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Presenting a Model for Antecedents and Consequences of Customer in-Store Experience

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Abstract
The aim of this study is to investigate in-store antecedents and consequences experiences on Hyperstar Stores. There were investigated purchase intention, store environment and characteristics of employees as antecedents affecting in-store experiences; while diversion purchasing and customer satisfaction were considered as its consequences. There were designed two studies to test hypotheses. The first study was quantitative approach of an experimental study. Its population included students of Islamic Azad University in Tehran, Isfahan and Shiraz. The second study of quantitative approach in the current research is a descriptive-survey study. The variance analysis method was used to analyze the first study data. For this purpose, SPSS software was used in the first study. In the second study, PLS software and structural equation modeling method have been used. The results showed that experience-based purchase incentive affects affective and emotional experiences; and product-based purchase incentive affects cognitive experience. It was found that store lighting has more effects on emotional experience; and layout affects sensory and emotional experiences. It was also found that physical attractiveness and beaming employees influence all three types of in-store experiences, but staff helping affects emotional and cognitive experiences.

Key words: *In-Store Experience, Shopping Motives, Impulsive Buying, Store Environment, Employee Attributes*

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Introduction

Experimental model of consumer behavior considers consumption as a holistic expression of symbolic meanings, hedonic responses (emotional) and sensory pleasures. Theorists of rational and evolutionary selection reflected this view and suggested that humans' experience must be interpreted as a result of their cognitive interactions between humans and their environment; in other words, individuals react particular experiences that lead to text-based and conditions-based knowledge, then they establish conditions for their behavior. It is important to recognize this concept basis – namely link that behavior with its conditions and develop indicators to identify roles of consumers' experiences in their purchase behaviors experimentally.

Trying to study the issue of customer experience can be attributed to the mid-1980s. However, importance of this issue has caused a significant movement in the last two decades. The reasons for this matter is that on the one hand, positive customer experience provides an opportunity to create long-term competitive advantage for companies and on the other hand, leads to create satisfied and loyal customers through positive words of mouth and reduce their complaints (Garg et al, 2014). In experiential marketing literature, Holbrooke and Hirschman (1982) and Schmitt (1999) have conducted several studies with affective, practical and emotional aspects and examined its applications in consumption behavior and purchase. Accordingly, development of experiential marketing (Schmitt, 1999) is to offer a response to demands of today's consumers. The proposal is like as swimming in opposite direction of purchase sea of products or services (Spena et al, 2012). Theorists have proposed that human experience must be interpreted as cognitive engagement between humans and their environment (Clark, 1997). This means that people react to certain experiences that cause recognition based on context and behavior (Yoon, 2013).

In literature of marketing and management, the concept of experience means common creation through interaction between consumers and producers. Experts believe that experience is not a material or immaterial sale tool and it is not transferred from company to customer, but it is common creation of people participation and consumer's involvement within emotional and affective sphere (Prahalad & Ramaswamy, 2004).

During the past 30 years, many researchers have attempted to define term of customer experience to better understand what makes up customer experience. What are all these definitions show that firstly, customer experience includes an emotional connection between customer and organization. Secondly, it is perfectly suited for an internal client. Finally, it is largely dependent on moments of contact (Garg et al, 2014).

According to the raised issues, this study seeks to ascertain what guides purchasers to experience an item much more than others? What kind of action is occurred to pursue this experience? What motivates buyers to get special experiences? What factors affect the relationship between purchasing motivation and purchasing experience? What commercial factors and features of sales staff affect in-store experience formation? In general, what are antecedents and consequences of in-store experiences?

2. Research Literature

2.1 Purchasing motivations and in-store experience

Schmitt (1999) used term of experience wheel to investigate general nature of experience behavior. He suggested experience components are non-linear and independent of each other. Schmidt proposed five sections of strategic experience. Sensing refers to five senses (sight, hearing, touch, taste and smell) that commonly are used to attract attention of consumers. Feeling that motivates individual's emotions and leads not to accept affective motivations but transfer them to others. Thinking deals

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with others' thought because it helps persons justify thinking process associated with buying a product like choosing a set of product options. It also allows person enters to convergent or divergent thinking curiosity, excitement and surprise. Acting influences a person's physical and lifestyle experiences. Finally, communication will facilitate the relationship between a person's ideal self, others and cultures. Schmitt (1999) classified the five sections into two categories: sense, feeling and thinking as experiences in individual level and interact and act as socially shared cultural experiences (Yoon, 2013).

