



# Customer Patronage Intentions and Moderating Effect of Customer Mood on Retailscape Elements and Customer Joy: A Study of Grocery Retail Stores in Riyadh

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## ABSTRACT

This research aimed to explore the retailscape components and identify the mediation impact of customer mood between retailscape elements and customer joy evidence from Retail Stores in Riyadh. The researcher identifies the research variables based on a critical review of previous literature. The research sample consists of 289 respondents from the population which includes customers of grocery retail stores in Riyadh. SEM by using smart PLS was conducted as an analysis tool. The research concludes that retailscape elements can influence customer joy and customer patronage. As well as, the results indicate that mood of customer mediate the relationship between customer joy and retailscape. Finally, the researcher recommended that more future research may conduct and address more factors such as behavioral intentions and customer satisfaction.

**Keywords:** Retailscape, Customer Joy, Customer Mood, Retail, Customer Patronage

**JEL Classifications:** M40; M41

## 1. INTRODUCTION

It could be a well-accepted concept in previous research that states that customers buy items for two reasons including beneficial from functional advantages and enjoyable experiences (Pine and Gilmore, 1999). A lot of previous studies have seen that retailers and services organizations suppliers pulled in buyers through different guarantees and a wide combination of stock accessible in a single area. The research trends in the field of marketing in particular have begun to change and develop into more specialized research with the presence of many pieces of research and studies in this field. However, Kotler as one of the most prominent scholars of modern marketing is the first to explain and describe the retail “atmosphere,” which he argued, “should be consciously designed to influence shoppers”. Whereas Baker et al. (1987) defined and explained atmosphere as the physical environment which influences customer judgment of services.

Moreover, the term of “services cape” was utilized as an elective for atmosphere by Bitner (1992), who defined it as “a man-made physical environment in which the delivery of service products takes place.” The concepts of atmosphere and services cape are both linked to the physical environment capacity in order to encourage the accomplishment of the goals of businesses and marketing in particular. The physical environment linking to people attributes in order to decide their reaction and advances contended that these natural factors impact on the customers and can serve as a source of customers delight and consequent re-patronage (Turley and Miliman, 2000). In addition, an appealing physical environment ought to result in positive feelings of customers, which reflect on create customer pleasure and their future re-patronage. As further evidence, the previous studies (e.g.: Rai and Medha, 2013; Mellroy and Barnett 2000; Chiguvu, 2016) clarify and support the relationship between customer pleasure on the one hand and customer care on the other hand.

## 2. LITERATURE REVIEW

### 2.1. Elements of Retailscape

Retailscape known as an alternative for the physical atmosphere or environment of the retail business. The present study suggests three retailscape elements: ambiance, social interaction, and exterior. These elements are discussed below.

#### 2.1.1. Ambience

Ambient features are the physical and characteristics of the retail shops environment, such as layout, design, colors, music and lighting and others. Generally, these features influence on all five senses (Bitner, 1992). Normally, customers differ in responding to the product and services (Kotler, 1973). Many researchers find out that ambient conditions as a driver influencing customers to interact and response to the environment (Baker, 1987). The ambiance or background conditions of an environment can include various features such as layout design, organizing, sorting, colors, sound and temperature. All elements are reliant on on the features of the services that offered to customers. Turley and Milliman (2000) point out that service environments such as retail stores, comprise a large number of atmospheric elements such as layout, design, color and music, to which customers show interactive responses including the sales, quantity, time spent, and impulse purchases in the stores. It is very common for retailers to revise their locations' ambiance to attract customers; for example, consumers will notice if the temperature is too high or too low or if a fragrance is too strong. Chebat and Michon (2003) found that environmental cues of ambiance directly affected shoppers' perceptions and that customers' pleasure was increased by more positive ambient conditions. Similarly, Cho and Lee (2017) recognized a optimistic relationship between environmental prompts such as ambient condition and the level of customers' pleasure and purchase intention. Further literature also supports that ambiance evokes consumers' positive behavioral responses.

