	2.035	.040		
	Design_Cues	.194	.164	**.153**	1.186	**.238**				.582	1.717
	Ambient_Cues	.048	.129	.043	.369	.713				.715	1.399
	Learning	.124	.112	.125	1.108	.270				.760	1.316
"Snowflake Sonata"											
1	(Constant)	1.058	.392		2.696	.008	16.551 (.000)	2.078	.320		
	Design_Cues	.030	.136	.026	.218	.828				.488	2.051
	Ambient_Cues	.315	.098	**.344**	3.204	**.002**				.594	1.682
	Learning	.321	.104	.320	3.097	.003				.645	1.551

Table 25 - Coefficients Table - Dependent variable: Presence

Source: Own elaboration based on SPSS outputs

5.3.2.6. Vividness as Dependent Variable

Examining the following table, it is possible to observe that in **F (sig.)** column (table 26), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally",

"Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 26) it is known that the variables explain 9.8% of the variable Vividness in "Globally", 7.0% in "Easy" and 11.7% in "Snowflake Sonata".

Through the **Sig.** column it is possible to conclude that, in the three case studies, for the dependent variable Vividness, none of the independent variables has a significant value (sig. > .05). They are not, therefore, important when explaining this dependent variable.

Linear Regression for Vividness											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	2.465	.257		9.588	.000	8.214 (.000)	1.699	.098		
	Design_Cues	.107	.084	.118	1.275	.204				.528	1.895
	Ambient_Cues	.098	.061	.134	1.605	.110				.646	1.549
	Learning	.118	.061	**.157**	1.947	**.053**				.697	1.435
"Easy"											
1	(Constant)	2.294	.448		5.118	.000	3.472 (.019)	1.708	.070		
	Design_Cues	.090	.131	.087	.686	.494				.582	1.717
	Ambient_Cues	.168	.103	**.187**	1.633	**.106**				.715	1.399
	Learning	.099	.089	.123	1.110	.270				.760	1.316
"Snowflake Sonata"											
1	(Constant)	2.481	.316		7.855	.000	5.364 (.002)	1.663	.117		
	Design_Cues	.106	.110	.131	.972	.334				.488	2.051
	Ambient_Cues	.070	.079	.108	.879	.382				.594	1.682
	Learning	.149	.084	**.210**	1.787	**.077**				.645	1.551

Table 26 - Coefficients Table - Dependent variable: Vividness

Source: Own elaboration based on SPSS outputs

5.3.2.7. Cognitive Processing as Dependent Variable

In this section we will analyze the Cognitive Processing variable as dependent variable, but with three groups of independent variables. In the first place will be Design Cues, Ambient Cues and Learning. Second are Dominance, Arousal and Pleasure. And lastly, they will be Escapism, Presence and Vividness.

Thus, by examining the following table, it is possible to observe that in **F (sig.)** column (table 27), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 27) it is known that the variables explain 31.4% of the Cognitive Processing variable in "Globally", 22.5% in "Easy" and 40.8% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata", the independent variables Ambient Cues and Learning have an explanatory role in the dependent variable Cognitive Processing (sig. < .05), the same does not happen with Design Cues, this does not matter in explaining it (sig. > .05); in "Easy", only the independent variable Ambient Cues has an explanatory role in the dependent variable Cognitive Processing (sig. > .05), the same does not happen with the variables Design Cues and Learning (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the variable Ambient Cues has a higher weight (Beta = .341) in relation to the Learning variable (Beta = .224); in Snowflake Sonata, the Learning variable has a higher weight (Beta = .327) in the explanation of the dependent variable in relation to the Ambient Cues variable (Beta = .326). It is also possible to verify that the variable Ambient Cues has a higher weight in the case of "Easy" study (Beta = .382) than in the case of "Globally" study (Beta = .341), ie Ambient Cues affects more strongly Cognitive Processing in the "Easy" case.

Linear Regression for Cognitive Processing											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.613	.325		1.885	.061	31.384 (.000)	1.923	.314		
	Design_Cues	.168	.106	.128	1.587	.114				.528	1.895
	Ambient_Cues	.360	.077	**.341**	4.674	**.000**				.646	1.549
	Learning	.245	.077	.224	3.191	.002				.697	1.435
"Easy"											
1	(Constant)	.764	.535		1.428	.157	10.587 (.000)	2.061	.225		
	Design_Cues	.122	.156	.090	.775	.438				.582	1.717
	Ambient_Cues	.448	.123	**.382**	3.654	**.000**				.751	1.399
	Learning	.142	.106	.136	1.336	.185				.760	1.316
"Snowflake Sonata"											
1	(Constant)	.305	.414		.736	.464	23.701 (.000)	1.749	.408		
	Design_Cues	.164	.144	.126	1.141	.257				.488	2.051
	Ambient_Cues	.337	.104	.326	3.248	.002				.594	1.682
	Learning	.372	.110	**.327**	3.399	**.001**				.645	1.551

Table 27 - Coefficients Table I - Dependent variable: Cognitive Processing

Source: Own elaboration based on SPSS outputs

For the second group of independent variables, and in the following table, it is possible to observe that in the **F (sig.)** column (table 28), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 28) it is known that the variables explain 22.6% of the Cognitive Processing variable in "Globally", 13.2% in "Easy" and 32.0% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that in the "Globally" and "Snowflake Sonata", the independent variable Pleasure has an explanatory role in the dependent variable Cognitive Processing (sig. < .05), the same does not happen with Dominance and Arousal, that is, they do not are important in explaining it (sig. > .05); in "Easy", none of the independent variables has an explanatory role in the dependent variable Cognitive Processing (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that the Pleasure variable has a higher weight in the "Snowflake Sonata" case (Beta = .576) than in "Globally" (Beta = .436), or Pleasure most strongly affects Cognitive Processing in the "Snowflake Sonata" case.

Linear Regression for Cognitive Processing											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	1.069	.354		3.016	.003	20.423 (.000)	1.806	.226		
	Dominance	.069	.077	.061	.898	.370				.836	1.196
	Arousal	.063	.070	.059	.892	.373				.878	1.139
	Pleasure	.519	.086	**.436**	6.041	**.000**				.745	1.342
"Easy"											
1	(Constant)	1.544	.494		3.123	.002	6.014 (.001)	1.877	.132		
	Dominance	.182	.112	.172	1.626	.107				.780	1.281
	Arousal	.121	.102	.126	1.193	.236				.787	1.271
	Pleasure	.256	.141	**.213**	1.817	**.072**				.637	1.570
"Snowflake Sonata"											
1	(Constant)	.772	.517		1.494	.138	16.535 (.000)	1.780	.320		
	Dominance	-.008	.106	-.007	-.080	.936				.865	1.156
	Arousal	.042	.100	.037	.426	.671				.927	1.079
	Pleasure	.681	.109	**.576**	6.236	**.000**				.806	1.240

Table 28 - Coefficients Table II - Dependent variable: Cognitive Processing

Source: Own elaboration based on SPSS outputs

In relation to the third group of independent variables, and considering the following table, it is possible to observe that in **F (sig.)** column (table 29), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 29) it is known that the variables explain 28.2% of the Cognitive Processing variable in "Globally", 24.4% in "Easy" and 30.3% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata", all independent variables have an explanatory role in the dependent variable Cognitive Processing (sig. < .05); in "Easy", only the independent variables Escapism and Vividness have an important role in the explanation of the dependent variable Cognitive Processing (sig. < .05), the same does not happen with Presence (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the Escapism variable has a higher weight (Beta = .286) than the variable Presence (Beta = .220) and Vividness (Beta =. 224) that is, the Escapism variable affects Cognitive Processing more strongly than the other two; in "Easy", the Escapism variable has a higher weight (Beta = .326) than the variable Vividness (Beta = .245), that is, the Escapism variable affects Cognitive Processing more strongly than the variable Vividness; in Snowflake Sonata, the Presence variable has a higher weight (Beta = .298) than that of the Escapism (Beta = .231) and Vividness (Beta = .212) variables, that is, the Presence variable affects Cognitive Processing more strongly than the other two.

Linear Regression for Cognitive Processing											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.542	.368		1.470	.143	27.022 (.000)	1.881	.282		
	Escapism	.271	.063	**.286**	4.305	**.000**				.817	1.223
	Presence	.242	.073	.220	3.309	.001				.814	1.229
	Vividness	.325	.092	.224	3.520	.001				.891	1.123
"Easy"											
1	(Constant)	.835	.506		1.651	.102	11.650 (.000)	1.958	.244		
	Escapism	.284	.080	**.326**	3.527	**.001**				.893	1.120
	Presence	.149	.099	.140	1.501	.137				.872	1.147
	Vividness	.321	.120	.245	2.670	.009				.906	1.104
"Snowflake Sonata"											
1	(Constant)	.282	.547		.516	.607	15.348 (.000)	1.833	.303		
	Escapism	.237	.101	.231	2.343	.021				.722	1.385
	Presence	.337	.110	**.298**	3.059	**.003**				.740	1.351
	Vividness	.339	.144	.212	2.350	.021				.869	1.151

Table 29 - Coefficients Table III - Dependent variable: Cognitive Processing

Source: Own elaboration based on SPSS outputs

5.3.2.8. Affection as Dependent Variable

In this section we will analyze the variable Affection as a dependent variable, but with three groups of independent variables. In the first place will be Design Cues, Ambient Cues and Learning. In second place will be Dominance, Arousal and Pleasure. And lastly they will be Escapism, Presence and Vividness.

Thus, by examining the following table, it is possible to observe that in **F (sig.)** column (table 30), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

In this way, it is known from the value of $\mathbf{R^2}$ (table 30) that the variables explain 33.2% of the Affection variable in "Globally", 18.2% in "Easy" and 48.4% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally", the independent Design Cues and Learning variables have an explanatory role in the dependent variable Affection (sig. < .05) and the variable Ambient Cues has a value of sig. equal to .05, which means that it can also be considered to play an important role in explaining it, not Dominance (sig. > .05); in "Easy", only the independent variable Learning has an

important role in explaining the dependent variable Affection (sig. < .05), the same does not happen with Design Cues and Ambient Cues (sig. > .05), that is, these they do not matter in explaining it; in Snowflake Sonata, only the independent variables Ambient Cues and Learning have an explanatory role in the dependent variable (sig. < .05), the same does not happen with Design Cues (sig. > .05), that is, it is not important for the explanation of Affection.

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the Learning variable has a higher weight (Beta = .378) than the Design Cues (Beta = .181) and Ambient Cues = .142, in "Easy", the Learning variable has a higher weight (Beta = .467) in the explanation of the variable dependent on the variable Ambient Cues (Beta = .203). With this data it is also possible to verify that the Learning variable has a more strongly affect the explanation of the dependent variable Affection in the case of "Snowflake Sonata" study (Beta = .467), then in the case of "Globally" study (Beta = .378) and finally in the case study "Easy "(Beta = .294).

Linear Regression for Affection												
Globaly												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.994	.290		3.257	.001	33.944 (.000)	1.828	.332		
	Design_Cues	.215	.095	.181	2.275	.024				.528	1.895
	Ambient_Cues	.135	.069	.142	1.969	.050				.646	1.549
	Learning	.372	.068	**.378**	5.446	**.000**				.697	1.435
"Easy"											
1	(Constant)	1.469	.473		3.108	.002	8.338 (.000)	2.246	.182		
	Design_Cues	.177	.138	.153	1.284	.202				.582	1.717
	Ambient_Cues	.121	.108	.120	1.118	.266				.751	1.399
	Learning	.265	.094	**.294**	2.824	**.006**				.760	1.316
"Snowflake Sonata"											
1	(Constant)	.430	.360		1.193	.236	31.961 (.000)	1.563	.484		
	Design_Cues	.195	.125	.161	1.559	.122				.488	2.051
	Ambient_Cues	.195	.090	.203	2.163	.033				.594	1.682
	Learning	.495	.095	**.467**	5.198	**.000**				.645	1.551

Table 30 - Coefficients Table I - Dependent variable: Affection

Source: Own elaboration based on SPSS outputs

For the second group of independent variables, and in the following table, it is possible to observe that in the **F (sig.)** column (table 31), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 31) it is known that the variables explain 42.4% of the Affection variable in "Globally", 37.4% in "Easy" and 47.0% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" only the independent variables Arousal and Pleasure have an explanatory role in the dependent variable Affection (sig. < .05), the same does not happen with Dominance (sig. > .05); in "Easy" and "Snowflake Sonata", only the independent variable Pleasure plays an important role in explaining the dependent variable Affection (sig. < .05), the same does not happen with Dominance and Arousal (sig. > .05), or these are of no importance in explaining them.

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the Pleasure variable has a higher weight (Beta = .591) than the Arousal variable (Beta = .123), that is, the variable Pleasure affects Affection more strongly than Arousal. It is also possible to verify that the Pleasure variable has a higher weight in the "Snowflake Sonata" case (Beta = .669) than in "Easy" (Beta = .489), that is, Pleasure affects Affection more strongly in the case " Snowflake Sonata ".

Linear Regression for Affection											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.682	.276		2.472	.014	49.873 (.000)	1.567	.424		
	Dominance	.035	.060	.035	.587	.558				.836	1.196
	Arousal	.117	.055	.123	2.135	.034				.878	1.139
	Pleasure	.634	.067	**.591**	9.477	**.000**				.745	1.342
"Easy"											
1	(Constant)	.917	.361		2.541	.013	20.675 (.000)	1.887	.374		
	Dominance	.093	.082	.103	1.139	.258				.780	1.281
	Arousal	.124	.074	.149	1.666	.099				.787	1.271
	Pleasure	.506	.103	**.489**	4.910	**.000**				.637	1.570
"Snowflake Sonata"											
1	(Constant)	.543	.425		1.278	.204	30.260 (.000)	1.449	.470		
	Dominance	-.020	.087	-.018	-.234	.816				.865	1.156
	Arousal	.111	.082	.103	1.351	.180				.927	1.079
	Pleasure	.739	.090	**.669**	8.216	**.000**				.806	1.240

Table 31 - Coefficients Table II - Dependent variable: Affection

Source: Own elaboration based on SPSS outputs

In relation to the third group of independent variables, and considering the following table, it is possible to observe that in **F (sig.)** column (table 32), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 32) it is known that the variables explain 26.1% of the Affection variable in "Globally", 14.9% in "Easy" and 37.1% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata", all independent variables have an explanatory role in the dependent variable Affection (sig. < .05); in "Easy" only the independent variables Escapism and Presence play an important role in explaining the dependent variable (sig. < .05), not Vividness (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally" and "Snowflake Sonata" the Escapism variable has a higher weight (Beta = .286 and Beta = .348, respectively) Beta = .251 and Beta = .217, respectively) and Vividness (Beta = .157 and Beta = .245, respectively) ie the Escapism variable affects Affection more strongly than the other two; in "Easy", the variable Presence has a higher weight (Beta = .268) than that of the Escapism variable (Beta = .226), that is, the Presence variable affects Affection more strongly than the Escapism variable. With this data it is also possible to verify that the Escapism variable has a higher weight in the explanation of the dependent variable in the "Snowflake Sonata" study (Beta = .348) than in "Globally" (Beta = .286).

Linear Regression for Affection											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	1.200	.337		3.559	.000	24.465 (.000)	1.693	.261		
	Escapism	.244	.058	**.286**	4.249	**.000**				.817	1.223
	Presence	.249	.067	.251	3.715	.000				.814	1.229
	Vividness	.206	.085	.157	2.433	.016				.891	1.123
"Easy"											
1	(Constant)	1.962	.461		4.255	.000	6.798 (.000)	2.006	.149		
	Escapism	.169	.073	.226	2.305	.023				.893	1.120
	Presence	.244	.090	**.268**	2.700	**.008**				.872	1.147
	Vividness	.064	.110	.057	.582	.562				.906	1.104
"Snowflake Sonata"											
1	(Constant)	.421	.484		.868	.387	20.424 (.000)	1.443	.371		
	Escapism	.332	.089	**.348**	3.710	**.000**				.722	1.385
	Presence	.228	.098	.217	2.338	.021				.740	1.351
	Vividness	.366	.128	.245	2.865	.005				.869	1.151

Table 32 - Coefficients Table III - Dependent variable: Affection

Source: Own elaboration based on SPSS outputs

5.3.2.9. Activation as Dependent Variable

In this section we will analyze the variable Activation as a dependent variable, but with three groups of independent variables. In the first place will be Design Cues, Ambient Cues and Learning. In second place will be Dominance, Arousal and Pleasure. And finally will be Escapism, Presence and Vividness.

Thus, by examining the following table, it is possible to observe that in **F (sig.)** column (table 33), only values of **sig.** for "Globally" and "Snowflake Sonata" are significant (< .05). That is to say, for these cases, the linear regression model is valid and at least some of the variables may be useful for its explanation. For "Easy" the value of sig. is greater than .05.

Thus, from the value of $\mathbf{R^2}$ (table 33) it is known that the variables explain 21.5% of the Activation variable in "Globally" and 40.5% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that in "Globally" and "Snowflake Sonata" only the independent variables Ambient Cues and Learning have an explanatory role in the dependent variable Activation (sig. < .05), the same does not happen with Design Cues (sig. > .05), that is, it is not important in its explanation.

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally" and "Snowflake Sonata" the Ambient Cues variable affects more strongly the explanation of the dependent variable Activation (Beta = .336 and Beta = .517, respectively) than the Learning variable (Beta = .247 and Beta = .274, respectively). With this data it is also possible to verify that the variable Ambient Cues has a higher weight in the explanation of the dependent variable in the "Snowflake Sonata" study (Beta = .517) than in the Globally study (Beta = .336).

Linear Regression for Activation											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.165	.387		.425	.671	19.120 (.000)	2.130	.215		
	Design_Cues	-.022	.126	-.015	-.176	.860				.528	1.895
	Ambient_Cues	.393	.092	**.336**	4.291	**.000**				.646	1.549
	Learning	.300	.091	.247	3.287	.001				.697	1.435
"Easy"											
1	(Constant)	1.318	.692		1.904	.060	2.091 (.106)	2.221	.032		
	Design_Cues	.029	.202	.019	.145	.885				.582	1.717
	Ambient_Cues	.114	.159	.084	.719	.474				.751	1.399
	Learning	.242	.138	**.200**	1.760	**.082**				.760	1.316
"Snowflake Sonata"											
1	(Constant)	-.423	.441		-.960	.340	23.478 (.000)	1.978	.405		
	Design_Cues	-.069	.153	-.050	-.453	.651				.488	2.051
	Ambient_Cues	.568	.111	**.517**	5.140	**.000**				.594	1.682
	Learning	.332	.117	.274	2.844	.005				.645	1.551

Table 33 - Coefficients Table I - Dependent variabla: Activation

Source: Own elaboration based on SPSS outputs

In relation to the second group of independent variables, and in the following table, it is possible to observe that in **F (sig.)** column (table 34), only values of **sig.** for "Globally" and "Snowflake Sonata" are significant (< .05). That is to say, for these cases, the linear regression model is valid and at least some of the variables may be useful for its explanation. For "Easy" the value of sig. is greater than .05.

Thus, from the value of $\mathbf{R^2}$ (table 34) it is known that the variables explain 8.8% of the Activation variable in "Globally" and 21.9% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata" only the independent variable Pleasure has an explanatory role in the dependent variable Activation (sig. < .05), the same does not happen with Dominance and Arousal (sig. > .05), that is, they are not important in their explanation.

In addition, through the **Standardized Coefficients Beta** column it is possible to verify that the Pleasure variable strongly affects the explanation of the Activation dependent variable in the "Snowflake Sonata" case (Beta = .521) than in the "Globally" (Beta = .345).

Linear Regression for Activation											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	1.364	.428		3.189	.002	7.370 (.000)	1.841	.088		
	Dominance	-.122	.092	-.017	-.236	.814				.836	1.196
	Arousal	-.105	.085	-.089	-1.238	.217				.878	1.139
	Pleasure	.456	.104	**.345**	4.398	**.000**				.745	1.342
"Easy"											
1	(Constant)	2.100	.602		3.489	.001	2.330 (.079)	2.030	.039		
	Dominance	.264	.136	**.216**	1.937	**.056**				.780	1.281
	Arousal	-.170	.124	-.152	-1.370	.174				.787	1.271
	Pleasure	.105	.172	.075	.610	.543				.637	1.570
"Snowflake Sonata"											
1	(Constant)	.715	.588		1.216	.227	10.267 (.000)	1.595	.219		
	Dominance	-.215	.121	-.170	-1.784	.078				.865	1.156
	Arousal	.029	.113	.024	.260	.769				.927	1.079
	Pleasure	.655	.124	**.521**	5.267	**.000**				.806	1.240

Table 34 - Coefficients Table II - Dependent variable: Activation

Source: Own elaboration based on SPSS outputs

In relation to the third group of independent variables, and in the following table, it is possible to observe that in **F (sig.)** column (table 35), only values of **sig.** for "Globally" and "Snowflake Sonata" are significant (< .05). That is to say, for these cases, the linear regression model is valid and at least some of the variables may be useful for its explanation. For "Easy" the value of sig. is greater than .05.