Customer experience is generally considered as interaction between supplier and customer and how customers feel, understand and assess marketing activities (Schmitt & Zarantonello, 2013). In-store experience is occurred as result of situational interaction between subject and object. From interactive perspective, environmental objective features (excluding staff) will be available when they can be felt by people and more importantly, where they make an internal response to a subject (Evans, 2003).

Some retail management studies have examined the role of situational variables affecting consumers' in-store business (Donovan & Rossiter, 1982; Milliman, 1982; Yoon, 2013). Morschett et al (2005) found that purchasing motivations have significant effect on overall attitudes of purchasers towards retailers and their perception from store features. In his outstanding work on purchasing motivations, Taber (1972) suggested that purchasing will satisfy social incentives (e.g. social experiences outside home, relationships with others who have similar interests and enjoy of bargaining) and personal motives (e.g. entertain themselves, surfing, self-satisfaction and knowing new models).

Further studies have been mainly focused on performance (utilitarianism) and symbolic (pleasurable) incentives (Holbrook & Hirschman, 1986). In addition to functional/symbolic classification of purchase motivations, some studies have investigated purchase motivations by considering emotional and rational dimensions (Yoon, 2013).

Westbrook and Block (1985) stated that incentive-based classification should be linked with consumers' purchase direction that are presented on purchase experiences. Most previous studies on classification of purchasing motivations have applied the developed scale by Westbrook and Block (1985) that include product-based and experience-based incentives. In particular, buyers with product-based incentives usually emphasize on features such as price, quality and product specifications; therefore, they have probably logical in-store experiences. In contrast, experience-based purchasers usually emphasize on purchase conditions because they enjoy in-store experience. This suggests that sensory and emotional experiences can play greater roles in purchasing incentives because they are based on in-store space and their interactions with store employees.

This hypothesis is partly based on the provided viewpoint by Schmitt (1999), which he considered sensory and emotional sections as nonlinear and interdependent ones that sensory section plays a predictor role for emotional output. Based on these findings, the following hypothesis is proposed:

H_1: Purchasing incentives (product-based and experience-based incentive) have a positive impact on customer experience.

2.2 In-store experience and store environment

Since focus on customer experience has been improved, there has been cleared greater understanding of richness and complexity of this experience. In particular, rising sensory marketing approach has occurred to enhance customer experience. Products and regulations are increasingly designed to attract consumers in both rational and emotional level as well as multiple senses. This approach has been further enriched by recent findings in field of cognitive neuroscience. The general

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approach is to develop more intuitive contact points with customer that in principle, it is a great idea especially as a means to differentiate in market. However, store atmosphere cannot be understood based on an emotional basis (Spence et al, 2014).

Store environment includes limiting factors (e. g. lighting, fragrances and music), design factors (e. g. product layout and categorization) and social factors (e. g. counter and sellers' influence) (Baker et al, 2002). Layout refers to a method on how products, corridors and purchase cards to be arranged. Product categorization includes the offered complete set by retailers (Mohan, Sivakumaran & Sharma, 2013). Researchers state that consumers do not understand store using sub-method, but they consider it as a general form of indicators (Gestalt Psychology) that affect their reactions and experiences.

The present research studies lighting, layout and staff factors that each them contains a set of store environment in a combination form.

The lighting system can lead consumers to points of sale and can create an environment with a positive impact and a pleasant experience (Schmitt, 1989). Lighting can stimulate positive impact. Also positive experience at store guides consumers to find their considered products and logical layout increases and appropriate signs. A good layout may create and increase positive effects by helping buyers to find faster what they want. A good layout also creates a pleasing purchase by reducing the perceived stress (Mohan, Sivakumaran & Sharma, 2013). According to the above-mentioned explanations, we propose the following hypothesis:

H_2: Store environment factors (lighting and layout) have a positive impact on in-store experience.

2.3 In-store experience and employee attributes

Granroos (1990) believes that during "moments of truth", one of crucial aspects of consumer experience is happened when customers interact with organizations. Studies show that employees play a vital role in this interaction. In general, on features of staff, it should be noted that three aspects of physical, emotional and motivational (that they include beautiful, cheerful and helpful features) are effective in this interaction (Keh et al, 2013). Previous studies on employee attributes have only emphasized on one aspect of the above-mentioned features (Louh & Tsaur, 2009; Sutton & Rafaeli, 1988; Surprenant & Solomon, 1987), but this study considers all three types of features simultaneously.