#### 2.1.2. Social interaction

Dongseong and Jinwoo (2004) point out that interaction could be a communication behavior with two or more objects particularly when they are successful for each other. As well as, Ali and Omar (2014) state that the encounter of customer with any organization may be surrounded as a work of two distinctive points of view, the physical and social situations. Accordingly, the physical environment contains of tangible and intangible features (e.g., layout, color, organizing, sorting, temperature (Bitner, 1992). whereas the social environment of an organization indicates to the interrelation between and among customers and employees. However, Choi and Kim (2013) argue that customer behavior directly affected by customer-to-staff and customer-to-customer interaction. The research that conducted by Cetin and Dincer (2014) state that there a strong significant relationship between customer satisfaction and customer behavior. Moreover, previous studies have examined the relationship between employees and customers; for example, Bitner (1992) explain the impact of physical objects and physical atmosphere on employees and customer behavior and they affecting on the quality and customer interaction. Loudon and Bitta (1993) argue that as a rule, customer incline toward to shop at areas where they can anticipate

great benefit and offer assistance from the benefit suppliers. In addition, customers by and large want to trade-in areas, such as shopping centers, where organizational work force such as sales representatives are seen as accommodating, neighborly, and affable. The environment of market including design, color, lights and all these factors play a critical role in motivate customers to re-visit more and more. As well as, Beatty et al. (1996) find out that positive social interaction, customers and employees reinforce their loyalty to the business, and customers consider their visit in terms of the trust and friendship they feel toward employees, causing customers to feel pleasure in the interaction. Furthermore, the interaction with customer by employees support organization to creates a optimistic image of the business, and customers feel confidence which lead more purchasing behavior in the future (Jang et al., 2015).

#### 2.1.3. Exterior

Berman and Evans (1995) figure out that service industry does not give enough attention to exterior element despite of the significant important of these elements especially for stores that requires leading set of elements that are normally seen by a customer. In case the exterior and outside of a store isn't overseen well, the other components might not matter (Turley and Milliman, 2000). Berman and Evans (1995) argue that the outside must be alluring and well-formulated to energize positive customer behaviors for retail stores within the benefit industry to be effective and successful (Berman and Evans, 1995). However, the exterior contains the front of the trade area, entrances, marquee, displays, the building design, the surrounding area, car parking, and other elements (Turley and Milliman, 2000). Accordingly, there is lake and limit of research that address store's atmosphere. Turley and Milliman (2000) confirm this scarcity of research and they argued that a limit number of previous literatures investigate the impact of the exterior of a store on buyer behavior. The previous research tries to investigate other factors; the prototypicality of a store design; the impacts of external window display by (Edwards and Shackley, 1992); the influence of car parking and location on quality perceptions. On the other hand, (Berman and Evans, 1995) address atmospheric elements through four sub categories namely design and layout, internal décor, interior and exterior elements. He also recommended that the organizations or store should care and pay more attention to the external and exterior elements which is the first thing that seen by customers.

All of the above-cited studies recommended that exterior factors have great relationship inspirational with the behavior of retail consumers. Many research investigated many external factors that related to the macro-environment, a shopping district, and shopper behavior. Their study reveals that "while customers form definite perceptions of a large complex macro-environment these perceptions vary among individuals. As noted in the above discussion on exterior variables, there is a lack of research that addressed the relationship between exterior elements and retail industry. In contrast, there are many previous studies dealing with interior factors and customers' perceptions of these factors. According to the above discussion and recommendations of previous research the exterior elements need and deserve more consideration and attention. That because of the significant

and critical impact of exterior on the customer perception and behavior.