Thus, from the value of $\mathbf{R^2}$ (table 35) it is known that the variables explain 9.2% of the Activation variable in "Globally" and 25.3% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that in "Globally" and "Snowflake Sonata" only the independent variables Escapism and Presence have an explanatory role in the dependent variable Activation (sig. < .05), the same does not happen with Vividness (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally" the independent variables Escapism and Presence have equal weight in the explanation of the dependent variable (Beta = .173); in "Snowflake Sonata" the variable Presence has a higher weight (Beta = .353) than the variable Escapism (Beta = .220). With this data it is also possible to verify that the Presence variable affects more strongly the dependent variable Activation in the case "Snowflake Sonata" (Beta = .353) than in the case "Globally" (Beta = .173).

Linear Regression for Activation											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.848	.460		1.842	.067	7.725 (.000)	1.918	.092		
	Escapism	.181	.079	**.173**	2.309	**.022**				.817	1.223
	Presence	.211	.091	**.173**	2.306	**.022**				.814	1.229
	Vividness	.134	.115	.083	1.164	.246				.891	1.123
"Easy"											
1	(Constant)	2.049	.676		3.031	.003	.732 (.535)	2.136	-.008		
	Escapism	.091	.108	.090	.843	.401				.893	1.120
	Presence	-.043	.133	-.035	-.327	.744				.872	1.147
	Vividness	.169	.161	**.112**	1.055	**.294**				.906	1.104
"Snowflake Sonata"											
1	(Constant)	-.104	.601		-.173	.863	12.191 (.000)	1.876	.253		
	Escapism	.239	.111	.220	2.155	.034				.722	1.385
	Presence	.424	.121	**.353**	3.497	**.001**				.740	1.351
	Vividness	.108	.158	.064	.684	.496				.869	1.151

Table 35 - Coefficients Table III - Dependent variable: Activation

Source: Own elaboration based on SPSS outputs

5.3.2.10. Behavioral Intention as Dependent Variable

In this section we will analyze the variable Behavioral Intention as a dependent variable, but with four groups of independent variables. In the first place will be Design Cues, Ambient Cues and Learning. In second place will be Dominance, Arousal and Pleasure. Third is Escapism, Presence and Vividness. And, finally, will be Cognitive Processing, Affection and Activation.

Thus, by examining the following table, it is possible to observe that in **F (sig.)** column (table 36), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

In this way, it is known from the value of $\mathbf{R^2}$ (table 36) that the variables explain 38.5% of the Behavioral Intention variable in "Globally", 22.3% in "Easy" and 53.8% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata" all independent variables have an explanatory role in the dependent variable Behavioral Intention (sig. < .05); in "Easy" only the Learning variable is important in explaining the dependent variable (sig. < .05), the same does not happen with the variables Design Cues and Ambient Cues (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the independent variable Learning is the one that has higher weight in the explanation of the dependent variable Behavioral Intention (Beta = .285) in relation to the variable Design Cues Beta = .228) and Ambient Cues (Beta = .257); in "Easy", the Learning variable has a Beta weight = .320; in Snowflake Sonata, the variable Ambient Cues is the one that has a higher weight in the explanation of the dependent variable Behavioral Intention (Beta = .361) in relation to the Design Cues (Beta = .278) and Learning (Beta = .245) variables. With this data it is also possible to verify that the independent variable Learning affects more strongly the explanation of the variable Behavioral Intention in the "Snowflake Sonata" study case (Beta = .320) than in the "Globally" case study (Beta = .285).

Linear Regression for Intention											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	-.235	.330		-.713	.476	42.495 (.000)	2.135	.385		
	Design_Cues	.320	.108	.228	2.979	.003				.528	1.895
	Ambient_Cues	.289	.078	.257	3.708	.000				.646	1.549
	Learning	.332	.078	**.285**	4.273	**.000**				.697	1.435
"Easy"											
1	(Constant)	.332	.580		.573	.568	10.496 (.000)	2.404	.223		
	Design_Cues	.216	.169	.148	1.275	.205				.582	1.717
	Ambient_Cues	.201	.133	.158	1.511	.134				.715	1.399
	Learning	.363	.115	**.320**	3.149	**.002**				.760	1.316
"Snowflake Sonata"											
1	(Constant)	-.642	.387		1.658	.101	39.480 (.000)	1.782	.538		
	Design_Cues	.382	.134	.278	2.838	.006				.488	2.051
	Ambient_Cues	.396	.097	**.361**	4.075	**.000**				.594	1.682
	Learning	.295	.102	.245	2.880	.005				.645	1.551

Table 36 - Coefficients Table I - Dependent variable: Behavioral Intention

Source: Own elaboration based on SPSS outputs

For the second group of independent variables, and in the following table, it is possible to observe that in the **F (sig.)** column (table 37), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 37) it is known that the variables explain 36.9% of the Behavioral Intention variable in "Globally", 22.3% in "Easy" and 39.8% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Easy" only the independent variables Dominance and Pleasure have an explanatory role in the dependent variable Behavioral Intention (sig. < .05), the same does not happen with Arousal (sig. > .05); in Snowflake Sonata only the Pleasure variable is important in explaining the dependent variable (sig. < .05), the same does not happen with the Dominance and Arousal variables (sig. > .05), that is, they have no importance in explanation.

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in "Globally", the independent variable Pleasure has a higher weight in the explanation of the dependent variable Behavioral Intention (Beta = .522) in relation to the Dominance variable (Beta = .167); in "Easy", the Dominance variable has a higher weight (Beta = .395) than the Pleasure variable (Beta = .313); in "Snowflake Sonata", the variable Pleasure has a Beta weight = .653. With this data it is also possible to verify that the Pleasure independent variable strongly affects the explanation of the Behavioral Intention variable in the "Snowflake Sonata" case (Beta = .653) than in the "Globally" case (Beta = .522).

Linear Regression for Intention											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	-.015	.343		-.044	.965	39.773 (.000)	1.711	.369		
	Dominance	.201	.074	.167	2.717	.007				.836	1.196
	Arousal	.019	.068	.017	.287	.775				.878	1.139
	Pleasure	.664	.083	**.522**	8.001	**.000**				.745	1.342
"Easy"											
1	(Constant)	-.035	.448		-.077	.939	10.496 (.000)	2.404	.223		
	Dominance	.453	.102	**.395**	4.456	**.000**				.780	1.281
	Arousal	.080	.092	.077	.869	.387				.787	1.271
	Pleasure	.408	.128	.313	3.190	.002				.637	1.570
"Snowflake Sonata"											
1	(Constant)	.260	.515		.505	.615	22.792 (.000)	1.592	.398		
	Dominance	-.011	.106	-.008	-.101	.920				.865	1.156
	Arousal	-.024	.099	-.020	-.245	.807				.927	1.079
	Pleasure	.819	.109	**.653**	7.517	**.000**				.806	1.240

Table 37 - Coenficients Table II - Dependent variable: Behavioral Intention

Source: Own elaboration based on SPSS outputs

In relation to the third group of independent variables, and considering the following table, it is possible to observe that in **F (sig.)** column (table 38), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 38) it is known that the variables explain 22.7% of the Behavioral Intention variable in "Globally", 11.5% in "Easy" and 33.5% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" all independent variables have an explanatory role in the dependent variable Behavioral Intention (sig. < .05); in "Easy" only the variables Presence and Vividness have an explanatory role in the dependent variable (sig. < .05), the same does not happen with Escapism (sig. > .05); in "Snowflake Sonata" only the variables Escapism and Presence are important in explaining the dependent variable (sig. < .05), the same does not happen with the variable Vividness (sig. > .05).

In addition to this, through the **Standardized Coefficients Beta** column it is possible to verify that: in Globally, the independent variable Presence has a higher weight in the explanation of the dependent variable Behavioral Intention (Beta = .254) in relation to the Escapism variables (Beta = .206) and Vividness (Beta = .198); in "Easy", the variable Vividness has a superior weight (Beta = .220) in relation to the variable Presence (Beta = .203); in "Snowflake Sonata", the Escapism variable has a higher weight in the explanation of the variable Behavioral Intention (Beta = .323) in relation to the variable Presence (Beta = .268).

Linear Regression for Intention												
Globaly												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	.434	.409		1.060	.290	20.431 (.000)	1.833	.227		
	Escapism	.209	.070	.206	2.991	.003				.817	1.223
	Presence	.299	.081	**.254**	3.682	**.000**				.814	1.229
	Vividness	.308	.103	.198	3.002	.003				.891	1.123
"Easy"											
1	(Constant)	1.111	.592		1.874	.064	5.286 (.002)	2.013	.115		
	Escapism	.086	.094	.091	.913	.363				.893	1.120
	Presence	.233	.116	.203	2.004	.048				.872	1.147
	Vividness	.312	.141	**.220**	2.217	**.029**				.906	1.104
"Snowflake Sonata"											
1	(Constant)	-.106	.566		-.187	.852	17.591 (.000)	1.727	.335		
	Escapism	.350	.105	**.323**	3.342	**.001**				.722	1.385
	Presence	.321	.114	.268	2.812	.006				.740	1.351
	Vividness	.294	.149	.174	1.973	.051				.869	1.151

Table 38 - Coenfficients Table III - Dependent variable: Behavioral Intention

Source: Own elaboration based on SPSS outputs

For the fourth and last group of independent variables, and considering the following table, it is possible to observe that in **F (sig.)** column (table 39), the three values of **sig.** are significant (< .05). That is to say, for the cases "Globally", "Easy" and "Snowflake Sonata", the linear regression model is valid and at least some of the variables may be useful for its explanation.

Thus, from the value of $\mathbf{R^2}$ (table 39) it is known that the variables explain 55.9% of the Behavioral Intention variable in "Globally", 42.9% in "Easy" and 66.2% in "Snowflake Sonata".

Through the **Sig.** column it is possible to verify that: in "Globally" and "Snowflake Sonata" all independent variables have an explanatory role in the dependent variable Behavioral Intention (sig. < .05); in "Easy" only the variables Affection and Activation have an explanatory role in the dependent variable (sig. < .05), the same does not happen with Cognitive Processing (sig. > .05), that is, it is not important for its explanation.

In addition to this, through the **Standardized Coefficients Beta** column, it is possible to verify that: in Globally, the independent variable Affection has a higher weight in the explanation of the dependent variable Behavioral Intention (Beta = .473) in relation to the Cognitive Processing variables (Beta =. 164) and Activation (Beta = .292); in "Easy", the variable Affection has a higher weight (Beta = .500) in relation to the Activation variable (Beta = .245); in Snowflake Sonata, the variable Affection has a higher weight in the explanation of the variable Behavioral Intention (Beta = .407) in relation to the variables Cognitive Processing (Beta = .234) and Activation (Beta = .330). With this data it is also possible to verify that the Affection variable affects more strongly the dependent variable Behavioral Intention in the case of "Easy" study (Beta = .500), then it has a greater impact in the "Globally" case study (Beta = .473) and, finally, in the case study "Snowflake Sonata" (Beta = .407).

Linear Regression for Intention											
Globaly											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F (sig.)	Durbin-Watson	R^2	Collinearity Statistics	
		B	Std. Error	Beta						Tolerance	VIF
1	(Constant)	-.102	.227		-.447	.655	84.994 (.000)	2.126	.559		
	Cognitive_Processing	.176	.065	.164	2.705	.007				.602	1.660
	Affection	.561	.072	**.473**	7.831	**.000**				.607	1.647
	Activation	.281	.050	.292	5.662	.000				.835	1.197
"Easy"											
1	(Constant)	-.007	.405		-.018	.985	25.758 (.000)	2.112	.429		
	Cognitive_Processing	.124	.092	.114	1.343	.183				.796	1.257
	Affection	.630	.108	**.500**	5.844	**.000**				.787	1.271
	Activation	.229	.074	.245	3.094	.003				.923	1.084
"Snowflake Sonata"											
1	(Constant)	-.135	.264		-.511	.611	65.759 (.000)	2.160	.662		
	Cognitive_Processing	.248	.095	.234	2.616	.010				.426	2.350
	Affection	.463	.100	**.407**	4.623	**.000**				.440	2.274
	Activation	.329	.068	.330	4.838	.000				.732	1.365

Table 39 - Coefficients Table IV - Dependent variable: Behavioral Intention

Source: Own elaboration based on SPSS outputs

5.3.3.Mediation Analysis

After performing the SPSS analysis and testing all possible alternatives, the following are presented in which the existence of a mediator variable to explain the relationship between two other variables was found. That is, the R value of the mediator effect (Product) is stronger than the value of the direct effect. The analysis carried out in appendix VI is detailed in detail.