In marketing literature, beautiful is defined as attractiveness and cheerful face of staff from clients' viewpoint (Ahearne, Gruen & Jarvis, 1999). A new study shows beautiful of employees is considered as social information by consumers on retail sales (Dahl, Argo & Morales, 2012). This can create a friendly and intimate interaction with consumers, closer relationships with consumers and affect their judgment (Keh et al, 2013).

In connection with emotional aspects, studies have shown that employees with smiling attract positive reactions of consumers. Employees' feelings and moods can influence consumers' assessment both in terms of provider and experience (Hennig-Thuyrau et al, 2006).

In connection with motivational aspect that include helpful of staff, it should be noted that this feature refers to the willingness of employees to help customers or displaying interest in serving (Johnston, 1995). According to the above-mentioned descriptions, the following hypothesis is proposed:

H_3: Characteristics of employees (beautiful, cheerful and helpful) have a positive impact on consumers' in-store experience.

2.4 In-store experiences and impulse buying

Some marketing researchers have studied the concept of impulse buying to explain unplanned and pseudo purchase behaviors (Stern, 1962), which are usually associated with feelings such as joy, excitement and a sense of

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guilt and regret after purchasing (Donovan & Rossiter, 1982). Stern (1962) has provided a theoretical basis for impulse buying and classified as the planned and unplanned buying behavior.

The unplanned behaviors refer to those behaviors resulted from decision that are small sudden and irresistible purchases. Since emotional responses are partly due to impulse buying, it is assumed that feeling of fun and excitement before or during unplanned behaviors are emerged after a purchase (Yoon, 2013).

The main question is whether in-store experience plays a role on impulse buying or not. Previous studies have shown that store positive atmosphere can be led to behavior of approach that encourages purchasers to spend more time in the store, spend more money or make impulse buying (Foxall & Greenley, 2000). Although it has been identified that emotional experiences influence impulse buying, there is almost no study to examine the relationship between in-store experiences and impulse buying (Yoon, 2013).

According to the above-mentioned discussion regarding the effects of different in-store experiences on impulse buying, if the impulse buying is considered contradictory with the planned thinking, both in-store sensory and emotional experiences can facilitate impulse buying, while in-store rationale experiences can be an obstacle for it (Yoon, 2013). According to this argument, the following hypothesis is suggested:

H_4: In-store experiences have a positive impact on impulse buying.

2.5 In-store experience and customer satisfaction

In the previous studies, there have been proven that customer satisfaction will lead to increase loyalty, reduce price elasticity, increase cross buying and positive word of mouth. Some studies have demonstrated the relationship between customer satisfaction and profitability (Matzler et al, 2004). Some researchers also believe that customer satisfaction is a cumulative measure of purchase and consumption experience (Anderson et al, 1994).

Many previous studies emphasize that customer satisfaction will be appeared based on the final results of purchase such as decision to purchase. But it can be concluded that customer satisfaction will be also happened during the purchase process that this case includes buying experience too (Huang & Sarigollu, 2008); in other words, buying experience is another factor to form customer satisfaction, in addition to the buying result.

In a study, Slevitch and Oh (2010) showed that positive experiences can influence the formation of customer satisfaction. In another study, Darley et al (2008) reported that people with a positive experience and interaction with sales representatives have more willing to buy and support from sales representatives. According to the above-mentioned explanations, we propose the following hypothesis:

H5: In-store experiences have a positive impact on customer satisfaction.

According to the raised hypotheses, the research conceptual model is presented in Fig. 1

3. Methodology

To achieve its objectives, the present research contains two separate studies.

3.1 The first study

The first study is an empirical or experimental research. Experiment is a research position that researcher manipulates at least one independent variable, so-called experimental variable and deals with the results of changes.

In terms of classifying experimental projects, the present study is placed in factorial design categories. According to the described independent variables, the research factorial design in the research consists of 64 conditions that can be achieved through 2×2×2×2×2×2 independent variables. There will also be totally 128 conditions by considering to extraneous variables.