#### *2.1.4. Retailscape elements and customer patronage*

The term “retailscape”, coined by Bitner (1992), can be defined as the internal environment of a location in the service industry which is framed to combine a visual set of elements in traditional shopping centers and which includes visual displays, different color schemes, areas that facilitate comfortable movement, different features of decorations and some sense of stimulation (e.g., air temperature, odor, different lighting schemes) that stimulates an aesthetic responses from customers. The past literature in the service industries has explored the influence of environmental factors and their effects on customer emotions and behaviors, and these factors have traditionally received attention from geographers, architects and environmental psychologists (Wang and Mattila, 2015). Winter and Chapleo (2017) and Mari and Poggesi (2013) state that More than two and half decades after they were first discussed in the literature, these distinctions are still seen to be significant and an exact reflection of a physical benefit environment.

Many researchers have considered retailscape in their studies; for instance, Baker (1987) explored tangible and intangible elements including ambient conditions, the design of the business, and social interaction and explain how customers affected by environmental issues in retail locations and service industry. As well as, Bitners (1992) illustrated more absolutely the environmental components in benefit settings and named the measurements a servicescapes.

The term servicescape has been utilized within the investigation of cross-national markets and examination of vital components of the service industry. Accordingly, servicescape defined as set of components that related to inside design, architecture, colors, organizing products, lighting style, and music (Baker, 1987). All theses factors influence on customers’ re-patronage intentions. We can say that there are full agreements that all these factors consider a critical key for customers’ future re-patronage. Moreover, customer re-patronage intentions eagerly lead customers to shop at one put instead of another. Shoppers will select stores for a few reasons, counting retailscape component, comfort of area, benefit quality, social interaction, sterile reasons, put commitment, and passionate connection. The significant and critical role of the environmental issues and their interrelation with customer re-patronage addressed by many researchers in different context including: (Baker, 1987; Wakefield and Blodgett, 1994; Wakefield and Blodgett, 1996) focus on leisure service environment, whereas (Edwards and Gustafsson, 2008; Han and Ryu, 2009; Harris and Ezeh, 2008; Heung and Gu, 2012) focus on food industry; whereas (Ali et al., 2015; Newman, 2007) investigated airport service.

Accordingly, Past studies recommend that service suppliers organize and oversee in-store boosts to create them alluring to customers for future re-patronage; encourage; benefits suppliers are committed; to show their administrations and products to customer and to make mental reaction that include buyers within the act of acquiring through, for case; convictions; thoughts, interest, recollections, and so on (Bustamante and Rubio, 2017).

According to the forementioned discussion; the following hypothesis has been generated:

H<sub>1</sub>: There is a positive relationship between retailscape and customer patronage.

#### *2.1.5. Retailscape elements and customer joy*

A lot of researchers explain the significant of retailscape elements and its role in customer pleasure and quality. Bitner (1992) state that “fine dining” needs especially ambient conditions, but “fast food” may need another factor. Wakefield and Blodgett (1996) argue that facility aesthetics and cleanliness consider as the influential and critical factors on the customers’ perception of quality. Bitner (1992) point out that layout design and functionality are mostly obvious in multipart self-serve situations and that design in discount shops simplifies and encourage the fulfillment of useful needs. Essentially, stimulating and mood-altering design have been creating to increase customers’ pleasure in the service industry (Wakefield and Blodgett, 1996).

Whereas music definitely moderates customers’ perception of service attitude, and precursor to service assessment. The previous studies in retailscape recommends that services include numerous interactions between customers and employees which lead to separate needs concerning physical surrounding thoughts. As well as, these studies recommends that the retailscape itself can cause particular customer replies, which directly support categorize the service in a specific technique. The retailscape elements have significant important in the planning, design, and execution of services within any industry and should be measured always (Ostrom et al., 2010).

These thoughts are central since they all propose that a relationship exists between how a business’s procedure has formed the customers’ biases of a suitable retailscape for the trade and customers’ joy with the benefit they eventually get. These central thoughts gives a beginning point for the thought of how benefit firms may best adjust and coordinated benefit offerings (Ostrom et al., 2010) and coordinated plan considering into benefit hones forms and frameworks. According to the forementioned discussion; the following hypothesis has been generated:

H<sub>2</sub>: There is a positive relationship between retailscape elements and customer joy.

