INSTITUTO
UNIVERSITÁRIO
DE LISBOA

The Impact of Retailtainment on Purchase Intentions

Mafalda dos Santos Tiago

Master in Marketing

Supervisor:
Professor Susana Henriques Marques, Associate Professor,
Iscte – Instituto Universitário de Lisboa

November, 2021

BUSINESS
SCHOOL

Department of Marketing, Strategy and Operations

The Impact of Retailtainment on Purchase Intentions

Mafalda dos Santos Tiago

Master in Marketing

Supervisor:
Professor Susana Henriques Marques, Associate Professor,
Iscte – Instituto Universitário de Lisboa

November, 2021

Acknowledgements

I would like to thank Iscte Business School, for everything that I learned and lived inside this incredible institution. I have met wonderful people and made great friends, but I have also learned a lot and grown into the professional I always envisioned to be.

To my supervisor, Prof. Susana Henriques Marques, for the support and availability through the development of this thesis and the kind words that calmed me during the hard times.

To my family, I thank you for the unconditional support in every step that has led to this moment – from trusting all the decisions I took in my academic and professional life, to the patience in my most stressful moments.

To my friends Barroso, Diogo and Gonçalo F., Filipa, Fontinha, Lara and Santana: for believing in me every day, no matter the situation and for always being there for me, no matter the challenge I was facing. A special thanks to Jéssica, who has been keeping a close eye on my professional and academic career since the day I finished my bachelor's degree.

To the person who has been a true companion in this master since day one, Fred – for the countless conversations regarding every topic possible and for being a true teammate in every project, including this dissertation.

Lastly, to the one person who sees me every single day at my best and worst, who believes in me more than everyone else and the most patient person I have ever met – Gonçalo. Thank you for the unconditional love and for making me a better person.

Resumo

O entretenimento no retalho – retailtainment – tem sido uma revolução na indústria do retalho nos últimos vinte anos. Os profissionais nesta área perceberam que o uso apropriado de decoração, luzes, sons, cheiros, experiências e entretenimento influenciam o humor do cliente, o que pode interferir nas suas intenções de compra.

O principal objetivo desta dissertação é compreender se há um impacto positivo do retailtainment nas intenções de compra dos consumidores, nomeadamente nas compras de supermercado. As hipóteses desenvolvidas pretendem testar o efeito da frequência do entretenimento - permanente e especial ou temporário – e o nível de estímulo – baixo e alto – em três variáveis: satisfação do cliente, imagem da loja e lealdade ao retalhista. Por fim, pretende-se aferir o efeito destas variáveis nas intenções de compras com pouco envolvimento – o cliente escolhe rápido o produto que quer comprar e não há custos quando altera a marca ou fornecedor escolhido.

Assim foi elaborado e partilhado um questionário online com o intuito de recolher dados sobre as experiências dos participantes no último supermercado visitado. O inquérito pretende perceber a opinião atual sobre o entretenimento no supermercado e que melhorias podem ser feitas neste aspeto. Os dados recolhidos foram analisados no programa SPSS.

As principais conclusões permitem verificar as similaridades e diferenças entre o efeito do entretenimento nos centros comerciais e nos supermercados e representam informação relevante para os profissionais do retalho alimentar.

Palavras-chave: Retailtainment; Comportamento do Consumidor; Retalho; Intenção de compra

JEL: M31 (Marketing); L81 – Retail and Wholesale Trade; e-Commerce

Abstract

Entertainment in retail – retailtainment - has been taking the retail industry by storm in the last twenty years. Professionals in this area have understood that the right use of decoration, lights, sound, scents, unique experiences and entertainment options influences the customer's mood, which in turn can influence their purchase intentions.

The main goal of this dissertation is to understand if retailtainment causes a positive impact on customers' purchase intentions, specifically in supermarket purchases. The developed hypotheses intend to test the effect of entertainment frequency – permanent and special or temporary – and the level of arousal – low and high – on three variables: customer satisfaction, store image and retailer loyalty. Finally, it is intended to measure the effect of these variables on purchase intentions with low-involvement – the customer quickly chooses the product to buy and there are no costs when he changes the chosen brand or supplier.

Thus, an online questionnaire was designed and shared in order to collect data on the experiences of participants in their last visit to the supermarket. The survey aims to understand current views on supermarket entertainment and what improvements can be made in this regard. The collected data was analysed in the SPSS program.

The main conclusions allow us to verify the similarities and differences between the effect of entertainment in malls and supermarkets and represent relevant information for food retail professionals.

Keywords: Retailtainment; Consumer Behaviour; Retail; Purchase Intention

JEL: M31 (Marketing); L81 – Retail and Wholesale Trade; e-Commerce

Index

1. Introduction 1
2. Literature review 3
2.1. Consumer Behaviour 3
2.1.1. Decision-making process 3
2.1.2. Influences on the decision-making process 4
2.1.3. Types of shopping 6
2.2. Purchase intention 6
2.3. Experiential Marketing 7
2.4. Retail 9
2.4.1. Retail in Portugal 11
2.5. Retailtainment 11
2.6. Retailtainment and Consumer Behaviour 13
3. Conceptual Model and Research Hypothesis 14
3.1. Frequency of entertainment 15
3.2. Level of environment arousal 16
3.3. Customer satisfaction, Store image and Retailer loyalty 17
4. Contextualization 17
5. Methodology 17
6. Data Analysis and Results 18
6.1. Sample characterization 19
6.2. Descriptive Statistics 22
6.2.1. Frequency of entertainment 22
6.2.2. Level of environment arousal 24
6.2.3. Customer satisfaction 26
6.2.4. Store image 27
6.2.5. Retailer loyalty 27
6.2.6. Purchase intention 28
6.3. Reliability 29
6.4. Hypothesis testing – Bivariate descriptive statistics 30
6.5. Discussion of results 37
6.5.1. Frequency of entertainment 37
6.5.2. Level of environment arousal 38
6.5.3. Customer satisfaction, Store image and Retailer loyalty 38
7. Conclusions and Recommendations 39
7.1. Conclusions 39
7.2. Managerial implications 40
7.3. Limitations and Future Research 41

8. Bibliography..43
9. Annexes..51

Figure Index

Figure 1: Proposed Conceptual Model 15
Figure 2: Gender distribution 19
Figure 3: Age distribution....................19
Figure 4: Distribution of Studying at the moment 20

Table Index

Table 1: Distribution of Education Level....20
Table 2: Distribution of Crosstabulation of Family income and Employment Status....21
Table 3: Distribution of The 3 main factors for choosing this supermarket....21
Table 4: Permanent entertainment – Descriptive Statistics....23
Table 5: Temporary or special event entertainment – Descriptive Statistics....24
Table 6: Low-arousal environment – Descriptive Statistics....25
Table 7: High-arousal environments – Descriptive Statistics....26
Table 8: Customer satisfaction – Descriptive Statistics....26
Table 9: Store image – Descriptive Statistics....27
Table 10: Retailer loyalty – Descriptive Statistics....28
Table 11: Purchase intention– Descriptive Statistics....29
Table 12: Cronbach's Alpha for the Constructs....30
Table 13: Correlation - Permanent entertainment and Customer satisfaction....31
Table 14: Correlation - Temporary or special event entertainment and Customer satisfaction....31
Table 15: Correlation - Permanent entertainment and Store image....31
Table 16: Correlation - Temporary or special event entertainment and Store image....32
Table 17: Correlation - Permanent entertainment and Retailer loyalty....32
Table 18: Correlation - Temporary or special event entertainment and Retailer loyalty....32
Table 19: Correlation - Low-arousal environments and Customer satisfaction....33
Table 20: Correlation - High-arousal environments and Customer satisfaction....33
Table 21: Correlation – Low-arousal environments and Store image....34
Table 22: Correlation – High-arousal environment and Store image....34
Table 23: Correlation – Low-arousal environments and Retailer loyalty....34
Table 24 – Correlation – High-arousal environments and Retailer loyalty....35
Table 25: Correlation – Customer satisfaction and Purchase intention....35
Table 26: Correlation – Store image and Purchase intention....35
Table 27: Correlation – Retailer loyalty and Purchase intention....36
Table 28: Hypothesis validation....36

1. Introduction

The customer experience nowadays is totally different from what it was about thirty years ago. The internet, smartphones, smartTVs, Alexa and Google Home, apps, social media and streaming services are among some of the innovations that made a difference in where, how, and what we consume. Thus, brands and organizations have paid attention to these changes and done the necessary changes. Or have they?

Nowadays retailers recognize the importance of not only having an online presence, but also the value of selling their products and services online and providing various pick-up and delivery options for their clients. Newsletter subscribers receive special discounts, restaurants partner with Uber Eats and Glovo to deliver their meals, Spotify allows users to hear various albums for a monthly fee, the younger generations are fans of Netflix and read their news online. Apparently almost everything that one might need can be acquired within a couple minutes through a small screen device.

Despite this, consumers still find themselves going through the hassle of visiting supermarkets to buy fruits and vegetables, going to fashion stores to try on clothes, having to touch and choose their next smartphone, trying out furniture pieces and many other things that can be done online.

Customers enjoy the experience of going to a mall, walking around the corridors of a store, asking for help or an opinion from staff and even spending family time in these establishments. Hence, useful research for managers and retailers has been made in order to understand what makes the customer enjoy the retail experience, both online and offline. And entertainment is an important part of it.

In 1999 George Ritzer coined the term “Retailtainment”. As the word suggests, it is the merge of “retail” and “entertainment”. Retailtainment comes in many forms: it can be the use of sound and lights to alter customers’ mood and buying behaviour, having an influencer do a make-up workshop in a mall or even having an Augmented Reality (AR) app that allows users to visualize how a table would look in their living room.

This dissertation aims to explain the concept of Retailtainment, the many forms it can be found in the retail environment and its influence on consumer behaviour. Specifically, the research questions intend to infer how different types of entertainment (permanent and temporary/special) and levels of arousal (low and high) affect customer satisfaction, store image and retailer loyalty, and how these last three impact purchase intentions of low involvement purchases, such as grocery shopping.

The structure of this dissertation is as follows: the literature review contains relevant research regarding the topics of Retail, Consumer Behaviour, Purchase Intention, Experiential Marketing and Retailtainment; the conceptual model and research hypothesis chapter briefly explains what are the questions to be studied and the expected outcomes based on the existing literature; the context gives a reason as to why the topic being analysed is relevant; the methodology clarifies how the questionnaire was constructed and shared and when and how the data was collected; the data analysis and results present the outcome of the study based on the available data; the last chapter provides how the results of the study can be used and interpreted, limitations and future research.

2. Literature Review

2.1. Consumer Behaviour

Solomon et al. (2016, p.3) describe consumer behaviour as "the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires".

The purchase is only a small part of the overall customer experience, which can be divided into three stages: prepurchase, purchase and postpurchase (Holbrook & Hirschman, 1982; Lemon & Verhoef, 2016; Schmitt, 2010; Solomon et al., 2016). The customer experience can be defined as " a customer's "journey" with a firm over time during the purchase cycle across multiple touch points" (Lemon & Verhoef, 2016, p.74).

Lemon and Verhoef (2016) define these stages as follows: the prepurchase stage comprehends every interaction between customer with the brand, category and environment before the purchase transaction; the purchase stage designates the interactions between the brand and its environment and the customer during the purchase; the postpurchase stage encompasses interactions between the brand and its environment and the customer after the purchase.

The focus on customer experience has been increasing (Grewal et al., 2009; Homburg et al., 2017; Lemon & Verhoef, 2016; Verhoef et al., 2009) given the multitude of touchpoints – "individual contacts between the firm and the customer at distinct points in the experience" (Lemon & Verhoef, 2016, p.71) – , either online or offline, leading to more intricate customer journeys (Gupta et al., 2020; Kotler & Armstrong, 2019; Lemon & Verhoef, 2016). Lemon and Verhoef (2016) propose a model where the customer journey encompasses not only the customer experience but also previous and future purchase experiences.

The customer experience "involves the customer's cognitive, affective, emotional, social and physical responses to the retailer" (Verhoef et al., 2009, p.32). Thus, the experience is composed by elements controlled by the retailer (e.g. retail atmosphere, price, assortment, service interface) but also by aspects that are outside of the retailer's scope (e.g. reason for shopping, influence of others) (Lemon & Verhoef, 2016; Verhoef et al., 2009).

2.1.1. Decision-making process

The decision-making process is a combination of steps that result in the acquisition of a product over competing alternatives (Darley et al., 2010; Hutter et al., 2013; Solomon et al., 2016). How consumers evaluate and select their products varies broadly. Thus, it is essential to understand the various factors that influence the decision-making process of a consumer on an individual level, even more so due to the era of hyper-choice we live in – when there are a large number of options to choose from, which can make the decision process harder to complete and cloud the ability to make a rational decision (Kotler & Armstrong, 2019; Solomon et al., 2016).

Dewey (2003) was originally published in 1910 and identified five different stages to solve a problem. This theory has stood the test of time by beying a fundamental base for the Engel-Kollat-Blackwell model (EKB) (Ashman et al., 2015; Engel et al., 1978), applying the model of Dewey to Consumer Behaviour, which identifies the five steps as follows: problem recognition, search, alternative evaluation purchase, choice and outcomes. The EKB model (Engel et al., 1978) was latter renamed Engel-Blackwell-Miniard model (EBM) (Engel et al., 1995) after another author joined the project, with this version providing a clearer outlook of the variables influencing the decision-making process. According to Darley et al (2010) and Ashman et al. (2015) the EKB and EBM models are referred in various consumer behaviour publications. Similarly to other investigators, Darley et al. (2010) also adapted this model to specific situations, in their case to online consumer behaviour.

Kotler and Armstrong (2019) describe the five steps as follows:

1. Need recognition – a problem or need recognized by the consumer;
2. Information search – the consumer searches for more information;
3. Alternative evaluation – the consumer evaluates among alternative brands;
4. Purchase decision – the consumer chooses the brand to be purchased;
5. Postpurchase behaviour – the consumer will base further actions on whether he felt satisfied or dissatisfied with the purchased product.

2.1.2. Influences on the decision-making process

Understanding the various factors that influence consumer’s decisions is essential to understand their behaviour and to know when, where, how and what to communicate (Kotler & Armstrong, 2019; Solomon & Lowrey, 2018). The EBM model (Engel et al., 1978, 1995) considers two distinct groups of influencing factors on the decision-making process:

a. Environmental Influences

i) Culture – fundamental values, judgments, desires and attitudes comprehended by the individual from family members and other institutions;

ii) Social class – groups of people who share similar values, behaviours and lifestyle;

iii) Personal Influences – people who the consumers see as having valuable opinions, whether by observing their actions or seeking their advice;

iv) Family – different family members can have different influences regarding the purchase of items to the family;

v) Situation – it refers to the behaviour of the customer being volatile – the situation he is experiencing at the moment can be influenced by various elements, such as the environment of the store, stock, available brands and marketing messages.

b. Individual Differences

i) Consumer resources – the time, money and the consumer's perception of those resources;

ii) Motivation and involvement – reason for the purchase, which can be utilitarian or hedonic;

iii) Knowledge – the information the consumer knows about the product, such as characteristics, when and where to purchase, how and prerequisites to use;

iv) Attitudes – general ranking of options;

v) Personality, values and lifestyle – individual features, principles, views and behaviours.