According to research records such as Yoon et al (2013), the first study population consisted of students of Islamic Azad University in Teh-

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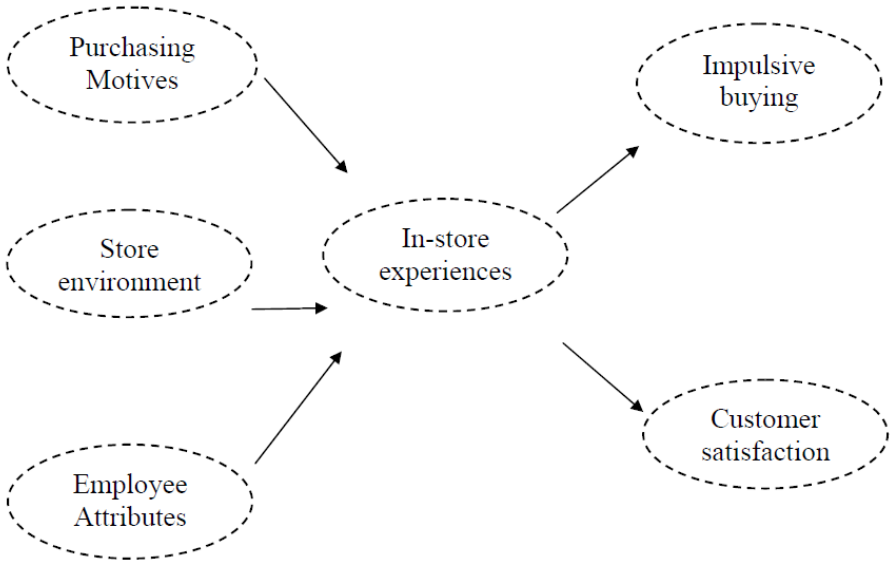


Fig. 1. The research conceptual model

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ran, Isfahan and Shiraz. In this study, students were asked to announce their opinions on specific items, with regard to data collection tools. According to the number of conditions in the first study, there will be considered appropriate sample size by taking into account the variables that contain 128 conditions. Krasol (2002) argues that each group (people who answer the raised questions only in one condition according to the designed condition) requires 21 participants. Examining previous studies such as Tat Keh et al (2013) show that 17-20 people have participated in each group. With respect to these cases and by taking into account 20 participants for each group, the required sample for each group was 2560 subjects. The questionnaires were distributed among students and there were returned 2510 questionnaires.

Given that this quantitative approach study is an experimental study, the independent variables are manipulated to measure its effect on the dependent variables. In different studies, there have been generally suggested four ways to manipulate the variables: drawings, images, real models and scenarios. In this study, the images and the scenarios have been used in accordance with Table 1. The photo is usually used when we want to title the motivation. Photo can display a real view of life. The scenario is a method to manipulate the variables that describes the variables' situation verbally and its validity has been approved in various marketing studies such as Smith (1987), Havlena and Holbrook (1985) and Bateson (1987).

To develop the required scenarios for manipulating other independent variables, which they are divided into two desirable and undesirable categories, after preparing primary scenarios by five experts of marketing with Ph.D. degree in the course, it was reviewed according to three subjects: reality of the scenario, its easy understanding by buyer and its possible imagination at the moment of purchase.

For example, the following scenario that reflects the first situation (product-based purchase incentive, optimal lighting of store, convenient store layout, woman vendor with attractive face and eager to help and helpfulness) is formulated as follows:

When entering a store, you will look for arrangement and shelves of the desired product. You will ask from the closest person in the store to find shelves of your considered items. From your perspective, reasonable price and high performance of the product

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Row	The independent variable	Secondary variables	How to manipulate
1	Shopping motives	Product-based	Scenario
		Experience-based	Scenario
2	Store environment	Store lighting	Scenario
		Store layout	Scenario
3	Employee Attributes	Beautiful	Image
		Cheerful	Image
		Helpfulness	Scenario

Table 1. How to manipulate the independent variables

as well as brand diversity and innovation are considered major factors in product selection. In one hand, the store has a good vision and its lighting creates a pleasant environment for you. Also you can see regular products' layout and arrangement, so that it facilitates moving and search in the store and offers a fascinating view of the products. During your purchase, you want from one of stores (sales staff) to guide you. Images A and B display the considered person. He abandons his other tasks and approaches you as fast as possible to provide services for you, regardless to other matters. It seems that he is eager to solve your issues to buy the product.

To select suitable photos for physical attractiveness of sellers, there were prepared 11 photos of women sellers and 8 photos for men sellers. In a pre-test, using a sample consisting of 36 people, there was selected attractive face of female vendor by the men participants and attractive face of male vendor by male participants. The selected scale to measure appearance attractiveness of vendors was the used scale by Tat Keh et al (2013) using 11-option phrase completion scale. To display cheerful of the sellers, their cheerful and anger face was considered, after selecting attractive and unattractive faces of all men and women sellers.