5.3.3.1. Dominance as Mediator

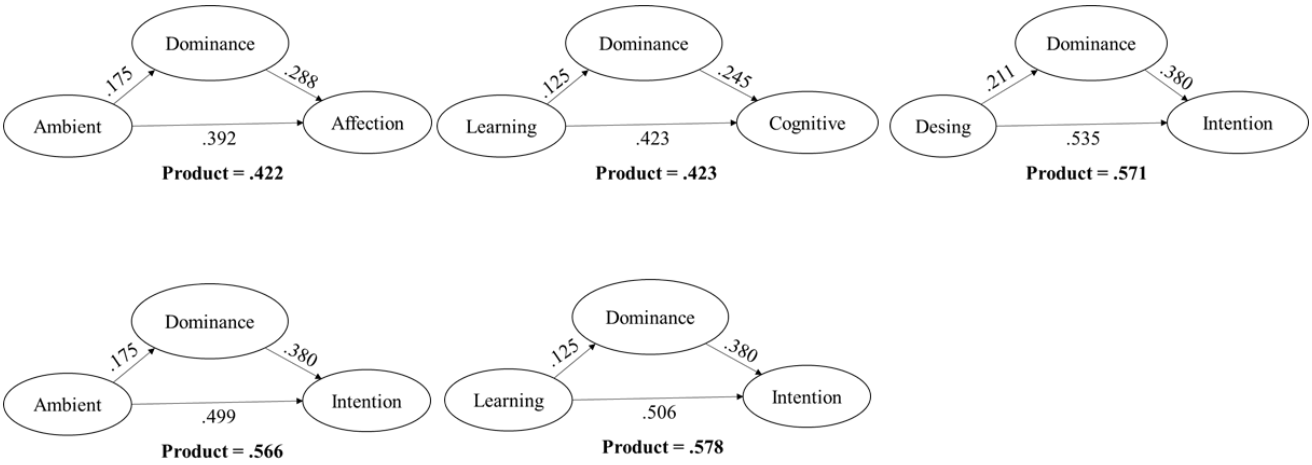

Figure 4 - Dominance as Mediator

Source: Own elaboration based on SPSS outputs

5.3.3.2. Arousal as Mediator

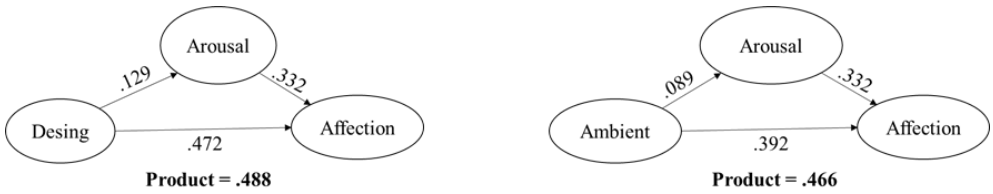

Figure 5 - Arousal as Mediator

Source: Own elaboration based on SPSS outputs

5.3.3.3. Pleasure as Mediator

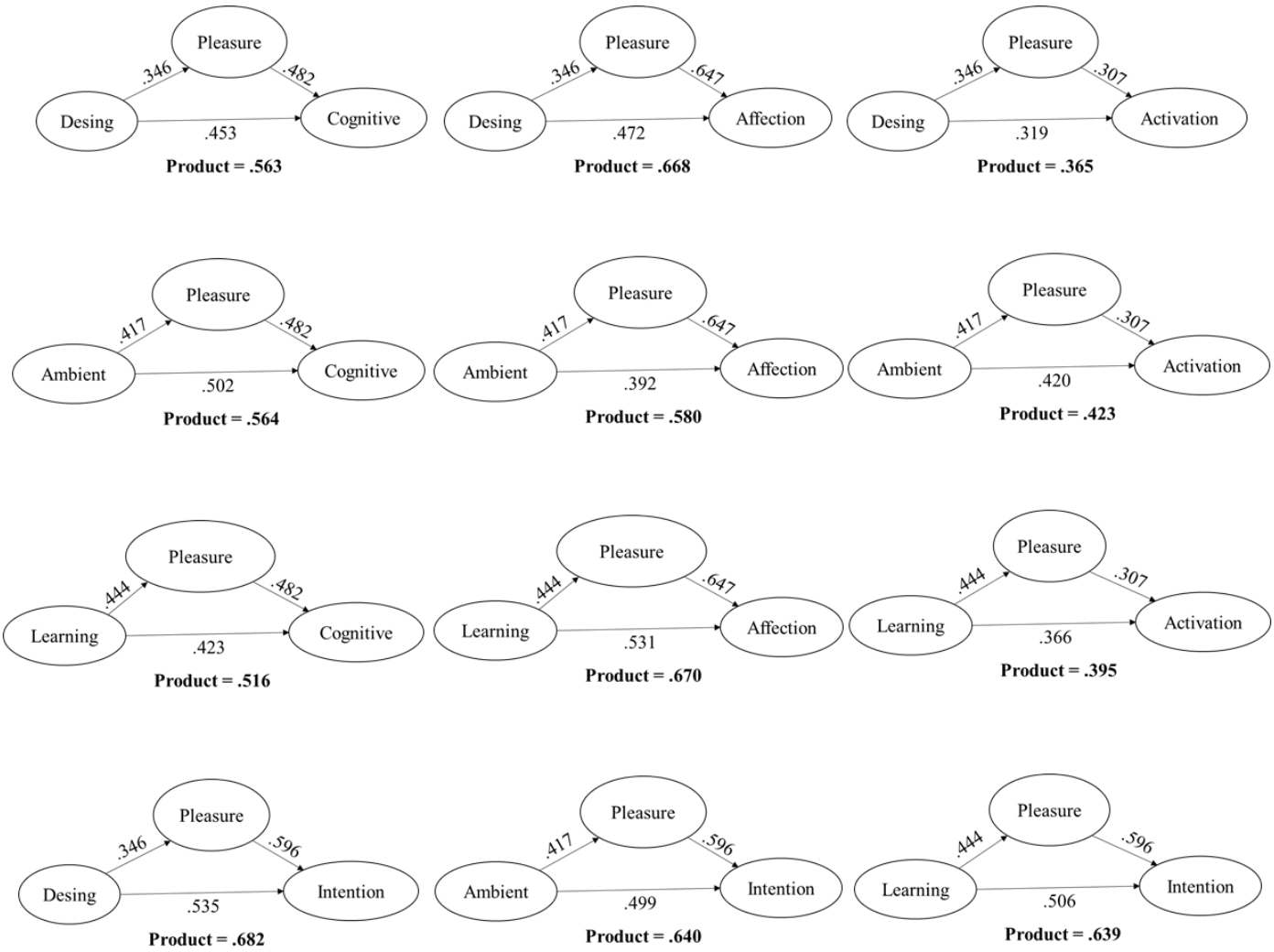

Figure 6 - Pleasure as Mediator

Source: Own elaboration based on SPSS outputs

5.3.3.4. Escapism as Mediator

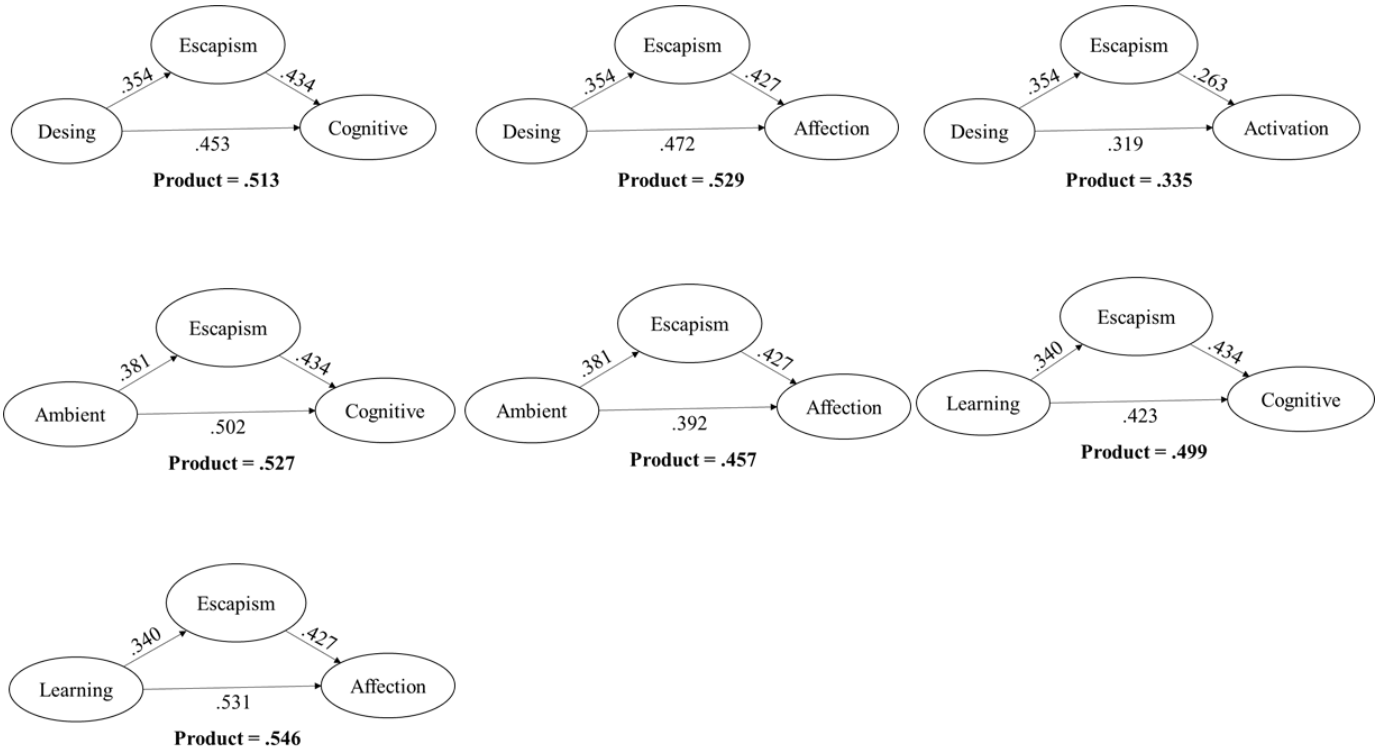

Figure 7 - Escapism as Mediator

Source: Own elaboration based on SPSS outputs

5.3.3.5. Presence as Mediator

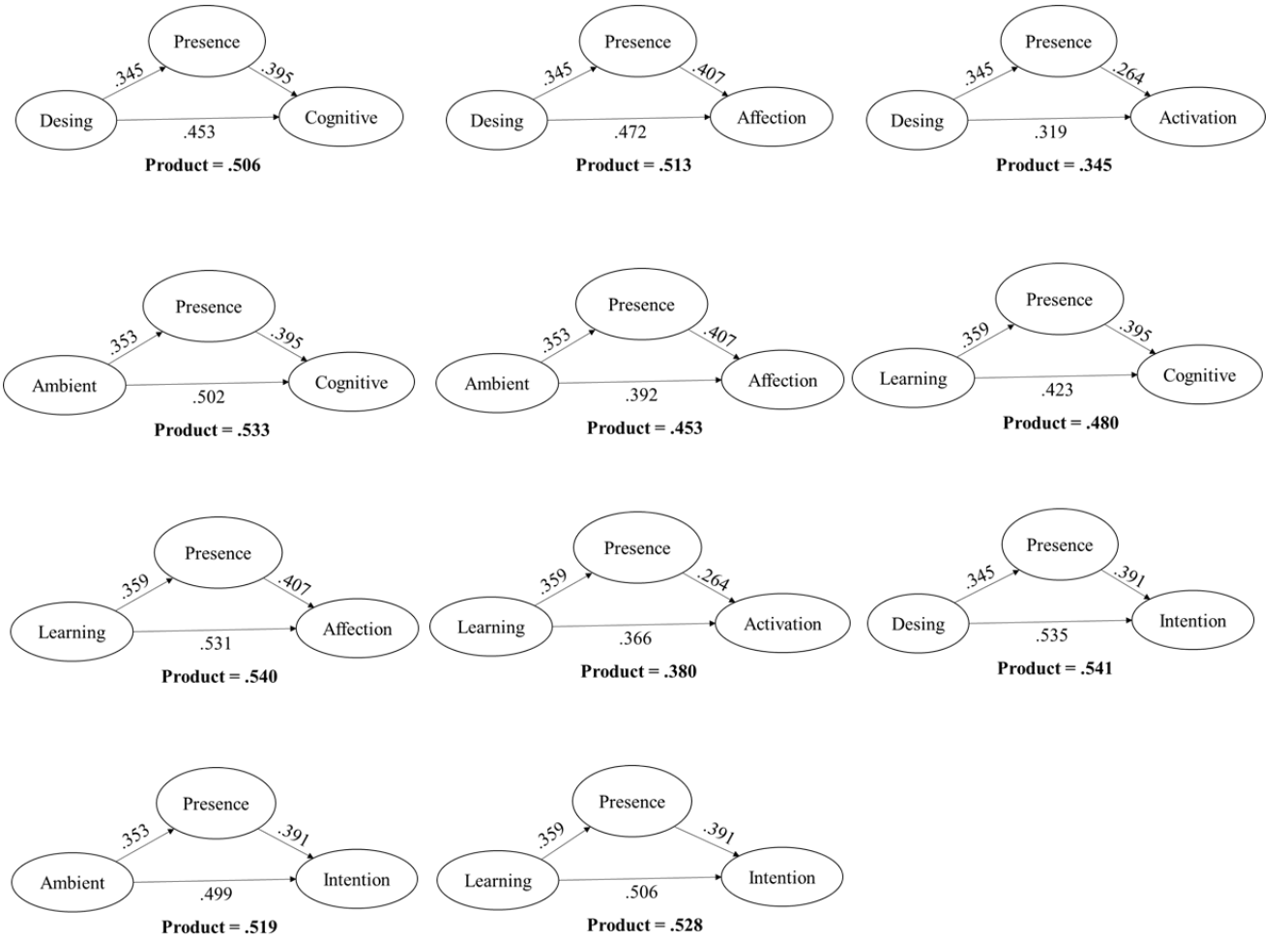

Figure 8 - Presence as Mediator

Source: Own elaboration based on SPSS outputs

5.3.3.6. Vividness as Mediator

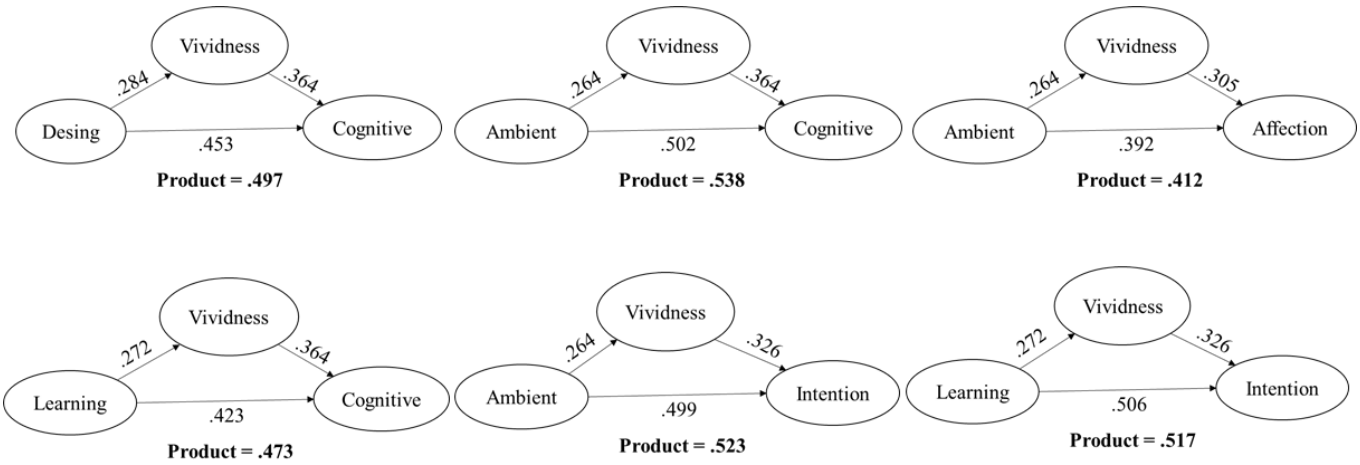

Figure 9 - Vividnes as Mediator

Source: Own elaboration based on SPSS outputs

5.3.4.Moderator Analysis

In this section, the moderating effect of each previously theorized construct is studied. Through the Independent Samples T-test analysis to all constructs, it was possible to understand which variables were mostly affected by the musical difference ("Easy" music and "Snowflake Sonata" music). The entire analysis is detailed in appendix VII. With this, it was possible to conclude that the only variable strongly affected was Ambient Cues (sig < 0.05) as can be seen in the following table 40.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Design_Cues	Equal variances assumed	1.202	.274	1.258	198	.210	.103	.082	-.059	.265
	Equal variances not assumed			1.258	193.015	.210	.103	.082	-.059	.265
Ambient_Cues	Equal variances assumed	8.132	.005	3.680	198	**.000**	.366	.100	.170	.562
	Equal variances not assumed			3.680	186.959	**.000**	.366	.100	.170	.562
Learning	Equal variances assumed	.039	.844	1.391	198	.166	.138	.100	-.058	.333
	Equal variances not assumed			1.391	197.642	.166	.138	.100	-.058	.333

Table 40 - Independent Samples Test

Source: Own elaboration based on SPSS outputs

It possible also check that the "Easy" song has the most effect on the Ambient Cues variable. This is because the average is higher than the average of the song "Snowflake Sonata", that is, the participants gave more preference to the song "Easy", as shown in the following table 41.

Group Statistics		
Music2		Mean
Design_Cues	Easy	3.9
	Snowflake Sonata	3.8
Ambient_Cues	Easy	**4.0**
	Snowflake Sonata	3.7
Learning	Easy	4.0
	Snowflake Sonata	3.8

Table 41 - Descriptive Statistics

Source: Own elaboration based on SPSS outputs

6. Conclusions and Implications

6.1. Findings Overview and Discussion

In order to understand the relationship between environmental characteristics (stimuli) and how people experience these characteristics (responses) and clarify what actually happens in the mental processes between stimuli and responses, authors Bakker, Voordt, Vink and Boon (2014) discuss possible underlying mechanisms of pleasure and arousal. The authors' assumption is that the center represents the conditions that people experience as harmonious. A very low degree of pleasure will cause feelings of disharmony; but a very high degree of pleasure can also cause feelings of disharmony as people become lazy and bored without any challenge (Soesman, 2005). A very low degree of arousal makes people feel drowsy and a high degree of arousal makes them highly agitated.

Bakker, Voordt, Vink and Boon (2014) used an underlying mechanism to explain pleasure and arousal. The degree of order and variation. An environment with a well-balanced level of order and variation will be identified as a harmonious environment. A very low degree of order means confusion, while excessive order means organization. The assumption of the authors Bakker, Voordt, Vink and Boon (2014) is that the judgments of individuals in relation to degrees of dominance and arousal may be linked to the degree of order and variation of the physical environment. If this assumption is true, the level of order and variation may explain why people are satisfied and how the observer's state of feeling is influenced by environmental characteristics.

Through the present study and the methodology used it was possible to conclude and reinforce the statements of the authors Bakker, Voordt, Vink and Boon (2014). Pleasure is explained by two of the atmospheric cues variables (Ambient Cues and Learning) and Arousal is explained by one of the atmospheric cues variables (Learning). It is also possible to conclude in this study that none of the environmental variables explain Dominance. In general, it can be said that environmental factors such as lighting, music and the innovation of lived experience positively affect the consumer's emotions and thus, **hypothesis 1** is **partially supported**.

Telepresence increases when people are engaging with an interactive and lively medium. According to Suh and Chang (2006), television resolution provides a useful example: high definition televisions display more depth than ordinary color televisions.

User interfaces adopted by online stores create different degrees of telepresence for consumers. Highly vivid and interactive interface systems make consumers feel a more pronounced telepresence. However, previous research has found that liveliness and interactivity are required to create impressions of high levels of telepresence. Only one of these elements is not enough (Kim and Biocca, 1997; Klein, 2001). In general, video provides more vivid environments than images, but interactivity is not high in any of the media. Thus, these interfaces are not expected to create high levels of telepresence. On the other hand, Virtual Reality is a medium that can generate a convincing sense of telepresence (Biocca, 1997). VR offers a high level of control over computer environments in terms of users' ability to tweak information. VR also offers greater amplitude than other modes of presentation in that it often stimulates multiple sensory channels and increases sensory depth. Sensory depth is particularly pronounced in the visual sense. It can transmit more detailed 3D images than 2D still images, particularly through zoom and rotation functions (Klein 2001). Suh and Chang (2006) concluded through their study that interface design significantly affects each dimension of telepresence.

Thus, through the present study and the methodology used it was possible to conclude and reinforce the statements of Suh and Chang (2006). Escapism and Presence are explained by two of the atmospheric cues variables (Ambient Cues and Learning). On the other hand, Vividness is not explained by any of the variables. In general, it can be stated that environmental factors such as lighting, music and the innovation of lived experience positively affect the notion of telepresence and thus, **hypothesis 2** is **partially supported**.

From the created emotional states, the individual can choose one of two types of behavior: approach or avoidance (Chen and Hsieh, 2011). Approach behaviors include positive behaviors directed to an environment, namely desire to stay, explore, work or relate. Avoidance behaviors reflect the opposite situation, that is, the desire to avoid staying, exploiting, working, or relating (Bitner, 1992).

In the study by Obermiller and Bitner, respondents who viewed retail products in an emotionally pleasant environment, rated products more positively than individuals who saw the same products in an unpleasant environment. Thus, perceptions of the service landscape seem to have influenced the seemingly unrelated sentiment about the products.

Other research has also emphasized emotional or emotion-provoking qualities, suggesting that the environment can be seen as an aesthetic stimulus capable of arousing affection. In this work by Bitner (1992), the affective evaluation of external environments was explained. Kaplan (1987) concluded that the preference for a particular environment can be predicted by three environmental dimensions: complexity, mystery and coherence. Complexity (visual richness, ornamentation, information rate) was found consistently to increase emotional arousal, while coherence (order, clarity, unity) was found to increase positive assessment (Nasar 1989). Furthermore, compatibility has been found to influence order perceptions and preference has been found to increase with compatibility (Nasar, 1987). Compatibility in natural environments refers to how well a place mixes with its amplitudes and is inversely related to contrasts (in color, texture, size, and shape) with the natural background. In urban environments, compatibility results from the replication of resources such as materials, style and general forms (Nasar, 1989). Other research has shown that people respond positively to nature and prefer natural elements to artificial ones. In urban environments, objects such as poles, wires, corners and dilapidated buildings and vehicles are classified as disturbances.

Thus, through the present study and the methodology used it was possible to conclude and reinforce the statements of Bitner (1992). Cognitive Processing and Activation are explained by one of the emotional variables (Pleasure). In turn, Affection is explained by two of the emotional variables (Arousal and Pleasure). It can be affirmed that emotional factors positively affect consumer engagement and thus, **hypothesis 3** is **fully supported**.

Regarding previous empirical studies on the relationship between emotional states and behavior of approach / avoidance, Kahn and Isen (1993) and Menon and Kahn (1995) have shown that positive affect leads to an increase in variety seeking behavior and greater experience.

Menon and Kahn (1995) have shown that both pleasure and arousal have a positive impact on approach buying behaviors such as navigation, unobtrusive shopping, and demand for more stimulating products. Eroglu, Machleit and Davis (2003) showed that both pleasure and arousal have a strong positive effect both on satisfaction and on approach / avoidance behaviors.

Thus, through the present study and the methodology used it was possible to conclude and reinforce the statements of Eroglu, Machleit and Davis (2003). Behavioral intention

is explained by two of the emotional variables (Dominance and Pleasure). In general, one can affirm that emotional factors positively affect the Behavioral intention and thus, **hypothesis 4** is **partially supported**.

According to Mollen and Wilson (2010), the study by Fiore, Kim and Lee (2005) is considered the first study to discover that telepresence has an impact on instrumental and experiential values. Mollen and Wilson (2010) argue that instrumental and experiential value reflects the major dimensions of user engagement.

Specifically, the findings of Papagiannidis, Pantano, See-To, Dennis and Bourlakis (2017) support the conceptual model, extending the work of Papagiannidis, Pantano, See-To and Bourlakis (2013) to the context of an immersive retail store environment 3D enabled by virtual reality technology, where participants wear special glasses and a data set. The model of Papagiannidis, Pantano, See-To, Dennis and Bourlakis (2017) predicts that telepresence (control, vividness of colors, graphic vivacity and 3D authenticity) has positive effects on simulated experience, which in turn positively affects the engagement. The results support previous work (Fiore, Kim and Lee, 2005; Fiore and Kim, 2007; Song and Zinkhan, 2008) indicating that control plays a role in building user engagement.

Thus, through the present study and the methodology used it was possible to conclude and reinforce the statements of Papagiannidis, Pantano, See-To, Dennis and Bourlakis (2017). Cognitive Processing and Affection are explained by the three telepresence variables (Escapism, Presence and Vividness). In turn, Activation is explained only by two of the telepresence variables (Escapism and Presence). It can be affirmed that telepresence factors positively affect engagement and thus **hypothesis 5** is **fully supported**.

By means of an experimental design between subjects, the study of Kerrebroeck, Brengman and Willems (2017) aimed to determine the effectiveness of the use of a Virtual Reality experience as a solution for the stocking. The delightful Virtual Reality experience provided individuals with a sense of escape (Yee, 2006). This is in agreement with Serrano et al. (2013) and Riva et al. (2007) concludes that Virtual Reality can induce relaxation between individuals. The alternate reality offered by the Virtual Reality experience allows an individual to escape from the hectic environment for a moment, which can help relieve stress. Based on the results of this study, it can be concluded that

the introduction of a relaxing and enjoyable Virtual Reality experience generates positive responses from the consumer.

With respect to the impact of a pleasant and relaxing Virtual Reality experience on loyalty intentions, exposure to the Virtual Reality experience should positively impact buyers' loyalty intentions. Thus, the studies show that, in general, exposure to Virtual Reality induces more positive responses.

In the same way, Papagiannidis, Pantano, See-To, Dennis and Bourlakis (2017) argue that the satisfaction of experiencing the simulated retail environment influences the purchase intention. This finding is consistent with many previous marketing studies that examined the link between satisfaction and purchase intent in various contexts (Hausman and Siekpe, 2009, Fiore, Jin and Kim, 2005, Fiore, Kim and Lee, 2005).

Thus, through the present study and the methodology used it was possible to conclude and reinforce the statements of Papagiannidis, Pantano, See-To, Dennis and Bourlakis (2017) and Kerrebroeck, Brengman and Willems (2017). Behavioral intention is explained by the three telepresence variables (Escapism, Presence and Vividness). It can be stated that telepresence factors positively affect Behavioral intention and thus **hypothesis 6** is **fully supported**.

Based on previous statements by Bakker, Voordt, Vink and Boon (2014), Suh and Chang (2006), Bitner (1992), Eroglu, Machleit and Davis (2003), Papagiannidis, Pantano, See-To, Dennis and Bourlakis (2017) and Kerrebroeck, Brengman and Willems (2017), it is possible to conclude that Atmospheric cues influences Emotional and cognitive states and Emotional and cognitive states influences Egagement and Behavioral intention. Atmospheric cues influence Telepresence and Telepresence influences Consumer engagement and Behavioral intention.