The model also includes the input of external sources, which can be marketer dominated or other. In a few words, the first is the marketing mix, while the second includes consumer reports, word-of-mouth, classification of products and similar sources (Engel et al., 1978, 1995).

While this model does not explicitly include the internet and social media, it is undeniable that these have altered the way brands communicate with their consumers and how the latter engage with each other (Darley et al., 2010; Hagberg et al., 2016; Kotler & Armstrong, 2019; Solomon et al., 2016). Ashman et al. (2015) applied the model to two fictional but very possible scenarios considering the digital world we live in today, and concluded that although it needs small adaptations, it still is a valuable reference.

The research of Hutter et al. (2013), Kim and Ko (2012) and Wang et al. (2012) shows that the purchase decision process is affected by social media activities, supporting that these are powerful and useful tools for brands to use. Tiago and Veríssimo (2014) state that in order to succeed companies must use social media as effectively as possible, sharing information with customers and stakeholders, using it as a communication platform and offering their products and services through them.

Regarding the influence of family members in purchase decisions, Foxman et al. (1989) suggest that: adolescents with good grades have more influence in the family purchase decisions; their knowledge and perception of importance regarding a specific product would also impact their family's purchase; and mothers and adolescents regularly influence more than fathers. Deli-Gray et al. (2014) note that children significantly influence the purchases of their parents, despite also being consumers. The work of Bravo et al. (2006) shows that young adults are likely to follow the consumption patterns of their parents, which includes buying the same brands.

2.1.3. Types of shopping

Since different purchases require different amounts of money invested and tought, Assael (1995) developed a model of typology of consumer decision-making based on the level of involvement and differences between brands. A brief description of the model considering the adaptation of Kotler and Armstrong (2019) is as follows:

a. Complex buying behaviour – high involvement and significant differences between brands;

This a common situation when consumers are purchasing a car, where there is a learning curve to understand the differences between brands and models, and a high amount of involment due to the economic investment of the purchase.

b. Variety-seeking buying behaviour – low involvement and significant differences between brands (e.g. cookies);

These purchases occur when consumers switch a lot between brands, such as cookies – one day they might choose one brand and in the next purchase they decide to buy another brand to try something new.

c. Dissonance-reducing buying behaviour – high involvement and few differences between brands;

This type of purchase occurs when consumers see little differences among brands, as the case of carpets – they see products within the same price range that have similar features, and buy the product relatively quickly.

d. Habitual buying behaviuor – low involvement and few differences between brands.

This is the case for frequently purchased items, such as salt – people go to the store and buy without considering a lot, and they buy the same brand more as a habit rather than loyalty. The continuous choice of the same brand can occur either to inertia (the consumer does not want to be bothered to try or choose another brand) or brand loyalty (choosing consciously to purchase the same produt from the same brand) (Solomon et al., 2016).

2.2. Purchase intention

Purchase intention is "a combination of consumers' interest in and possibility of buying a product" (Kim & Ko, 2012, p.1481) and is a predictive of future behaviour (Kim & Ko, 2012; Morwitz et al., 2007).

The research of Taylor and Baker (1994), Lee and Lin (2005), Jones et al. (2006) and LaBarbera and Mazursky (1983) shows that customer satisfaction positively influences purchase intentions.

When customers have solid interpersonal relationships with a retail salesperson, store loyalty and purchase intentions are affected more by the salesperson rather than by store trust (Macintosh & Lockshin, 1997). On the other hand, when there were no personal ties, store trust influenced store loyalty (Macintosh & Lockshin, 1997). Doney and Cannon (1997, p.46) found that “although only trust of the supplier firm directly influences future purchase intentions, trust of the salesperson is an important factor in building trust of the supplier firm”.

Grewal et al. (1998) show that price discount, brand name and store name positively influence purchase intentions, with price discount being the most important factor when predicting purchase intent, brand name in second and store name the third. Das (2014) studied the impact of a retailer as a brand and the conclusions were that retailer perceived quality, retailer associations, retailer awareness and retailer loyalty positively impact purchase intention, and the first three factors positively influence purchase intention even more when their impact is moderated by retailer loyalty.

Store image, which represents the impression thath consumers have of a store based various attributes of the store, such as the environment, services and products available, has also been found to directly influence purchase intention (Boonghee et al., 2000; Grewal et al., 1998; Wu et al., 2011). If so, that means retailers can sell a product at a higher price if the image of the store transmits an “added value” to the product (Boonghee et al., 2000; Grewal et al., 1998).

Kazancoglu and Aydin (2018, p.971) and Juaneda-Ayensa et al. (2016) identify the need to improve the shopping experience in omni-channel retailing, specifically in improving the customer experience, for which retailers should not only choose which technology to use and invest in, but also how to promote it to their customers, as their acceptance “is an important predictor of purchase intention”. Recent research shows that social influence – such as family, friends, people the customer looks up to - does not affect omni-channel purchase intention because the number of companies that offer an omni-channel experience is relatively low, and in turn customers are not yet prepared to use various channels (Juaneda-Ayensa et al., 2016; Kazancoglu & Aydin, 2018), altough this will likely change in the future as organizations develop their omni-channel strategies (Juaneda-Ayensa et al., 2016).

2.3. Experiential Marketing

Hoch (2002) and Schmitt (1999) explain the general concept of an experience as observing or living something. From the view of consumer behaviour researchers, an experience is “a personal occurrence, often with important emotional significance, founded on the interaction with stimuli which are the products or services consumed” (Brakus et al., 2009; Holbrook & Hirschman, 1982 as cited in Carù & Cova, 2003, p.270). Hence, experience marketing can be described as a marketing activity that develops a link to customers (Brakus et al., 2009; Schmitt, 2010). This can vary from an interaction with the packaging or the products itself, before, during and after the acquisition, whether in the physical environment of a store or online, but also when the customer has any type of contact with the product – an event, a billboard, an advertisement, a representative of the brand (Brakus et al., 2009; Lemon & Verhoef, 2016; Schmitt, 2010). This does not mean that every interaction will successfully create a link between product and customer, but that it has the potential to do so – in other words "Companies stage an experience when they engage customers, connecting with them in a personal, memorable way" (Pine II & Gilmore, 2011, p.3). Schmitt (2010) presents a distinction regarding the unusualness of the experience: ordinary experiences take place in the everyday life and are a result of passive stimulation; extraordinary experiences are more intense, active and designed according to a specific style, involve extreme emotions, are shared in nature and can be life-changing for consumers.

An experience can occur whether or not the consumer has a relation with the brand, and if they do, even if consumers are deeply involved, it does not necessarily mean that it will result in a more engaging experience (Brakus et al., 2009; Schmitt, 2010). In the end, it is important to notice that the customer is the one to attribute value to the experience, meaning that these should be co-created among active customers and other members of their network and organizations should pay attention to their opinions, reactions and insights (Tynan & McKechnie, 2009). On the other hand, every experience is unique – "no two people can have the same" experience – since this is a result of the interaction of the individual's previous emotional state and being and the event (Pine II & Gilmore, 1999, p.12).

When choosing which product to acquire, consumers are rational and emotional (Babin et al., 1994; Holbrook & Hirschman, 1982; Schmitt, 1999; Vieira et al., 2018; Zarantonello & Schmitt, 2010). Holbrook and Hirschman (1982, p.132) propose that the consumption experience should be viewed as "the pursuit of fantasies, feelings and fun" which they termed "experiential view" – in which the "interaction with the product, service and/or shopping environment can be intrinsically satisfying, or satisfying for its own sake" (Fiore & Kim, 2007, p.422). This view complements the "information processing view" – which perceives consumers as logical thinkers (Bettman, 1979). Schmitt (1999) argues that since the functional features and benefits, positive brand image and quality of a product are perceived by consumers as guaranteed, they also want an experience. In fact, in the last two decades various researchers have argued that marketers should look at consumption as a holistic experience (Gentile et al., 2007; Lemon & Verhoef, 2016; Schmitt, 1999; Verhoef et al., 2009).

Understanding how customers experience brands, products and services is crucial for marketers to develop engaging experiences, in order to turn it into a competitive advantage (Brakus et al., 2009; Homburg et al., 2017; Schmitt & Zarantonello, 2013). The Strategic Experiential Modules (SEMS) – sense, feel, think, act and relate - serve as guidelines to help managers create distinctive experiences for their customers (Schmitt, 1999):

a. Sense – aims to create sensory experiences to consumers, through sight, touch, sense, smell and taste;

b. Feel – the purpose is to create affective experiences, which can range between mildly positive feelings associated to a brand (non-involving and non-durable grocery brand or service or industrial product) to solid emotions of pride and joy (technology, consumer durable, or social marketing campaign);

c. Think – calls upon the intellect, aims to create cognitive, problem-solving experiences in which customers are engaged creatively;

d. Act – aims for alternative physical behaviours, lifestyles and interactions;

e. Relate – designs experiences relating the individual to something outside of his personal being, considering their desires of belonging.

Partially based in Schmitt (1999), Brakus et al. (2009) developed a consumer perspective for brand experience composed by four dimensions - sensory, affective, intellectual and behavioural. Furthermore, the authors not only developed a scale to measure brand experience that is easy to use but also proved to be reliable and valid (Brakus et al., 2009; Schmitt & Zarantonello, 2013). The authors also proved that brand experience affects customer satisfaction and loyalty directly and indirectly through brand personality (Brakus et al., 2009).

Additionally, following the work of Brakus et al (2009), Zarantonello and Schmitt (2010) found there are five types of consumers: holistic, hedonic, action-oriented, inner-directed and utilitarian.

Hedonic consumption is defined by “the multisensory, fantasy and emotional aspects of consumer’s interactions with products” (Hirschman & Holbrook, 1982, p.92; Solomon et al., 2016). Hedonistic consumers are the ones that seek for “brand experiences that provide sensorial gratification and emotional appeals” (Zarantonello & Schmitt, 2010, p. 536; Babin et al., 1994). Zarantonello and Schmitt (2010, p.539) report that “if a consumer likes a brand because it provides experiential gratification in various ways, he or she may be willing to buy from it without further scrutiny”.

Although the use of SEMS and different types of advertising is important to capture the attention of consumers these are often in a state of sensory overload – meaning that they are exposed to more information than they can process, which is why nowadays marketers are constantly finding new and innovative ways to interact and promote their brands and products (Kotler & Armstrong, 2019; Solomon et al., 2016).

2.4. Retail

Retailing is “all the activities involved in selling goods or services directly to final consumers for their personal, nonbusiness use” (Kotler & Armstrong, 2019, p.392). Preceded by the producers and distributers , retailers are the last member of the value chain – where the last business transaction is made and the consumption phase begins (McArthur et al., 2016).

In the last twenty years, as a result of the digitalization of businesses and the arrival of the online channel, the retail industry has gone through many transformations (Hagberg et al., 2016; Kazancoglu & Aydin, 2018; Schmitt, 1999; Verhoef et al., 2015) in order to keep up with customers' demands. The fact that retailers now have the ability to sell offline, online or both, increases the number of product options, purchase points and broadens searching possibilities that customers have when engaging in a buying process (Arnold & Reynolds, 2003; Elmashhara & Soares, 2020; Hagberg et al., 2016; Kotler & Armstrong, 2019). Moreover, regardless of the size, the majority of retailers interact with customers through social media, websites, digital catalogues, online advertising, apps, blogs, videos and emails (Kotler & Armstrong, 2019; Samoggia et al., 2019; Solomon et al., 2016; Verhoef et al., 2015). Retail is now moving from multi-channel to omni-channel, as consumers use a myriad of devices for shopping and firms are working to make sure they have a seamless process that provides an integrated customer experience which satisfies customer expectations (Ailawadi & Farris, 2017; Kazancoglu & Aydin, 2018; Verhoef et al., 2015).

Kotler and Armstrong (2019) describe and define the most relevant types of retail as follows:

a. Specialty store (e.g. Sephora) – stores that specialize in specific products and segments; small product lines with deep assortments within those lines;
b. Department store (e.g. El Corte Inglés) – these have a large variety of product lines; each line has its separate department supervised by specialist merchandisers and buyers;
c. Supermarket (e.g. Continente) – the most periodically visited type; low costs and margins, self-service store, devised to fulfil all the consumer's needs regarding household products and groceries;
d. Convenience store (e.g. Pingo Doce & Go) – these are open all day, every day; small stores, near residential areas with slightly higher prices and limited lines of high-turnover convenience products;
e. Discount store (e.g. Lidl) – these stores sell standard merchandise at lower prices, which can be achieved because they buy larger quantities from manufacturers and accept lower margins;
f. Off-price retailer (e.g. TJ Maxx) – they buy at less-than-regular wholesale prices and sell at less than retail;
g. Superstore (e.g. Staples) – these stores are larger than regular supermarkets and offer a broad variety of frequently bought food, non-food items and services.

2.4.1. Retail in Portugal

Private consumption in 2020 in the Portuguese territory reached 126.987 million euros (Nielsen, 2021), with a projected decrease from 2019 of 6,8% - which was caused by the global pandemic. Restaurants, snack-bars and cafeterias were closed for a while and had a decrease of 40% in 2020, while the food market had an increase of 8% as a result of people having to stay at home and cooking their own meals (Nielsen, 2021). The Nielsen report (2021) also reveals that Portugal has a Per Capita income in 2020 of 14.241 euros and food and drinks represent approximately 16% of the total expenses.

Considering the Fast-Moving Consumer Goods (FMCG), 57% of the household expenses belongs to supermarkets, followed by hypermarkets (23%). The biggest player in the markert is SONAE as it is responsible for 28% of the household expenses, followed by Jerónimo Martins (24%).

Considering the aforementioned effects of the pandemic, a decrease in the number of restaurants, snack-bars and cafeterias and an increase in the number of supermarkets and hypermarkets is not a surprise. While the number of hypermarkets registered no differences, the number of supermarkets increased from 1.234 in 2019 to 1.277 in 2020. Continente Bom Dia and Continente Modelo (SONAE) together had 229 stores in 2019 and the number increased to 242 in the following year, while Pingo Doce and Pingo Doce & Go (Jerónimo Martins) grew from 389 to 398 in 2020 (Nielsen, 2021). Regarding Discount Stores, such as Lidl and Aldi, in 2019 there were 329 establishments, which increased to 343 in the next year – Aldi with 83 stores and Lidl with 260.

Globally, food retail stores had a total of 5.596 stores in 2020, a decrease of 0,2% compared to 2020, and achieved an increase in sales of 7,4% from 2019, presenting 9.174 million euros in sales in 2020 (Nielsen, 2021).