Schmitt (1999) studies were used to define variable of in-store experience. He argues that experiential wheel is a comprehensive look at the empirical behaviors including five sections: sense, feel, think, act and relate. In the present research, in-store experience was considered with three sections: sense (sensory experience), affective (affective experience) and thinking (cognitive experience). There was not found a suitable scale to measure the variable. To develop the considered measurement scale using the conducted studies to develop the scale including Churchill (1979), (Table. 2).

To measure the variable of impulse buying in the first study, we used from the extended scale by Rack and Fisher (1995); while to measure the variable of customer satisfaction, we used from the extended scale by Voss, Parasuraman and Grewal (1998) and Seiders et al (2005).

3.2 The second study

The second study is a descriptive-survey. The population of the second stage consists of buyers of Hyperstar stores in Tehran, Isfahan and Shiraz. It should be noted that the three cities were selected because there were Hyperstar stores in Tehran, Isfahan and Shiraz. It should be noted that in previous studies such as Yoon (2013), there have been considered three separated types of stores that include department stores, discount stores and Internet stores. Hyperstar is one of the major stores that are active in the country. In the second study, we used the standardized questionnaire that its information has been summarized in the following Table.

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The main variable	Secondary variables	Items	Factorial load	Composite reliability	Average Variance extended
In-store experience	Sensory experience	My five senses help me to purchase in store (e. g food tasting at the store helps my choice).	0.51	0.83	0.71
		I enjoy seeing products in stores.	0.54		
		I enjoy touching products in stores.	0.61		
		I think the interior of the store affects my purchase.	0.75		
		I enjoy the store layout and design.	0.87		
		Advertising messages inside the store influence my purchase.	0.88		
	Affective experience	I think that good and bad emotions in the store are important to purchase.	0.83	0.79	0.64
		I think that willingness to the store affects purchase.	0.65		
		I believe that the relationship between vendor and customer in the store affects product selection.	0.72		
	Cognitive experience	I think that demand the product will result to purchase.	0.63	0.84	0.68
		I believe that product purchase is based on a logical process.	0.87		
		I think that product knowledge is important to choose it.	0.78		
		In the store, I purchase according my knowledge about a product.	0.82		
		In the store, I am looking to buy products with better efficacy.	0.89		

Table 2. The extracted items to measure the variables of in-store experience

4. Results

4.1. The first study

According to the collected data by students in Islamic Azad Universities of Tehran, Isfahan and Shiraz, the following Table shows the obtained results. For example, in the first hypothesis the test method was as follows.

The following Table indicates the results of multivariate analysis of variance (MANOVA) to examine the effect of main independent variable in the model.

4.2. The second study

In the second study, the hypotheses were tested using structural equation modeling. The

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Row	Variable name	Variable role	Scale developer	Data Type	Scale	No. items
1	Buying incentives (product-based and experience-based)	Independent	Dawson et al (1990)	Ordinal	Likert	5
2	Store lighting	Independent	Smith (1989); Areni & Kim (1994); Summers & Hebers (2001)	Ordinal	Likert	3
3	Store layouts	Independent	Dickson & Album (1977)	Ordinal	Likert	3
4	Physical attractiveness of sellers	Independent	Ahearna, Gruen & Jarvis (1999)	Ordinal	Likert	3
5	Sellers' cheerful	Independent	Sutton & Rafaeli (1988)	Ordinal	Likert	5
6	Sellers' helpful	Independent	Dobholkar, Thorpe & Rent (1996)	Ordinal	Likert	4
7	In-store experience (sensory experience, affective experience and cognitive experience)	Mediator	The author-made	Ordinal	Likert	14
8	Impulsive buying	Dependent	Rook & Fisher (1995)	Ordinal	Likert	9
9	Customer satisfaction	Dependent	Voss, Parasuraman & Grewl (1998); Seiders et al (2005)	Ordinal	Likert	4

Table 3. Construct of questionnaire in the second study approach

diagram shows the confirmatory factor analysis and structural equation models in state of absolute values of coefficients significance (t-value). In fact, the model tests all measuring equations and structural equations using the statistic t. According to this model, the path coefficient is significant at confidence level of 95%, if the statistic value t is greater than 1.96.

