

How Do Consumers Respond to Shopping Environments?: Proposing the Theory of Shopping Congruence*

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The pattern seeking by the interaction between goals and environments has been heavily reported in the literature, but studies about clearly investigating about the shopping pattern behaviors rarely exist. Recognizing the lack of the study, this study initially proposes a new theory, “shopping congruence” by using the Cognitive Continuum Theory (CCT) as a theoretical framework in the shopping context. Based on their shopping tasks, the theory explains how people react to shopping environments. The research empirically tested the impact of shopping congruence between shopping tasks and shopping environments on related brand’s perceptions, attitudes and purchase intentions in an actual store situation by experimental field research. Like the hypotheses, the ANOVA result found that there was a tendency of congruence on perception, attitude, and purchase intention toward store environments by shopping tasks. The results of the study assured the impact of shopping congruence on both cognitive and intuitive perceptions, on cognitive attitudes, and on purchase intentions toward brands in stores. However, unlike the proposed hypothesis, the impact of shopping congruence does not influence affective attitudes toward stores. This study is theoretically meaningful in that it initially proposes a new shopping theory, shopping congruence, which is an adaptive theory about pattern-seeking shopping behaviors. The theory of shopping congruence is practically meaningful in that it provides a possibility to estimate shopper behaviors and managerial implication directions for marketers.

Key words : Shopping Congruence Theory, Cognitive Continuum Theory, shopping tasks, shopping environment

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Introduction

Young had been invited to his girlfriend birthday party, so he needed for gift shopping. He knew one of his girlfriend's favorite brands is MCM, so he directly visited the MCM store in Lotte Department Store and he purchased a handbag by considering a convenience for school life with a reasonable price. On the other hand, when Young and her girlfriend hung out, they unintentionally visited to the MCM store in Lotte Department Store for a window shopping. They enjoyed fancy store display, music, and nice service, so that they purchased a handbag even though they had no plan to buy.

In the literature of shopping decision-making, one of the pivotal studies on consumer shopping decision-making has focused on cognitive processes and decision-making by intertwining them with motivational forces. In particular, Cognitive Continuum Theory (CCT) has received attention in the decision-making literature. CCT is an adaptive theory of human judgments made by the dynamic interaction between task characteristics and environmental characteristics (Hammond, 1988). According to the theory, people perform a task based on that task's characteristics, and dynamically change their cognitive decision-making according to task environments. Various cognition modes are

distributed along a continuum, with intuition at one pole and analysis at the other pole. The two distinctive types of cognition cannot be separated by a sharp boundary. Due to the task and cognitive continuum, a person's cognitive activities can be predicted. Depending on the task demands, the appropriateness and effectiveness of analysis or intuition are considered (Hammond, 2000). From a practical perspective, we can forecast consumer-shopping behaviors based on CCT because CCT provides an understanding of the pattern-seeking behaviors found between shopping tasks and shopping environments.

Accumulating evidence points to the pivotal role of shopping goals in the shopping literature. In general, goals serve as an effective self-regulation mechanism and significant antecedents of experience utilities (Shah, Frieman, and Kruglanski, 2002). Categories of shopping goals are various (e.g., apathetic, recreational, economic, convenience, price-orientation, bargain seekers and so on), but there exists an agreement on two main goal frameworks: utilitarian shopping goals and hedonic goals. The utilitarian shopping goals are related with functions of products themselves and focused on cognitions, means, and goal-orientations focuses by emphasizing on completion of functional tasks. That is, the utilitarian shopping goals are highly related with "should" by cognitive judgments. On the other hand, the hedonic shopping goals are related with sensual pleasure

and excitement and focused on affect and emotion. Their values are evaluated by enjoyment from consumption of products. That is the hedonic shopping goals are highly related with “want” by affective judgments (Dhar and Wertenbroch, 2000).

In the shopping literature, these shopping goals have been generally treated as a moderator and a mediator. Considering CCT, the pattern seeks on the interaction between shopping goal and shopping environments might be exited. However, studies about clearly investigating about the shopping pattern behaviors rarely exist. With CCT’s theoretical framework as a basis, this study’s primary purpose lies in exploring shopping congruence, which deepens the understanding of a shopper’s decision-making and its managerial implications. Thus, this study’s purposes are to explore whether congruence between shopping tasks and store environments affect perceptions toward stores; to explore whether congruence between shopping tasks and store environments affect attitudes toward stores; to investigate whether congruence between shopping tasks and store environments increases purchase intentions; to explore how affect influence on shopping decision-making process; and lastly, to provide meaningful managerial implications for shopping promoting strategy to shopping related business and strategic plans for store environments.

Literature Review

Cognitive Continuum Theory (CCT)

Cognitive Continuum Theory (CCT) is an adapted theory that explains how people make decisions in complex and dynamic information environments by analyzing a person’s cognitive activity and its shift, produced by task circumstances. CCT view is that this dynamic relationship, between tasks and the depth- and surface- properties of obtained information, influences a person’s ability to utilize that information in order to achieve his/her particular goals. Consequently, the relationship between tasks and the properties of both intuitive cognition and analytic cognition form cognitive continuum goals (Hammond, 1988).