In 2020 each family went grocery shopping on average 139 times, a decrease of 5,7% from the previous year, and spent 3.272 euros annually, which represents an increase of 9,9% from 2019 (Nielsen, 2021).

2.5. Retailtainment

Also known as experiential retailing (Kim, 2001; Kotler & Armstrong, 2019; Saxena, 2011; Sullivan & Heitmeyer, 2008), experience retailing (Jones et al., 2010), retailing entertainment (Roussos et al., 2003), entertailing (Arnold & Reynolds, 2003) and shoptainment (Carù & Cova, 2003), retailtainment (Gauri et al., 2020; Ritzer, 1999; Roggeveen et al., 2020) is the combination of "retail" and "entertainment". In 1999 the term "Retailtainment" was coined by George Ritzer, described as "the use of sound, ambience, emotion and activity to get customers interested in the merchandise and in the mood to buy" (Ritzer, 1999, p.111). Smells, sounds, textures, the layout of the store – the right element can influence the behaviour of the client, which can affect his mood and thus his disposition to spend, as also positively influence the waiting time (Kazancoglu & Aydin, 2018; Kotler & Armstrong, 2019; Soars, 2009).

Soars (2009) gives a few examples: Innocent displayed their fruit drinks in chillers decorated with grass and daisies; Nespresso launched upmarket coffee outlets to strengthen the interest of their home-prepared product; Harrods had each lift dedicated to a different sensory experience, such as one that diffused different smells, one that promoted the creation of different ice-cream flavours and one that played Michael Nyman’s music; Apple and Nike presented store environments that communicated their brands, giving shoppers the feeling of being “inside the brand”. More recently: Tiffany and Co gave life to the “Breakfast at Tifanny’s” film by adding a café to its flagship store on the Fifth Avenue in New York; Vans has a café, cinema, live music venue, art gallery and a skate ramp in its flagship store in London; Nike has a mini basketball court, a treadmill with screens around it simulating various outdoor scenarios, and a camera that analyses the best sneaker for the user and a customization shoe bar which allows customers to personalize their new sneakers (Mullin, 2019).

Given the evolution of e-commerce and technology of the past years, online retailtainment has also emerged: Ikea released in 2017 the “Ikea Place”, an AR that allows buyers to see how the items they intend to choose would look like in their homes, and in 2016 they tested an app called “Ikea Virtual Reality Kitchen Experience”, where users equipped with a VR headset performed basic kitchen tasks, sorted waste and browed through the Ikea catalogue; Alibaba live-streamed a fashion show for Singles Day 2018, where the audience would buy the pieces promptly as they would see them on the models; the videogame Alto’s Adventure was a pioneer in selling merch inside the game (MegaX, 2019).

An exploratory study in Hungary with children revealed that while some retail stores do not offer entertainment for children for which families could prolong their stay in the store and spend more money, other establishments would provide it but in a well separeted location and without supervision from personnel (Deli-Gray et al., 2014). The same study also revealed that children do not want expensive gadgets or technology while their parents shop, they would rather be involved with their parents’ tasks with small missions or challenges and small surprises.

Another study advises mall managers to promote leisure in their establishments such as arcades, play houses, movie theatres or small concerts, as a shopper’s wellbeing grows when a mall is described as “high in functionality, convenience, safety, leisure, atmospherics, and self-identification” (El Hedhli et al., 2013, p.861).

2.6. Retailtainment and Consumer Behaviour

From Donovan et al. (1994) and Wakefield and Baker (1998) it is known that the emotional state of shoppers when inside a store or a mall can predict not only their attitudes and intentions (e.g. both bored and distress consumers will present high purchase intentions, but the first one only if the shopping experience is pleasant (Mano, 1999)), but also their real purchase behaviour.

De Nisco and Napolitano (2006) show the positive impact of entertainment on sales, customer loyalty and satisfaction, store image, visitors and market share. El Hedhli et al. (2013) also found that entertainment positively impacts shopper well-being, which in turn positively impacts mall loyalty. Through time researchers have showed that entertainment was and is as of today a driving force for consumers to visit malls (Baker & Haytko, 2000; Bloch et al., 1994; El-Adly, 2007; Sit et al., 2003). Furthermore, Ahmad (2012) and Elmashhara and Soares (2019) also found a positive relation between entertainment and shopper's satisfaction in malls, while Gauri et al. (2020) identify retailtainment as a growing means of driving traffic to stores and battle the convenience of shopping online.

Aylott and Mitchell (1998) claimed that one way of making grocery shopping less stressful would be to turn it into offering entertainment while shopping for groceries, turning this task into a more pleasurable event in their day-to-day lives. However, it is not likely that customers will appreciate entertainment every time they go shopping, as the outcome would most likely be a sensory overload situation (Jones, 1999). Sit et al. (2003) identified the pro-entertainment and the anti-entertainment consumers, people shopping with a goal in mind, seeing it as a responsibility, to which events and activity were attributed little or no importance – for example, a food court would be considered useful for little breaks and not for socializing. As for online shopping, the "affect (mood state based mainly on interactivity and aesthetics of the website)" was more significant in generating purchase intentions than the opinion towards the website (Solomon et al., 2016, p.303).

Although the influence of entertainment on shopper behaviour has been analysed previously, there is no evidence that the emotional state of a customer impacts how entertainment affects purchase intentions (Elmashhara & Soares, 2019), as Elmashhara and Soares (2020, p.93) state that "exactly how entertainment affects shopping outcomes remains unstudied, and a few gaps call for further research". These authors research finds that permanent entertainment directly influences shopper satisfaction, even though it does not have a direct impact on the eagerness of staying at the mall, while temporary and special event entertainment did not show any direct effect.

Kaltcheva and Weitz (2006) propose and prove that task-oriented consumers – clients that are shopping with a specific goal in mind – find environments with various stimulus to be unpleasant, while recreational consumers – people who shop freely and enjoy it intrinsically –

like having a high arousal retail environment. Holmqvist and Lunardo (2015) also conclude that arousal has a negative impact on task-oriented shoppers. Kaltcheva and Weitz (2006) defend that a high arousal environment will make recreational consumers' intentions to visit and purchase on that store but have a negative impact on the shopping actions from task-oriented consumers. Furthermore, the study of Lunardo and Roux (2015) shows that store environments that are arousing produce negative results if consumers consider their surrounding retail environment as manipulative, while Sands et al. (2009) conclude that having an event inside a store influences the consumer's store choice in the case of specialty retailers. In the end, among the endless retailtainment options, retailers should carefully choose what to use taking into account their target (Kaltcheva & Weitz, 2006; Lunardo & Roux, 2015; Sands et al., 2009).

Experiential value can be defined as the value of a retail experience either from using a product or service or from observation (Mathwick et al., 2001; Varshneya & Das, 2017). Following the work of Mathwick et al. (2001), Pine II and Gilmore (1999, 2011), Schmitt (1999), Verhoef et al. (2009), Gentile et al. (2007), Holbrook (1999) and other researchers, Varshneya and Das (2017) develop a scale to measure this concept and the fundamental dimensions that are a part of it:

a. cognitive value – effort, time, convenience and quality of services;
b. hedonic value – pleasure, enjoyment and escapism;
c. social value – esteem, status and social approval;
d. ethical value – privacy and trust.

Additionally, the authors' findings reveal that experiential value positively influences and predicts purchase intention, while also confirming that experiential value is a multidimensional concept.

3. Conceptual Model and Research Hypothesis

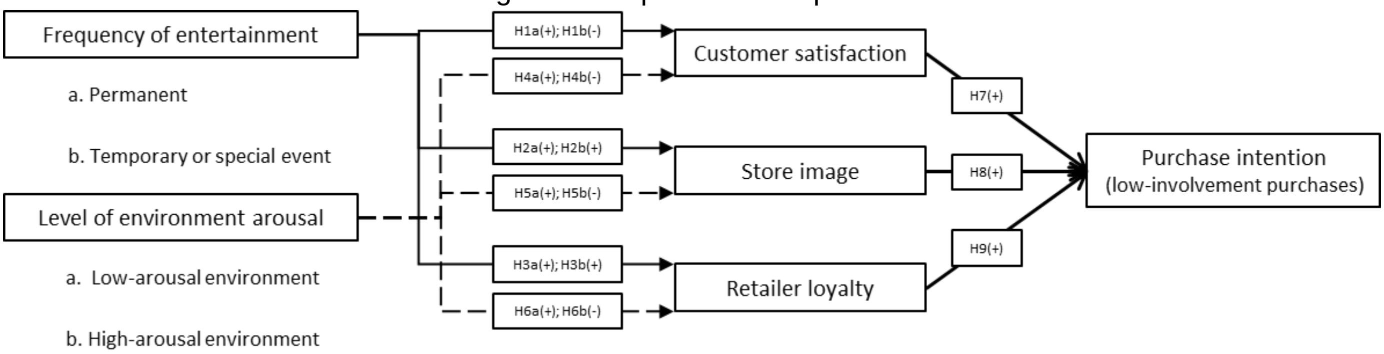
From the EBM Model (Engel et al., 1978, 1995) and other sources (Brakus et al., 2009; Lemon & Verhoef, 2016; Zarantonello & Schmitt, 2010) it is known that the behaviour of the customer can change due to various causes, among them the environment of the store – lights, sounds, smells, activity, layout and decoration. Brands and retailers develop the ambience with the aim of increasing the pleasantness of the experience, hoping that the customers will stay more time in the store, buy more items than initially intended and hopefully return again (Kazancoglu & Aydin, 2018; Kotler & Armstrong, 2019; Ritzer, 1999; Soars, 2009).

The environment of the store is included in the EBM model (Engel et al., 1978, 1995) as one of five Environmental Influences, under the "Situation" factor. One of the factors that influences the environment of the store is the presence of entertainment, to which Elmashhara and Soares (2020) have classified two types: permanent entertainment (e.g. cinema, food court, cafés or restaurants, play areas for kids, massage chairs) and temporary and social event entertainment (e.g. temporary exhibitions, musical performances, fashion shows, movie launching, seasonal events such as Easter or Christmas, sports events). This variable will be considered as “Frequency of entertainment”. On the other hand, Kaltcheva and Weitz (2006) conducted a study where two different levels of arousal are considered: high-arousal environments (environments with various stimuli, such as intense lights, loud music, warm colours) and low-arousal environments (soft lighting, calm music, light colours). This variable will be considered as “Level of environment arousal”.

As there are four types of shopping (Assael, 1995; Kotler & Armstrong, 2019) with two levels of involvement, for the purpose of this study the low-level involvement purchases will be considered.

Taking into consideration the factors that influence purchase intention that are related to the retailer or behaviour of the consumer – customer satisfaction, store image and retailer loyalty (Boonghee et al., 2000; Das, 2014; Grewal et al., 1998; Jones et al., 2006; LaBarbera & Mazursky, 1983; Lee & Lin, 2005; Taylor & Baker, 1994; Wu et al., 2011) – it is intended to understand how they mediate the relationship between entertainment and low-involvement purchase intention.

Figure 1: Proposed Conceptual Model



3.1. Frequency of entertainment

Elmashhara and Soares (2020) prove that permanent entertainment has a direct effect on mall shopper’s satisfaction, while temporary or special event entertainment did not show any direct impact. As Sit et al. (2003) observe, the consumers who were shopping with a goal in mind did not value special events, aside from a food court which would be used for small breaks. Considering that task-oriented consumers find environments with various stimulus to be unpleasant (Kaltcheva & Weitz, 2006), it is possible that temporary or special event entertainment options when grocery shopping would not be welcomed:

- H1a(+): Permanent entertainment positively impacts customer satisfaction.
- H1b(-): Temporary or special event entertainment negatively impacts customer satisfaction.

De Nisco and Napolitano (2006) show the positive impact of entertainment on store image, although not differentiating between permanent and temporary or special event entertainment:

- H2a(+): Permanent entertainment positively impacts store image.
- H2b(+): Temporary or special event entertainment positively impacts store image.

De Nisco and Napolitano (2006) also found a positive relationship between entertainment and customer loyalty, as did El Hedhli et al. (2013), indirectly through shopper well-being, with no differentiation to the type of entertainment:

- H3a(+): Permanent entertainment positively impacts retailer loyalty.
- H3b(+): Temporary or special event entertainment positively impacts retailer loyalty.

3.2. Level of entertainment arousal

A high arousal environment has a negative impact on task-oriented consumers – such as grocery shoppers (Holmqvist & Lunardo, 2015; Kaltcheva & Weitz, 2006) and prefer a low arousal environment (Jones, 1999; Kaltcheva & Weitz, 2006):

- H4a(+): Low-arousal environments positively impact customer satisfaction.
- H4b(-): High-arousal environments negatively impact customer satisfaction.

Entertainment has a positive effect on store image (De Nisco & Napolitano, 2006). However, as grocery shoppers prefer low arousal environments (Jones, 1999; Kaltcheva & Weitz, 2006), it is likely that a high-arousal environment will negatively impact store image, and vice-versa:

- H5a(+): Low-arousal environments positively impact store image.
- H5b(-): High-arousal environments negatively impact store image.

Customer loyalty is positively impacted by entertainment (De Nisco & Napolitano, 2006; El Hedhli et al., 2013) and the various activities, services and events are relevant and important reasons to visit a mall (Baker & Haytko, 2000; Bloch et al., 1994; El-Adly, 2007; Sit et al., 2003). Considering that grocery shoppers want to shop their items in low arousal environments (Jones, 1999; Kaltcheva & Weitz, 2006), they will probably not recurringly visit an establishment that has various stimulus and a busy atmosphere:

- H6a(+): Low-arousal environments positively impact retailer loyalty.
- H6b(-): High-arousal environments negatively impact retailer loyalty.

3.3. Consumer satisfaction, Store image and Retailer loyalty

Research shows that customer satisfaction positively influences purchase intentions (Jones et al., 2006; LaBarbera & Mazursky, 1983; Lee & Lin, 2005; Taylor & Baker, 1994):

- H7(+): Customer satisfaction positively impacts purchase intention.

As for store image it has been found that it positively impacts purchase intention (Boonghee et al., 2000; Grewal et al., 1998; Wu et al., 2011):

- H8(+): Store image positively impacts purchase intention.

Regarding retailer loyalty, Das (2014) has found it positively impacts purchase intention when studying the impact of a retailer as a brand:

- H9(+): Retailer loyalty positively impacts purchase intention.

4. Contextualization

As shown in the Literature Review a lot of research has been developed on the impact of retailtainment on consumer behaviour, especially on malls (Ahmad, 2012; Baker & Haytko, 2000; Bloch et al., 1994; Donovan et al., 1994; El-Adly, 2007; Elmashhara & Soares, 2019, 2020; Gauri et al., 2020; Sit et al., 2003; Wakefield & Baker, 1998). Thus, in order to complement and confirm the existing research, this study will focus on the impact of retailtainment on purchase intentions on low-involvement purchases, such as grocery shopping.