5. Discussion and Conclusion

By considering the matter for providing a related model on antecedents and consequences of in-store experiences. The objective of the present research is to answer the question that what are antecedents and consequences of in-store experience?In the first study, about effect of shopping motives on in-store experiences,

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Hidden variables	AVE	CR	R^2	Cronbach's alpha	$\sqrt{AVE}$	$\sqrt{R^2}$	GOF
Product-based buying incentive	0.644	0.843	0.825	0.719			
Experience-based buying incentive	0.755	0.861	0.715	0.676			
Lighting	0.755	0.902	0.868	0.838			
Layout	0.863	0.950	0.898	0.920			
Beautiful	0.900	0.964	0.627	0.944			
Cheerful	0.733	0.932	0.845	0.908			
Helpful	0.540	0.809	0.650	0.688			
Sensory experience	0.623	0.908	0.762	0.879			
Emotional experience	0.617	0.828	0.673	0.693	0.853	0.827	0.706
Cognitive experience	0.764	0.942	0.439	0.923			
Impulse buying	0.563	0.919	0.552	0.899			
Customer satisfaction	0.501	0.797	0.563	0.660			
Store environment	0.914	0.937	0.000	0.919			
Employee attributes	0.814	0.923	0.000	0.906			
In-store experience	0.810	0.905	0.485	0.888			

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Test	Value	F-value	Degrees of freedom	Sig	Chi Eta
Pillay effect	0.11	104.55	3	0.0001	0.11
Wilkes λ	0.89	104.55	3	0.0001	0.11
T Hatling	0.12	104.55	3	0.0001	0.11

Table 4. MANOVA test for the effects of variable of buying incentive on in-store experiences

it was found that experience-based shopping motives will affect the sensory and affective experiences; while product-based shopping motives will affect the cognitive experience. In the second study, shopping motives affect in-store experiences directly and positively. The features of store environment were the second variable affecting in-store experiences. It includes brightness and layout of the store. In the first study, it was found that the store brightness has a greater impact on sensory experience, while layout affects the sensory and affective experiences and none of these two factors affect cognitive experience. In the second study, there were also confirmed effects of the store environment on in-store experiences. The feature of sales staff was the third determinant factor of in-store experiences. In the first study, it was found that employee's beautiful and cheerful affected entire three types of in-store experiences, while staff helpful has been effective on affective and cognitive experiences. There was also confirmed effect of features of sales staff on in-store experi-

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ence in the second study. As described, the variables of impulsive buying and customer satisfaction were expressed as consequences of in-store experiences. In the first and second studies, there is a significant impact of in-store experiences on impulsive buying as well as on customer satisfaction. In the third study, buyer stated that exposing the product and apply discounts influence their impulsive buying. In addition, they are satisfied when they can safely buy their product from the store. For other results, it can also be expressed that in the first and second studies, it was found that effects of purchasing incentives on impulsive buying as well as effects of the store environment features on impulsive buying are significant. However, in relation to the features of the sales staff, it was found that its impact on impulsive buying is insignificant in the first study, but it was confirmed in a second study.In the first and second studies, the findings indicated that features of store environment and sales

Row	Hypothesis	Result	Descriptions
1	Buying incentives affect in-store experiences significantly.	Significant	During experience-based buying incentives, the average of customers' sensory and affective experiences is more than product-based buying incentives. During product-based buying incentives, the average of customers' cognitive experience is more than experience-based buying incentives.
2	Store lighting affects in-store experiences significantly.	Significant	If store lighting is desired, the average of customers' sensory experience will be more than when store lighting is inappropriate. If store lighting is desired, the average of customers' affective and cognitive experiences will have no difference compared with when store lighting is inappropriate.
3	Store layout affects in-store experiences significantly.	Significant	If store layout is desired, the average of customers' sensory and affective experiences will be more than when store layout is inappropriate. If store layout is desired, the average of customers' cognitive experiences will

Table7. The results of the first study

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			have no difference compared with when store layout is inappropriate.
4	Sales staff beautiful affects in-store experiences significantly.	Significant	When sales staff beautiful is high, the average of customers' sensory, affective and cognitive will be more than when sales staff beautiful is low.
5	Sales staff cheerful affects in-store experiences significantly.	Significant	When sales staff cheerful is high, the average of customers' sensory, affective and cognitive will be more than when sales staff cheerful is low.
6	Sales staff helpful affects in-store experiences significantly.	Significant	When sales staff is helpful, the average of customers' sensory experience will be more than when sales staff is not helpful. When sales staff is helpful, the average of customers' affective and cognitive experiences will be more than when sales staff is not helpful.
7	There is a significant interaction between store lighting and employees' beautiful with attractiveness on in-store experience.	Significant	Customers' sensory experience is high in desired store lighting and employees' beautiful.
8	There is a significant interaction between store layout and employees' cheerful with attractiveness on in-store experience.	Significant	Customers' affective experience is high in desired store layout and employees' beautiful.
9	In-store experiences affect impulsive buying positively.	significant	-
10	In-store experiences affect customer satisfaction positively.	significant	-