Thus, through the present study and the methodology used it was possible to verify the existence of two mediator variables (Emotional and cognitive states and Telepresence) that explain the relationship between two other variables. The R value of the mediator effect (Product) was stronger than the value of the direct effect and, therefore, **hypotheses 7 and 8** are **fully supported**.

The role of music at an attendence level can influence quality perceptions and consumer assessment of the service provider itself (Herrington and Capella, 1996). In general,

pleasant music is associated with a longer time perception (Kellaris and Kent, 1991), the greater desire for affiliation with the service provider (Dubé et al., 1995), and negative emotional reactions to waiting times (Hui, Dubé and Chebat, 1997).

Providing a pleasant musical atmosphere can boost the purchase and also push the consumer to repeat or recommend it. Thus, it may become a potential competitive advantage in the face of competition (Muhammad, Musa and Ali, 2014; Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart, 2009).

Thus, through the present study and the methodology used it was possible to conclude the variables that were mostly affected by the musical difference ("Easy" music and "Snowflake Sonata" music). The only heavily affected variable was Ambient Cues. In general, it can be said that the musical difference positively affects Atmospheric cues and thus, **hypothesis 9** is **partially supported**.

6.2. Managerial Implications

This dissertation acts as a preliminary attempt to explore issues that have great impact on a modern marketing practice, Atmospheric cues and Consumer engagement / Behavioral intention. The study and the corresponding statistical analysis led to several relevant implications. These should be kept in mind for a more effective and efficient creation of a meaningful consumer atmosphere in virtual stores, in order to achieve the ultimate goals, consumer engagement and behavioral intention.

First, the store managers must create personalized atmospheres in its stores to create stimulus for consumers. The previous analysis suggests that a stimulus that remains in the mind of a consumer leads to an essential involvement in the creation of Consumer engagement and Behavioral intention. If a consumer finds that the atmosphere of a virtual store is pleasant and adequate during the period of stay there, that consumer will want to return.

This fact leads to a second implication, the store managers must know the different groups of consumers that go to their stores and understand what they want and what leads them there. Today's virtual stores are not only accessible to the younger age groups, but they are still the largest and strongest consumer group. The store managers must understand how to serve young and stylish consumers, as well as the more traditional ones. Only

then, a brand can create an atmosphere that pleases the consumer's perceived and ideal self, in addition to their desire, leading to increased repurchase intent.

Third, the store managers must bet on the creation of consumer emotions and telepresence. Virtual stores are known for convenience and can therefore have a major impact on consumer choice. It's not only making the purchase possible without having to move to the store, but if a consumer is satisfied with the atmosphere created, this will lead to the creation of some emotions. In addition, the quality in the atmosphere creates a great level of telepresence, that is, the consumer feels entirely within the virtual store and secure. If this happens, the consumer will return, so the atmosphere and the products supplied must be consistent in their quality in order to promote Satisfaction, Trust and Commitment and increase sales. Raising good emotions and a strong telepresence becomes essential in this process.

In conclusion, a brand that engages consumers in its stores is a hallmark of success. A welcoming, engaging and personalized atmosphere in the virtual stores must be created, so that the consumer feels that the store specifically meets their wishes and needs. Thus, the brand consistently delivers quality products that satisfy and lead the consumer to create a relationship, providing a constant sense of well-being.

6.3. Theoretical contribution

The current study contributes to the literature on virtual reality stores in two ways: (i) exploring for the first time emotional and cognitive states and telepresence and as mediators on the relationship between atmospheric cues and consumer engagement/behavioral intention.; (ii) regards background music as moderator on all constructs considering: atmospheric cues, emotional and cognitive states, telepresence, consumer engagement and behavioral intention.

It was possible to verify, as main conclusions, the existence of two mediating variables (Emotional and cognitive states and Telepresence) that explain the relationship between two other variables. Having said that, the R value of the mediator effect (Product) was stronger than the value of the direct effect. In this way it is known that Emotional and cognitive states mediate the relationship between Atmospheric Cues and Consumer

Engagement / Behavioral intention and Telepresence mediates the relationship between Atmospheric Cues and Consumer Engagement / Behavioral intention.

In addition, it was also possible to determine which variables were mostly affected by the musical difference ("Easy" music and "Snowflake Sonata" music). The only heavily affected variable was Ambient Cues. In general, it can be affirmed that the musical difference positively affects Atmospheric cues and that the song "Easy" is the one that has a greater effect in the variable Ambient Cues.

6.4. Limitations and further research

As an exploratory study, and in spite of offering some valuable insights on the themes of Consumer engagement and Behavioral intention, this dissertation presents some limitations that should be addressed, and which could also become suggestions for future research.

First, although the sample is adequate for this type of research, a larger, random sample would provide a deeper and more complex view on the subject.

In addition, shoes as a product to be studied were chosen after performing a pre-test. But it would be interesting to do the same study with other types of products, watches for example. It would be interesting to examine the same factors in other contexts, in order to understand whether the results would differ noticeably.

Third, the sample used in this study was composed only by portuguese individuals, limiting the study culturally. This could be improved by studying the same concepts in a different country, since certain item responses may be biased due to the present cultural environment. Different lifestyles can lead to different results.

A distinct scenario might also be interesting to study. Instead of a change in the music, it would be interesting to have a change in the color scheme. With this it would be possible to identify the extent to which colors are an important factor in virtual stores so that consumers feel good and want to return.

Finally, in this study, demography did not play an important role, since the main objective was to understand which variables drove Consumer engagement. But the influence of age and gender in the concept studied could also be deepened to further understand the

concept and influence of demographics in the store relationship. It would be interesting to carry out the same study with a different sample. Older age groups could be a good bet.

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8. Appendix

Appendix I - Questionnarie Pre-Test

ISCTE – Instituto Universitário de Lisboa | Tese de Mestrado em Marketing

Procedimento Experimental | Pré-Teste

Caro/a participante:

Responda às questões que se seguem da forma mais honesta e intuitiva possível. Lembre-se que as suas respostas serão anónimas. Obrigada pelo seu contributo!

Antes de começar, indique:	**Idade**:	**Género** (F/M):

Questão 1: Procure **caracterizar cada uma das 6 músicas** reproduzidas, à medida que as vai escutando.

A. Utilize uma **escala de 1 a 5** (em que o **1** representa o nível **mais reduzido** e o **5** o **mais elevado**) para avaliar cada trecho, tendo em conta as seis **dimensões** indicadas na grelha de resposta. Consulte a tabela abaixo para perceber melhor qual a escala a considerar para cada dimensão.

	1	**5**
Agradabilidade	*"Nada Agradável"*	*"Extremamente Agradável"*
Intensidade	*"Nada Estimulante"*	*"Extremamente Estimulante"*
Familiaridade	*"Nunca Ouvi"*	*"Conheço e Costumo Ouvir"*
Atratividade	*"Nada Apelativa"*	*"Extremamente Apelativa"*
Tom Emocional	*"Negativo"*	*"Positivo"*
Preferência	*"Não Gosto de Todo"*	*"Gosto Muito"*

#1: "Snowflake Sonata"

A.

Agradabilidade					**Intensidade**					**Familiaridade**					**Atratividade**					**Tom Emocional**					**Preferência**				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

B.

Lenta	Calma	Relaxante	Pacífica	Triste	Alegre	Mexida	Forte	Empolgante	Animada	Neutra

#2: "Sunny"

A.

Agradabilidade					Intensidade					Familiaridade					Atratividade					Tom Emocional					Preferência				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

B.

Lenta	Calma	Relaxante	Pacífica	Triste	Alegre	Mexida	Forte	Empolgante	Animada	Neutra

#3: "Easy"

A.

Agradabilidade					Intensidade					Familiaridade					Atratividade					Tom Emocional					Preferência				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

B.

Lenta	Calma	Relaxante	Pacífica	Triste	Alegre	Mexida	Forte	Empolgante	Animada	Neutra

#4: "Starlight Memories"

A.

Agradabilidade					Intensidade					Familiaridade					Atratividade					Tom Emocional					Preferência				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

B.

Lenta	Calma	Relaxante	Pacífica	Triste	Alegre	Mexida	Forte	Empolgante	Animada	Neutra

#5: "Bitter Love"

A.

Agradabilidade					Intensidade					Familiaridade					Atratividade					Tom Emocional					Preferência				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

B.

Lenta	Calma	Relaxante	Pacífica	Triste	Alegre	Mexida	Forte	Empolgante	Animada	Neutra

#6: "Time Castle"

A.

Agradabilidade					Intensidade					Familiaridade					Atratividade					Tom Emocional					Preferência				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

B.

Lenta	Calma	Relaxante	Pacífica	Triste	Alegre	Mexida	Forte	Empolgante	Animada	Neutra

Questão 2:

Na página seguinte são apresentados **dois grupos de imagens** que representam **dois tipos de produtos**, os quais se encontram à venda em lojas físicas.

A *setlist* anterior será reproduzida novamente, para relembrar os trechos musicais.

A sua tarefa consiste em observar as imagens e indicar (na grelha abaixo) **o grau em que cada uma das músicas combina com os produtos em questão.**

	Sapatos					Relógios				
Trecho	**1**	**2**	**3**	**4**	**5**	**1**	**2**	**3**	**4**	**5**
1 *Snowflake Sonata*										
2 *Sunny*										
3 *Easy*										
4 *Starlight Memories*										
5 *Bitter Love*										
6 *Time Castle*										

Sapatos

Relógios

Obrigada!

Maria Crespo

Appendix II – Measurement items in the questionnaire

Constructs		**Items**	**Adapted Items**	**Portuguese Adapted**	**Source**
Virtual Reality Information		Did you use Virtual Reality before? What is the degree of familiarity with Virtual Reality?	Did you use Virtual Reality before? What is the degree of familiarity with Virtual Reality?	Já utilizou Realidade Virtual anteriormente? Qual o grau de familiaridade com a Realidade Virtual?	
Atmospheric	Design Cues	The color scheme was pleasing The physical facilities were atractive The merchandise in the store appeared organized The merchandise was logically located in the store Navigating the store was easy There was sufficient aisle space in the store In-store displays were impressive There was adequate display of in-store information The décor of the store was pleasing to me	The color scheme was pleasing. The physical facilities were atractive. The merchandise in the store appeared organized. The merchandise was logically located in the store. Navigating the store was easy. There was sufficient aisle space in the store. In-store displays were impressive. There was adequate display of in-store information. The décor of the store was pleasing.	O esquema de cores era agradável. As instalações físicas eram atrativas. A mercadoria da loja pareceu-me bem organizada. A mercadoria estava situada num local estratégico da loja. Circular na loja foi fácil. Havia espaço suficiente dentro da loja. A disposição da loja era impressionante. Havia informação suficiente sobre a loja. A decoração da loja era agradável.	Kumar, A. 2010. The Effect of Store Environment on Customer Evaluations and Behavior Toward Single-Brand Apparel Retailers.
	Ambient Cues	The lightingin the store was pleasing to me The lighting accentuated the products that were displayed in the store The backgroung music in the store made shopping pleasent The background music in the store did not bother me The background music in the store was appropriate	The lightingin the store was pleasing. The lighting accentuated the products that were displayed in the store. The backgroung music in the store made shopping pleasent. The background music in the store did not bother me. The background music in the store was appropriate.	A iluminação da loja era agradável. A iluminação ajudou a destacar os produtos dispostos na loja. A música de fundo tornou a experiencia mais agradável. A música de fundo não me incomodou. A música de fundo era adequada.	Kumar, A. 2010. The Effect of Store Environment on Customer Evaluations and Behavior Toward Single-Brand Apparel Retailers.
	Learning	It was a very interesting experience The experience has made me more knowledgeable I discovered something new I enjoyed the exhibition	It was a very interesting experience. The experience has made me more knowledgeable. I discovered something new. I enjoyed the exhibition.	Foi uma experiência bastante interessante. A experiência alargou os meus conhecimentos. Descobri algo novo. Gostei da exposição.	Huang, J. and Hsu, C. H. C. 2009. The Impact of Customer-to-Customer Interaction on Cruise Experience and Vacation Satisfaction. Journal of Travel Research.
Emotional and Cognitive States	Dominance	Dminant - Submissive Controlling - Controlled Influential - Influenced Important - Awed Autonomous - Guided	When I visit the virtual store, I feel Dminant - Submissive Controlling - Controlled Influential - Influenced Important - Awed Autonomous - Guided	Quando visito a loja virtual, sinto-me Dominante - Submisso Controlador - Controlado Influente - Influenciado Importante - Irrelevante Autónomo - Dependente	Bakker, I., Voordt, T. V. D., Vink, P. and Boon, J. 2014. Pleasure, Arousal, Dominance: Mehrabian and Russell revisited. Current Psychology.
	Arousal	When I use online shopping stores, I'm Aroused – Not Aroused Wide Awake – Sleepy Excited – Calm Frenzied – Sluggish	When I use Virtual store, I'm Aroused – Not Aroused Wide Awake – Sleepy Excited – Calm Frenzied – Sluggish	Quando visito a loja virtual, eu sou Muito agitado - Nada agitado Desperto - Sonolento Animado - Calmo Frenético - Lento	Koo, D. M. and Ju, S. H. 2010. The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. Computer in Human Behavior.
	Pleasure	Using online shopping site is Contented – Depressed Happy – Unhappy Satisfied – Unsatisfied Pleased – Annoyed Free – Restricted	Using Virtual Store is Contented – Depressed Happy – Unhappy Satisfied – Unsatisfied Pleased – Annoyed Free – Restricted	Usar a Loja Virtual é Empolgante - Depressivo Feliz - Infeliz Satisfatório - Insatisfatório Animador - Aborrecido Livre - Restrito	Koo, D. M. and Ju, S. H. 2010. The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. Computer in Human Behavior.

The effects of virtual shoe store on consumer engagement and intention to buy through telepresence, emotional and cognitive states

Behavioral Intention		I will keep use of this online shopping mall in the future I will use this online shopping mall rather than other online shopping malls for purchasing product I will frequently use this online shopping mall in the future I will recommend others to use this online shopping mall	I will continue to visit this store in the future. I will use this store to buy products instead of other. I will often use this store in the future. I will recommend this store to others.	Vou continuar a visitar esta loja no futuro. Vou usar esta loja para comprar produtos, em vez de outras. Eu usarei frequentemente esta loja no futuro. Eu recomendarei esta loja a outras pessoas.	Koo, D. M. and Ju, S. H. 2010. The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. Computer in Human Behavior.
Consumer Engagement	Cognitive Processing	Using LinkedIn.com gets me to think about LinkedIn.com. I think about LinkedIn.com a lot when I'm using it. Using LinkedIn.com stimulates my interest to learn more about LinkedIn.com.	Using this store made me think more about it. I thought a lot about this store while I visited it. Visiting this store stimulated my interest in knowing more about it.	Usar esta loja fez com que eu pensasse mais nela. Eu pensei muito nesta loja enquanto a visitei. Visitar esta loja estimulou o meu interesse em saber mais sobre ela.	Hollebeek, L. D., Glynn, M. S. and Brodie, R. J. 2014. Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. Journal of Interactive Marketing.
	Affection	I feel very positive when I use LinkedIn.com. Using LinkedIn.com makes me happy. I feel good when I use LinkedIn.com. I'm proud to use LinkedIn.com.	I felt very positive when I visited this store. Visiting this store made me happy. It felt good when I visited this store. I was proud to visit this store.	Senti-me muito positivo quando visitei esta loja. Visitar esta loja fez-me feliz. Senti-me bem quando visitei esta loja. Tive orgulho em visitar esta loja.	Hollebeek, L. D., Glynn, M. S., Brodie, R. J. 2014. Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. Journal of Interactive Marketing.
	Activation	I spend a lot of time using LinkedIn.com, compared to other professional social networking sites. Whenever I'm using professional social networking sites, I usually use LinkedIn.com. LinkedIn.com is one of the brands I usually use when I use professional social networking sites.	I spent a lot of time visiting this store compared to other stores. This store will be one of my options when it comes to interest in visiting shoe stores.	Gastei muito tempo a visitar esta loja em relação a outras. Esta loja será uma da minhas opções quando surgir o interesse em visitar lojas de sapatos.	Hollebeek, L. D., Glynn, M. S. and Brodie, R. J. 2014. Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. Journal of Interactive Marketing.
Telepresence	Escapism	I like the escapism aspect of the experience. The sleigh ride experience lets me forget some of the real-life problems I have. Using this experience lets me vent and relieve stress from the day.	I liked the sense of "escapism" from the experience. The experience in the store allowed me to forget some real-life problems. This experience allowed me to relax and relieve the stress of everyday life.	Gostei da sensação de escape à realidade durante a experiência. A experiência na loja permitiu-me esquecer alguns problemas da vida real. Esta experiência permitiu-me relaxar e aliviar o stress do dia-a-dia.	Kerrebroeck, H. V., Brengman, M. and Willems, K. 2017. Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall. Computers in Human Behavior.
	Presence	During the sleigh ride, I felt I was in the world the computer created. During the sleigh ride, I forgot that I was in the middle of an experiment. During the sleigh ride, my body was in the room, but my mind was inside the world created by the computer. The Christmas landscape seemed to me 'somewhere I visited' rather than 'something I saw'. I felt I was more in the 'computer world' than the 'real world' around me when I was going through the winter landscape. (reversed) I forgot about my immediate surroundings when I was navigating through the winter landscape. When the sleigh ride ended, I felt like I came back to the 'real world' after a journey.	During the visit to the store, I felt that I was in a world that the computer created. During the visit to the store, I forgot that I was in the middle of an experience. During the visit to the store, my body was in the room, but my mind was inside the computer-created world. I felt that I was more in the "computing world" than in the "real world" during the visit to the store. I forgot my immediate surroundings during the visit to the store. When the visit to the store ended, I felt as if I had returned to the "real world" after a journey.	Durante a visita à loja, senti que estava num mundo que o computador criou. Durante a visita à loja, esqueci-me que estava no meio de uma experiência. Durante a visita à loja, o meu corpo estava na sala, mas a minha mente estava dentro do mundo criado pelo computador. Durante a visita à loja, eu senti que estava mais no "mundo da computação" do que no "mundo real". Durante a visita à loja, eu esqueci-me do que me rodeia. Quando a visita à loja terminou, eu senti-me como se tivesse voltado ao "mundo real" depois de uma aventura.	Kerrebroeck, H. V., Brengman, M. and Willems, K. 2017. Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall. Computers in Human Behavior.
	Vividness	Recommended actions: They were difficult to portray or imagine - They were easy to portray or imagine They were Easy Tasks - They were difficult tasks They were easy to understand - They were hard to understand They needed little effort - They needed a lot of effort They were easy to follow - They were hard to follow They demanded little attention	The actions taken in the virtual store: They were difficult to portray or imagine - They were easy to portray or imagine They were Easy Tasks - They were difficult tasks They were easy to understand - They were hard to understand They needed little effort - They needed a lot of effort They were easy to follow - They were hard to follow They demanded little attention - They demanded a lot of attention	As ações realizadas na loja virtual: Foram dificeis de retratar ou imaginar - Foram fáceis de retratar ou imaginar Foram tarefas fáceis - Foram tarefas difíceis Foram fáceis de compreender - Foram difíceis de compreender Necessitaram de pouco esforço - Necessitaram de muito esforço Foram fáceis de seguir - Foram difíceis de seguir Requeriram pouca atenção - Requeriram muita atenção	Keller, P. A. and Block, L. G. 1997. Vividness Effects: A Resource-Matching Perspective. Journal of Consumer Research.
Personal Information		Gender Age Student worker	Gender Age Student worker	Género Idade Trabalhador estudante	

Appendix III – Virtual Shoe Store

Appendix IV – Online Questionnarie Main Study

Realidade Virtual

Caro/a participante:

Chamo-me Maria Crespo e sou estudante de Marketing no ISCTE. Este questionário surge no âmbito da minha tese de mestrado, que tem como foco a experiência de consumo em ambiente de Realidade Virtual.
Responda ao questionário da forma mais honesta e intuitiva possível. Deverá assinalar (com um X) a resposta que melhor expressa a sua opinião. Lembre-se que as suas respostas serão anónimas.
Grata pelo seu contributo!