Grocery shopping is a low involvement purchase – either the products have differences between them, such as cookies or potato chips, or few differences, like salt or sugar (Assael, 1995; Kotler & Armstrong, 2019). The aim of the study is to analyze how Portuguese people react to different levels of entertainment inside a retail store, specifically a grocery store – such as Pingo Doce, Continente, Lidl, Aldi, Auchan or Minipreço – and understand the amount of stimulus that can be beneficial to the retailers and how it affects purchase intentions.

5. Methodology

The aim of this study is to understand how retailtainment affects customer's purchase intentions, specifically low-involvement purchases, such as grocery shopping. Hence, a quantitative methodology is an adequate option for this study, with closed options responses (Das, 2014; Elmashhara & Soares, 2020; Sands et al., 2009; Shobeiri et al., 2013). A 5-point Likert scale will be used, similarly to Elmashhara and Soares (2020) – 1=strongly disagree; 2=disagree; 3=indifferent; 4= agree; 5=strongly agree – for 8 groups of questions, which will be used to access the hypothesis constructed. The remaining questions are socio-demographic (age, gender, family income, employment status, education, and district of residence) and complementary questions regarding the experience in the supermarket (amount spent in groceries, time spent inside the supermarket, main reasons for choosing the supermarket, emotional states before and after shopping, among others).

Before launching the survey, five different people were asked to answer the questionnaire and give their feedback – specifically the time needed to complete the entire questionnaire and if there was a need to change some information, in order to avoid bias and lack of clarity when reading. Some minor changes were made, and the survey was launched in September 2021. It was shared online through various social media platforms – Whatsapp, Facebook, Instagram and LinkedIn – allowing respondents to answer it at a time and place of their choosing. The participants were asked to think about their last visit to the supermarket and answer the given questions. The approximate time needed to complete the questionnaire was about 7 minutes.

A non-probability sampling method was used, specifically convenience sampling, which means that respondents were easy to contact with and willing to spend a few minutes answering the questionnaire. This eases the process of collecting data to analyse but should not be generalized to the whole universe in study as the results may not represent the opinion of the population (Qualtrics, 2021).

6. Data Analysis and Results

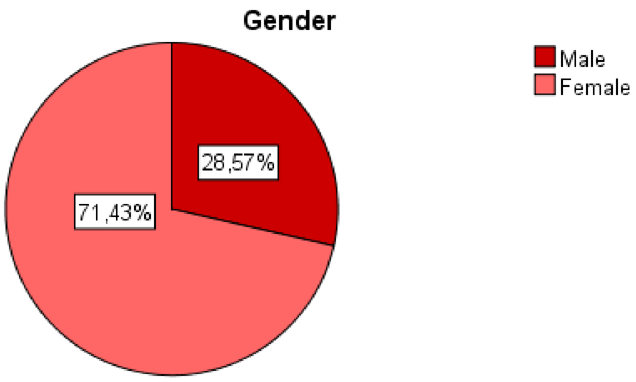
The collected data was arranged in order to be correctly analysed. The questionnaire was created and available in the platform Google Forms. After collecting the answers, the data was adjusted and validated to avoid incongruencies. A sample of 105 answers were analysed and used in the study. The software used to study the data was SPSS 27.

For a valid and correct analysis each variable was evaluated and designated as a nominal or ordinal. Gender, district of residence, education level, studying at the moment and employment status were considered as nominal variables, while age and family income were treated as ordinal variables, since these were divided into different ranges. The remaining variables considered in this study were analysed as ordinal variables due to its 5-likert ordinal scale.

6.1. Sample characterization

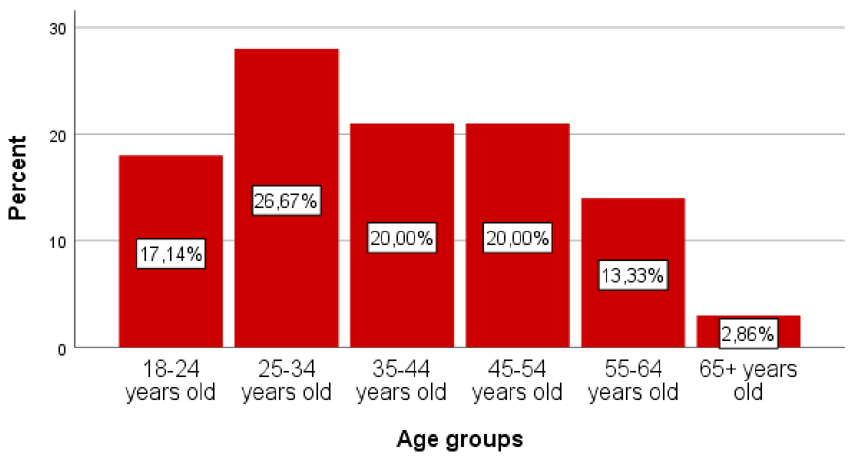
The questionnaire was intended for everyone of 18 years of age or more and living in Portugal, regardless of their occupation, gender, nationality or family income. From 105 participants, the majority were female (71,43%) and the remaining responses were from male participants (28,57%).

Figure 2: Gender distribution



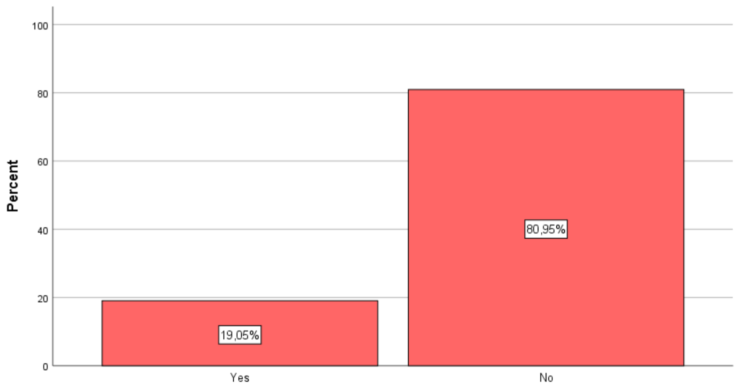
Regarding the age of the participants, more than 25% were between 25 and 34 years old (26,67%), while the 35-44 years old and 45-54 years old groups represented 20% each. The remaining third of the respondents had between 18-24 years old (17,14%), 55-64 years old (13,33%) and 65+ years old (2,86%).

Figure 3: Age distribution



Participants were asked whether they were studying in order to complete a level of education or not, to which 20 people answered “Yes” (19,05%) while the remaining 85 respondents answered “No” (80,95%).

Figure 4: Distribution of Studying at the moment



As for the highest level of education completed or currently attending, a bachelor's degree was the most frequent answer, with 39% (41 answers), followed by master's degree and secondary education (24 answers, 22,9% and 22 answers, 21%, respectively). Basic education – 3rd cycle was the level of education of 7 respondents (6,7%), 4 participants were pursuing or finished a post-secondary education (3,8%) and 1,9% of participants said to have a Basic education – 1st cyle (2 answers). The remaining available answers – None, Basic education – 2nd cycle, Professional higher technical course, Bachelor's degree (pre-Bologna) and PhD degree – only had one answer each (1%).

Table 1: Distribution of Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
None	1	1,0	1,0	1,0
Basic Education - 1st cycle (current 4th year/former primary education/4th grade)	2	1,9	1,9	2,9
Basic Education - 2nd cycle (current 6th year/former preparatory cycle)	1	1,0	1,0	3,8
Basic Education - 3rd cycle (current 9th year/former 5th high school)	7	6,7	6,7	10,5
Secondary education (current 12th year/former 7th high school year/propaedeutic year	22	21,0	21,0	31,4
Post-secondary education (non-higher technological specialization course)	4	3,8	3,8	35,2
Professional higher technical course	1	1,0	1,0	36,2
Bachelor's Degree (pre-Bologna; includes former high school courses)	1	1,0	1,0	37,1
Bachelor's degree	41	39,0	39,0	76,2
Master's degree	24	22,9	22,9	99,0
PhD degree	1	1,0	1,0	100,0
Total	105	100,0	100,0	

Analysing the crosstabulation between family income and employment status allows the following conclusions: the majority of the participants are employed (79 participants), representing 75,2% of the total sample; a family income between 1500€ and 1999€ was the most frequent situation for the participants (26 participants), accounting for approximately 25% of the total sample; the most common scenario for these participants was being employed with a family income of 1500€ and 1999€ (22 participants).

Table 2: Distribution of Crosstabulation of Family income and Employment Status

Count

		Employment Status						Total
		Student	Working student	Employed	Unemployed	Retired	Other	
Family income	500€-999€	2	2	13	1	1	0	19
	1000€-1499€	2	1	12	2	1	2	20
	1500€-1999€	2	2	22	0	0	0	26
	2000€-2499€	3	1	17	0	0	0	21
	2500€-2999€	2	0	5	0	0	0	7
	+3000€	1	0	10	0	1	0	12
Total		12	6	79	3	3	2	105

When asked about the three main reasons for visiting the supermarket, the most frequent reason was “Location” (85,7%), followed by “Prices” (45,7%) and “Promotions” (40%), with 90, 48 and 42 responses respectively. It should be noted that “Variety of products” was the fourth most frequent reason with 41 responses (39%), presenting a very small difference from “Promotions”.

Table 3: Distribution of The 3 main factors for choosing this supermarket

		Responses		Percent of Cases
		N	Percent	
	Location	90	28,6%	85,7%
	Supermarket/Supermarket chain	31	9,8%	29,5%
	Staff	2	0,6%	1,9%
	Promotions	42	13,3%	40,0%
	Prices	48	15,2%	45,7%
	Services	8	2,5%	7,6%
	Bakery/Cafeteria/Dining or snacking area in the supermarket	3	1,0%	2,9%
	Environment	9	2,9%	8,6%
	Special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.)			
	Product quality	35	11,1%	33,3%
	Variety of products	41	13,0%	39,0%
	Wi-Fi	4	1,3%	3,8%
	Other	2	0,6%	1,9%
Total		315	100,0%	300,0%

6.2. Descriptive Statistics

Conducting a descriptive analysis allows for a summary view of the available data, which will be further scrutinized.

6.2.1. Frequency of entertainment

The frequency of entertainment was analysed in two ways: permanent entertainment and temporary or special event entertainment, as these are different types of entertainment and do not depend on the other – meaning that a supermarket can have both types of entertainment, only one or none of them.

a. Permanent entertainment

In this study, the permanent entertainment option studied was a bakery/cafeteria/dining or snacking area, where people could take a break and eat or drink something of their choosing. In Portugal, supermarkets such as Continente, Auchan, Pingo Doce and Lidl have stores where this service is available. The construct of Permanent entertainment was computed as a mean of three questions – 10c, 11c and 12c.

The question with the highest mean was 11c – "Having a bakery/cafeteria/dining or snacking area makes/would make the store's image MORE pleasant" (3,25), while question 10c - "Having a bakery/cafeteria/dining or snacking area makes/would make me MORE satisfied with the supermarket" presented the lowest mean (2,96). The question 12c – "Having a bakery/cafeteria/dining or snacking area makes/would make me visit this supermarket/supermarket chain MORE frequently" had the lowest standard deviation (0,838), meaning that the answers given gravitate closer to the mean (3,10).

Using the data of the three questions observed, the construct of Permanent entertainment presented a mean of 3,10, with a standard deviation of 0,70. Considering the scale used in this questionnaire, this means that the participants tend to have an indifferent attitude towards permanent entertainment. This construct has a skewness of 0,03 and kurtosis of 0,23. According to Kline (2011), as the skewness is below 3 and the kurtosis below 10, no problems arise from this construct.

Table 4: Permanent entertainment – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Having a bakery/cafeteria/dining or snacking area makes/would make me MORE satisfied with the supermarket	105	2,96	,93	-,44	,24	,18	,47
Having a bakery/cafeteria/dining or snacking area makes/would make the store's image MORE pleasant	105	3,25	,84	-,20	,24	-,06	,47
Having a bakery/cafeteria/dining or snacking area makes/would make me visit this supermarket/supermarket chain MORE frequently	105	3,10	,84	-,18	,24	,92	,47
Construct Permanent Ent	105	3,10	,70	,03	,24	,23	,47

b. Temporary or special event entertainment

The Temporary or special event entertainment option comprised a few examples: the presence of a public figure, a cooking robot workshop and a product demonstration. The construct of Temporary or special event entertainment was computed as a mean of two questions – 11d and 12d.

The question with the highest mean was 11d – "Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make the store's image MORE pleasant" (2,91) and the lowest standard deviation. Question 12d – "Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make me visit this supermarket/supermarket chain MORE frequently" presented the lowest mean (2,73) and the highest standard deviation (0,80), meaning that the answers given gravitate further from the mean.

The construct of Temporary or special event entertainment has a mean of 2,82 and a standard deviation of 0,65, meaning that respondents have a negative position towards this type of entertainment, but also very close to being indifferent, as the value is very close to 3. This construct has a skewness of -0,73 and kurtosis of 1,11 and reveals no conflicts to our analysis.

Table 5: Temporary or special event Entertainment – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make the store's image MORE pleasant	105	2,91	,76	-,65	,24	,56	,47
Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make me visit this supermarket/supermarket chain MORE frequently	105	2,73	,80	-,51	,24	,61	,47
Construct Temporary Ent	105	2,82	,65	-,73	,24	1,11	,47

6.2.2. Level of environment arousal

The level of environment arousal was analysed in two ways: low-arousal environment and high arousal environment.

a. Low-arousal environment

The construct of Low-arousal environment was computed with the means of questions 10e, 11e and 12e. The question with the highest mean (3,71) was 11e – "A store with little traffic, good lighting and no special/temporary events makes/would make the store's image MORE pleasant", while question 12e – "A store with little traffic, good lighting and no special/temporary events makes/would make me visit this supermarket/supermarket chain MORE frequently" registered the lowest mean (3,63). Question 10e – "A store with little traffic, good lighting and no special/temporary events makes/would make me MORE satisfied with the supermarket" registered the highest standard deviation, which means that the answers given tend to be further from the mean.

The construct of Low-arousal environment presents a mean of 3,68 and a standard deviation of 0,72, meaning that the respondents somewhat appreciate low-arousal environments when shopping for groceries. The values of the skewness (0,23) and the kurtosis (-0,77) are within the values accepted Kline (2011).

Table 6: Low-arousal environment – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
A store with little traffic, good lighting and no special/temporary events makes/would make me MORE satisfied with the supermarket	105	3,70	,99	-,38	,24	-,34	,47
A store with little traffic, good lighting and no special/temporary events makes/would make the store's image MORE pleasant	105	3,71	,91	-,35	,24	,13	,47
A store with little traffic, good lighting and no special/temporary events makes/would make me visit this supermarket/supermarket chain MORE frequently	105	3,63	,82	,05	,24	-,58	,47
Construct Low-arousal	105	3,68	,72	,23	,24	-,77	,47

b. High-arousal environments

The construct of High-arousal environment was computed as the means of questions 10f, 11f and 12f. To facilitate the analysis the answers given to these questions were reversed – which changes the final sense of the questions from “less” to “more”, aligning all the questions of the constructs.