Table7. The results of the first study

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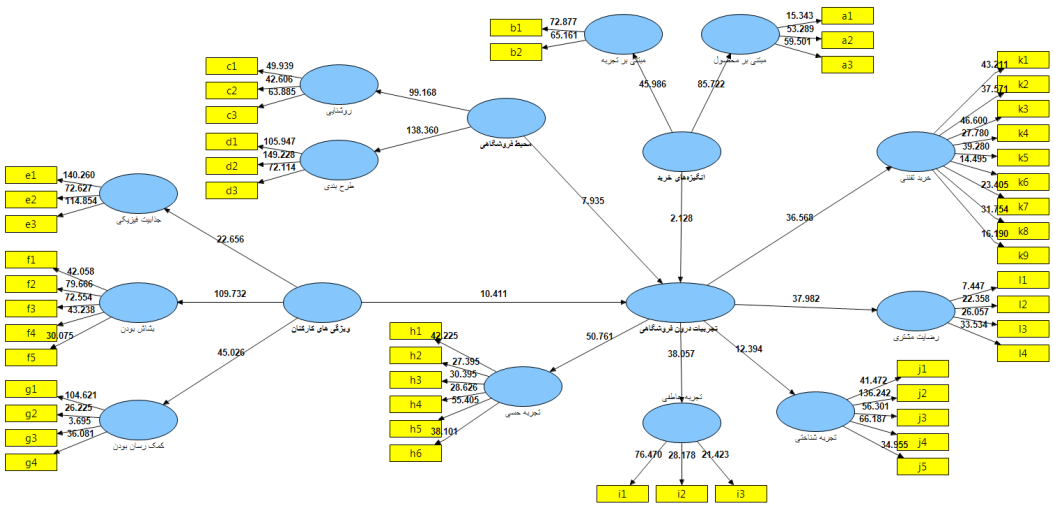


Fig. 3 T-Value Model

Effects	Dependent variables	Independent variables	Beta	t	R^2	Hypothesis status	Impact direct
Direct	In-store experience	Shopping motives	0.086	2.128	0.485	Confirm	Direct
		Store environment	0.358	7.395		Confirm	Direct
		Employee attributes	0.480	10.411		Confirm	Direct
	Impulsive buying	In-store experiences	0.743	36.568	0.551	Confirm	Direct
	Customer satisfaction	In-store experiences	0.750	37.982	0.563	Confirm	Direct
Indirect	Impulsive buying	Shopping motives	0.064	2.019	0.267	Confirm	Direct
		Store environment	0.236	7.467		Confirm	Direct
		Employee attributes	0.356	12.822		Confirm	Direct
	Customer satisfaction	Shopping motives	0.065	2.032	0.273	Confirm	Direct
		Store environment	0.238	7.564		Confirm	Direct
		Employee attributes	0.36	11.619		Confirm	Direct

Table 8. Summary of the results of the second study

staff had a significant impact on customer satisfaction, while impact of purchasing incentives was significant in the second study only.

In comparing the research results with previous studies, the following cases are stated. In the conducted study by Yoon (2013), it was found that purchasing incentives have significant effects on buying experience. Product-based purchasing incentives compared to experience-based purchasing incentives had more significant effect on purchasing incentives. Also Morschett et al (2005) found that purchasing incentives have noticeable effects on overall attitudes of buyers toward retailers and

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their perception on store features. Westbrook and Block (1985) showed that specifically buyers with product-based incentives usually emphasize on attributes such as price, quality and product specifications and therefore, probably they have in-store experiences. On the contrary, buyers with experience-based incentives usually emphasize on buying requirements because they enjoy from in-store experience. In connection to the store features, Verhoeff et al (2009) showed determinant variables affecting customer experience such as social factors, store environment, assortment, pricing, customer experience in distribution channels, store brand and technology of self-service. In connection of the variable of features of the sales staff, Granroos (1990) believes that during "moments of truth", one of crucial aspects of consumer experience is happened when customers interact with organizations. Studies show that employees play a vital role in this interaction. In general, on features of staff, it should be noted that three aspects of physical, emotional and motivational (that they include beautiful, cheerful and helpful features) are effective in this interaction (Keh et al, 2013). The conducted research meta-analysis by Ahyren et al (1999) shows only a small effect of the relevant factors on performance of sales force. One of the referred individual factors in the meta-analysis is the overall appearance that has the most similarity with attractiveness. This factor has attracted the attention of sales managers in the 1970s and 1980s. It has changed their attention toward beautification, dress and the created overall impression from the appearance of seller (Ahearne et al, 1999).