CCT provides a theoretical understanding of people’s cognition when they perform and make decisions based on complicated information in dynamic tasks. CCT suggests that people operate under various task conditions and perform in order to complete a given task, depending on the structure and function of that task. Thus, tasks are important because people think and act according to the given tasks. Tasks evoke various cognitive activities and influence a person’s ability to utilize information, in order to achieve his/her particular goals. Task characteristics are features brought on by task conditions (e.g., number of cues, measurement of cues, and decomposition of task). Task conditions

influence whether a task is intuitive or analytical. There are two types of task characteristics: those that induce intuition and those that induce analysis. Tasks can be ordered on a continuum by their capacity to induce intuitive cognition, quasi-rationality, and analytic cognition. CCT suggests that people's cognition does not anchor on a certain mental function, but also moves between intuition and analysis, and there is an all-or-none shift between them over time. The behavioral consequences of these changes can be foreseen by given tasks, and thus anticipated, because of the gradual movement between intuition and analysis, and by the all-or-none shift between them (Hammond, 1988).

Depth properties and surface properties of dynamic task systems in shopping

CCT views decision-making as a dynamic task system, which consists of two properties: depth properties and surface properties. The surface properties are divided into intuitive surface properties and analytic surface properties.

Depth properties refer to the nature of shopping tasks, so they include structures and functions of the tasks. Hammond, Hamm, Grassia, and Person (1987, p. 756) defined the depth property of a dynamic task system as "the covert relationships among the variables within the task," that is, the properties of a task. In the retail context, the depth properties of a task system are very important because

they influence store/brand choice and purchase. The depth properties of a task system also influence a consumer's assessment of immediately-displayed information, so they influence the technical types of decision-making, such as an heuristic technique and an attribute-based technique, as well as the organizing principles of given information that lead to the decision processes (e.g., Suri, Long, and Monroe, 2003).

The surface properties of dynamic task systems are "those which the operator sees" (Hammond, 1988, p.5) and "the overt display of the task variables to the subjects," that is, information display characteristics (Hammond et al., 1987, p.756). CCT narrows the influence of the shopping environment into direct stimuli of the information display. That is, the surface property is comprised of the retail environment, such as the store interior, music, and service from sales people. The surface properties are divided into two types of properties: intuitive surface properties and analytic surface properties. The intuitive surface properties are reflected by pictorial and simultaneous information presentation and the analytical surface properties are reflected by organizations of information in a sequential, simplified and self-paced manner.

Shopping Environment Research Literature

From a theoretical viewpoint, a central tenet

of shopping environmental psychology is grounded in the Theory of Affordances (Gibson, 1979). This theory suggests that people perceive physical environments related to information as a meaningful entity and implies that people use a store's physical environmental cues when they are evaluating stores, because these cues provide reliable information about product-related attributes like quality, value and the overall shopping experience (Bitner, 1992).

People store their perceptions of these physical environmental cues, which directly convey information to them about stores and products in the stores. Based on the experience of a shopping environment, people make shopping decisions. Due to the significant influence of shopping environment on shopping choice, many studies have intensively investigated the impact of various store environmental cues on store patronage, store image, or purchase intention such as music, lighting, colors, ambience, store crowding, and so on.

It has been found that store environmental cues strongly influence shopping related decisions in the previous shopping environmental studies. Furthermore, a retail store's internal and external environment actually influences retailer performance. Kumar and Karande (2000) reported that retail performance (sales and market share) was significantly influenced by internal retail store environments such as number of checkout counters, the number of non-grocery products sold and external retail store

environments such as a type of store neighborhood.

The impact of shopping environment on decision-making

People make choices heuristically, in order to minimize the cognitive efforts of their decision-making processes, but the heuristics used for store choice are largely unknown (Mitchell, 2001). Earlier literature seems to have been interested in studying heuristic processing to find the distinction between analytic processing (data-driven processing) and intuitive processing (overall evaluation-driven processing). For instance, Mantel and Kardes (1999) tested analytic and intuitive processing—though they used somewhat different terms: attribute-based processing (specific attributes) and attitude-based processing (overall evaluation)—in a consumer preference context. In analytic processing, focal attributes are heavily weighed, whereas less focal attributes are easily neglected. Weights for attributes influencing a certain choice are different in not only intuitive processing but also in analytic processing, depending on the importance of the attributes.

When people positively perceived store environmental cues, their store patronage, store image, and purchase intentions were higher than people who had negative or neutral perceptions. In another words, people who positively perceived store environmental cues were also satisfied with other factors in the store, such as

service and products. For instance, store layout is an important determinant when creating the store image, which positively influences merchandise value and patronage intention (Baker, Parasuraman, Grewal, & Voss, 2002). Store layout not only contributes to a store's image, but also increases value perception and patronage intention toward the store.