The question with the highest mean (2,57) was 11f – “A store with a lot of activity, brighter lights and special/temporary events makes/would make the store’s image MORE pleasant” (previous version as “LESS pleasant), which also presents the lowest standard deviation (0,92) and thus being the question in this construct where the answers tend to be closer to the mean. Question 10f – “A store with a lot of activity, brighter lights and special/temporary events makes/would make me MORE satisfied with the supermarket” has the lowest mean (2,50) and the highest standard deviation (1,12).

The construct of High-arousal environment has a mean of 2,54 and a standard deviation of 0,78, meaning that the participants do not appreciate high-arousal environments when grocery shopping. Given that the values of skewness (-0,37) and kurtosis (-0,49) no conflicts arise for the analysis.

Table 7: High-arousal environments – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
A store with a lot of activity, brighter lights and special/temporary events makes/would make me MORE satisfied with the supermarket	105	2,50	1,12	,39	,24	-,42	,47
A store with a lot of activity, brighter lights and special/temporary events makes/would make the store's image MORE pleasant	105	2,57	,92	,20	,24	,15	,47
A store with a lot of activity, brighter lights and special/temporary events makes/would make me visit this supermarket/supermarket chain MORE frequently	105	2,55	,95	,05	,24	-,32	,47
Construct High-arousal	105	2,54	,78	-,37	,24	-,49	,47

6.2.3. Customer satisfaction

The Customer satisfaction construct was achieved by computing the means of questions 13a, 13b and 13c. The question with the highest mean (4,18) was 13b – "I was satisfied with the purchases I made", while 13c – "I was satisfied with the products available" registered the lowest mean (4,06) but also the highest standard deviation (0,69), meaning that this was the question where the answers given tend to be further from the mean. The remaining question was 13a - "I was satisfied with the supermarket", which presented a mean of 4,10.

The construct of Customer satisfaction registered a mean of 4,11 and a standard deviation of 0,54 – meaning that the respondents agree that they were generally satisfied with their visit to the supermarket and its outcome. The values of skewness (-0,83) and kurtosis are within the accepted values Kline (2011).

Table 8: Customer satisfaction – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
I was satisfied with the supermarket	105	4,10	,58	-,61	,24	2,53	,47
I was satisfied with the purchases I made	105	4,18	,55	-,63	,24	3,60	,47
I was satisfied with the products available	105	4,06	,69	-1,50	,24	4,98	,47
Construct Customer satisfation	105	4,11	,54	-,83	,24	3,66	,47

6.2.4. Store image

The Store image construct was calculated as a mean of questions 14a, 14b, 14c and 14d. The question with the highest mean (4,22) was 14a – "This supermarket/supermarket chain has a good variety of products" while the lowest mean (3,63) was registered in question 14b – "All products in this supermarket/supermarket chain have a good price/quality ratio", where it was also registered the highest standard deviation (0,92). Questions 14c – "The store image of this supermarket/supermarket chain is pleasant" and 14d – "Overall, I have a good opinion of this supermarket/supermarket chain" presented means very close to 4, precisely 3,93 and 4,10 respectively.

Hence, the store image construct has a mean of 3,97 and a standard deviation of 0,52, meaning that the respondents have a positive attitude towards store image of the supermarket. The values of skewness (-0,60) and kurtosis (2,20) are within the acceptable values.

Table 9: Store image – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
This supermarket/supermarket chain has a good variety of products	105	4,22	,62	-,92	,24	3,04	,47
All products in this supermarket/supermarket chain have a good price/quality ratio	105	3,63	,92	-,99	,24	,04	,47
The store image of this supermarket/supermarket chain is pleasant	105	3,93	,64	-,84	,24	2,02	,47
Overall, I have a good opinion of this supermarket/supermarket chain	105	4,10	,49	-,27	,24	3,56	,47
Construct Store image	105	3,97	,52	-,60	,24	2,20	,47

6.2.5. Retailer loyalty

Similar to previous constructs, the Retailer loyalty construct was computed with the means of questions 15a, 15b, 15c and 16c. The question with the lowest mean (3,20) and highest standard deviation (1,09) was 15c – "I only go to another establishment if what I need is not available in this supermarket/supermarket chain", while the highest mean (3,90) and lowest standard deviation (0,69) was registered in question 16c – "I recommend this supermarket/supermarket chain". This means that from these four questions, 16c was the one in which the answers given where closer to the mean and where the highest level of agreement was verified.

As for the construct of Retailer loyalty, the mean was 3,52 and the standard deviation was 0,69, which means that the participants have a somewhat positive reaction towards retailer loyalty when grocery shopping. With a skewness of -0,21 and a kurtosis of 0,25 it can be said that this construct presents no issue for the analysis.

Table 10: Retailer loyalty – Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
I am a loyal customer of this supermarket/supermarket chain	105	3,51	,84	-,63	,24	,44	,47
This supermarket/supermarket chain is my first choice	105	3,47	,96	-,47	,24	-,43	,47
I only go to another establishment if what I need is not available in this supermarket/supermarket chain	105	3,20	1,09	-,32	,24	-,91	,47
I recommend this supermarket/supermarket chain	105	3,90	,69	-,42	,24	,49	,47
Construct Retailer loyalty	105	3,52	,69	-,21	,24	,25	,47

6.2.6. Purchase intention

Lastly, the purchase intention was computed as the mean of questions 16a, 16b, 17a and 17b. The question with the lowest mean (3,20) was 17a – "The longer I stay in the supermarket, the more products I buy" while the highest mean (4,18) was registered in question 16a – "In the future I will shop again at this supermarket/supermarket chain". The lowest standard deviation was 0,65 in question 16a, meaning that from the four questions, this was the one with the highest level of agreement and where the participants' answers tend to be closer to the mean.

The construct of Purchase intention has a mean of 3,60, which means a somewhat positive attitude towards purchase intention when grocery shopping. With a skewness of -0,14 and kurtosis of -0,52, this distribution arises no conflicts to the analysis Kline (2011).

Table 11: Purchase intention– Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
In the future I will shop again at this supermarket/supermarket chain	105	4,18	,65	-,84	,24	2,20	,47
When I need to buy something, I'm most likely to go to this supermarket/supermarket chain	105	3,75	,90	-,79	,24	,72	,47
The longer I stay in the supermarket, the more products I buy	105	3,20	1,08	-,22	,24	-1,11	,47
The longer I stay in the supermarket, the more money I spend	105	3,26	1,12	-,23	,24	-1,14	,47
Construct Purchase Intention	105	3,60	,66	-,14	,24	-,52	,47

6.3. Reliability

The Cronbach's Alpha is the most common measure for internal consistency, meaning that it analyses the level of correlation between a set of items together (Mooi & Sardtedt, 2011).

Usually in exploratory studies the minimum value acceptable is 0,60. It is also relevant to note that all items included should be equally formulated – all the questions should be in a positive or negative. Hence, questions 10d, 10f, 11f and 12f were recoded from negative to positive, aligning all the questions used for the constructs with positive wording. The assumptions needed to use this statistical test are confirmed: the items are ordinal, as they have a Likert-scale options for response, and the scale is unidimensional.

The Cronbach's Alpha can be achieved by multiplying the number of items and the average covariance between the item, divided by the sum of all item variances and covariances (Field, 2009):

$$\alpha = \frac{N^2\overline{Cov}}{\sum s_{item}^2 + \sum Cov_{item}} \tag{1}$$

After analysing in detail the values of the Cronbach's Alpha for each construct, only one construct had to be adapted – Temporary or special event entertainment. As SPSS provides the Cronbach's Alpha value if each question is deleted (Annex B), this construct had a value of 0,289 if every question was considered, and 0,559 if question 10d was not included in the analysis. As it is an exploratory study and the value is approximately 0,60, it will continue to be considered in the following analysis.

Although there are some minor changes that could improve the Cronbach's Alpha for the majority of the constructs, the value would not increase greatly and all the remaining constructs have an acceptable value. Hence, no other adjustments were made.

Table 12: Cronbach's Alpha for the Constructs

Construct	Cronbach's Alpha	Nº of questions considered
Permanent Entertainment	0,733	3
Temporary or special event entertainment	0,559	2
Low-arousal environment	0,700	3
High-arousal environment	0,680	3
Customer satisfaction	0,852	3
Store image	0,752	4
Retailer Loyalty	0,752	4
Purchase intention	0,634	4

6.4. Hypothesis testing – Bivariate Descriptive Statistics

In order to verify the correlations between the variables constructed, a Pearson correlation was conducted for each hypothesis, allowing to verify if the constructs are related and the significance of the correlation. The Pearson Correlation can be obtained by dividing the covariance by the product of the variable's standard deviations (Field, 2009).

$$r = \frac{Cov_{xy}}{s_x s_y} \tag{2}$$

As a standard deviation measures how disperse the data is from the mean and the covariance measures how the variables change together, the correlation allows to analyse how the variables move together (Mooi & Sardtedt, 2011). The value ranges from -1 to 1. When negative they move in opposite directions, and when positive they move in the same direction. The sig (2-tailed) indicates the significance of the relationship between the variables, and it must be equal or below 0,05 to represent a significant relation.

H1a – Permanent entertainment positively impacts Customer satisfaction.

The Pearson Correlation for Permanent entertainment and Customer satisfaction is positive (r = 0,004) but not statistically significant (*p* = 0,969). This means that this hypothesis is not confirmed.

Table 13: Correlation - Permanent entertainment and Customer satisfaction

		Permanent entertainment	Customer satisfaction
Permanent entertainment	Pearson Correlation	1	,004
	Sig. (2-tailed)		,969
	N	105	105
Customer satisfaction	Pearson Correlation	,004	1
	Sig. (2-tailed)	,969	
	N	105	105

H1b – Temporary or special event entertainment negatively impacts Customer satisfaction.

The Pearson correlation for Temporary or special event entertainment and Customer satisfaction is negative (r = -0,100) but not statistically significant (*p* = 0,312). Hence, this hypothesis is not confirmed.

Table 14: Correlation - Temporary or special event entertainment and Customer satisfaction

		Temporary or special event entertainment	Customer satisfaction
Temporary or special event entertainment	Pearson Correlation	1	-,100
	Sig. (2-tailed)		,312
	N	105	105
Customer satisfaction	Pearson Correlation	-,100	1
	Sig. (2-tailed)	,312	
	N	105	105

H2a – Permanent entertainment positively impacts Store image

The Pearson correlation for Permanent entertainment and Store image is positive (r = 0,085) but not statistically significant (*p* = 0,386). Thus, this hypothesis is not confirmed.

Table 15: Correlation - Permanent entertainment and Store image

		Permanent entertainment	Store image
Permanent entertainment	Pearson Correlation	1	,085
	Sig. (2-tailed)		,386
	N	105	105
Store image	Pearson Correlation	,085	1
	Sig. (2-tailed)	,386	
	N	105	105

H2b – Temporary or special event entertainment positively impacts Store image

The Pearson correlation for Temporary or special event entertainment and Store image is positive (r = 0,009) but not statistically significant (*p* = 0.931). This means that this hypothesis is not confirmed.

Table 16: Correlation - Temporary or special event entertainment and Store image

		Temporary or special event entertainment	Store image
Temporary or special event entertainment	Pearson Correlation	1	,009
	Sig. (2-tailed)		,931
	N	105	105
Storeimage	Pearson Correlation	,009	1
	Sig. (2-tailed)	,931	
	N	105	105

H3a – Permanent entertainment positively impacts Retailer loyalty

The Pearson correlation for Permanent entertainment and Retailer loyalty is positive (r = 0,078) but not statistically significant (*p* = 0,426). Hence, this hypothesis is not confirmed.

Table 17: Correlation - Permanent entertainment and Retailer loyalty

		Permanent entertainment	Retailer loyalty
Permanent Entertainment	Pearson Correlation	1	,078
	Sig. (2-tailed)		,426
	N	105	105
Retailer loyalty	Pearson Correlation	,078	1
	Sig. (2-tailed)	,426	
	N	105	105

H3b – Temporary or special event entertainment positively impacts Retailer loyalty

The Pearson correlation for Temporary or special event entertainment and Retailer loyalty is positive (r = 0,065) but not statistically significant (*p* = 0.510). Thus, this hypothesis is not confirmed.

Table 18: Correlation - Temporary or special event entertainment and Retailer loyalty

		Temporary or special event entertainment	Retailer loyalty
Temporary or special event entertainment	Pearson Correlation	1	,065
	Sig. (2-tailed)		,510
	N	105	105
Retailer loyalty	Pearson Correlation	,065	1
	Sig. (2-tailed)	,510	
	N	105	105

H4a – Low arousal environments positively impact Customer satisfaction

The Pearson correlation for Low-arousal environments and Customer satisfaction is positive (r = 0,271) and statistically significant (*p* = 0,005). This means that the higher the level of Low-arousal environment, the higher the Customer satisfaction. Hence, this hypothesis is confirmed.

Table 19: Correlation - Low-arousal environments and Customer satisfaction

		Low-arousal environments	Customer satisfaction
Low-arousal environments	Pearson Correlation	1	,271**
	Sig. (2-tailed)		,005
	N	105	105
Customer satisfaction	Pearson Correlation	,271**	1
	Sig. (2-tailed)	,005	
	N	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

H4b – High-arousal environments negatively impact Customer satisfaction

The Pearson correlation for High-arousal environments and Customer satisfaction is negative (r = -0,203) and statically significant (*p* = 0,038). This means that the higher the level of High-arousal environment, the less the Customer satisfaction. Hence, this hypothesis is confirmed.

Table 20: Correlation - High-arousal environments and Customer satisfaction

		High-arousal environments	Customer satisfaction
High-arousal environments	Pearson Correlation	1	-,203*
	Sig. (2-tailed)		,038
	N	105	105
Customer satisfaction	Pearson Correlation	-,203*	1
	Sig. (2-tailed)	,038	
	N	105	105

*. Correlation is significant at the 0.05 level (2-tailed).

H5a – Low-arousal environments positively impact Store image

The Pearson correlation for Low-arousal environments and Store image is positive (r = 0,125) but not statistically significant (*p* = 0,202). This means that this hypothesis is not confirmed.

Table 21: Correlation – Low-arousal environments and Store image

		Low-arousal environments	Store image
Low-arousal environments	Pearson Correlation	1	,125
	Sig. (2-tailed)		,202
	N	105	105
Store image	Pearson Correlation	,125	1
	Sig. (2-tailed)	,202	
	N	105	105

H5b – High-arousal environments negatively impact Store image

The Pearson correlation for High-arousal environments and Store image is negative (r = -0,122) but not statistically significant (*p* = 0,214). Hence, this hypothesis is not confirmed.