#### *2.1.6. Customer joy and customer patronage*

In the marketing filed, customer pleasure and customer satisfaction have seen as a critical and essential element for profits. All organizations seek to please their customers for two main reasons; to guarantee customers’ re-patronage and to survive and success in the dynamic market and environment. However, Chiguvu (2016) argue that customer satisfaction and feeling the product meet with their needs is mainly called customer pleasure. Additionally, Chiguvu (2016) defined customer patronage as commitment to proceed obtaining a favored item or benefit reliably notwithstanding of situational variables and showcasing endeavors that may result in exchanging behavior. Customer patronage is a customer’s obligation with company and support them through allow organization, to buying its commodities or services regularly

and recommend them to others (Mellroy and Barnett, 2000). This particular relationship help customer and give them good feeling with perceived better value for long term. Rai and Medha (2013) argue that customer patronage is shaped by supported and maintained customer pleasure and joy with demonstrative formed and the service provider that makes readiness and consistence in the relationship with preference, patronage and premium. According to the forementioned discussion; the following hypothesis has been generated:

H<sub>3</sub>: There is a positive relationship between customer joy and customer patronage.

2.1.7. Customer mood as a moderator

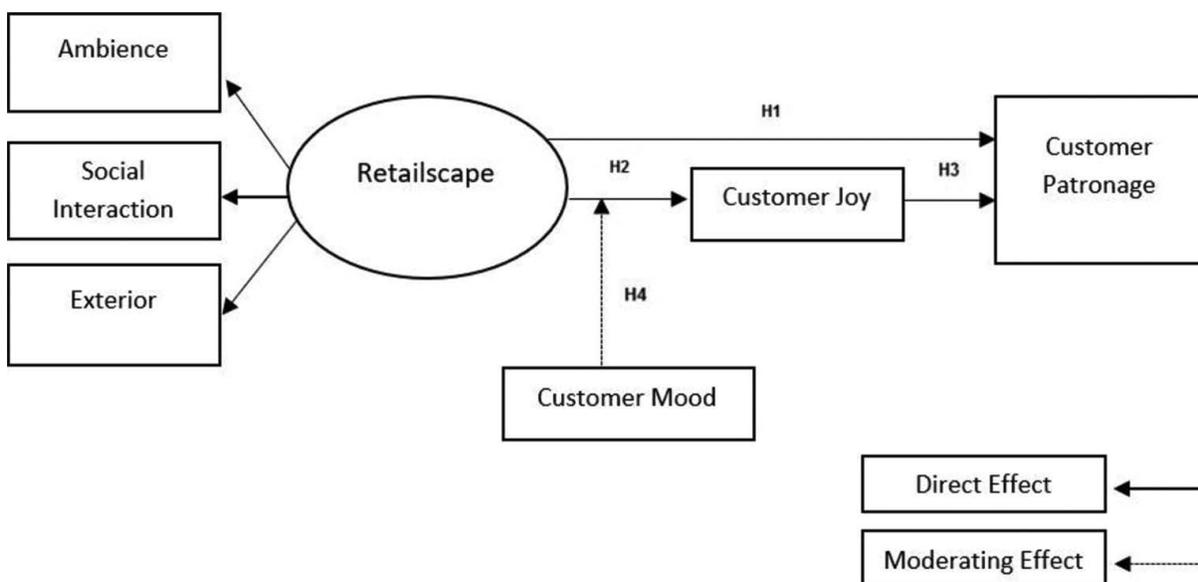
Gardner (1985) mentioned that customer mood has addressed and explained by previous research as an exposure to recover the information that might be influence on customer’s capabilities for the information to recall. Specifically, customer mood defined as the designation for the appropriate affects which states about not specific and or/ everything about in the world in general. In addition, moods or feeling may be considered long-lasting affective states which are knowledgeable without simultaneous mindfulness of the customer’s elicitors (Lord and Kanfer, 2002; Frijda, 1993). Moreover, moods can have downplayed influence on the data processing. Isen (2001) linking between positive moods and the tendency toward experimental processing. In the contrast, there is linkage between negative moods and additional cautious and organized processing. From another perspective, Gohm and Clore (2000) argue that positive moods inspire the utilize of scripts and social data handling, while negative mood increment the utilize of person data. Isen (2000) point out that positive moods lead to more enjoyment and support create new ideas which reflect on enhance the creativity.