Shopping environment and shopping goal

The shopping environment automatically influences shopping tasks, guides information processes related to shopping, and can even change shopping behaviors. Recent evidence shows that environments automatically activate tasks (e.g., goals and motives), which are frequently associated with the previous experience, and these tasks then unconsciously influence information processing and behaviors. Shopping behavior seems to arise for three fundamental reasons: to obtain a product, to obtain both a product and pursue satisfaction with non-product-related needs, and to achieve objectives not related to product acquisition.

Goal-oriented shopping is defined as a task orientation of shoppers who have a purchase intention for particular products from stores. Goal-directed online shoppers tend to be involved with specific (expected) outcomes made by deliberate search processes (Hoffman and Novak, 1996; Mathwick et al., 2002). Moye and Kincade (2002) reported an influence of consumer shopping orientations on responses

toward retail store environments. They found differences in the importance ratings of sensory/layout environments in environmental dimensions among shopping task orientations of decisive, confident, bargain, and appearance consumer groups. Goal-directed shoppers have defined goals when comprehending products or services, and have deliberate decision-making processes using an analytic cognition. In doing so, they fall on the analytic task end of the continuum.

On the other hand, hedonic task orientation has similar shopping motives with utilitarian motives, but the hedonic task focuses on only hedonic fulfillment such as experiencing fun, amusement, fantasy, and stimulation (Moye and Kincade, 1994).

Research Model And Hypothesis

Considering the cognitive and affective decision-making literature, shoppers might experience store environments in both cognitive and affective aspects. Also, stores environments are important drivers to shopping decision-making because they induce the affective and cognitive interaction and consequently influence shopping decision-making.

In the decision-making literature people might react both cognitively and affectively during their shopping decision-making process, as they interact with their shopping environment. Further

research that provides a more in-depth understanding of the interaction between cognitive and affective components is needed (Cervellon and Dube, 2002). This study, therefore, examines shopping and product choice through both a cognitive decision process and an affective decision process. This viewpoint is different from CCT, as CCT only focuses on the cognitive continuum in decision-making.

Therefore, adapting a general framework from the CCT, this study conceptualizes dynamic shopping tasks as being two tasks: (1) a goal-oriented shopping task; and (2) an experiential-oriented shopping task. Based on the shopping environment literature, this study also conceptualizes two shopping environments: an analytic shopping environment and an intuitive shopping environment. We refer to this

congruent state between shopping tasks and shopping environments as “shopping congruence.” The shopping congruence explains how people, contingent upon their shopping tasks, make decisions related to shopping choice when they interact with shopping environments cognitively and affectively. The overall conceptual model for shopping congruence is shown in Figure 1.

Proposing shopping congruence

The shopping environment supports shoppers’ task completion goals and allows shoppers to appreciate the store environment. Consumers obtain experiential values in various ways. When the shopping task requirement is met, value perceptions of a retail experience are fully appreciated. Mathwick et al. (2002) tested retail experiential values (visual appeal, retail