*Obrigatório

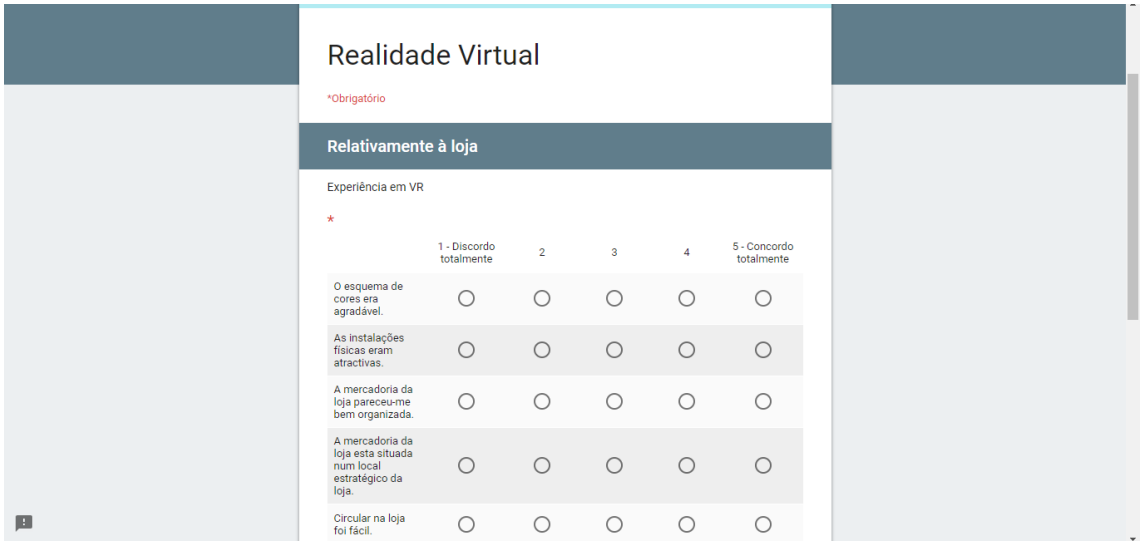
Já utilizou Realidade Virtual anteriormente? *

- Sim
- Não

Qual o grau de familiaridade com a Realidade Virtual? *

	1	2	3	4	5	
Pouco familiar						Muito familiar

SEGUINTE



Realidade Virtual

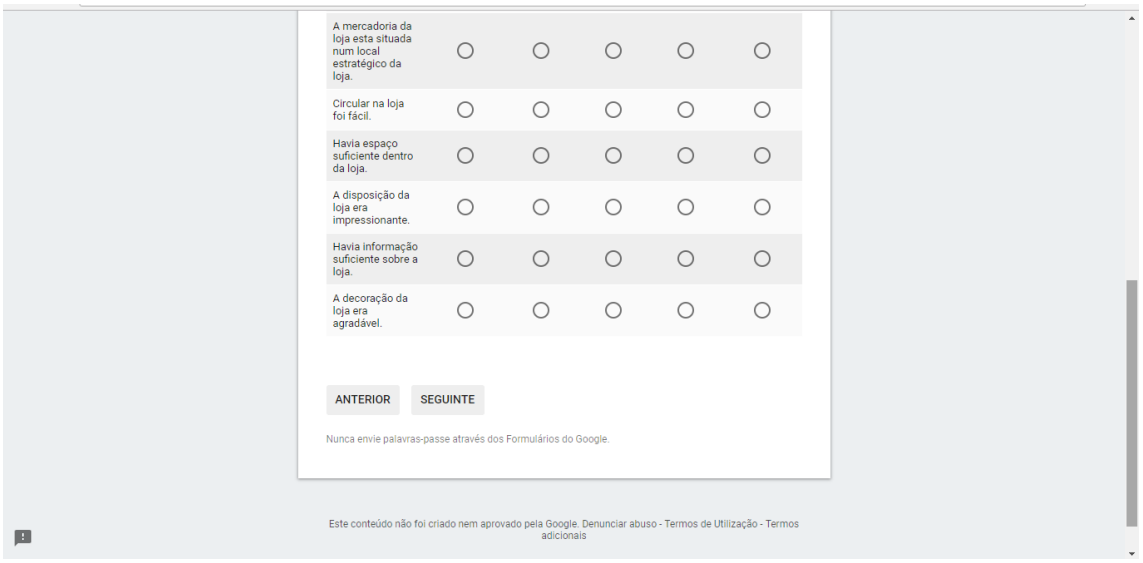
*Obrigatório

Relativamente à loja

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
O esquema de cores era agradável.					
As instalações físicas eram atractivas.					
A mercadoria da loja pareceu-me bem organizada.					
A mercadoria da loja esta situada num local estratégico da loja.					
Circular na loja foi fácil.					



A mercadoria da loja esta situada num local estratégico da loja.	○	○	○	○	○
Circular na loja foi fácil.	○	○	○	○	○
Havia espaço suficiente dentro da loja.	○	○	○	○	○
A disposição da loja era impressionante.	○	○	○	○	○
Havia informação suficiente sobre a loja.	○	○	○	○	○
A decoração da loja era agradável.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Este conteúdo não foi criado nem aprovado pela Google. Denunciar abuso - Termos de Utilização - Termos adicionais

Realidade Virtual

*Obrigatório

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
A iluminação da loja era agradável.	○	○	○	○	○
A iluminação ajudou a destacar os produtos dispostos na loja.	○	○	○	○	○
A música de fundo tornou a experiência mais agradável.	○	○	○	○	○
A música de fundo não me incomodou.	○	○	○	○	○
A música de fundo era adequada.	○	○	○	○	○

ANTERIOR SEGUINTE

Realidade Virtual

*Obrigatório

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Foi uma experiência bastante interessante.	○	○	○	○	○
A experiência alargou os meus conhecimentos.	○	○	○	○	○
Descobri algo novo.	○	○	○	○	○
Gostei da exposição.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

*Obrigatório

Experiência em VR

Quando visito a loja virtual, sinto-me: *

	1	2	3	4	5	
Submisso	○	○	○	○	○	Dominante

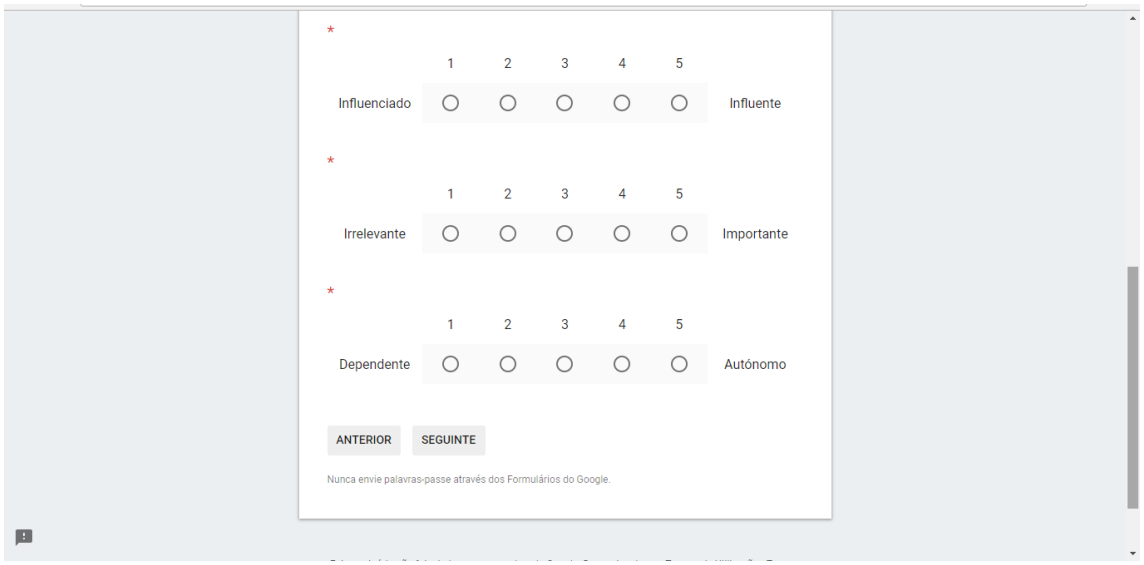
*

	1	2	3	4	5	
Controlado	○	○	○	○	○	Controlador

*

	1	2	3	4	5	
Influenciado	○	○	○	○	○	Influente

*



*

	1	2	3	4	5	
Influenciado	○	○	○	○	○	Influente

*

	1	2	3	4	5	
Irrelevante	○	○	○	○	○	Importante

*

	1	2	3	4	5	
Dependente	○	○	○	○	○	Autónomo

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

*Obrigatório

Experiência em VR

Quando visito a loja virtual, eu sou: *

	1	2	3	4	5	
Nada agitado	○	○	○	○	○	Agitado

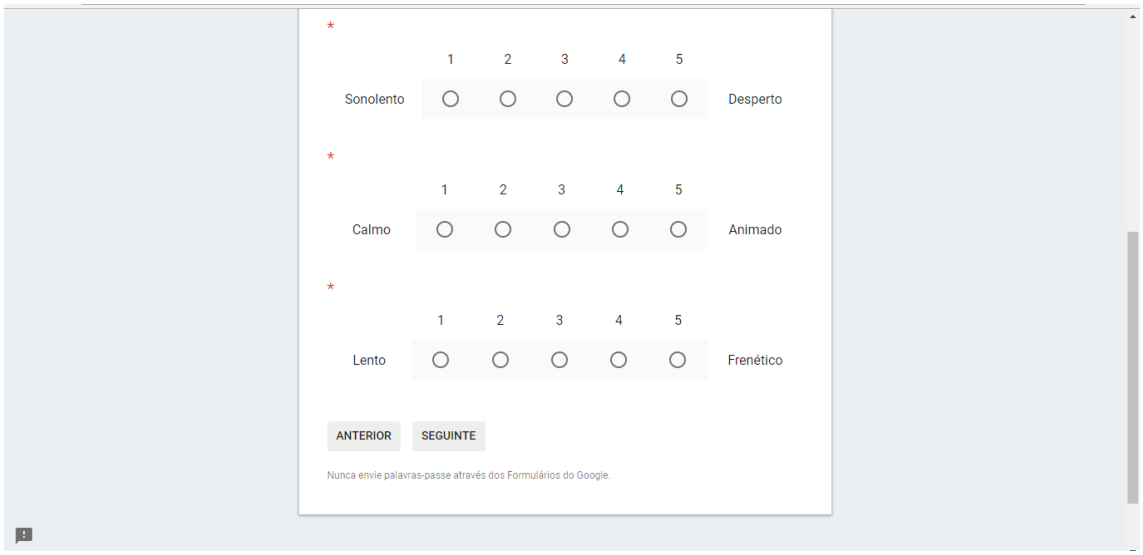
*

	1	2	3	4	5	
Sonolento	○	○	○	○	○	Desperto

*

	1	2	3	4	5	
Calmo	○	○	○	○	○	Animado

*



*

	1	2	3	4	5	
Sonolento	○	○	○	○	○	Desperto

*

	1	2	3	4	5	
Calmo	○	○	○	○	○	Animado

*

	1	2	3	4	5	
Lento	○	○	○	○	○	Frenético

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

*Obrigatório

Experiência em VR

Usar a loja virtual é: *

	1	2	3	4	5	
Depressivo	○	○	○	○	○	Empolgante

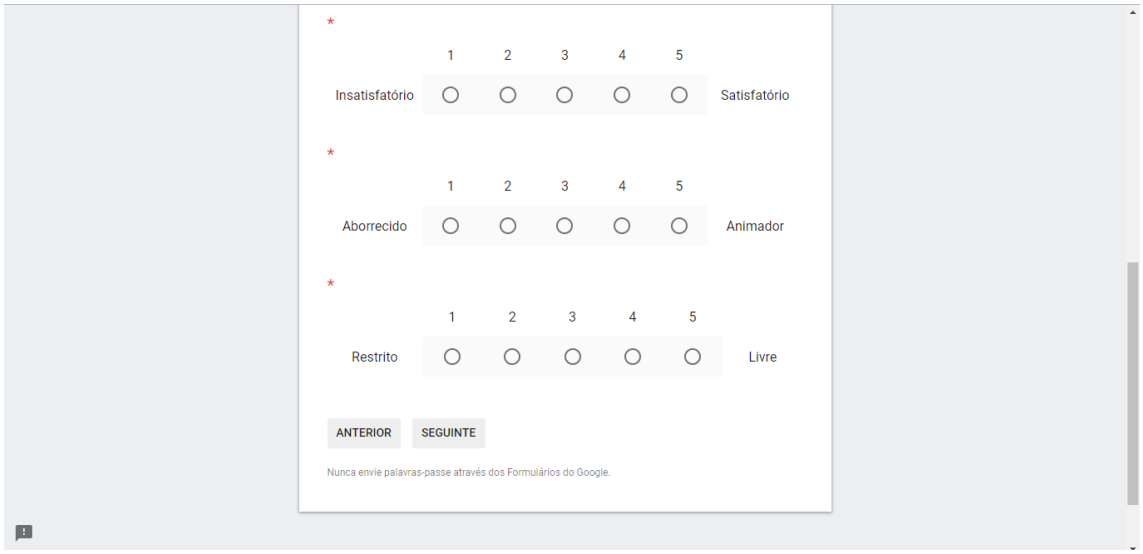
*

	1	2	3	4	5	
Infeliz	○	○	○	○	○	Feliz

*

	1	2	3	4	5	
Insatisfatório	○	○	○	○	○	Satisfatório

*



*

	1	2	3	4	5	
Insatisfatório	○	○	○	○	○	Satisfatório

*

	1	2	3	4	5	
Aborrecido	○	○	○	○	○	Animador

*

	1	2	3	4	5	
Restrito	○	○	○	○	○	Livre

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

*Obrigatório

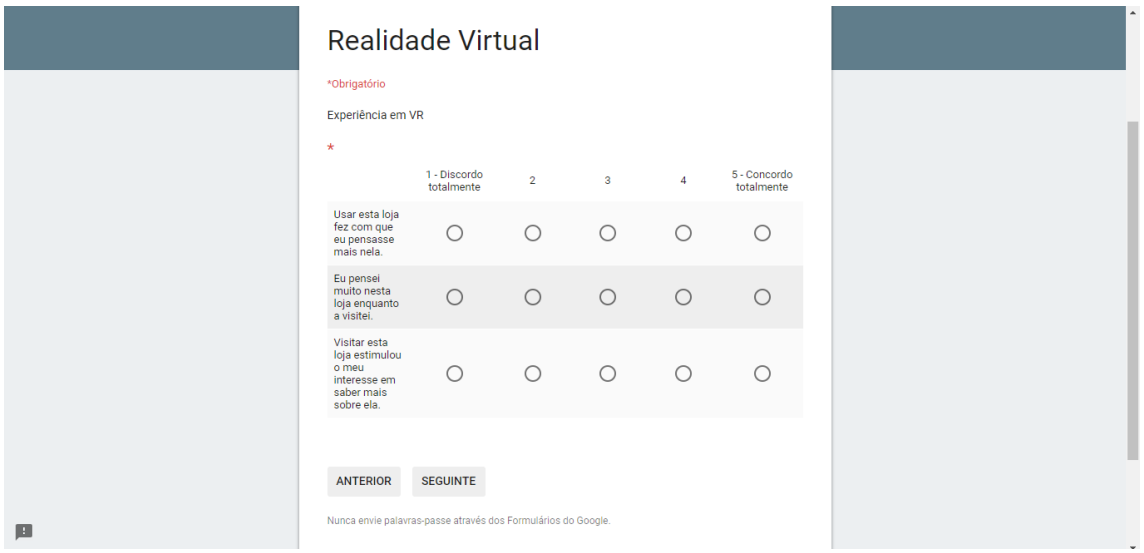
Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Vou continuar a visitar esta loja no futuro.	○	○	○	○	○
Vou usar esta loja para comprar produtos, em vez de outras.	○	○	○	○	○
Eu visitarei frequentemente esta loja no futuro.	○	○	○	○	○
Eu recomendarei esta loja a outras pessoas.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.



Realidade Virtual

*Obrigatório

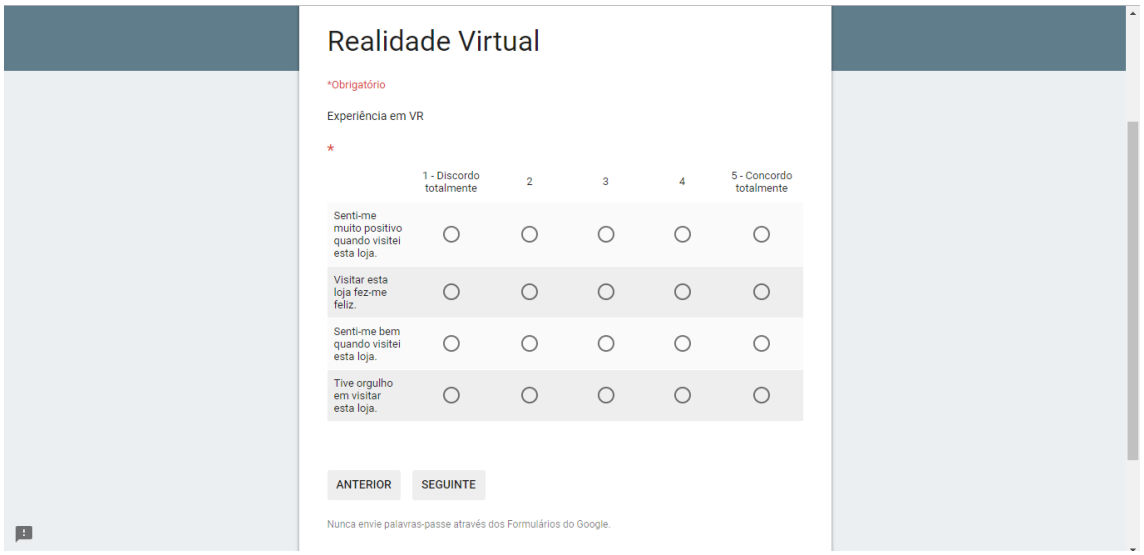
Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Usar esta loja fez com que eu pensasse mais nela.	○	○	○	○	○
Eu pensei muito nesta loja enquanto a visitei.	○	○	○	○	○
Visitar esta loja estimulou o meu interesse em saber mais sobre ela.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.