Furthermore, in the previous marketing research, customer mood has not address as a unique term especially in the services

business, while this sector implements different strategy and approaches in order to impact positively on the customers’ mood. Verity of store features generate several customer reactions and layout of store, design, might be affected on the customer mood to achieve more customer re-patronage. Osman et al. (2014) explained that these characteristics incorporate the environment of the service industry and the generally plan of the store’s atmospheric environment for customers, where the service suppliers are certain in their capacity to make a positive disposition amid the customer’s visit; in reaction, customer create favorable in-store behavior (e.g., time, sum of cash went through, re-patronage intentions and positive communication. However, the store’s atmospheric and environment might have influence on the customer customers’ decision-making and selection options. Nevertheless, all atmosphere or environment attributes intend to be an effective and critical marketing approaches if they applied and understood by service providers (Osman et al., 2014).

Once mood is a state of mind, a lot of previous literatures addressed atmosphere elements to be effective tool or technique that affect on the customer mood. Taylor and Cosenza (2002) figure out that ambient cues refer to all elements and attributes design, colors, decor, architecture and overall store layout. However, these factors and elements affect on each other and their interrelation between it such as the element that might influence on music may comprise intensity, style, tempo, volume (Kim and Fiore, 2007). Store’s attributes have significant influence on customer enjoyment while they in the store which accordingly lead to more shopping and increase future customers’ re-patronage. On the other hand, environmental and store’s atmospheric have great relationship with customer’s emotional states and their behavior (Bloch et al., 1994). Additionally, enjoyable ambience can stimulate an optimistic mood which reflect on the customers and make them pleased and enhance customers attentions to patronage. Research framework of the study is presented in Figure 1.

Figure 1: Research framework



From mediation role perspective, Lucia-Palacios et al. (2016) investigate the mediating role of customer mood between the business atmosphere and customer behavior. He concludes that optimistic moods might moderate the generation of affective and intellectual responses resulting from store attributes. Babin and Darden (1996) find out that mood might partially the awareness of

customers towards environmental factors and therefore influence on customer behavior. According to the forementioned discussion; the following hypothesis has been generated:

H<sub>4</sub>: Customer mood moderates between retailscape elements and customer joy.

**Table 1: Sample characteristics**

Demographic characteristics	% Age
Gender	
Male	53.3
Female	46.7
Age	
Up to 20 years	0.3
21-30	9.7
31-40	17.0
41-50	42.6
50 and above	30.4
Marital Status	
Single	19.4
Married	80.6
Education	
Diploma/certificate	15.6
Undergraduate	8.3
Graduate	45.7
PhD	23.9
Other	6.6
Income	
<1000	5.9
1001-5000	19.0
5001-10,000	33.2
10,001-15,000	24.6
15,001-20,000	9.7
20,001 and above	7.6