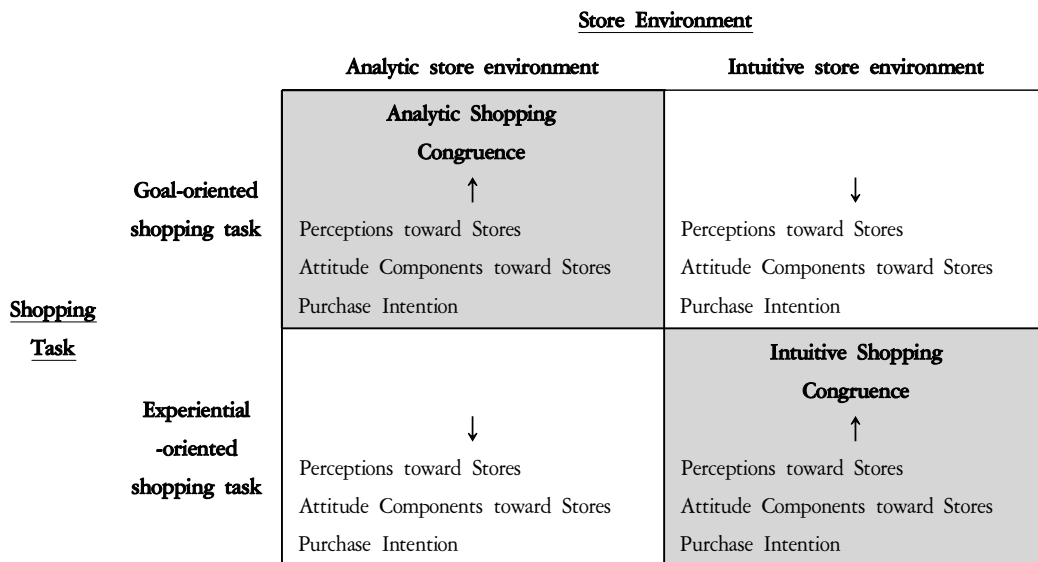


Figure 1. Conceptual Model of Study

entertainment and service excellence) as a means of evaluating retail channel performance. They found that when there is congruence between the shopping environment and the task, shoppers perceive more retail experiential values than when incongruence exists. Similarly, Kaltcheva and Weitz (2006) reported that consumer's motivational shopping orientation moderates the effect of the arousal made by a store environment on the pleasantness of the store environment. Hence, shopping congruence could lead shoppers to tend toward favorable or unfavorable evaluations about the stores they experienced. Shoppers who experience a shopping congruence extend mental energy, driven by the desire to make the most efficient and the best decision possible, relative to time and effort. Therefore, shoppers who experience a shopping congruence might more positively respond about both their analytic and intuitive perceptions toward stores so that this study initially proposes a new theory, shopping congruence and the hypotheses are as following.

The impact of shopping congruence on perceptions toward stores

According to Moye and Kincade's study (2002), consumer's shopping orientations will directly influence responses toward retail store environments. They found differences in the importance ratings of sensory/layout environments, in environmental dimensions, among shopping task orientations of decisive-

confident-, bargain- and appearance-consumer groups. This result indicates that shoppers evaluate store environments differently, depending on their shopping orientations. Based on CCT, goal-oriented tasks might have a higher value perception, requiring analytic cognition correlated with a specific transaction. Goal-oriented shoppers will associate more with an analytic cognition mode when experiencing store environmental cues, than with an intuitive cognition mode. In another word, shoppers who experience an analytic shopping congruence will show higher analytic toward stores than shoppers who experience an analytic shopping incongruence, which means when a consumer has an analytic perception toward intuitive store environments. Thus,

Hypothesis 1-1: *Shoppers who experience an analytic shopping congruence will show higher analytic perceptions (a. perceived usefulness and b. ease of use) toward stores than shoppers who experience an analytic shopping incongruence.*

On the other hand, hedonic task orientation has similar shopping motives to utilitarian motives, but the hedonic task focuses only on hedonic fulfillment, such as experiencing fun, amusement, fantasy and stimulation (Babin, Darden, and Griffin, 1994). There are an intuitive pole and an analytic pole in the CCT continuum. Highly visual, dynamic information displays might fall on the intuitive pole of the

continuum, whereas text-based explicit information displays would fall on the analytic pole of the continuum.

People tend to be influenced by the levels of pleasure and arousal induced by product characteristics as they experience store environments. Their later shopping behaviors can be influenced by the previous arousal and pleasure experience, through carry-over effects (Menon and Kahn, 2002). When associating with experiential goals in emotionally appealing store experiences, experiential-oriented shoppers may have the flow experience. When people are in a flow status, they associate with skills and challenges that are balanced and motivating for some important threshold. The flow experience appears in association with experiential goals during emotionally appealing store experiences (e.g., Mathwick and Rigdon, 2004). Hence, shoppers who are oriented by intuition might be more associated with intuitive shopping environments than with analytic shopping environments because of their flow experiences in the store environments. That is, Shoppers who experience an intuitive shopping congruence will show higher intuitive perceptions toward stores than shoppers who experience an intuitive shopping incongruence, which means when a consumer has an intuitive perception toward analytic store environments.

Hypothesis 1-2: *Shoppers who experience an intuitive shopping congruence will show higher intuitive*

perceptions (entertainment) toward stores than shoppers who experience an intuitive shopping incongruence.

The impact of shopping congruence on attitudes toward stores

In the consumer behavior literature, many studies sought to distinguish between the cognitive and affective components of attitudes toward stores (e.g., Crites, Fabrigar, and Petty, 1994). In general, attitudes consist of three main components: affective (the way we feel); cognitive (the way we think); and behavioral (the way we act) towards a particular entity (Petty, Wegener, and Fabrigar, 1997). This study only focuses on affective and cognitive attitudes here because behavioral attitudes will be addressed in the section of purchase behavior intention.

In the retailing context, the cognitive components of attitudes toward stores pertain to diverse attributes and functions attached to a given store, whereas the affective components of attitudes toward stores contain sensations, feelings and emotions that come from experiencing store environments. A large body of literature reports that store environment is important for enhancing both cognitive pleasure and affective pleasure. An affective pleasure influences approach responses such as global attitude and willingness to buy (e.g., Sprangenberg, Crowley, and Henderson, 1996). A store environment also fosters cognitive pleasure, so that cognitive pleasure influences

approach responses as well (e.g., Fiore, Yan, and Yoh, 2000). Thus, store experiences fostered by store atmospherics might influence both affective and cognitive pleasures. These pleasures then affect approach responses toward a product, such as attitude and purchase intention. Therefore,

Hypothesis 2-1: *Shoppers who experience a shopping congruence will show higher analytic attitudes toward stores than shoppers who experience a shopping incongruence.*

Hypothesis 2-2: *Shoppers who experience a shopping congruence will show higher intuitive attitudes toward stores than shoppers who experience a shopping incongruence.*

Based on CCT, goal-oriented shoppers under a shopping goal task that requires analytic cognition will be more associated with an analytic cognition mode, when experiencing store environmental cues through a pattern-seeking behavior. Thus, an analytic shopping congruence might seek more novel stimuli and exhibit more curiosity about analytic store environment factors, compared with an intuitive shopping congruence. On the other hand, experiential-oriented shoppers who are under an experiential shopping task requiring intuitive cognition will be more associated with an intuitive cognition mode, when experiencing store environmental cues through a pattern-seeking behavior. Thus,

Hypothesis 3-1: *Shoppers who experience an*

analytic shopping congruence will show higher analytic attitudes toward stores than shoppers who experience an analytic shopping incongruence.