Realidade Virtual

*Obrigatório

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Senti-me muito positivo quando visitei esta loja.	○	○	○	○	○
Visitar esta loja fez-me feliz.	○	○	○	○	○
Senti-me bem quando visitei esta loja.	○	○	○	○	○
Tive orgulho em visitar esta loja.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

*Obrigatório

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Gastei muito tempo a visitar esta loja em relação a outras.	○	○	○	○	○
Esta loja será uma das minhas opções quando surgir o interesse em visitar lojas de sapatos.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

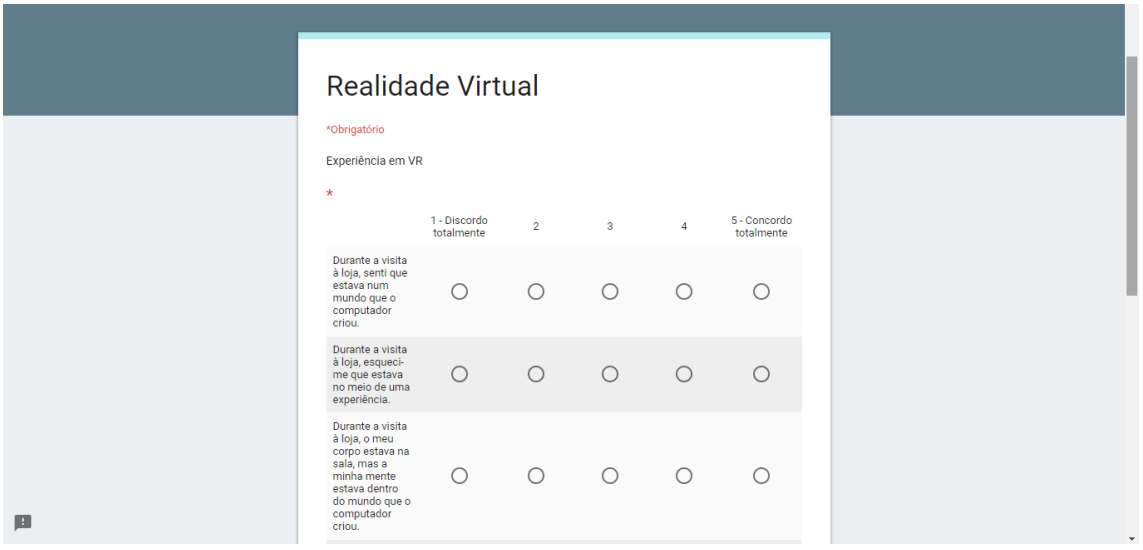
*Obrigatório

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Gostei da sensação de escape à realidade durante a experiência.	○	○	○	○	○
A experiência na loja permitiu-me esquecer alguns problemas da vida real.	○	○	○	○	○
Esta experiência permitiu-me relaxar e aliviar o stress do dia-a-dia.	○	○	○	○	○

ANTERIOR SEGUINTE



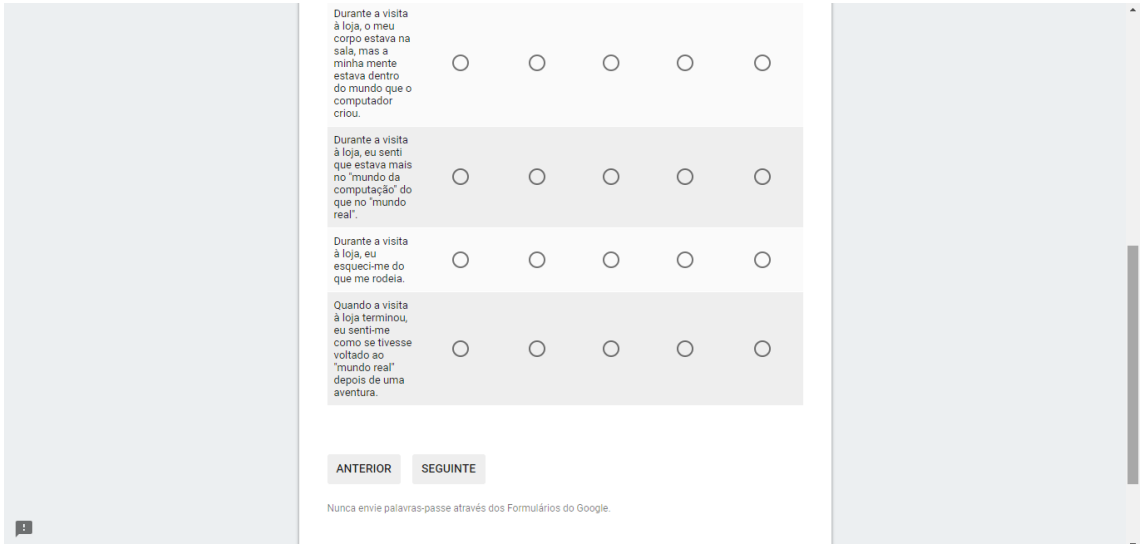
Realidade Virtual

*Obrigatório

Experiência em VR

*

	1 - Discordo totalmente	2	3	4	5 - Concordo totalmente
Durante a visita à loja, senti que estava num mundo que o computador criou.	○	○	○	○	○
Durante a visita à loja, esqueci-me que estava no meio de uma experiência.	○	○	○	○	○
Durante a visita à loja, o meu corpo estava na sala, mas a minha mente estava dentro do mundo que o computador criou.	○	○	○	○	○



Durante a visita à loja, o meu corpo estava na sala, mas a minha mente estava dentro do mundo que o computador criou.	○	○	○	○	○
Durante a visita à loja, eu senti que estava mais no "mundo da computação" do que no "mundo real".	○	○	○	○	○
Durante a visita à loja, eu esqueci-me do que me rodeia.	○	○	○	○	○
Quando a visita à loja terminou, eu senti-me como se tivesse voltado ao "mundo real" depois de uma aventura.	○	○	○	○	○

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.

Realidade Virtual

*Obrigatório

Experiência em VR

As acções realizadas na loja virtual: *

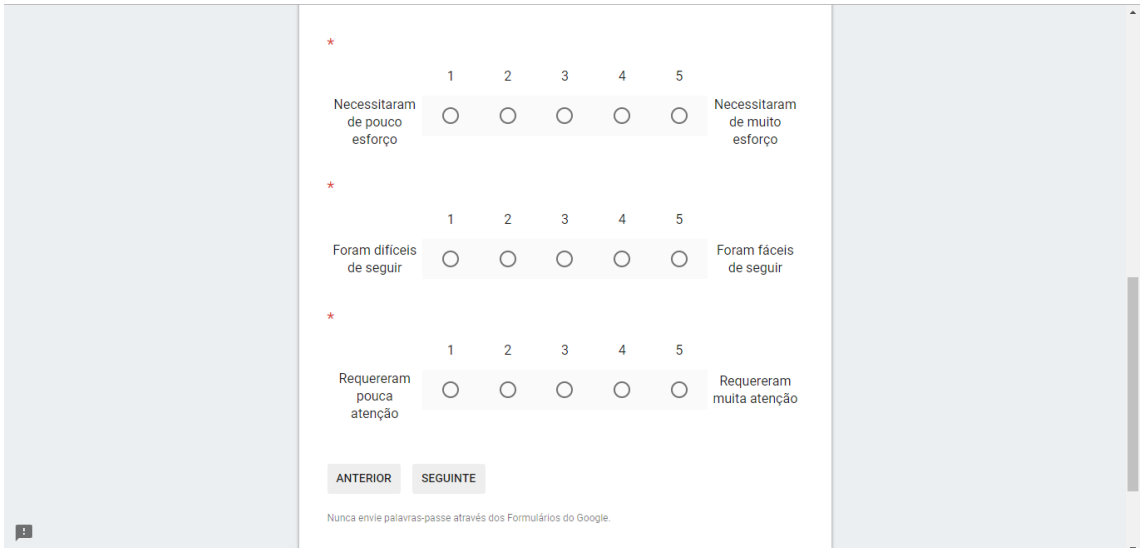
	1	2	3	4	5	
Foram difíceis de retratar ou imaginar	○	○	○	○	○	Foram fáceis de retratar ou imaginar

	1	2	3	4	5	
Foram tarefas difíceis	○	○	○	○	○	Foram tarefas fáceis

*

	1	2	3	4	5	
Foram difíceis de compreender	○	○	○	○	○	Foram fáceis de compreender

*



*

	1	2	3	4	5	
Necessitaram de pouco esforço	○	○	○	○	○	Necessitaram de muito esforço

*

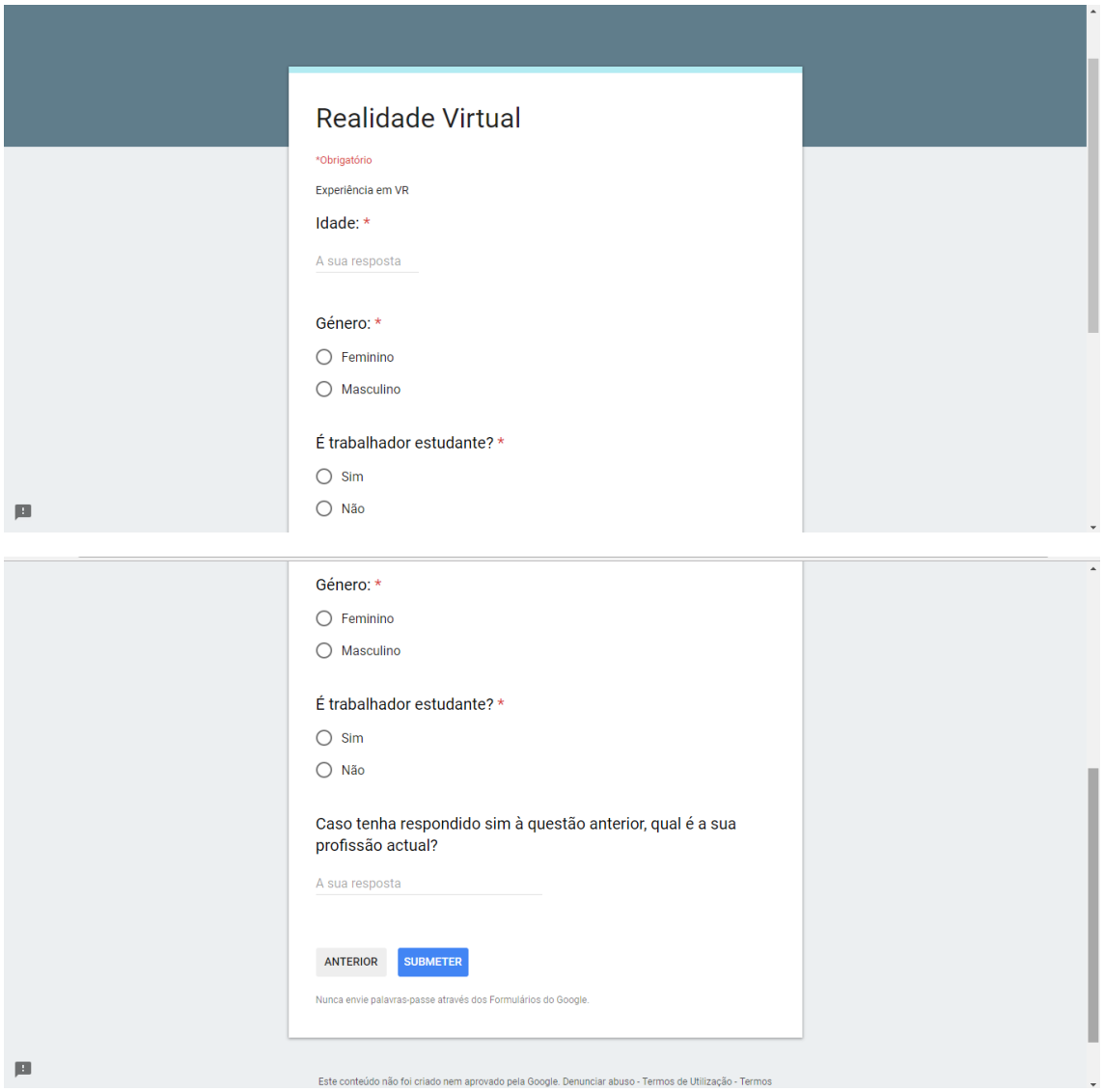
	1	2	3	4	5	
Foram difíceis de seguir	○	○	○	○	○	Foram fáceis de seguir

*

	1	2	3	4	5	
Requereram pouca atenção	○	○	○	○	○	Requereram muita atenção

ANTERIOR SEGUINTE

Nunca envie palavras-passe através dos Formulários do Google.



Appendix V – Descriptive Analysis

Appendix V.A – Sample Profile

É trabalhador estudante?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	177	88,5	88,5	88,5
	Sim	23	11,5	11,5	100,0
	Total	200	100,0	100,0	

Statistics

Idade:

N	Valid	200
	Missing	0
Mean		21,12
Std. Deviation		2,015
Minimum		18
Maximum		33

Statistics

Qual o grau de familiaridade com a Realidade Virtual?

N	Valid	200
	Missing	0
Mean		2,57
Std. Deviation		1,167
Skewness		,280
Std. Error of Skewness		,172
Kurtosis		-,748
Std. Error of Kurtosis		,342

Qual o grau de familiaridade com a Realidade Virtual?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pouco familiar	44	22,0	22,0	22,0
	2	53	26,5	26,5	48,5
	3	60	30,0	30,0	78,5
	4	31	15,5	15,5	94,0
	Muito familiar	12	6,0	6,0	100,0
	Total	200	100,0	100,0	

Appendix VI – Mediator Analysis

Appendix VI.A – Design Cues as the first Independent Variable I

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,453[a]	,205	,201	,68284

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,834	1	23,834	51,115	,000[b]
	Residual	92,321	198	,466		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,314	,324		4,061	,000
	Design_Cues	,595	,083	,453	7,149	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Dominance

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,211[a]	,045	,040	,66638

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,111	1	4,111	9,257	,003[b]
	Residual	87,925	198	,444		
	Total	92,035	199			

a. Dependent Variable: Dominance

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,482	,316		7,859	,000
	Design_Cues	,247	,081	,211	3,043	,003

a. Dependent Variable: Dominance

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,245[a]	,060	,055	,74267

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,945	1	6,945	12,592	,000[b]
	Residual	109,210	198	,552		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,659	,271		9,818	,000
	Dominance	,275	,077	,245	3,549	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Dominance[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,425[a]	,180	,176	,69346

a. Predictors: (Constant), Design.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,940	1	20,940	43,545	,000[b]
	Residual	95,215	198	,481		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Design.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,419	,186		13,024	,000
	Design.Dominance	,089	,013	,425	6,599	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

1	Design_Cues[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,472[a]	,223	,219	,60942

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,085	1	21,085	56,773	,000[b]
	Residual	73,535	198	,371		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,593	,289		5,517	,000
	Design_Cues	,560	,074	,472	7,535	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Dominance

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,211[a]	,045	,040	,66638

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,111	1	4,111	9,257	,003[b]
	Residual	87,925	198	,444		
	Total	92,035	199			

a. Dependent Variable: Dominance

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,482	,316		7,859	,000
	Design_Cues	,247	,081	,211	3,043	,003

a. Dependent Variable: Dominance

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,288[a]	,083	,078	,66210

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,823	1	7,823	17,845	,000[b]
	Residual	86,797	198	,438		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,744	,241		11,367	,000
	Dominance	,292	,069	,288	4,224	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Dominance[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,462[a]	,213	,210	,61308

a. Predictors: (Constant), Design.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,199	1	20,199	53,740	,000[b]
	Residual	74,421	198	,376		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,584	,164		15,733	,000
	Design.Dominance	,087	,012	,462	7,331	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

1	Design_Cues[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,319[a]	,101	,097	,80690

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,554	1	14,554	22,354	,000[b]
	Residual	128,914	198	,651		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,975	,382		2,549	,012
	Design_Cues	,465	,098	,319	4,728	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Dominance

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,211[a]	,045	,040	,66638

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,111	1	4,111	9,257	,003[b]
	Residual	87,925	198	,444		
	Total	92,035	199			

a. Dependent Variable: Dominance

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,482	,316		7,859	,000
	Design_Cues	,247	,081	,211	3,043	,003

a. Dependent Variable: Dominance

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,112[a]	,012	,007	,84591

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,786	1	1,786	2,496	,116[b]
	Residual	141,683	198	,716		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Dominance

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2,284	,308		7,406	,000
	Dominance	,139	,088	,112	1,580	,116

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Dominance[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,255[a]	,065	,061	,82298

a. Predictors: (Constant), Design.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,366	1	9,366	13,828	,000[b]
	Residual	134,103	198	,677		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,972	,220		8,944	,000
	Design.Dominance	,060	,016	,255	3,719	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Arousal

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,129[a]	,017	,012	,71936

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,734	1	1,734	3,351	,069[b]
	Residual	102,461	198	,517		
	Total	104,195	199			

a. Dependent Variable: Arousal

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,788	,341		8,178	,000
	Design_Cues	,160	,088	,129	1,831	,069

a. Dependent Variable: Arousal

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,218[a]	,048	,043	,74745

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,535	1	5,535	9,907	,002[b]
	Residual	110,620	198	,559		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,817	,255		11,052	,000
	Arousal	,230	,073	,218	3,148	,002

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Cognitive_Processing[b]	.	Enter

a. Dependent Variable: Design.Arousal

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,408[a]	,167	,162	3,36101

a. Predictors: (Constant), Cognitive_Processing

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	447,043	1	447,043	39,574	,000[b]
	Residual	2236,681	198	11,296		
	Total	2683,725	199			

a. Dependent Variable: Design.Arousal

b. Predictors: (Constant), Cognitive_Processing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,080	1,148		5,296	,000
	Cognitive_Processing	1,962	,312	,408	6,291	,000

a. Dependent Variable: Design.Arousal

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,332[a]	,110	,106	,65207

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,431	1	10,431	24,532	,000[b]
	Residual	84,189	198	,425		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,668	,222		11,998	,000
	Arousal	,316	,064	,332	4,953	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Arousal[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,488[a]	,238	,234	,60353

a. Predictors: (Constant), Design.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,500	1	22,500	61,771	,000[b]
	Residual	72,120	198	,364		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,541	,159		15,984	,000
	Design.Arousal	,092	,012	,488	7,859	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,029[a]	,001	-,004	,85088

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,117	1	,117	,161	,688[b]
	Residual	143,352	198	,724		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,649	,290		9,128	,000
	Arousal	,033	,083	,029	,402	,688

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Arousal[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,203[a]	,041	,036	,83346

a. Predictors: (Constant), Design.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,928	1	5,928	8,533	,004[b]
	Residual	137,541	198	,695		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,145	,220		9,768	,000
	Design.Arousal	,047	,016	,203	2,921	,004

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Pleasure

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,346[a]	,119	,115	,60444

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,817	1	9,817	26,870	,000[b]
	Residual	72,338	198	,365		
	Total	82,155	199			

a. Dependent Variable: Pleasure

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,547	,286		8,891	,000
	Design_Cues	,382	,074	,346	5,184	,000

a. Dependent Variable: Pleasure

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,482[a]	,232	,228	,67118

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,959	1	26,959	59,844	,000[b]
	Residual	89,196	198	,450		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,302	,301		4,324	,000
	Pleasure	,573	,074	,482	7,736	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Pleasure[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,563[a]	,317	,314	,63292

a. Predictors: (Constant), Design.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,838	1	36,838	91,960	,000[b]
	Residual	79,317	198	,401		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Design.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,878	,185		10,141	,000
	Design.Pleasure	,111	,012	,563	9,590	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647[a]	,419	,416	,52696

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,637	1	39,637	142,740	,000[b]
	Residual	54,983	198	,278		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,956	,236		4,045	,000
	Pleasure	,695	,058	,647	11,947	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Pleasure[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668[a]	,447	,444	,51419

a. Predictors: (Constant), Design.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42,271	1	42,271	159,880	,000[b]
	Residual	52,349	198	,264		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,899	,150		12,620	,000
	Design.Pleasure	,119	,009	,668	12,644	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,307[a]	,094	,090	,81017

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,508	1	13,508	20,579	,000[b]
	Residual	129,961	198	,656		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,134	,363		3,122	,002
	Pleasure	,405	,089	,307	4,536	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Pleasure[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,365[a]	,133	,129	,79244

a. Predictors: (Constant), Design.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,133	1	19,133	30,469	,000[b]
	Residual	124,335	198	,628		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,520	,232		6,557	,000
	Design.Pleasure	,080	,014	,365	5,520	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Escapism

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,354[a]	,125	,121	,75742

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,300	1	16,300	28,413	,000[b]
	Residual	113,591	198	,574		
	Total	129,891	199			

a. Dependent Variable: Escapism

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,751	,359		4,880	,000
	Design_Cues	,492	,092	,354	5,330	,000

a. Dependent Variable: Escapism

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,434[a]	,188	,184	,69020

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,832	1	21,832	45,829	,000[b]
	Residual	94,323	198	,476		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,108	,226		9,328	,000
	Escapism	,410	,061	,434	6,770	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Escapism[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,513[a]	,263	,259	,65753

a. Predictors: (Constant), Design.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,549	1	30,549	70,659	,000[b]
	Residual	85,606	198	,432		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Design.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,286	,163		13,997	,000
	Design.Escapism	,093	,011	,513	8,406	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,427[a]	,183	,179	,62493

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,292	1	17,292	44,278	,000[b]
	Residual	77,328	198	,391		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,416	,205		11,806	,000
	Escapism	,365	,055	,427	6,654	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Escapism[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,529[a]	,280	,276	,58678

a. Predictors: (Constant), Design.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,447	1	26,447	76,810	,000[b]
	Residual	68,173	198	,344		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,521	,146		17,297	,000
	Design.Escapism	,086	,010	,529	8,764	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,263[a]	,069	,064	,82128

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,918	1	9,918	14,704	,000[b]
	Residual	133,551	198	,675		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,756	,269		6,530	,000
	Escapism	,276	,072	,263	3,835	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Escapism[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,335[a]	,112	,107	,80219

a. Predictors: (Constant), Design.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,055	1	16,055	24,949	,000[b]
	Residual	127,414	198	,644		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,809	,199		9,078	,000
	Design.Escapism	,067	,013	,335	4,995	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Presence

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,345[a]	,119	,115	,65476

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,504	1	11,504	26,834	,000[b]
	Residual	84,885	198	,429		
	Total	96,389	199			

a. Dependent Variable: Presence

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,995	,310		6,429	,000
	Design_Cues	,413	,080	,345	5,180	,000

a. Dependent Variable: Presence

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,395[a]	,156	,152	,70358

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,141	1	18,141	36,648	,000[b]
	Residual	98,014	198	,495		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,047	,262		7,823	,000
	Presence	,434	,072	,395	6,054	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Presence[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,506[a]	,257	,253	,66043

a. Predictors: (Constant), Design.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,795	1	29,795	68,311	,000[b]
	Residual	86,360	198	,436		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Design.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,195	,176		12,438	,000
	Design.Presence	,101	,012	,506	8,265	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,407[a]	,166	,161	,63142