### 3. METHODOLOGY OF RESEARCH

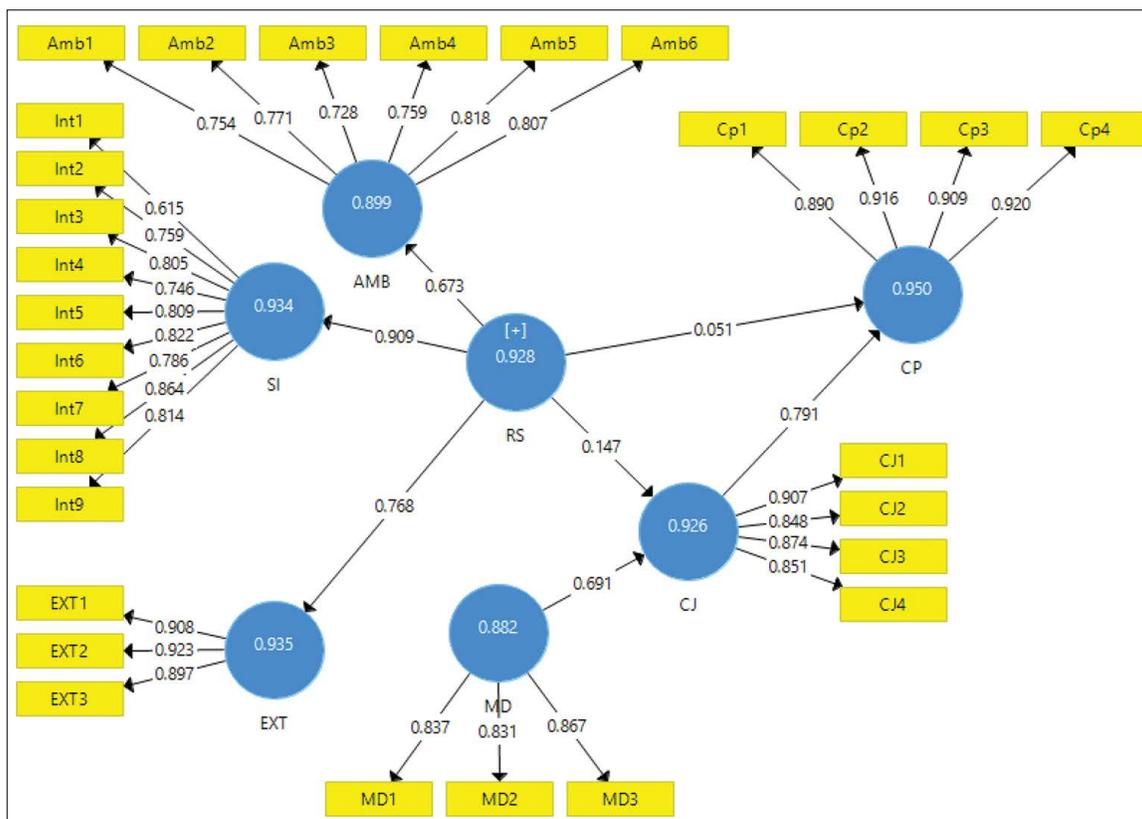
The main research method is quantitative approach by using adopted questionnaire in order to test hypotheses or answer questions concerning the research problem. The questionnaire consists of many constructs which include: retailscape elements that adopted from (Bustamante and Rubio, 2017), customer mood items adopted from Bustamante and Rubio, 2017) customer patronage adopted from (Panichpathom, 2016). As well as, seven Likert scale was used.

The questionnaires for this study were distributed in face-to-face interactions with customers of three retail stores in the car parking area of these stores. Respondents were informed of the aim of the study before completing the questionnaire. A total of 297 out of 300 questionnaires were returned, and 289 of these were deemed complete and usable. Table 1 summarize the sample characteristics.

#### 3.1. Data Analysis

Smart PLS 3 to conduct SEM and (SPSS) Statistical package for social science version 22 were conducted in order to analyze research data. SEM support researchers to investigate the relationship among research variables.