Hypothesis 3-2: *Shoppers who experience an intuitive shopping congruence will show higher intuitive attitudes toward stores than shoppers who experience an intuitive shopping incongruence.*

As theoretical and empirical studies indicate, the congruence of the surface property-depth, combined with tasks, facilitates task performance (e.g., Hammond et al., 1987; Mathwick et al., 2002). This shopping congruence facilitates purchase decisions more than incongruence when they are experiencing stores by shopping tasks.

Hypothesis 4: *Shoppers who experience a shopping congruence will show higher purchase intention than shoppers who experience a shopping incongruence.*

Based on CCT, in order to achieve a shopping goal, a dynamic relationship between a shopping goal and analytic shopping environment might influence shoppers' abilities to use the information obtained while experiencing stores. Goal-oriented shoppers will make more purchase decisions when they experience an analytic shopping congruence because they go through a flow status, where they are fully immersed in their shopping experience because they have achieved an analytic congruence between their shopping tasks and the environment (e.g., Mathwick and Rigdon, 2004). Thus,

Hypothesis 5: *Shoppers who experience an analytic shopping congruence will show higher purchase intentions than shoppers who experience an analytic shopping incongruence.*

Research Methodology

Research Design

Previous studies have employed different experimental designs to empirically test CCT. For example, Hammond (1987) utilized a between-subjects experimental design (decision-making made only under a specific task), with highway construction engineering experts as his test-subjects. On the other hand, Dunwoody et al. (2000) applied a within-subjects experimental design (decision-making made under all task conditions), using undergraduate students as the subjects. A better design of within-subjects experimental research would be one that controls unwanted participants' variability through an awareness that shopping congruence tests both cognitive and affective movements as people experience store environments. Mathwick et al. (2002) examined how shopping task orientations affect perceptions toward store environments by asking subjects to recall their shopping task orientations and their most recent shopping experiences in a real shopping situation. Retailing research should be done in an actual retailing setting to meet the

realities of retailing.

This study's experiment employed "a quasi-experimental design." Internal validity may be threatened by using this experimental design (Campbell and Stanley, 1963). It was chosen, however, because this research examines shopping choice in field settings in which random assignments of groups cannot be accomplished. Considering possible problems in these previous studies, the experiment design had 2 shopping tasks (a goal-oriented task and an experiential-oriented shopping task, between the subjects) x 2 shopping environments (a store with intuitive properties and a store with analytic properties, between the subjects) in real shopping situations.

Manipulation of stores

To have the reality of a retailing setting, this study utilized a real retail company. For this field experiment execution, research cooperation was granted by MCM in South Korea. MCM is a luxury brand of German origin leather goods. In 2005, Sungjoo Group, a Korean fashion company, owned MCM. After the merging with Sungjoo Group in 2005, MCM is rapidly expanding worldwide and became one of global luxury brands (Choi, 2015). For this present research, MCM was selected as it currently offers different offline and online store environments, which have appeal intuitively and analytically and varied by country and regional situations, in order to meet various overseas market situations.

In the Korean market, offering two different store types, most of MCM offline stores are located in major department stores. There co-exist island style stores, small stores which require less space and show analytic merchandise display by product categories in department stores, and boutique stores, relatively big stores which are spacious and show intuitive merchandise displays attractively compelling consumers. MCM island stores were selected for the analytic store environment because they organized products by category and it is ease to find specific merchandise. On the other hand, MCM boutique stores were selected for the intuitive store environment because people perceive more emotional appealing and entertaining by their store atmosphere (Refer to Appendix 2).

For a manipulation check, a pre-study has been done. The respondents rated the two stores, within subjects, in terms of their ‘perceived usefulness’ and ‘ease of use’ for analytic perceptions toward stores and their

‘entertainment’ for intuitive perceptions toward stores. 139 usable samples were collected. MCM island stores showed a higher score on analytic perception whereas MCM boutique stores showed a higher score on intuitive perception. Thus, the manipulation check results suggested that the two of the store manipulations were successful for using further study (Refer to Table 1).

Procedure for the experiment

For this field experiment execution, research cooperation was granted by MCM, Sung Joo Group in South Korea. Most MCM stores are located in department stores, so for the field research, a store intercept survey in Korea was executed in department stores. Two island style stores and for the intuitive environment store and two boutique stores for the analytic environment store were used.