Table 22: Correlation – High-arousal environment and Store image

		High-arousal environments	Store image
High-arousal environments	Pearson Correlation	1	-,122
	Sig. (2-tailed)		,214
	N	105	105
Store image	Pearson Correlation	-,122	1
	Sig. (2-tailed)	,214	
	N	105	105

H6a – Low-arousal environments positively impact Retailer loyalty

The Pearson correlation for Low-arousal environments and Retailer Loyalty is positive (r = 0,165) but not statistically significant (*p* = 0,92). Thus, this hypothesis is not confirmed.

Table 23: Correlation – Low-arousal environments and Retailer loyalty

		Low-arousal environments	Retailer loyalty
Low-arousal environments	Pearson Correlation	1	,165
	Sig. (2-tailed)		,092
	N	105	105
Retailer loyalty	Pearson Correlation	,165	1
	Sig. (2-tailed)	,092	
	N	105	105

H6b – High-arousal environments negatively impact retailer loyalty

The Pearson correlation for High-arousal environments and Retailer loyalty is negative (r = -0,114) but not statistically significant (*p* = 0,245). This hypothesis is not confirmed.

Table 24 – Correlation – High-arousal environments and Retailer loyalty

		High-arousal environments	Retailer loyalty
High-arousal environments	Pearson Correlation	1	-,114
	Sig. (2-tailed)		,245
	N	105	105
Retailer loyalty	Pearson Correlation	-,114	1
	Sig. (2-tailed)	,245	
	N	105	105

H7 – Customer satisfaction positively impacts Purchase intention

The Pearson correlation for Customer satisfaction and Purchase intention is positive (r = 0,352) and statistically significant (*p* = 0,000). This means that the higher the Customer satisfaction, the higher the Purchase intention. Hence, this hypothesis is confirmed.

Table 25: Correlation – Customer satisfaction and Purchase intention

		Customer satisfaction	Purchase intention
Customer satisfaction	Pearson Correlation	1	,352**
	Sig. (2-tailed)		,000
	N	105	105
Purchase intention	Pearson Correlation	,352**	1
	Sig. (2-tailed)	,000	
	N	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

H8 – Store image positively impacts Purchase intention

The Pearson correlation for Store image and Purchase intention is positive (r = 0,232) and statistically significant (*p* = 0,017). This means that the higher the Store image, the higher the Purchase intention. This means that this hypothesis is confirmed.

Table 26: Correlation – Store image and Purchase intention

		Store image	Purchase intention
Store image	Pearson Correlation	1	,232*
	Sig. (2-tailed)		,017
	N	105	105
Purchase intention	Pearson Correlation	,232*	1
	Sig. (2-tailed)	,017	
	N	105	105

*. Correlation is significant at the 0.05 level (2-tailed).

H9 – Retailer loyalty positively impacts Purchase intention

The Pearson correlation for Retailer loyalty and Purchase intention is positive (r = 0,277) and statistically significant (p = 0,004). This means that the higher the Retailer loyalty, the higher the purchase intention. Hence, this hypothesis is confirmed.

Table 27: Correlation – Retailer loyalty and Purchase intention

		Retailer loyalty	Purchase Intention
Retailer loyalty	Pearson Correlation	1	,277**
	Sig. (2-tailed)		,004
	N	105	105
Purchase intention	Pearson Correlation	,277**	1
	Sig. (2-tailed)	,004	
	N	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

In conclusion, the hypothesis confirmed were:

- H4a – Low-arousal environments positively impact Customer satisfaction;
- H4b – High-arousal environments negatively impact Customer satisfaction;
- H7 - Customer satisfaction positively impacts Purchase intention;
- H8 - Store image positively impacts Purchase intention;
- H9 – Retailer loyalty positively impacts Purchase intention.

The following table gives an overview as to which hypothesis were confirmed or not:

Table 28: Hypothesis validation

Hypothesis	Validation
H1a	Not valid
H1b	Not valid
H2a	Not valid
H2b	Not valid
H3a	Not valid
H3b	Not valid
H4a	Valid
H4b	Valid
H5a	Not valid
H5b	Not valid
H6a	Not valid
H6b	Not valid
H7	Valid
H8	Valid
H9	Valid

6.5. Discussion of Results

6.5.1. Frequency of entertainment

The results of this study show do not confirm the negative impact of temporary or special entertainment or the positive impact of permanent entertainment on customer satisfaction. While Elmashhara & Soares (2020) verify the direct effect of permanent entertainment on customer satisfaction, the same is not verified when shopping inside a grocery store, which is not surprising, as clients visit these establishments looking for specific items in their mind and see these purchases as a task to complete and nothing more. This type of entertainment works in malls because visitors might purchase their groceries, buy a book in a bookstore, try on a pair of jeans and buy new shoes for their children and may stop for a quick meal in the middle without the hassle of making various trips to different locations. As for the effect of temporary entertainment, Sit et al (2003) concluded that task-oriented consumers did not value this type of entertainment. A customer would most likely be more satisfied with a supermarket for the amount products available and its quality, price range or location rather than a special event to which he has not much time to pay attention to.

As for the impact of entertainment on store image, none of the hypothesis were verified. While the contrary has been proved (Boonghee et al., 2000; De Nisco & Napolitano, 2006; Grewal et al., 1998; Yuan & Wu, 2008) a typical grocery customer does not pay much attention to the environment of the store. If the store is organized, easy to read and with adequate lighting, the presence of a snack-bar or a cooking workshop would not make a relevant difference because people go to a supermarket to shop the items they need. When visiting a mall, the entertainment factor is more likely to have a positive effect as it is seen as a place not only to shop for various items but also to spent time with family and friends, and thus it could improve the overall image of the mall.

Regarding the effect of entertainment on retailer loyalty, there were no relevant findings regarding either permanent or temporary or special event entertainment. De Nisco & Napolitano (2006) found this positive effect on shopping centres, which makes sense given that a client visits a mall for a multitude of reasons, whether it is the mundane task of buying household items, having lunch with their friends or just passing time, and a place that allows for various pleasant activities would more likely be somewhere to return to more often. Whereas when visiting a supermarket, the entertainment factor is not taken into account when deciding to return there, but rather if it is close to work or home, if the price range is adequate and if the items available match the client’s necessities, as it is a task and not a time to have a break or enjoy the company of someone.

6.5.2. Level of environment arousal

The impact of the level of environment arousal on customer satisfaction has been proved and aligned with the literature (Holmqvist & Lunardo, 2015; M. A. Jones, 1999; Kaltcheva & Weitz, 2006). Whatever the reason for visiting a store most clients would prefer an ambience where they can easily understand their surroundings without much effort. For instance, when visiting a supermarket with a lot of clients and loud music a client might not enjoy the time needed to stay in line to pay for the items or having to search frantically for an item because other clients are blocking the way (Holmqvist & Lunardo, 2015; Kaltcheva & Weitz, 2006). Hence, a task-oriented consumer would favour a supermarket with organized shelves, calm music and enough room for every client to comfortable search for their items (M. A. Jones, 1999; Kaltcheva & Weitz, 2006).

When it comes to the effect of the level of environment arousal on store image, the hypothesis were not proved. Although grocery shoppers prefer low-arousal environments (M. A. Jones, 1999; Kaltcheva & Weitz, 2006), ultimately the level of arousal in a store image would not have such a relevant importance when compared to the amount of products available, price range or services available.

As for the impact of arousal on retailer loyalty, the positive impact of low-arousal environments and the negative impact of high-arousal environments was not verified in this study. Even though it is more likely that a client will return to a store if there was a calm and organized ambience, it is not a deal-breaker – a customer will endure a long list of people waiting for their time to choose the best piece of salmon, buy their cereal of choice in a busy store because it has a lower price on that day or simply because that store is the most convenient store to visit in their day-to-day lives. The same does not apply to malls (De Nisco & Napolitano, 2006; El Hedhli et al., 2013) because people will not visit one simply for necessity, but for a multitude of motives.

6.5.3. Customer satisfaction, Store image and Retailer loyalty

The impact of customer satisfaction was confirmed in this study, as it has been by several authors (M. A. Jones et al., 2006; LaBarbera & Mazursky, 1983; Lee & Lin, 2005; Taylor & Baker, 1994). Generally, a satisfied customer presents a high probability of repeating a purchase and even acquiring a new product, meaning that for food retailers it is important to analyse what are the main factors that make a satisfied customer, such as price, range of products, a loyalty program, the number of clients inside a store, the services available, staff, quality of products, location of store.

This study has also found store image to positively impact purchase intention (Boonghee et al., 2000; Grewal et al., 1998; Wu et al., 2011). For food retailers this does not necessarily mean a carefully thought-out decoration, playlist or different lights, but rather an environment that meets the products and prices available, to meet the expectations of customers. For instance, a client that goes to a discount store that has a “look and feel” of a discount store, regardless if the price of the items are close to the lowest available and not knowing what the prices of competitors will most likely believe that their products are cheaper because the environment of the store communicates it. And when visiting a hypermarket, customers know that the wide range of options for a single product will meet their every needs and their families, even if the amount of options have very small differences and in the end is more about the bigger size of shelves and products available at the eyes of the customer.

Lastly, the impact of retailer loyalty has also been confirmed (Das, 2014). The study of retailer loyalty is very relevant in the food retail industry, as the cost of visiting one chain rather that the habitual option is minimal and retailers have found multiple ways of incentivizing clients to visit their stores, such as loyalty programs, frequent discounts or complementary services. Hence, it is of the outmost importance for food retailers to understand what makes their clients visit their stores more frequently than others in order to increase the number of visits and the amount spent in each purchase.

7. Conclusions and Recommendations

7.1. Conclusions

The purpose of this thesis was to analyse the impact of retailtainment on purchase intentions of low-involvement purchases such as grocery shopping and ultimately understand how retailers can change the conditions of their stores to improve sales outcomes.

This dissertation studied fifteen hypothesis and analysed with bivariate statistics how the variables are related to each other. After analysing the Cronbach’s Alpha for each construct, the Temporary or special event entertainment had to be adapted and one question was removed from the analysis, while the remaining constructs suffered no changes.

Regarding the frequency of entertainment – permanent and temporary and special event entertainment – there were no hypothesis confirming its direct effect on customer satisfaction, store image or retailer loyalty. Participants presented an indifferent attitude towards both options of entertainment (see tables 5 and 6). While Elmashhara and Soares (2020) prove a positive effect of permanent entertainment on mall shopper’s satisfaction this was not verified for grocery shoppers.

When analysing the level of arousal environment, only one set of hypotheses was confirmed: “H4a: Low-arousal environments positively impact customer satisfaction” and “H4b: High-arousal environments negatively impact customer satisfaction”. The data available from the analysis of the constructs (see table 7 and 8) expresses that low-arousal environments are somewhat appreciated, and high-arousal environments are not. These outcomes are aligned with Holmqvist and Lunardo (2015), Kaltcheva and Weitz (2006) and Jones (1999), as the authors infer that an environment with various stimuli would have a negative impact on task-oriented consumers and to this type of client the low-arousal option is better suited.

The construct of customer satisfaction presents the highest mean from all the constructs, meaning that the participants were generally satisfied (see table 9). The results were aligned with various studies conducted (M. A. Jones et al., 2006; LaBarbera & Mazursky, 1983; Lee & Lin, 2005; Taylor & Baker, 1994) in which the positive effect of customer satisfaction on purchase intention was confirmed.

The store image construct also presents a mean very close to 4 (see table 10), meaning that respondents were satisfied with the store image of their grocery stores. The positive relationship between store image and purchase intention was once again confirmed (Boonghee et al., 2000; Grewal et al., 1998; Yuan & Wu, 2008).

Lastly, the retailer loyalty construct has a mean of 3,52 (see table 11) and representing a somewhat positive attitude towards visiting the same supermarket and/or supermarket chain. The positive relationship between retailer loyalty and purchase intention was confirmed as it has been by Das (2014).

7.2. Managerial implications

As various methods are used by retailers to keep their customers, such as promotions all year round and/or in special days, loyalty programs with apps, cards, contests and many other options, it is still relevant for food retailers to analyse what their customers value and how to provide a better experience. Hence, the retailtainment component still proves to be a relevant point of study.

Rather than looking solely at which types of entertainment should be present at each store and for how long, it is important to evaluate the level of arousal it will cause to the store – if the light is too bright, the type of music to be played and colours to be used in the displays and decoration. If a supermarket has a pastry section where people can buy and eat inside the store, will this cause too many people to visit the supermarket and ultimately cause clients to visit other retailers due to that added traffic? Having a chef showing one of their recipes would increase the number of clients in that day but not so much as to cause discomfort to regulars?

This does not mean that permanent and temporary or special entertainment should not be considered as ways of increasing the number of clients and sales in general. It could mean that these are not the main reasons for choosing a supermarket or why they are less or more satisfied but could be the reason clients spend more time and end up purchasing more items than they intended to – they can pause for a moment and have something to eat; purchase a meal for their family at the same place they purchase other groceries and household items;

buy a new line of cosmetics because a celebrity was at their supermarket of choice on that day.

Food retailers and their managers should then pay attention to the final outcome of their entertainment options not only for their target but also for the regular clients that would still visit their stores regardless of complementary services and occasional events.

7.3. Limitations and Future research

Although this study was conducted in order to avoid any bias, every study has some limitations. By sharing the questionnaire through various social media platforms and allowing participants to answer at a time and place of their choosing, it is not possible to control their environment, which may influence the answers given. Some potential participants may even have been impacted by this questionnaire and chosen not to answer it due to the time it took to fulfil, while others may actually visit a supermarket and not have an active role in which supermarket to go to or which products to buy.

It should also be noted that a small sample of 105 answers with very similar profiles does not provide a representative view of a national or worldwide view on the impact of retailtainment on purchase intentions.

The answers obtained were gathered in a short amount of time, and a time where the world has been living through a pandemic for more than a year and a half and every kind of food retailer with a physical location has faced various challenges. Nowadays people are more cautious about crowded places, and a supermarket having a celebrity in a special event would have been a good reason to visit that retailer, while nowadays it is the opposite.

It should also be considered if different retailers infer different impacts on purchase intention – is the feedback similar between supermarket clients and discount stores similar or not so much? And would the impact of retailtainment be similar between workdays and the weekend? Would it change given the age, gender, occupation and education level of the participants?

Taking into consideration these limitations, further research should be applied to a broader and more diverse sample, with more questions to allow a more complete overview of the full experience of the customer, with a wider timeframe and combining various methodologies, such as focus groups and collecting the view of the impact of retailtainment from food retailers and related personnel with a more detailed questionnaire and open answers.

8. Bibliography

Ahmad, A. M. K. (2012). Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls. *International Journal of Business Administration*, *3*(6), 101–112. https://doi.org/10.5430/ijba.v3n6p101

Ailawadi, K. L., & Farris, P. W. (2017). Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. *Journal of Retailing*, *93*(1), 120–135. https://doi.org/10.1016/j.jretai.2016.12.003

Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, *79*(2), 77–95. https://doi.org/10.1016/S0022-4359(03)00007-1

Ashman, R., Solomon, M. R., & Wolny, J. (2015). An old model for a new age: Consumer decision making in participatory digital culture. *Journal of Customer Behaviour*, *14*(2), 127–146. https://doi.org/10.1362/147539215x14373846805743

Assael, H. (1995). *Consumer Behavior And Marketing Action* (5th ed.). Cengage Learning.