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,680	1	15,680	39,328	,000[b]
	Residual	78,940	198	,399		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,299	,235		9,793	,000
	Presence	,403	,064	,407	6,271	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Presence[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,513[a]	,263	,259	,59344

a. Predictors: (Constant), Design.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,890	1	24,890	70,677	,000[b]
	Residual	69,730	198	,352		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,459	,159		15,508	,000
	Design.Presence	,092	,011	,513	8,407	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,264[a]	,069	,065	,82112

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,969	1	9,969	14,785	,000[b]
	Residual	133,500	198	,674		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,610	,305		5,272	,000
	Presence	,322	,084	,264	3,845	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Presence[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,345[a]	,119	,115	,79890

a. Predictors: (Constant), Design.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,098	1	17,098	26,790	,000[b]
	Residual	126,371	198	,638		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,697	,213		7,949	,000
	Design.Presence	,077	,015	,345	5,176	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Vividness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,284[a]	,080	,076	,50623

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,435	1	4,435	17,305	,000[b]
	Residual	50,741	198	,256		
	Total	55,176	199			

a. Dependent Variable: Vividness

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,727	,240		11,365	,000
	Design_Cues	,257	,062	,284	4,160	,000

a. Dependent Variable: Vividness

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,364[a]	,132	,128	,71351

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,355	1	15,355	30,161	,000[b]
	Residual	100,800	198	,509		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,643	,360		4,560	,000
	Vividness	,528	,096	,364	5,492	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Vividness[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,497[a]	,247	,243	,66450

a. Predictors: (Constant), Design.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,725	1	28,725	65,053	,000[b]
	Residual	87,430	198	,442		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Design.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,972	,207		9,506	,000
	Design.Vividness	,113	,014	,497	8,066	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,305[a]	,093	,089	,65832

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,809	1	8,809	20,327	,000[b]
	Residual	85,811	198	,433		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,261	,332		6,803	,000
	Vividness	,400	,089	,305	4,508	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Vividness[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,470[a]	,221	,217	,61003

a. Predictors: (Constant), Design.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,936	1	20,936	56,260	,000[b]
	Residual	73,684	198	,372		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Design.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,354	,190		12,359	,000
	Design.Vividness	,097	,013	,470	7,501	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,179[a]	,032	,027	,83755

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,572	1	4,572	6,518	,011[b]
	Residual	138,896	198	,701		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,694	,423		4,005	,000
	Vividness	,288	,113	,179	2,553	,011

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Vividness[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,303[a]	,092	,087	,81119

a. Predictors: (Constant), Design.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,179	1	13,179	20,029	,000[b]
	Residual	130,289	198	,658		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Design.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,659	,253		6,549	,000
	Design.Vividness	,077	,017	,303	4,475	,000

a. Dependent Variable: Activation

Appendix VI.B – Ambient Cues as the first Independent Variable I

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502[a]	,252	,248	,66242

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,272	1	29,272	66,709	,000[b]
	Residual	86,883	198	,439		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,567	,253		6,182	,000
	Ambient_Cues	,529	,065	,502	8,168	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Dominance

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,175[a]	,031	,026	,67125

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,820	1	2,820	6,260	,013[b]
	Residual	89,215	198	,451		
	Total	92,035	199			

a. Dependent Variable: Dominance

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,800	,257		10,902	,000
	Ambient_Cues	,164	,066	,175	2,502	,013

a. Dependent Variable: Dominance

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,245[a]	,060	,055	,74267

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,945	1	6,945	12,592	,000[b]
	Residual	109,210	198	,552		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,659	,271		9,818	,000
	Dominance	,275	,077	,245	3,549	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Dominance[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,468[a]	,219	,215	,67686

a. Predictors: (Constant), Ambient.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,443	1	25,443	55,535	,000[b]
	Residual	90,712	198	,458		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,369	,172		13,760	,000
	Ambient.Dominance	,093	,012	,468	7,452	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,392[a]	,154	,149	,63599

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,534	1	14,534	35,932	,000[b]
	Residual	80,086	198	,404		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,311	,243		9,497	,000
	Ambient_Cues	,373	,062	,392	5,994	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,288[a]	,083	,078	,66210

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,823	1	7,823	17,845	,000[b]
	Residual	86,797	198	,438		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,744	,241		11,367	,000
	Dominance	,292	,069	,288	4,224	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Dominance[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,422[a]	,178	,174	,62671

a. Predictors: (Constant), Ambient.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,852	1	16,852	42,905	,000[b]
	Residual	77,768	198	,393		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,742	,159		17,200	,000
	Ambient.Dominance	,075	,012	,422	6,550	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,420[a]	,176	,172	,77260

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,280	1	25,280	42,352	,000[b]
	Residual	118,188	198	,597		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,872	,296		2,948	,004
	Ambient_Cues	,492	,076	,420	6,508	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,112[a]	,012	,007	,84591

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,786	1	1,786	2,496	,116[b]
	Residual	141,683	198	,716		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,284	,308		7,406	,000
	Dominance	,139	,088	,112	1,580	,116

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Dominance[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,355[a]	,126	,122	,79583

a. Predictors: (Constant), Ambient.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,065	1	18,065	28,523	,000[b]
	Residual	125,403	198	,633		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,724	,202		8,516	,000
	Ambient.Dominance	,078	,015	,355	5,341	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Arousal

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,089[a]	,008	,003	,72254

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,825	1	,825	1,581	,210[b]
	Residual	103,370	198	,522		
	Total	104,195	199			

a. Dependent Variable: Arousal

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,063	,276		11,079	,000
	Ambient_Cues	,089	,071	,089	1,257	,210

a. Dependent Variable: Arousal

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,218[a]	,048	,043	,74745

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,535	1	5,535	9,907	,002[b]
	Residual	110,620	198	,559		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,817	,255		11,052	,000
	Arousal	,230	,073	,218	3,148	,002

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Arousal[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,464[a]	,215	,211	,67850

a. Predictors: (Constant), Ambient.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,002	1	25,002	54,309	,000[b]
	Residual	91,153	198	,460		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,403	,170		14,170	,000
	Ambient.Arousal	,091	,012	,464	7,369	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,332[a]	,110	,106	,65207

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,431	1	10,431	24,532	,000[b]
	Residual	84,189	198	,425		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,668	,222		11,998	,000
	Arousal	,316	,064	,332	4,953	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Arousal[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,466[a]	,217	,213	,61181

a. Predictors: (Constant), Ambient.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,507	1	20,507	54,785	,000[b]
	Residual	74,113	198	,374		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,659	,153		17,392	,000
	Ambient.Arousal	,083	,011	,466	7,402	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,029[a]	,001	-,004	,85088

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,117	1	,117	,161	,688[b]
	Residual	143,352	198	,724		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,649	,290		9,128	,000
	Arousal	,033	,083	,029	,402	,688

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Arousal[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,265[a]	,070	,065	,82087

a. Predictors: (Constant), Ambient.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,050	1	10,050	14,914	,000[b]
	Residual	133,419	198	,674		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,003	,205		9,761	,000
	Ambient.Arousal	,058	,015	,265	3,862	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Pleasure

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,417[a]	,174	,170	,58548

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,283	1	14,283	41,666	,000[b]
	Residual	67,872	198	,343		
	Total	82,155	199			

a. Dependent Variable: Pleasure

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,594	,224		11,577	,000
	Ambient_Cues	,369	,057	,417	6,455	,000

a. Dependent Variable: Pleasure

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,482[a]	,232	,228	,67118

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,959	1	26,959	59,844	,000[b]
	Residual	89,196	198	,450		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,302	,301		4,324	,000
	Pleasure	,573	,074	,482	7,736	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Pleasure[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,564[a]	,318	,315	,63242

a. Predictors: (Constant), Ambient.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,964	1	36,964	92,419	,000[b]
	Residual	79,191	198	,400		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,017	,171		11,808	,000
	Ambient.Pleasure	,101	,011	,564	9,613	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647[a]	,419	,416	,52696

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,637	1	39,637	142,740	,000[b]
	Residual	54,983	198	,278		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,956	,236		4,045	,000
	Pleasure	,695	,058	,647	11,947	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Pleasure[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,580[a]	,336	,333	,56327

a. Predictors: (Constant), Ambient.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,801	1	31,801	100,233	,000[b]
	Residual	62,819	198	,317		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,275	,152		14,954	,000
	Ambient.Pleasure	,094	,009	,580	10,012	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,307[a]	,094	,090	,81017

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,508	1	13,508	20,579	,000[b]
	Residual	129,961	198	,656		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,134	,363		3,122	,002
	Pleasure	,405	,089	,307	4,536	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Pleasure[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,423[a]	,179	,175	,77144

a. Predictors: (Constant), Ambient.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,636	1	25,636	43,078	,000[b]
	Residual	117,832	198	,595		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,443	,208		6,924	,000
	Ambient.Pleasure	,084	,013	,423	6,563	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Escapism

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,381[a]	,145	,141	,74885

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,856	1	18,856	33,625	,000[b]
	Residual	111,035	198	,561		
	Total	129,891	199			

a. Dependent Variable: Escapism

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,010	,287		7,015	,000
	Ambient_Cues	,425	,073	,381	5,799	,000

a. Dependent Variable: Escapism

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,434[a]	,188	,184	,69020

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,832	1	21,832	45,829	,000[b]
	Residual	94,323	198	,476		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,108	,226		9,328	,000
	Escapism	,410	,061	,434	6,770	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Escapism[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,527[a]	,278	,274	,65075

a. Predictors: (Constant), Ambient.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,306	1	32,306	76,286	,000[b]
	Residual	83,849	198	,423		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,356	,150		15,714	,000
	Ambient.Escapism	,088	,010	,527	8,734	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,427[a]	,183	,179	,62493

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,292	1	17,292	44,278	,000[b]
	Residual	77,328	198	,391		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,416	,205		11,806	,000
	Escapism	,365	,055	,427	6,654	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Escapism[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,457[a]	,209	,205	,61500

a. Predictors: (Constant), Ambient.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,731	1	19,731	52,168	,000[b]
	Residual	74,889	198	,378		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,771	,142		19,561	,000
	Ambient.Escapism	,068	,009	,457	7,223	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,263[a]	,069	,064	,82128

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,918	1	9,918	14,704	,000[b]
	Residual	133,551	198	,675		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,756	,269		6,530	,000
	Escapism	,276	,072	,263	3,835	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Escapism[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,377[a]	,142	,138	,78854

a. Predictors: (Constant), Ambient.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,354	1	20,354	32,735	,000[b]
	Residual	123,115	198	,622		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,773	,182		9,763	,000
	Ambient.Escapism	,069	,012	,377	5,721	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Presence

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,353[a]	,124	,120	,65291

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,982	1	11,982	28,107	,000[b]
	Residual	84,407	198	,426		
	Total	96,389	199			

a. Dependent Variable: Presence

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,282	,250		9,135	,000
	Ambient_Cues	,338	,064	,353	5,302	,000

a. Dependent Variable: Presence

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,395[a]	,156	,152	,70358

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,141	1	18,141	36,648	,000[b]
	Residual	98,014	198	,495		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,047	,262		7,823	,000
	Presence	,434	,072	,395	6,054	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Presence[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,533[a]	,284	,280	,64817

a. Predictors: (Constant), Ambient.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,971	1	32,971	78,480	,000[b]
	Residual	83,184	198	,420		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,245	,160		14,050	,000
	Ambient.Presence	,097	,011	,533	8,859	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,407[a]	,166	,161	,63142

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,680	1	15,680	39,328	,000[b]
	Residual	78,940	198	,399		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,299	,235		9,793	,000
	Presence	,403	,064	,407	6,271	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Presence[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,453[a]	,205	,201	,61632

a. Predictors: (Constant), Ambient.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,410	1	19,410	51,099	,000[b]
	Residual	75,210	198	,380		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,704	,152		17,797	,000
	Ambient.Presence	,075	,010	,453	7,148	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,264[a]	,069	,065	,82112

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,969	1	9,969	14,785	,000[b]
	Residual	133,500	198	,674		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,610	,305		5,272	,000
	Presence	,322	,084	,264	3,845	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Presence[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,394[a]	,155	,151	,78249

a. Predictors: (Constant), Ambient.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,237	1	22,237	36,317	,000[b]
	Residual	121,232	198	,612		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,649	,193		8,545	,000
	Ambient.Presence	,080	,013	,394	6,026	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Vividness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,264[a]	,069	,065	,50922

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,833	1	3,833	14,783	,000[b]
	Residual	51,342	198	,259		
	Total	55,176	199			

a. Dependent Variable: Vividness

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,977	,195		15,278	,000
	Ambient_Cues	,191	,050	,264	3,845	,000

a. Dependent Variable: Vividness

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,364[a]	,132	,128	,71351

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,355	1	15,355	30,161	,000[b]
	Residual	100,800	198	,509		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,643	,360		4,560	,000
	Vividness	,528	,096	,364	5,492	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Vividness[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,538[a]	,289	,286	,64570

a. Predictors: (Constant), Ambient.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,602	1	33,602	80,593	,000[b]
	Residual	82,553	198	,417		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Ambient.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,996	,185		10,813	,000
	Ambient.Vividness	,112	,012	,538	8,977	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,305[a]	,093	,089	,65832

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,809	1	8,809	20,327	,000[b]
	Residual	85,811	198	,433		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,261	,332		6,803	,000
	Vividness	,400	,089	,305	4,508	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Vividness[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,412[a]	,169	,165	,62998

a. Predictors: (Constant), Ambient.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,038	1	16,038	40,409	,000[b]
	Residual	78,582	198	,397		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Ambient.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,636	,180		14,635	,000
	Ambient.Vividness	,077	,012	,412	6,357	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,179[a]	,032	,027	,83755

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,572	1	4,572	6,518	,011[b]
	Residual	138,896	198	,701		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,694	,423		4,005	,000
	Vividness	,288	,113	,179	2,553	,011

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Vividness[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,394[a]	,155	,151	,78236

a. Predictors: (Constant), Ambient.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,275	1	22,275	36,391	,000[b]
	Residual	121,194	198	,612		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Ambient.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,455	,224		6,506	,000
	Ambient.Vividness	,091	,015	,394	6,032	,000

a. Dependent Variable: Activation

Appendix VI.C – Learning as the first Independent Variable I

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,423[a]	,179	,175	,69394

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,808	1	20,808	43,209	,000[b]
	Residual	95,347	198	,482		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,797	,279		6,443	,000
	Learning	,461	,070	,423	6,573	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,531[a]	,282	,278	,58590

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,650	1	26,650	77,633	,000[b]
	Residual	67,970	198	,343		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,703	,235		7,231	,000
	Learning	,522	,059	,531	8,811	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,366[a]	,134	,129	,79232

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,169	1	19,169	30,535	,000[b]
	Residual	124,300	198	,628		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,030	,318		3,236	,001
	Learning	,443	,080	,366	5,526	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Dominance

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,125[a]	,016	,011	,67647

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,429	1	1,429	3,123	,079[b]
	Residual	90,606	198	,458		
	Total	92,035	199			

a. Dependent Variable: Dominance

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,959	,272		10,884	,000
	Learning	,121	,068	,125	1,767	,079

a. Dependent Variable: Dominance

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,245[a]	,060	,055	,74267

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,945	1	6,945	12,592	,000[b]
	Residual	109,210	198	,552		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,659	,271		9,818	,000
	Dominance	,275	,077	,245	3,549	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Dominance[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,423[a]	,179	,175	,69408

a. Predictors: (Constant), Learning.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,770	1	20,770	43,114	,000[b]
	Residual	95,385	198	,482		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,456	,181		13,550	,000
	Learning.Dominance	,085	,013	,423	6,566	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,288[a]	,083	,078	,66210

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,823	1	7,823	17,845	,000[b]
	Residual	86,797	198	,438		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,744	,241		11,367	,000
	Dominance	,292	,069	,288	4,224	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Dominance[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,522[a]	,272	,269	,58965

a. Predictors: (Constant), Learning.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,777	1	25,777	74,137	,000[b]
	Residual	68,843	198	,348		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,469	,154		16,032	,000
	Learning.Dominance	,095	,011	,522	8,610	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,112[a]	,012	,007	,84591

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,786	1	1,786	2,496	,116[b]
	Residual	141,683	198	,716		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,284	,308		7,406	,000
	Dominance	,139	,088	,112	1,580	,116

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Dominance[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,305[a]	,093	,088	,81071

a. Predictors: (Constant), Learning.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,334	1	13,334	20,288	,000[b]
	Residual	130,134	198	,657		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,845	,212		8,712	,000
	Learning.Dominance	,068	,015	,305	4,504	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Arousal

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,269[a]	,072	,068	,69872

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,529	1	7,529	15,421	,000[b]
	Residual	96,666	198	,488		
	Total	104,195	199			

a. Dependent Variable: Arousal

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,319	,281		8,260	,000
	Learning	,278	,071	,269	3,927	,000

a. Dependent Variable: Arousal

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,218[a]	,048	,043	,74745

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,535	1	5,535	9,907	,002[b]
	Residual	110,620	198	,559		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,817	,255		11,052	,000
	Arousal	,230	,073	,218	3,148	,002

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Arousal[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,401[a]	,160	,156	,70178

a. Predictors: (Constant), Learning.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,641	1	18,641	37,850	,000[b]
	Residual	97,514	198	,492		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,602	,170		15,311	,000
	Learning.Arousal	,074	,012	,401	6,152	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,332[a]	,110	,106	,65207

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,431	1	10,431	24,532	,000[b]
	Residual	84,189	198	,425		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,668	,222		11,998	,000
	Arousal	,316	,064	,332	4,953	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Arousal[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,519[a]	,269	,265	,59099

a. Predictors: (Constant), Learning.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,464	1	25,464	72,907	,000[b]
	Residual	69,156	198	,349		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,576	,143		18,003	,000
	Learning.Arousal	,087	,010	,519	8,539	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,029[a]	,001	-,004	,85088

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,117	1	,117	,161	,688[b]
	Residual	143,352	198	,724		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,649	,290		9,128	,000
	Arousal	,033	,083	,029	,402	,688

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Arousal[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,246[a]	,061	,056	,82506

a. Predictors: (Constant), Learning.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,685	1	8,685	12,758	,000[b]
	Residual	134,784	198	,681		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,080	,200		10,411	,000
	Learning.Arousal	,051	,014	,246	3,572	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Pleasure

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,444[a]	,197	,193	,57706

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,220	1	16,220	48,709	,000[b]
	Residual	65,935	198	,333		
	Total	82,155	199			

a. Dependent Variable: Pleasure

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,422	,232		10,442	,000
	Learning	,407	,058	,444	6,979	,000

a. Dependent Variable: Pleasure

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,482[a]	,232	,228	,67118

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,959	1	26,959	59,844	,000[b]
	Residual	89,196	198	,450		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,302	,301		4,324	,000
	Pleasure	,573	,074	,482	7,736	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Pleasure[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516[a]	,266	,262	,65627

a. Predictors: (Constant), Learning.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,878	1	30,878	71,693	,000[b]
	Residual	85,277	198	,431		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,161	,176		12,260	,000
	Learning.Pleasure	,091	,011	,516	8,467	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647[a]	,419	,416	,52696

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,637	1	39,637	142,740	,000[b]
	Residual	54,983	198	,278		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,956	,236		4,045	,000
	Pleasure	,695	,058	,647	11,947	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Pleasure[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,670[a]	,448	,446	,51344

a. Predictors: (Constant), Learning.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42,422	1	42,422	160,920	,000[b]
	Residual	52,198	198	,264		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,057	,138		14,912	,000
	Learning.Pleasure	,106	,008	,670	12,685	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,307[a]	,094	,090	,81017

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,508	1	13,508	20,579	,000[b]
	Residual	129,961	198	,656		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,134	,363		3,122	,002
	Pleasure	,405	,089	,307	4,536	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Pleasure[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,395[a]	,156	,152	,78207

a. Predictors: (Constant), Learning.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,366	1	22,366	36,568	,000[b]
	Residual	121,102	198	,612		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,537	,210		7,314	,000
	Learning.Pleasure	,077	,013	,395	6,047	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Escapism