According to MCM customer research data provided by Sung Joo Group, more than 50% of MCM store visitors are goal-oriented shoppers, so even if scenarios are allocated to MCM

Table 1. Results of Manipulation Check for Stores

Shopping environment perception	MCM Island Store	MCM Boutique Store	t - value	Sig.
	(Analytic Store) n=69	(Intuitive Store) n=70		
Analytic Perception				
- Perceived Usefulness	5.22	4.58	-2.439	.017
- Ease of Use	5.13	4.62	-2.258	.027
Intuitive Perception				
- Entertainment	4.21	4.64	2.366	.020

visitors, it might not be possible to control their original purpose for visiting the stores. Thus, research recruiters asked only department store shoppers who just passed in front of the MCM stores (and did not enter into the store) to participate in this survey.

Firstly, subjects completed the pre-survey questionnaire before their store experience. After finishing the pre-survey, they randomly received one of the two scenario cards (a goal-oriented task or an experiential-oriented task) and then read the given card for a goal-oriented task or an experiential-oriented task before entering the store with this scenario in mind. After experiencing the store, they were stopped on their way out to fill out the main survey.

Independent and Dependent Variables

Independent variables

Shopping tasks are the independent variables in this study. Previous studies have examined shopping task orientations, through self-reporting, after shoppers interacted with store environments (e.g., Mathwick et al., 2002). Given the large body of evidence suggesting that people categorize things based on characteristics derived from their previous experiences, such as cognitive concepts and schema-based affects (e.g., Fiske and Neuberg, 1990), there may have been a validity problem if the shopping task orientations were not controlled. To handle the possible errors, a scenario approach was used to execute

this experimental research. While a scenario technique is open to criticism for its lack of realism, it was useful for this study because the scenario technique allowed a valid examination of consumer reactions to store environments (Babin, Hardesty, and Suter, 2003). Thus, two scenarios—one for the goal-oriented shopping task and one for the experiential shopping task—were prepared, to instill shopping task orientations in the subjects.

Several scenarios each were developed for the goal-oriented shopping task and the experiential shopping task. In-depth interviews were executed to confirm which scenarios would provide clear shopping tasks to the interviewees. Finally, two scenarios were selected for use in this research. Each scenario is described in Appendix 2.

Dependent variables

The perception of store environments was tested using measures set by Vrechopoulos, O’Keefe, Doukidis and Siomkos (2004): perceived usefulness and ease of use for the analytic perception of stores, and entertainment for the intuitive perception of stores. Respondents were asked to indicate how they thought about stores, when visiting the stores, for the cognitive attitude components, and how they felt about stores, when visiting the stores, for the affective attitude components.

Purchase intention was measured by Ajzen and Fishbein’s scale (1980), which originally consisted of six items that measured the

semantic differentiation of an inclination, with each item associated with a specific behavior. Taking time constraints into consideration, only three of the six items were used for this study.

Lastly, prior studies focused on external variables such as experience/knowledge, and mood as moderators. Therefore, when examining the shopping continuum, the possible impact of the two external variables on the experiment's result was eliminated.

Results

215 usable response samples were collected. To manage the control variables discussed in the literature, subjects who showed high scores (6 and 7 out of 7 on the Likert scale) on the two control variables (brand knowledge/experience and mood) were eliminated. Thus, 188 samples were used for further analysis. Subject demographic features are very similar to the MCM customer

Table 2. Summary of the Results

		Store Environment		Shopping Task	Test Result
		Analtic	Intuitive		
H1-1a	Analytic Perception-Pereceived Usefulness	5.85	4.88	Goal-oriented	Supported
		3.75	5.47	Experiential-oriented	
H1-1b	Analytic Perception-Ease of Use	5.61	5.32	Goal-oriented	Supported
		3.49	6.14	Experiential-oriented	
H1-2	Intuitive Perception-Entertainment	4.02	5.14	Goal-oriented	Supported
		3.79	6.14	Experiential-oriented	
H3-1	Cognitive Attitude Component	5.45	5.1	Goal-oriented	Supported
		4.88	5.37	Experiential-oriented	
H3-2	Affective Attitude Component	4.79	5.34	Goal-oriented	Supported
		4.77	5.25	Experiential-oriented	
H5	Purchase Intention	6.28	5.42	Goal-oriented	Supported
		3.57	5.86	Experiential-oriented	
		Shopping Congruence		Test Result	
		Congruence	Incongruence		
H2-1	Cognitive Attitude Component	5.41	4.99	Supported	
H2-2	Affective Attitude Component	5.01	5.07	Rejected	
H4	Purchase Intention	6.08	4.53	Supported	

profile data. Therefore, the subjects in this research are representative of MCM customers. After checking that a subject was suitable, a reliability test was executed. Overall, all measures showed .90 or higher, and so were highly reliable. To test the hypotheses of this study, ANOVA tests were conducted to test the hypotheses, examining the effect of shopping congruence. Post-hoc tests were performed following the ANOVA tests. Table 2 contains the summary of the results.