Aylott, R., & Mitchell, V. W. (1998). An exploratory study of grocery shopping stressors. *International Journal of Retail & Distribution Management*, *26*(9), 362–373. https://doi.org/10.1108/09590559810237908

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Utilitarian shopping value. *Journal of Consumer Research*, *20*(4), 644–657.

Baker, J., & Haytko, D. (2000). The mall as entertainment: exploring teen girls' total shopping experiences. *Journal of Shopping Center Reserach*, *7*(1), 29–58.

Bettman, J. R. (1979). *An Information Processing Theory of Consumer Choice* (1st ed.). Addison-Wesley Pub. Co.

Bloch, P. H., Ridgway, N. M., & Dawson, S. A. (1994). The shopping mall as consumer habitat. *Journal of Retailing*, *70*(1), 23–42. https://doi.org/10.1016/0022-4359(94)90026-4

Boonghee, Y., Naveen, D., & Sungho, L. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, *28*(2), 195–211. https://link.springer.com/content/pdf/10.1177/0092070300282002.pdf

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, *73*(3), 52–68. https://doi.org/10.1509/jmkg.73.3.52

Bravo, R., Fraj, E., & Martínez, E. (2006). Modelling the process of family influence on the young adult consumer behaviour. *Journal of International Consumer Marketing*, *19*(1), 35–56. https://doi.org/10.1300/J046v19n01_03

Carù, A., & Cova, B. (2003). Revisiting consumption experience: A more humble but complete view of the concept. *Marketing Theory*, *3*(2), 267–286. https://doi.org/10.1177/14705931030032004

Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an Integrated Framework for Online Consumer Behavior and Decision Making Process: A Review. *Psychology & Marketing*, *27*(2), 94–116. https://doi.org/10.1002/mar

Das, G. (2014). Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands. *Journal of Retailing and Consumer Services*, *21*(3), 284–292. https://doi.org/10.1016/j.jretconser.2014.02.005

De Nisco, A., & Napolitano, M. R. (2006). Entertainment orientation of Italian shopping centres: Antecedents and performance. *Managing Service Quality*, *16*(2), 145–166. https://doi.org/10.1108/09604520610650628

Deli-Gray, Z., Matura, T., & Árva, L. (2014). Children entertainment in retail stores. *International Journal of Retail and Distribution Management*, *42*(11–12), 1004–1017. https://doi.org/10.1108/IJRDM-10-2013-0184

Dewey, J. (2003). *How We Think* (New editio). Dover Publications Inc.

Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (1994). Store Atmosphere and Purchasing Behavior. *Journal of Retailing*, *70*(3), 283–294.

El-Adly, M. I. (2007). Shopping malls attractiveness: A segmentation approach. *International Journal of Retail and Distribution Management*, *35*(11), 936–950. https://doi.org/10.1108/09590550710828245

El Hedhli, K., Chebat, J. C., & Sirgy, M. J. (2013). Shopping well-being at the mall: Construct, antecedents, and consequences. *Journal of Business Research*, *66*(7), 856–863. https://doi.org/10.1016/j.jbusres.2011.06.011

Elmashhara, M. G., & Soares, A. M. (2019). The impact of entertainment and social interaction with salespeople on mall shopper satisfaction: The mediating role of emotional states. *International Journal of Retail and Distribution Management*, *47*(2), 94–110. https://doi.org/10.1108/IJRDM-06-2018-0112

Elmashhara, M. G., & Soares, A. M. (2020). Entertain me, I'll stay longer! The influence of types of entertainment on mall shoppers' emotions and behavior. *Journal of Consumer Marketing*, *37*(1), 87–98. https://doi.org/10.1108/JCM-03-2019-3129

Engel, J. F., Blackwell, D. R., & Kollat, D. T. (1978). *Consumer Behaviour* (3rd ed.). Dryden Press.

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.). Dryden Press.

Field, A. (2009). *Discovering Statistics using SPSS* (3rd ed.). SAGE Publications, Inc.

Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail & Distribution Management*, *35*(6), 421–442. https://doi.org/10.1108/09590550710750313

Foxman, E. R., Tansuhaj, P. S., & Ekstrom, K. M. (1989). Adolescents' influence in family purchase decisions: A socialization perspective. *Journal of Business Research*, *18*(2), 159–172. https://doi.org/10.1016/0148-2963(89)90033-7

Gauri, D. K., Jindal, R., Ratchford, B., Fox, E., Bhatnagar, A., Pandey, A., Navallo, J. R., Fogarty, J., Carr, S., & Howerton, E. (2020). Evolution of retail formats: Past, present, and future. *Journal of Retailing*. https://doi.org/10.1016/j.jretai.2020.11.002

Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience:. An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, *25*(5), 395–410. https://doi.org/10.1016/j.emj.2007.08.005

Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discounts on Consumer's Evaluations and Purchase Intentions. *Journal of Retailing*, *74*(3), 331–352. https://doi.org/10.1177/004051758005000107

Grewal, D., Levy, M., & Kumar, V. (2009). Customer Experience Management in Retailing: An Organizing Framework. *Journal of Retailing*, *85*(1), 1–14. https://doi.org/10.1016/j.jretai.2009.01.001

Gupta, P., Sachan, A., & Kumar, R. (2020). Different stages of the e-service delivery system process: belief–attitude–intention framework. *International Journal of Retail and Distribution Management*, *48*(7), 687–706. https://doi.org/10.1108/IJRDM-01-2019-0014

Hagberg, J., Sundstrom, M., & Egels-Zandén, N. (2016). The digitalization of retailing: an exploratory framework. *International Journal of Retail and Distribution Management*, *44*(7), 694–712. https://doi.org/10.1108/IJRDM-09-2015-0140

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methos and Propositions. *Journal of Marketing*, *46*(3), 92–101. https://doi.org/10.1002/9781118785317.weom090127

Hoch, S. J. (2002). Product Experience is Seductive. *Journal of Consumer Research*, *29*(3), 448–454. https://doi.org/10.1086/344422

Holbrook, M. B. (1999). *Consumer Value: A framework for analysis and research* (1st ed.). Routledge.

Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, *9*(September), 132–140. https://doi.org/10.1007/978-3-540-72606-7_36

Holmqvist, J., & Lunardo, R. (2015). The impact of an exciting store environment on consumer pleasure and shopping intentions. *International Journal of Research in Marketing*, *32*(1), 117–119. https://doi.org/10.1016/j.ijresmar.2014.12.001

Homburg, C., Jozić, D., & Kuehnl, C. (2017). Customer experience management: toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, *45*(3), 377–401. https://doi.org/10.1007/s11747-015-0460-7

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, *22*(5), 342–351. https://doi.org/10.1108/JPBM-05-2013-0299

Jones, M. A. (1999). Entertaining shopping experiences: An exploratory investigation. *Journal of Retailing and Consumer Services*, *6*(3), 129–139. https://doi.org/10.1016/s0969-6989(98)00028-9

Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value : Investigating differential effects on retail outcomes. *Journal of Business Research*, *59*, 974–981. https://doi.org/10.1016/j.jbusres.2006.03.006

Jones, P., Comfort, D., Clarke-Hill, C., & Hillier, D. (2010). Retail experience stores: experiencing the brand at first hand. *Marketing Intelligence & Planning*, *28*(3), 241–248. https://doi.org/10.1108/02634501011041408

Juaneda-Ayensa, E., Mosquera, A., & Murillo, Y. S. (2016). Omnichannel customer behavior: Key drivers of technology acceptance and use and their effects on purchase intention. *Frontiers in Psychology*, *7*(JUL), 1–11. https://doi.org/10.3389/fpsyg.2016.01117

Kaltcheva, V. D., & Weitz, B. A. (2006). When should a retailer create an exciting store environment? *Journal of Marketing*, *70*(1), 107–118. https://doi.org/10.1509/jmkg.2006.70.1.107

Kazancoglu, I., & Aydin, H. (2018). An investigation of consumers' purchase intentions towards omni-channel shopping: A qualitative exploratory study. *International Journal of Retail and Distribution Management*, *46*(10), 959–976. https://doi.org/10.1108/IJRDM-04-2018-0074

Kim, A., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480–1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Kim, Y. K. (2001). Experiential retailing:an interdisciplinary approach to success in domestic and international retailing. *Journal of Retailing and Consumer Services*, *8*(5), 287–289. https://doi.org/10.1016/s0969-6989(00)00034-5

Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling* (5th ed.). The Guildford Press.

Kotler, P., & Armstrong, G. (2019). *Principles of Marketing* (17th Editi). Pearson.

LaBarbera, P. A., & Mazursky, D. (1983). A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process. *Journal of Marketing Research*, *20*(4), 393. https://doi.org/10.2307/3151443

Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail and Distribution Management*, *33*(2), 161–176.

https://doi.org/10.1108/09590550510581485

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, *80*(6), 69–96. https://doi.org/10.1509/jm.15.0420

Lunardo, R., & Roux, D. (2015). In-store arousal and consumers' inferences of manipulative intent in the store environment. *European Journal of Marketing*, *49*(5–6), 646–667. https://doi.org/10.1108/EJM-10-2013-0560

Macintosh, G., & Lockshin, L. S. (1997). Retail relationships and store loyalty: A multi-level perspective. *International Journal of Research in Marketing*, *14*(5), 487–497. https://doi.org/10.1016/s0167-8116(97)00030-x

Mano, H. (1999). The influence of pre-existing negative affect on store purchase intentions. *Journal of Retailing*, *75*(2), 149–172. https://doi.org/10.1016/S0022-4359(99)00002-0

Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, *77*(1), 39–56. https://doi.org/10.1016/S0022-4359(00)00045-2

McArthur, E., Weaven, S., & Dant, R. (2016). The Evolution of Retailing: A Meta Review of the Literature. *Journal of Macromarketing*, *36*(3), 272–286. https://doi.org/10.1177/0276146715602529

MegaX. (2019). *Retailtainment — Retail is not about selling products*. https://medium.com/@megaXcoin/retailtainment-retail-is-not-about-selling-products-9a169c344701

Mooi, E., & Sardtedt, M. (2011). *A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics* (1st ed.). Springer.

Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, *23*(3), 347–364. https://doi.org/10.1016/j.ijforecast.2007.05.015

Mullin, G. (2019). *Retailtainment: How Experiential Retail Could Change Your Online Store*. https://sufio.com/blog/retailtainment-experiential-retail-online-store/

Nielsen. (2021). *Anuário Nielsen : drug and food 2020*. https://iscteiul365.sharepoint.com/sites/G365_Srv_SID_eDocs_Koha/Documentos Partilhados/Forms/AllItems.aspx?id=/sites/G365_Srv_SID_eDocs_Koha/Documentos Partilhados/Nielsen_Food/Anuario Nielsen Food 2020.pdf&parent=/sites/G365_Srv_SID_eDocs_Koha/Documentos Partilhados/Nielsen_Food&p=true

Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work is Theatre & Every Business a Stage* (1st ed.). Harvard Business Press.

Pine II, B. J., & Gilmore, J. H. (2011). *The Experience Economy* (Updated). Harvard Business Review Press.

Qualtrics. (2021). *Sampling Methods: Types, Techniques & Best Practices*. 2021. https://www.qualtrics.com/uk/experience-management/research/sampling-methods/

Ritzer, G. (1999). *Enchanting a Disenchanted World: Revolutionizing the Means of Consumption* (1st ed.). SAGE Publications, Inc.

Roggeveen, A. L., Grewal, D., Karsberg, J., Noble, S. M., Nordfält, J., Patrick, V. M., Schweiger, E., Soysal, G., Dillard, A., Cooper, N., & Olson, R. (2020). Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*. https://doi.org/10.1016/j.jretai.2020.11.006

Roussos, G., Kourouthanasis, P., & Moussouri, T. (2003). Designing appliances for mobile commerce and retailtainment. *Personal and Ubiquitous Computing*, *7*(3–4), 203–209. https://doi.org/10.1007/s00779-003-0221-3

Samoggia, A., Bertazzoli, A., & Ruggeri, A. (2019). Food retailing marketing management: social media communication for healthy food. *International Journal of Retail and Distribution Management*, *47*(9), 928–956. https://doi.org/10.1108/IJRDM-08-2018-0178

Sands, S., Oppewal, H., & Beverland, M. (2009). The effects of in-store themed events on consumer store choice decisions. *Journal of Retailing and Consumer Services*, *16*(5), 386–395. https://doi.org/10.1016/j.jretconser.2009.05.001

Saxena, R. P. (2011). Dubai mall: a multipurpose destination in the Middle East. *Emerald Emerging Markets Case Studies*, *1*(2), 1–15. https://doi.org/10.1108/20450621111131688

Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, *15*(1–3), 53–67. https://doi.org/10.1362/026725799784870496

Schmitt, B. (2010). Experience marketing: Concepts, frameworks and consumer insights. *Foundations and Trends in Marketing*, *5*(2), 55–112. https://doi.org/10.1561/1700000027

Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. In *Review of Marketing Research* (Vol. 10, Issue 2013). Emerald Group Publishing Limited. https://doi.org/10.1108/S1548-6435(2013)0000010006

Shobeiri, S., Laroche, M., & Mazaheri, E. (2013). Shaping e-retailer's website personality: The importance of experiential marketing. *Journal of Retailing and Consumer Services*, *20*(1), 102–110. https://doi.org/10.1016/j.jretconser.2012.10.011

Sit, J., Merrilees, B., & Birch, D. (2003). Entertainment-seeking shopping centre patrons: The missing segments. *International Journal of Retail & Distribution Management*, *31*(2), 80–94. https://doi.org/10.1108/09590550310461985

Soars, B. (2009). Driving sales through shoppers ' sense of sound , sight , smell and touch. *International Journal of Retail & Distribution Management*, *37*(3), 286–298. https://doi.org/10.1108/09590550910941535

Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2016). Consumer Behaviour: A European Perspective. In *Marketing Theory: A Student Text* (6th ed.). Pearson. https://doi.org/10.4135/9781446280096.n12

Solomon, M. R., & Lowrey, T. M. (2018). *The Routledge Companion to Consumer Behavior* (1st ed.). Routledge.