Many previous studies have also emphasized that customer satisfaction will be appeared based on the final results of purchasing such as decision to buy. But it can be concluded that customer satisfaction during the purchase process can also happen that this case includes buying experience (Huang & Sarigollu, 2008). Darley et al (2008) reported that people with a positive experience and better interaction with sales representatives are willing to buy and have better support from the representatives.

According to the results of the conducted studies and the results of previous studies, it can be concluded that the findings are consistent with each other.

6.1 Research Suggestions

• Given that there has been only studied one store, it is suggested that other types of stores such as the Internet stores and discount stores are considered in terms of in-store experiences and compare the results.

• Perform a study in stores of the prestigious brands about in-store experiences and limiting the study to a particular product category can be very fruitful from theoretical point of view on the field of in-store experiences.

• Integrating psychological study and involving personality types of the consumers to shape in-store experiences can be helpful in the field of appropriate behaviors of sellers with different persons. It can also help to clarify the concept of in-store experiences.

• Taking into account the expected values of customer based on the previous studies on the values of hedonistic and utilitarianism for in-store experience can specify the expected value and in-store experience.

6.2 Managerial Suggestions

According to the research results, there are suggested practical tips for managers and organizations to improve their marketing activities as follows:

• Due to the positive impact of store lighting on sensory experience, it should be considered as main priority of store to provide proper lighting with low light involvement. In this way, it can create a positive sensory experience and increase sales volume.

• Proper layout and configuration of products is one of the most important factors in environment of store that make customers easy access to their desired products and provide an attractive display on the products. Stores must pay important attention to the issue because it creates positive sensory and affective experi-

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ence in customers. According to the findings, products with high involvement should be more relaxed to be bought and client needs a quiet environment to decide; and goods with low involvement, which sometimes are purchased as impulsive buying, should be exposed for people and accessible effortlessly and usually concentrated in a place. For example, layouts of products with low involvement on the main routes lead to increase their sale.

• Retail organizations should be very sensitive to employ sales staff. They must consider three features of the personnel: physical attractiveness, cheerful and helpful. They should instruct the personnel to help clients to solve their problems. According the findings, the above three features for sales staff will lead to form positive affective experience among customers due to proper interaction. It creates a proper relationship between them and store that can lead to re-purchase. Physical attractiveness is more effective for products with low involvement, but in products with high involvement, sales staff should be helpful and help customers to choose properly because they require proper data for decision-making.

• Organization should create the right mix of store environment features and characteristics of sales staff in stores. For example, they should be able to balance the relationship between store lighting and physical attractiveness to form positive sensory experience, or the relationship between store lighting and their cheerful to form positive affective experience. The findings suggest that when lighting is poor, cheerful and helpful of sales staff can help to formation of positive affective experience that can compensate this shortcoming somewhat. Similarly, when the layout and arrangement of store is suitable, there will be created a positive sensory experience among sales staff.

• Stores that majority of their selling is obtained by goods with low involvement should pay attention to factors that primarily affects the sensory experience such as physical attractiveness of sales staff and store layout. In contrast, stores that majority of their selling is obtained by goods with high involvement should primarily focus on factors affecting cognitive experience and they should be able to create a positive cognitive experience among customers such as helpful of sales staff.

• Store should consider the matter that when selling goods with high involvement to customers, most customers have a product- based incentive to buy the product and affective experience is important for them. In addition, cognitive experience is important for them. The cognitive experience plays an important role to their decision-making and purchase that the sales staff with the right features can provide the right information in its right formation.

• Sales staff should consider moments of truth and confidence to interact with the customers, so that they should consider trust with customers as their main principle because the customers should receive right data from sales staff to make proper decision for purchasing. This behavior will lead to customer satisfaction and his positive experience.

• According to the findings, product features are the most important category in the formation of in-store experiences. The stores should pay special attention to its three major factors that include reasonable prices, product quality and apply discounts to create the right balance between the features and to increase their sales.

• Store must move from traditional approach of integrating store features to integrate features of store, products and experiences. They should consider experience as one of the factors affecting the formation of customer satisfaction.

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