Discussions And Conclusions

Discussion and Conclusion

Based on CCT, this study initially conceptualizes a shopping congruence formed by reviewing CCT, and literature on shopping environments and the impact of affect on decision-making. People have a tendency toward pattern-seeking shopping behavior, made by the dynamic interaction of shopping task characteristics and shopping environment characteristics (Hammond, 2000). The results of this study assure the positive impact of shopping congruence on both cognitive and intuitive perceptions, on cognitive attitudes, and on purchase intentions toward stores, except for affective attitudes toward stores. By empirically testing the shopping congruence in the real retail setting, these initial results found that a

shopping congruence incorporates both cognitive shopping congruence and intuitive shopping congruence.

The results for H1 strongly supported the impact of a shopping congruence between shopping tasks and shopping environments on perceptions toward stores. Goal-oriented shoppers were more associated with analytic perceptions of shopping environments, whereas experiential-oriented shoppers were more associated with intuitive perceptions of shopping environments, as hypothesized. This result is consistent with the previous studies that reported the influence of consumers' shopping orientations on their responses to retail store environments (e.g., Babin, et al., 1994; Mathwick et al., 2002; Moye and Kincade, 2002). In particular, the results found that analytic shopping congruence influenced shoppers to look for more novel analytic information to meet their analytic shopping goals. The result also found that intuitive shopping congruence influenced shoppers to prefer more intuitive shopping experience and saliently perceived intuitive shopping environments. These results strongly support the previous shopping literature (e.g., Babin et al., 1994; Mathwick et al., 2002).

The results for H2 and H3 revealed that shopping congruence only partially influences attitudes toward stores. Shopping congruence positively influences on cognitive attitude components, but it does not influence on affective attitude components toward store.

Moreover, an analytic shopping congruence influences cognitive attitudes toward stores, but an intuitive shopping congruence does not influence affective attitudes toward stores, likewise.

Regarding the results, goal shoppers might easily form analytic perceptions through their analytic shopping experiences. In doing so, it can be seen that shopping experiences under specific shopping goals also seem to change cognitive attitudes toward stores. Thus, this study supported the previous studies that insisted that shopping congruence impacted cognitive attitudes toward stores (e.g., Fiore et al., 2000; Wood, 2000). This shares a similar idea with the study by Mathwick et al. (2002), which investigated the impact of shopping tasks on retail experiential values. On the other hand, intuitive shopping congruence is built by an experiential shopping task, which is not specific. Even if shoppers are more engaged with intuitive shopping environmental cues in flow experience, their attitudes toward the store are unlikely to be changed by their store experience. In general, attitudes can be changed by store experiences under a certain task situation. However, this study presented a new finding-affective attitudes do not seem to be changed easily by store experiences under shopping tasks. This is different from the previous studies reporting that affective attitudes can be changed by experiences under certain goals (e.g., Sprangenber et al., 1996; Wood,

2000).

In H4, the research showed that there is an impact of shopping congruence between tasks and environments on a purchase intention. The results strongly suggest that both analytic-and intuitive-shopping congruencies in shopping tasks and shopping environments will increase purchase intentions. In particular, it is important to note that experiential shoppers under non-specific shopping goals may make purchases if they experience intuitive shopping congruence through their shopping experience. This result supported the previous studies, which reported that the congruence of combinations between task and environment would facilitate a task's performance (e.g., Hammond et al., 1987; Mathwick et al., 2002).

The result of H5 found the importance of the impact of shopping goal tasks on purchase intentions and assured that either an analytic- or an intuitive- store experience with a store environment is an important factor, as its congruence increases purchase intentions.

This study academically contributes in three ways. First, recognizing the lack of research about the pattern seeking by the interaction between goals and environments in the shopping context, this study confirmed the pattern seeking shopping behaviors between shopping goals and retail environments. Second, this exploratory study contributes in that it initially proposes shopping congruence theoretically. This exploratory study brings new insights about the

interaction between shopping tasks and shopping environments. This is meaningful in that this research initially conceptualizes shopping congruence and then empirically tests its impact on shopping decision-making processes in actual retail settings. Third, the existence of both an analytic shopping congruence and an affective shopping congruence has been supported by this study. This study provides an understanding of how shoppers cognitively and affectively react to their shopping environments, based on their specific shopping tasks. Consequently, from a CCT perspective, this research contributes in that CCT has rarely been empirically tested in a retail context (Doherty and Kurz, 1996), so this study assured that theoretical idea of CCT provides an explanation about consumers' decision-making when shopping.

Managerial Implications & Future Studies

Recently, the importance of omni-channel shopping has arisen in the retail business. Conventional physical retail stores became more important for multi-channel retailers as the brick and mortar channels take a role of powerful showroom for their businesses. Therefore, first of all, based on this study result, marketers need to develop two different target marketing approaches, which generate analytic motives and intuitive motives. Marketers might develop and carefully manage current customer relationship

programs to consciously provide analytic stimulus to them. For potential customers, marketers need a study digging out their needs and un-met needs. On the other hand, for potential and or current customers who look for affective stimulus, marketers need to change store environments and to develop marketing promotion programs as a key trigger for store visiting and retail brand trials.