Sullivan, P., & Heitmeyer, J. (2008). Looking at Gen Y shopping preferences and intentions: Exploring the role of experience and apparel involvement. *International Journal of Consumer Studies*, *32*(3), 285–295. https://doi.org/10.1111/j.1470-6431.2008.00680.x

Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, *70*(2), 163–178. https://doi.org/10.1016/0022-4359(94)90013-2

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, *57*(6), 703–708. https://doi.org/10.1016/j.bushor.2014.07.002

Tynan, C., & McKechnie, S. (2009). Experience marketing: A review and reassessment. *Journal of Marketing Management*, *25*(5–6), 501–517. https://doi.org/10.1362/026725709X461821

Varshneya, G., & Das, G. (2017). Experiential value: Multi-item scale development and validation. *Journal of Retailing and Consumer Services*, *34*(September 2016), 48–57. https://doi.org/10.1016/j.jretconser.2016.09.010

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing. Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, *91*(2), 174–181. https://doi.org/10.1016/j.jretai.2015.02.005

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, *85*(1), 31–41. https://doi.org/10.1016/j.jretai.2008.11.001

Vieira, V., Santini, F. O., & Araujo, C. F. (2018). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, *35*(4), 426–437. https://doi.org/10.1108/JCM-08-2016-1914

Wakefield, K. L., & Baker, J. (1998). Excitement at the mall: Determinants and effects on shopping response. *Journal of Retailing*, *74*(4), 515–539. https://doi.org/10.1016/S0022-4359(99)80106-7

Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, *26*(4), 198–208. https://doi.org/10.1016/j.intmar.2011.11.004

Wu, P. C. S., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing*

Journal, *19*(1), 30–39. https://doi.org/10.1016/j.ausmj.2010.11.001

Yuan, Y. H. E., & Wu, C. K. (2008). Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction. *Journal of Hospitality and Tourism Research*, *32*(3), 387–410. https://doi.org/10.1177/1096348008317392

Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, *17*(7), 532–540. https://doi.org/10.1057/bm.2010.4

9. Annexes

Annex A – Questionnaire

The impact of Retailtainment on purchase intentions

As part of my Master's thesis in Marketing at Iscte Business School, this questionnaire aims to analyse the impact of retailtainment (retail entertainment) on supermarket purchase intentions. Your opinion is very important, there are no right or wrong answers and it is intended that you are as honest and spontaneous as possible. All data is confidential, anonymous and will only be used for academic purposes.

If you have any questions, just send an email to mstos@iscte-iul.pt

Thank you very much for your cooperation!

Mafalda Tiago

Approximate time: 7 minutes

---

*Mandatory

Part 1

Think back to your last trip to the supermarket and answer the following questions:

1. In the supermarket you visited, there was: *

Choose only one answer per line.

	Yes	No	I don't know
Background music			
Bakery/Cafeteria/Dining or snacking area			
Special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.)			
Area dedicated to seasonal products (Garden/Pool/Beach/Back to School/Christmas/Easter, etc.)			
Wi-Fi			

2. What are the 3 main factors for choosing this supermarket? *

	Location
	Supermarket/Supermarket chain
	Staff

	Promotions
	Prices
	Services
	Bakery/Cafeteria/Dining or snacking area in the supermarket
	Environment
	Special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.)
	Product quality
	Variety of products
	Wi-Fi
	Other:

3. How many times do you visit this supermarket? *

Choose only one option.

	Twice or more per week
	Once a week
	Three times per month
	Every two weeks
	Once a month
	Less than once a month

4. What was your emotional state BEFORE entering the supermarket? *

Choose only one option.

	Anxious or Stressed
	Calm
	Satisfied
	Happy
	Sad
	Angry or upset
	Surprised
	Confused
	Other:

5. How long were you in the supermarket? *

Choose only one option.

	Less than 5 minutes
	Between 5 and 10 minutes
	Between 10 and 15 minutes
	Between 15 and 20 minutes
	Between 20 and 30 minutes
	Between 30 minutes and 1 hour
	More than 1 hour

6. Did you buy products that you didn't plan to buy? *

Choose only one option.

	Yes
	No

7. If the answer to the previous question was "Yes", specify the value of the unplanned purchases:

Choose only one option.

	Less than 5€
	Between 5€ and 10€
	Between 10€ and 15€
	Between 15€ and 20€
	More than 20€

8. What was your emotional state AFTER entering the supermarket? *

Choose only one option.

	Anxious or Stressed
	Calm
	Satisfied
	Happy
	Sad
	Angry or upset
	Surprised
	Confused
	Other:

9. What it the total value of your purchases? *

Choose only one option.

	Less than 20€
	Between 20€ and 50€
	Between 50€ and 100€
	More than 100€

10. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. I bought the products I needed					
b. Overall, the time I was inside the supermarket was pleasant					
c. Having a bakery/cafeteria/dining or snacking area makes/would make me MORE satisfied with the supermarket					
d. Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make me LESS satisfied with the supermarket					
e. A store with little traffic, good lighting and no special/temporary events makes/would make me MORE satisfied with the supermarket					
f. A store with a lot of activity, brighter lights and special/temporary events makes/would make me LESS satisfied with the supermarket					

11. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

Note – store image: general opinion on available products and services, physical store environment and quality/number of employees.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. The store's image improved my emotional state					
b. The store's image made me want to stay longer					
c. Having a bakery/cafeteria/dining or snacking area makes/would make the store's image MORE pleasant					
d. Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make the store's image MORE pleasant					
e. A store with little traffic, good lighting and no special/temporary events makes/would make the store's image MORE pleasant					
f. A store with a lot of activity, brighter lights and special/temporary events makes/would make the store's image LESS pleasant					

12. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. I want to return to this supermarket					
b. I felt like shopping at supermarkets of this chain					
c. Having a bakery/cafeteria/dining or snacking area makes/would make me visit this supermarket/supermarket chain MORE frequently					
d. Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make me visit this supermarket/supermarket chain MORE frequently					
e. A store with little traffic, good lighting and no special/temporary events makes/would make me visit this supermarket/supermarket chain MORE frequently					
f. A store with a lot of activity, brighter lights and special/temporary events makes/would make me visit this supermarket/supermarket chain LESS frequently					

13. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. I was satisfied with the supermarket					
b. I was satisfied with the purchases I made					
c. I was satisfied with the products available					

14. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

Note – store image: general opinion on available products and services, physical store environment and quality/number of employees.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. This supermarket/supermarket chain has a good variety of products					
b. All products in this supermarket/supermarket chain have a good price/quality ratio					
c. The store image of this supermarket/supermarket chain is pleasant					
d. Overall, I have a good opinion of this supermarket/supermarket chain					

15. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. I am a loyal customer of this supermarket/supermarket chain					
b. This supermarket/supermarket chain is my first choice					
c. I only go to another establishment if what I need is not available in this supermarket/supermarket chain					

16. Rate from 1 to 5 depending on the degree of agreement: *

Choose only one answer per line.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. In the future I will shop again at this supermarket/supermarket chain					
b. When I need to buy something, I'm most likely to go to this supermarket/supermarket chain					
c. I recommend this supermarket/supermarket chain					

17. Rate from 1 to 5 depending on the degree of agreement: *

Chose only one answer per line.

	1.Strongly disagree	2.Disagree	3.Indifferent	4.Agree	5.Strongly agree
a. The longer I stay in the supermarket, the more products I buy					
b. The longer I stay in the supermarket, the more money I spend					

Part 2

18. Age: *

Choose only one option.

	18-24
	25-34
	35-44
	45-54
	55-64
	65+

19. Gender: *

Choose only one option.

	Female
	Male

20. Are you currently studying in order to complete a level of education? *

Choose only one option.

	Yes
	No

21. Education – What is the highest level of education you have completed or are currently attending? *

Choose only one option.

	None
	Basic Education – 1st cycle (current 4th year/former primary education/4th grade)
	Basic Education – 2nd cycle (current 6th year/former preparatory cycle)
	Basic Education – 3rd cycle (current 9th year/former 5th high school)
	Secondary education (current 12th year/former 7th high school year/propaedeutic year
	Post-secondary education (non-higher technological specialization course)
	Professional higher technical course
	Bachelor's Degree (pre-Bologna; includes former high school courses)
	Bachelor's degree
	Master's degree
	PhD degree

22. Current situation: *

Choose only one option.

	Student
	Working-student
	Employed
	Unemployed
	Retired
	Other:

23. Net monthly household income, in euros: *

Choose only one option.

	0€-499€
	500€-999€
	1000€-1499€
	1500€-1999€
	2000€-2499€
	2500€-2999€
	3000€+

24. In which district do you reside? *

Choose only one option.

	Aveiro
	Beja
	Braga
	Bragança
	Castelo Branco
	Coimbra
	Évora
	Faro
	Guarda
	Leiria
	Lisboa
	Portalegre
	Porto
	Região Autónoma da Madeira
	Região Autónoma dos Açores
	Santarém
	Setúbal
	Viana do Castelo
	Vila Real
	Viseu

Annex B – Cronbach's Alpha if question is deleted

Construct	Cronbach's Alpha	Questions	Cronbach's Alpha if question deleted
Permanent Entertainment	0,733	10c	0,588
		11c	0,695
		12c	0,646
Temporary or special event entertainment	0,289	10d	0,559
		11d	-0,172
		12d	0,176
Low-arousal environment	0,700	10e	0,630
		11e	0,464
		12e	0,703
High-arousal environment	0,680	10f	0,718
		11f	0,499
		12f	0,549
Customer satisfaction	0,852	13a	0,797
		13b	0,712
		13c	0,880
Store image	0,752	14a	0,644
		14b	0,832
		14c	0,652
		14d	0,667
Retailer Loyalty	0,752	15a	0,641
		15b	0,593
		15c	0,801
		16c	0,722
Purchase intention	0,634	16a	0,631
		16b	0,747
		17a	0,353
		17b	0,338

Annex C – Descriptive Statistics of the Construct questions

		1	2	3	4	5
I bought the products I needed	Freq.	0	3	2	51	49
	%	0,0%	2,9%	1,9%	48,6%	46,7%
Overall, the time I was inside the supermarket was pleasant	Freq.	0	4	29	61	11
	%	0,0%	3,8%	27,6%	58,1%	10,5%
Having a bakery/cafeteria/dining or snacking area makes/would make me MORE satisfied with the supermarket	Freq.	10	14	54	24	3
	%	9,5%	13,3%	51,4%	22,9%	2,9%
Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make me LESS satisfied with the supermarket	Freq.	16	19	58	10	2
	%	15,2%	18,1%	55,2%	9,5%	1,9%
A store with little traffic, good lighting and no special/temporary events makes/would make me MORE satisfied with the supermarket	Freq.	2	9	33	36	25
	%	1,9%	8,6%	31,4%	34,3%	23,8%
A store with a lot of activity, brighter lights and special/temporary events makes/would make me LESS satisfied with the supermarket	Freq.	6	11	35	30	23
	%	5,7%	10,5%	33,3%	28,6%	21,9%
The store's image improved my emotional state	Freq.	3	21	60	20	1
	%	2,9%	20,0%	57,1%	19,0%	1,0%
The store's image made me want to stay longer	Freq.	5	29	49	20	2
	%	4,8%	27,6%	46,7%	19,0%	1,9%
Having a bakery/cafeteria/dining or snacking area makes/would make the store's image MORE pleasant	Freq.	2	16	46	36	5
	%	1,9%	15,2%	43,8%	34,3%	4,8%
Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make the store's image MORE pleasant	Freq.	6	17	62	20	0
	%	5,7%	16,2%	59,0%	19,0%	0,0%
A store with little traffic, good lighting and no special/temporary events makes/would make the store's image MORE pleasant	Freq.	2	4	38	39	22
	%	1,9%	3,8%	36,2%	37,1%	21,0%
A store with a lot of activity, brighter lights and special/temporary events makes/would make the store's image LESS pleasant	Freq.	3	9	46	34	13
	%	2,9%	8,6%	43,8%	32,4%	12,4%

I want to return to this supermarket	Freq.	0	1	27	64	13
	%	0,0%	1,0%	25,7%	61,0%	12,4%
I felt like shopping at supermarkets of this chain	Freq.	0	1	22	72	10
	%	0,0%	1,0%	21,0%	68,6%	9,5%
Having a bakery/cafeteria/dining or snacking area makes/would make me visit this supermarket/supermarket chain MORE frequently	Freq.	5	12	61	22	5
	%	4,8%	11,4%	58,1%	21,0%	4,8%
Having a special/temporary event (presence of a public figure, cooking robot workshop, product demonstration, etc.) makes/would make me visit this supermarket/supermarket chain MORE frequently	Freq.	10	20	64	10	1
	%	9,5%	19,0%	61,0%	9,5%	1,0%
A store with little traffic, good lighting and no special/temporary events makes/would make me visit this supermarket/supermarket chain MORE frequently	Freq.	0	7	41	41	16
	%	0,0%	6,7%	39,0%	39,0%	15,2%
A store with a lot of activity, brighter lights and special/temporary events makes/would make me visit this supermarket/supermarket chain LESS frequently	Freq.	2	12	44	31	16
	%	1,9%	11,4%	41,9%	29,5%	15,2%
I was satisfied with the supermarket	Freq.	0	2	7	75	21
	%	0,0%	1,9%	6,7%	71,4%	20,0%
I was satisfied with the purchases I made	Freq.	0	2	2	76	25
	%	0,0%	1,9%	1,9%	72,4%	23,8%
I was satisfied with the products available	Freq.	1	4	4	75	21
	%	1,0%	3,8%	3,8%	71,4%	20,0%
This supermarket/supermarket chain has a good variety of products	Freq.	0	3	2	69	31
	%	0,0%	2,9%	1,9%	65,7%	29,5%
All products in this supermarket/supermarket chain have a good price/quality ratio	Freq.	1	20	5	70	9
	%	1,0%	19,0%	4,8%	66,7%	8,6%
The store image of this supermarket/supermarket chain is pleasant	Freq.	0	4	13	74	14
	%	0,0%	3,8%	12,4%	70,5%	13,3%
Overall, I have a good opinion of this supermarket/supermarket chain	Freq.	0	1	5	82	17
	%	0,0%	1,0%	4,8%	78,1%	16,2%
I am a loyal customer of this supermarket/supermarket chain	Freq.	2	10	33	52	8
	%	1,9%	9,5%	31,4%	49,5%	7,6%
This supermarket/supermarket chain is my first choice	Freq.	2	18	25	49	11
	%	1,9%	17,1%	23,8%	46,7%	10,5%

I only go to another establishment if what I need is not available in this supermarket/supermarket chain	Freq.	6	27	20	44	8
	%	5,7%	25,7%	19,0%	41,9%	7,6%
In the future I will shop again at this supermarket/supermarket chain	Freq.	0	3	5	67	30
	%	0,0%	2,9%	4,8%	63,8%	28,6%
When I need to buy something, I’m most likely to go to this supermarket/supermarket chain	Freq.	2	8	22	55	18
	%	1,9%	7,6%	21,0%	52,4%	17,1%
I recommend this supermarket/supermarket chain	Freq.	0	3	21	64	17
	%	0,0%	2,9%	20,0%	61,0%	16,2%
The longer I stay in the supermarket, the more products I buy	Freq.	4	32	16	45	8
	%	3,8%	30,5%	15,2%	42,9%	7,6%
The longer I stay in the supermarket, the more money I spend	Freq.	4	32	13	45	11
	%	3,8%	30,5%	12,4%	42,9%	10,5%