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,340[a]	,116	,111	,76163

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,037	1	15,037	25,922	,000[b]
	Residual	114,854	198	,580		
	Total	129,891	199			

a. Dependent Variable: Escapism

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,109	,306		6,891	,000
	Learning	,392	,077	,340	5,091	,000

a. Dependent Variable: Escapism

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,434[a]	,188	,184	,69020

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,832	1	21,832	45,829	,000[b]
	Residual	94,323	198	,476		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,108	,226		9,328	,000
	Escapism	,410	,061	,434	6,770	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Escapism[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,499[a]	,249	,246	,66361

a. Predictors: (Constant), Learning.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,960	1	28,960	65,762	,000[b]
	Residual	87,195	198	,440		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,383	,157		15,138	,000
	Learning.Escapism	,084	,010	,499	8,109	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,427[a]	,183	,179	,62493

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,292	1	17,292	44,278	,000[b]
	Residual	77,328	198	,391		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,416	,205		11,806	,000
	Escapism	,365	,055	,427	6,654	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Escapism[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,546[a]	,298	,294	,57931

a. Predictors: (Constant), Learning.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,171	1	28,171	83,941	,000[b]
	Residual	66,449	198	,336		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,543	,137		18,505	,000
	Learning.Escapism	,083	,009	,546	9,162	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,263[a]	,069	,064	,82128

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,918	1	9,918	14,704	,000[b]
	Residual	133,551	198	,675		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,756	,269		6,530	,000
	Escapism	,276	,072	,263	3,835	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Escapism[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,364[a]	,133	,128	,79267

a. Predictors: (Constant), Learning.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,060	1	19,060	30,335	,000[b]
	Residual	124,409	198	,628		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,774	,188		9,434	,000
	Learning.Escapism	,068	,012	,364	5,508	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Presence

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,359[a]	,129	,124	,65126

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,410	1	12,410	29,260	,000[b]
	Residual	83,979	198	,424		
	Total	96,389	199			

a. Dependent Variable: Presence

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,190	,262		8,369	,000
	Learning	,356	,066	,359	5,409	,000

a. Dependent Variable: Presence

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,395[a]	,156	,152	,70358

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,141	1	18,141	36,648	,000[b]
	Residual	98,014	198	,495		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,047	,262		7,823	,000
	Presence	,434	,072	,395	6,054	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Presence[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,480[a]	,230	,226	,67197

a. Predictors: (Constant), Learning.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,749	1	26,749	59,238	,000[b]
	Residual	89,406	198	,452		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,379	,166		14,346	,000
	Learning.Presence	,086	,011	,480	7,697	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,407[a]	,166	,161	,63142

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,680	1	15,680	39,328	,000[b]
	Residual	78,940	198	,399		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,299	,235		9,793	,000
	Presence	,403	,064	,407	6,271	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Presence[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,540[a]	,291	,288	,58189

a. Predictors: (Constant), Learning.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,578	1	27,578	81,450	,000[b]
	Residual	67,042	198	,339		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,503	,144		17,434	,000
	Learning.Presence	,087	,010	,540	9,025	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,264[a]	,069	,065	,82112

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,969	1	9,969	14,785	,000[b]
	Residual	133,500	198	,674		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,610	,305		5,272	,000
	Presence	,322	,084	,264	3,845	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Presence[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,380[a]	,144	,140	,78748

a. Predictors: (Constant), Learning.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,685	1	20,685	33,357	,000[b]
	Residual	122,784	198	,620		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,687	,194		8,683	,000
	Learning.Presence	,076	,013	,380	5,776	,000

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Vividness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,272[a]	,074	,069	,50794

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,091	1	4,091	15,855	,000[b]
	Residual	51,085	198	,258		
	Total	55,176	199			

a. Dependent Variable: Vividness

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,913	,204		14,270	,000
	Learning	,205	,051	,272	3,982	,000

a. Dependent Variable: Vividness

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,364[a]	,132	,128	,71351

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,355	1	15,355	30,161	,000[b]
	Residual	100,800	198	,509		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,643	,360		4,560	,000
	Vividness	,528	,096	,364	5,492	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Vividness[b]	.	Enter

a. Dependent Variable: Cognitive_Processing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,473[a]	,224	,220	,67466

a. Predictors: (Constant), Learning.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,033	1	26,033	57,194	,000[b]
	Residual	90,122	198	,455		
	Total	116,155	199			

a. Dependent Variable: Cognitive_Processing

b. Predictors: (Constant), Learning.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,136	,200		10,704	,000
	Learning.Vividness	,100	,013	,473	7,563	,000

a. Dependent Variable: Cognitive_Processing

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,305[a]	,093	,089	,65832

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,809	1	8,809	20,327	,000[b]
	Residual	85,811	198	,433		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,261	,332		6,803	,000
	Vividness	,400	,089	,305	4,508	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Vividness[b]	.	Enter

a. Dependent Variable: Affection

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,508[a]	,259	,255	,59526

a. Predictors: (Constant), Learning.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,463	1	24,463	69,040	,000[b]
	Residual	70,157	198	,354		
	Total	94,620	199			

a. Dependent Variable: Affection

b. Predictors: (Constant), Learning.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,324	,176		13,201	,000
	Learning.Vividness	,097	,012	,508	8,309	,000

a. Dependent Variable: Affection

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,179[a]	,032	,027	,83755

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,572	1	4,572	6,518	,011[b]
	Residual	138,896	198	,701		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,694	,423		4,005	,000
	Vividness	,288	,113	,179	2,553	,011

a. Dependent Variable: Activation

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Vividness[b]	.	Enter

a. Dependent Variable: Activation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,335[a]	,112	,107	,80218

a. Predictors: (Constant), Learning.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,058	1	16,058	24,954	,000[b]
	Residual	127,411	198	,643		
	Total	143,469	199			

a. Dependent Variable: Activation

b. Predictors: (Constant), Learning.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,612	,237		6,792	,000
	Learning.Vividness	,079	,016	,335	4,995	,000

a. Dependent Variable: Activation

Appendix VI.D – Design Cues as the first Independent Variable II

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design_Cues[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535[a]	,287	,283	,69227

a. Predictors: (Constant), Design_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,134	1	38,134	79,572	,000[b]
	Residual	94,888	198	,479		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,515	,328		1,570	,118
	Design_Cues	,753	,084	,535	8,920	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient_Cues[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,499[a]	,249	,245	,71037

a. Predictors: (Constant), Ambient_Cues

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,107	1	33,107	65,607	,000[b]
	Residual	99,915	198	,505		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient_Cues

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,245	,272		4,579	,000
	Ambient_Cues	,562	,069	,499	8,100	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,506[a]	,256	,252	,70699

a. Predictors: (Constant), Learning

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,055	1	34,055	68,133	,000[b]
	Residual	98,967	198	,500		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,100	,284		3,871	,000
	Learning	,590	,072	,506	8,254	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Dominance[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,380[a]	,145	,140	,75805

a. Predictors: (Constant), Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,243	1	19,243	33,488	,000[b]
	Residual	113,779	198	,575		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,839	,276		6,654	,000
	Dominance	,457	,079	,380	5,787	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Dominance[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,571[a]	,326	,323	,67283

a. Predictors: (Constant), Design.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,388	1	43,388	95,842	,000[b]
	Residual	89,634	198	,453		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,707	,180		9,470	,000
	Design.Dominance	,128	,013	,571	9,790	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Arousal[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,218[a]	,048	,043	,79988

a. Predictors: (Constant), Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,341	1	6,341	9,911	,002[b]
	Residual	126,681	198	,640		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,569	,273		9,418	,000
	Arousal	,247	,078	,218	3,148	,002

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Arousal[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,452[a]	,204	,200	,73111

a. Predictors: (Constant), Design.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,187	1	27,187	50,861	,000[b]
	Residual	105,836	198	,535		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,086	,193		10,829	,000
	Design.Arousal	,101	,014	,452	7,132	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pleasure[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,596[a]	,355	,352	,65835

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,204	1	47,204	108,908	,000[b]
	Residual	85,818	198	,433		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,365	,295		1,237	,217
	Pleasure	,758	,073	,596	10,436	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Pleasure[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,682[a]	,465	,462	,59956

a. Predictors: (Constant), Design.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,846	1	61,846	172,045	,000[b]
	Residual	71,176	198	,359		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,176	,175		6,701	,000
	Design.Pleasure	,143	,011	,682	13,117	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Escapism[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,360[a]	,130	,125	,76469

a. Predictors: (Constant), Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,242	1	17,242	29,486	,000[b]
	Residual	115,780	198	,585		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,081	,250		8,313	,000
	Escapism	,364	,067	,360	5,430	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Escapism[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516[a]	,266	,262	,70213

a. Predictors: (Constant), Design.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,410	1	35,410	71,828	,000[b]
	Residual	97,612	198	,493		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,992	,174		11,424	,000
	Design.Escapism	,100	,012	,516	8,475	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Presence[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,391[a]	,153	,148	,75449

a. Predictors: (Constant), Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,309	1	20,309	35,676	,000[b]
	Residual	112,713	198	,569		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,764	,281		6,286	,000
	Presence	,459	,077	,391	5,973	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Presence[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,541[a]	,293	,289	,68924

a. Predictors: (Constant), Design.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,962	1	38,962	82,016	,000[b]
	Residual	94,060	198	,475		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,800	,184		9,774	,000
	Design.Presence	,116	,013	,541	9,056	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Vividness[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,326[a]	,106	,101	,77499

a. Predictors: (Constant), Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,101	1	14,101	23,478	,000[b]
	Residual	118,921	198	,601		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,532	,391		3,914	,000
	Vividness	,506	,104	,326	4,845	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Design.Vividness[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,534[a]	,285	,282	,69293

a. Predictors: (Constant),

Design.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,953	1	37,953	79,044	,000[b]
	Residual	95,070	198	,480		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Design.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,535	,216		7,098	,000
	Design.Vividness	,130	,015	,534	8,891	,000

a. Dependent Variable: Intention

Appendix VI.E – Ambient Cues as the first Independent Variable II

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Dominance[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566[a]	,320	,317	,67576

a. Predictors: (Constant), Ambient.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42,605	1	42,605	93,299	,000[b]
	Residual	90,417	198	,457		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,814	,172		10,552	,000
	Ambient.Dominance	,120	,012	,566	9,659	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Arousal[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,463[a]	,214	,210	,72669

a. Predictors: (Constant), Ambient.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,463	1	28,463	53,900	,000[b]
	Residual	104,559	198	,528		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,130	,182		11,726	,000
	Ambient.Arousal	,097	,013	,463	7,342	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Pleasure[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,640[a]	,409	,406	,63013

a. Predictors: (Constant), Ambient.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,404	1	54,404	137,015	,000[b]
	Residual	78,618	198	,397		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,486	,170		8,732	,000
	Ambient.Pleasure	,123	,011	,640	11,705	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Escapism[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,477[a]	,228	,224	,72018

a. Predictors: (Constant), Ambient.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,328	1	30,328	58,474	,000[b]
	Residual	102,694	198	,519		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,201	,166		13,270	,000
	Ambient.Escapism	,085	,011	,477	7,647	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Presence[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,519[a]	,269	,265	,70080

a. Predictors: (Constant), Ambient.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,782	1	35,782	72,858	,000[b]
	Residual	97,241	198	,491		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,996	,173		11,551	,000
	Ambient.Presence	,101	,012	,519	8,536	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ambient.Vividness[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,523[a]	,273	,269	,69887

a. Predictors: (Constant), Ambient.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,316	1	36,316	74,356	,000[b]
	Residual	96,706	198	,488		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Ambient.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,739	,200		8,706	,000
	Ambient.Vividness	,116	,013	,523	8,623	,000

a. Dependent Variable: Intention

Appendix VI.F – Learning as the first Independent Variable II

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Dominance[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,578[a]	,334	,331	,66894

a. Predictors: (Constant), Learning.Dominance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44,422	1	44,422	99,271	,000[b]
	Residual	88,600	198	,447		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning.Dominance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,733	,175		9,922	,000
	Learning.Dominance	,124	,012	,578	9,964	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Arousal[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,440[a]	,194	,190	,73596

a. Predictors: (Constant), Learning.Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,779	1	25,779	47,595	,000[b]
	Residual	107,243	198	,542		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning.Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,233	,178		12,530	,000
	Learning.Arousal	,087	,013	,440	6,899	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Pleasure[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,639[a]	,408	,405	,63073

a. Predictors: (Constant), Learning.Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,255	1	54,255	136,382	,000[b]
	Residual	78,767	198	,398		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning.Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,500	,169		8,851	,000
	Learning.Pleasure	,120	,010	,639	11,678	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Escapism[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,498[a]	,248	,244	,71097

a. Predictors: (Constant), Learning.Escapism

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,937	1	32,937	65,159	,000[b]
	Residual	100,086	198	,505		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning.Escapism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,109	,169		12,506	,000
	Learning.Escapism	,090	,011	,498	8,072	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Presence[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,528[a]	,279	,275	,69604

a. Predictors: (Constant), Learning.Presence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37,096	1	37,096	76,570	,000[b]
	Residual	95,926	198	,484		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning.Presence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,969	,172		11,462	,000
	Learning.Presence	,101	,012	,528	8,750	,000

a. Dependent Variable: Intention

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Learning.Vividness[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,517[a]	,268	,264	,70137

a. Predictors: (Constant), Learning.Vividness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,621	1	35,621	72,411	,000[b]
	Residual	97,401	198	,492		
	Total	133,022	199			

a. Dependent Variable: Intention

b. Predictors: (Constant), Learning.Vividness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,695	,207		8,168	,000
	Learning.Vividness	,117	,014	,517	8,509	,000

a. Dependent Variable: Intention

Appendix VII – Moderator Analysis

Appendix VII.A – Independent Samples Test for Design Cues, Ambient Cues and Learning

Group Statistics

	Música2	N	Mean	Std. Deviation	Std. Error Mean
Design_Cues	Easy	100	3,8967	,53211	,05321
	Snowflake Sonata	100	3,7933	,62576	,06258
Ambient_Cues	Easy	100	4,0300	,61192	,06119
	Snowflake Sonata	100	3,6640	,78413	,07841
Learning	Easy	100	3,9800	,68413	,06841
	Snowflake Sonata	100	3,8425	,71391	,07139

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Design_Cues	Equal variances assumed	1,202	,274	1,258	198
	Equal variances not assumed			1,258	193,015
Ambient_Cues	Equal variances assumed	8,132	,005	3,680	198
	Equal variances not assumed			3,680	186,959
Learning	Equal variances assumed	,039	,844	1,391	198
	Equal variances not assumed			1,391	197,642

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Design_Cues	Equal variances assumed	,210	,10333	,08214
	Equal variances not assumed	,210	,10333	,08214
Ambient_Cues	Equal variances assumed	,000	,36600	,09946
	Equal variances not assumed	,000	,36600	,09946
Learning	Equal variances assumed	,166	,13750	,09888
	Equal variances not assumed	,166	,13750	,09888

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
Design_Cues	Equal variances assumed	-,05865	,26532
	Equal variances not assumed	-,05868	,26534
Ambient_Cues	Equal variances assumed	,16986	,56214
	Equal variances not assumed	,16979	,56221
Learning	Equal variances assumed	-,05749	,33249
	Equal variances not assumed	-,05749	,33249

Appendix VII.B – Independent Samples Test for Dominance, Arousal and Pleasure

Group Statistics

	Música2	N	Mean	Std. Deviation	Std. Error Mean
Dominance	Easy	100	3,3940	,67836	,06784
	Snowflake Sonata	100	3,4700	,68306	,06831
Arousal	Easy	100	3,3475	,74442	,07444
	Snowflake Sonata	100	3,4625	,70117	,07012
Pleasure	Easy	100	4,0620	,59608	,05961
	Snowflake Sonata	100	3,9680	,68562	,06856

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Dominance	Equal variances assumed	,041	,839	-,789	198
	Equal variances not assumed			-,789	197,991
Arousal	Equal variances assumed	,023	,879	-1,125	198
	Equal variances not assumed			-1,125	197,295
Pleasure	Equal variances assumed	,003	,957	1,035	198
	Equal variances not assumed			1,035	194,244

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Dominance	Equal variances assumed	,431	-,07600	,09627
	Equal variances not assumed	,431	-,07600	,09627
Arousal	Equal variances assumed	,262	-,11500	,10226
	Equal variances not assumed	,262	-,11500	,10226
Pleasure	Equal variances assumed	,302	,09400	,09085
	Equal variances not assumed	,302	,09400	,09085

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
Dominance	Equal variances assumed	-,26584	,11384
	Equal variances not assumed	-,26584	,11384
Arousal	Equal variances assumed	-,31667	,08667
	Equal variances not assumed	-,31667	,08667
Pleasure	Equal variances assumed	-,08516	,27316
	Equal variances not assumed	-,08518	,27318

Appendix VII.C – Independent Samples Test for Cognitive Processing, Affection and Activation

Group Statistics

	Música2	N	Mean	Std. Deviation	Std. Error Mean
Cognitive_Processing	Easy	100	3,6100	,71704	,07170
	Snowflake Sonata	100	3,5933	,81178	,08118
Affection	Easy	100	3,7025	,61617	,06162
	Snowflake Sonata	100	3,7875	,75660	,07566
Activation	Easy	100	2,8550	,82967	,08297
	Snowflake Sonata	100	2,6700	,86228	,08623

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Cognitive_Processing	Equal variances assumed	1,056	,305	,154
	Equal variances not assumed			,154
Affection	Equal variances assumed	1,949	,164	-,871
	Equal variances not assumed			-,871
Activation	Equal variances assumed	,015	,903	1,546
	Equal variances not assumed			1,546

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Cognitive_Processing	Equal variances assumed	198	,878	,01667
	Equal variances not assumed	195,027	,878	,01667
Affection	Equal variances assumed	198	,385	-,08500
	Equal variances not assumed	190,202	,385	-,08500
Activation	Equal variances assumed	198	,124	,18500
	Equal variances not assumed	197,706	,124	,18500

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Cognitive_Processing	Equal variances assumed	,10831	-,19693	,23026
	Equal variances not assumed	,10831	-,19695	,23028
Affection	Equal variances assumed	,09758	-,27742	,10742
	Equal variances not assumed	,09758	-,27747	,10747
Activation	Equal variances assumed	,11966	-,05098	,42098
	Equal variances not assumed	,11966	-,05098	,42098

Appendix VII.D – Independent Samples Test for Escapism, Presence and Vividness

Group Statistics

	Música2	N	Mean	Std. Deviation	Std. Error Mean
Escapism	Easy	100	3,6833	,82385	,08239
	Snowflake Sonata	100	3,6033	,79377	,07938
Presence	Easy	100	3,6083	,67602	,06760
	Snowflake Sonata	100	3,5600	,71794	,07179
Vividness	Easy	100	3,7133	,54797	,05480
	Snowflake Sonata	100	3,7133	,50701	,05070

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Escapism	Equal variances assumed	,718	,398	,699	198
	Equal variances not assumed			,699	197,727
Presence	Equal variances assumed	1,654	,200	,490	198
	Equal variances not assumed			,490	197,287
Vividness	Equal variances assumed	1,390	,240	,000	198
	Equal variances not assumed			,000	196,817

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Escapism	Equal variances assumed	,485	,08000	,11440
	Equal variances not assumed	,485	,08000	,11440
Presence	Equal variances assumed	,625	,04833	,09861
	Equal variances not assumed	,625	,04833	,09861
Vividness	Equal variances assumed	1,000	,00000	,07465
	Equal variances not assumed	1,000	,00000	,07465

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
Escapism	Equal variances assumed	-,14560	,30560
	Equal variances not assumed	-,14561	,30561
Presence	Equal variances assumed	-,14613	,24280
	Equal variances not assumed	-,14614	,24280
Vividness	Equal variances assumed	-,14722	,14722
	Equal variances not assumed	-,14723	,14723

Appendix VII.E – Independent Samples Test for Behavioral Intention

Group Statistics

	Música2	N	Mean	Std. Deviation	Std. Error Mean
Intention	Easy	100	3,4275	,77630	,07763
	Snowflake Sonata	100	3,3900	,86041	,08604

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Intention	Equal variances assumed	,896	,345	,324	198
	Equal variances not assumed			,324	195,941

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Intention	Equal variances assumed	,747	,03750	,11589
	Equal variances not assumed	,747	,03750	,11589

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
Intention	Equal variances assumed	-,19103	,26603
	Equal variances not assumed	-,19104	,26604