Marketers also should try to provide both analytic and intuitive shopping environments, so as to satisfy shoppers with varying shopping goals. When focusing on the results of intuitive shopping congruence on purchase intention, retailers should create a variety of store environments through visual merchandising and POP. When developing a store environment plan, a "shot gun strategy" might be an appropriate option. As different shoppers have a variety of shopping tasks, retailers should strategically provide both analytic and affective store environments, rather than focus strictly on either analytic or affective store environments.

Furthermore, marketers also should concern the shopping pattern behaviors when planning marketing communications as well as retail store related issues. In general, marketing communications for corporate identity are based on an intuitive approach such as showing abstract messages about corporate's visions and missions. Marketing communications for brand identity are first based on an intuitive approach and moved to an analytic approach such as

messages for product features. Regarding this study results, different oriented consumers might perceive and react to the marketing communications differently. Therefore, when planning marketing communications, marketers may need to develop and execute two different versions of marketing programs at the same time to increase their marketing programs' efficiency.

This study may have some limitations so that based on the limitations, future studies may need as following. First, this study used the MCM brand of leather goods for this empirical test. This product is of a touch-and-feel type, and is an expensive brand that targets a luxury market. Due to the product type and price, the results may not be generalized for other industries or products. Thus, there are opportunities for further research using diverse product types (experiential goods vs search goods vs credence goods) and different prices (low vs middle vs high prices) to discover whether shopping congruence is dependent on product types and/or prices.

Second, this study empirically tested by using scenarios purchasing leader goods such as handbags and purses. These fashion items may not be free in a gender issue somehow, so there may exist a limitation to generalize the results of this study.

Third, for decades, there have been many studies that have reported on the impact of environmental cues on product evaluation and

brand choice. For example, Berger and Fitzsimons (2008) found that conceptual priming that is built by the surrounding environmental cues influences product evaluation and choice. In particular, there have been few studies that have investigated the impact of shopping tasks on perceptions and attitudes toward products. It would be interesting to see a future study focus on the impact of shopping congruence on perceptions and attitudes toward product brands in stores.

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소비자들은 쇼핑환경에 어떻게 반응하는가?: 쇼핑일치이론의 제안*

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목표와 환경의 상호작용에 의한 패턴추구에 대해 문헌들에서 많이 보고되어 왔으나, 쇼핑 패턴에 대한 명확한 연구들이 거의 존재하지 않는다. 이러한 연구의 부족을 인식하고, 인지연속체이론을 쇼핑 맥락에서 이론적 기반으로 한 본 연구는 새로운 이론, “쇼핑 일치”를 처음으로 제안한다. 본 이론은 쇼핑과제를 기반으로 사람들이 어떻게 쇼핑환경에 반응하는가를 설명한다. 본 연구는 실험적 필드조사에 의해 실제 상점 상황에서 쇼핑과제와 쇼핑환경 간의 쇼핑 일치가 해당 브랜드의 지각, 태도 및 구매의도에 미치는 영향에 대해 실증적 연구하였다. 가설과 일치하게, ANOVA 결과는 쇼핑과제의 의해 쇼핑환경의 영향을 받아 브랜드의 지각, 태도 및 구매의도에 영향을 미치는 것으로 나왔다. 가설과 같이, 본 연구결과는 관련 브랜드에 대한 인지적, 직관적 지각과 인지적 태도, 및 구매의도에 미치는 쇼핑일치의 영향을 확증하였다. 그러나, 감정적 태도에 미치는 쇼핑일치의 영향은 가설과 달리 미치지 않는 것으로 나타났다. 이 연구는 새로운 쇼핑이론으로, 패턴 추구 쇼핑행동인 쇼핑일치이론을 처음으로 제안하였다는 점에서 이론적으로 의미가 있다. 본 쇼핑일치이론은 쇼핑행동을 예측할 수 있고 마케터를 위한 관리적 적용의 방향성을 제시했다는 점에서 실무적으로 의미가 있다.

주요어 : 쇼핑일치이론, 인지연속체이론, 쇼핑과제, 쇼핑환경

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Appendix 1. Store Manipulations



MCM Island Stores



MCM Boutique Stores

Appendix 2. Scenario For Shopping Tasks

Scenario of goal-oriented shopping tasks

Suppose that you have a need to buy MCM leather good in this MCM store today. You recently received an MCM gift coupon, with a \$500 value, from a friend. The coupon will expire in two days. You therefore visit this MCM store. You will buy a MCM handbag or small leather goods in this store.

Scenario of experiential-oriented shopping tasks

Suppose that you have an appointment to meet your friend in this department store, but you arrived early. For fun and to kill time, you visit this MCM store. You are just looking around to see the latest styles in handbags and purses.