**Figure 2: Structural model**



**Table 2: Factor loading and reliability**

Constructs	Items	Loadings	CR	AVE	Cronbach Alpha
AMB	The temperature in the retail store is comfortable	0.754	0.899	0.598	0.863
	The air quality in the retail store is good	0.771			
	The odor in this retail store is pleasant	0.728			
	The lighting in this retail store is adequate	0.759			
	The lighting in the retail store is easy on the eye	0.818			
CJ	Overall, the ambient conditions in the retail store makes it comfortable to stay inside	0.807	0.926	0.757	0.891
	I felt delighted at some time during my visit to this retail store	0.907			
	I felt gleeful at some time during my visit to this retail store	0.848			
	I felt elated at some time during my visit to this retail store	0.874			
	I felt delighted at some time during my visit to this retail store	0.851			
CP	I will recommend this retail store to my friends and/or associates	0.890	0.950	0.827	0.930
	In the future, I will come back to this retail store	0.916			
	I will continue to shop at this retail store	0.909			
EXT	It is very likely that I will shop at this retail store again	0.920	0.935	0.827	0.893
	There are sufficient signs and logos outside this store	0.908			
	The sign and logos of this retail store are large enough to be seen	0.923			
INT	The sign and logos of this retail store are easy to understand	0.897	0.934	0.613	0.920
	I advise customers who ask my opinion on this retail store's products/services	0.615			
	I ask the opinions of customers who shop at this retail store	0.759			
	I interact with this retail store's customers	0.805			
	I consider myself a member of the community of customers who shop at this store	0.746			
	I give my opinions to this retail store's employees/employer	0.809			
	I receive information from this retail store's employees	0.822			
	I seek advice from this retail store's employee	0.786			
	I share my opinions with this retail store's employees	0.864			
	I interact with this retail store's employees	0.814			
MD	The environment of this retail store and the display of its products and services makes me feel happy	0.837	0.882	0.714	0.800
	The environment of this retail store and the display of its products and services makes me feel hopeful	0.831			
	The environment of this retail store and the display of its products and services makes me feel enthusiastic	0.867			

**Table 3: Validity-discriminant**

Constructs	AMB	CJ	CP	EXT	MD	RS	SI
AMB	0.773						
CJ	0.502	0.870					
CP	0.503	0.821	0.909				
EXT	0.324	0.572	0.504	0.909			
MD	0.479	0.785	0.717	0.633	0.845		
RS	0.673	0.587	0.515	0.768	0.636	0.651	
SI	0.384	0.409	0.321	0.615	0.477	0.909	0.783

**Table 4: Heterotrait matrix**

Constructs	AMB	CJ	CP	EXT	MD	RS	SI
AMB							
CJ	0.570						
CP	0.558	0.634					
EXT	0.362	0.637	0.553				
MD	0.574	0.552	0.826	0.744			
RS	0.792	0.644	0.557	0.811	0.734		
SI	0.428	0.454	0.351	0.680	0.560	0.730	

### 3.2. FINDINGS AND RESULTS

#### 3.2.1. Measurement model

Convergent validity refers to the level to which indicators of exact variable meet a high volume of variance and are highly inter-correlated amongst themselves (Hair et al., 2010). It can be tested by using loadings and (AVE) (Hair et al., 2010). Moreover, AVE as a convergent validity examination denotes to the Amount of Variance Explained in indicators by their respective variable in relation to the unexplained variance due to measurement error (Fornell and Larcker, 1981). Hair et al. (2010) pointed out that, the

**Table 5: Values of first and second order constructs**

Second-order constructs	First-order constructs	Weight	t-value
Retailscape	Ambience	0.673	12.627
	Social Interaction	0.909	66.084
	Exterior	0.768	24.788

acceptable value of AVE is greater than (0.5). As well as, AVE values are greater than accepted value. Furthermore, Discriminant validity was measured by using Correlation matrix. The obtained results are presented in Tables 2-5.

**Table 6: Structural estimates (hypotheses testing)**

Hypotheses	Beta	t-value	Result	f-square
H <sub>1</sub> : Retailscape → Customer patronage	0.051	1.252	Supported	1.265
H <sub>2</sub> : Retailscape → Customer joy	0.147	2.755	Supported	0.768
H <sub>3</sub> : Customer Joy → Customer patronage	0.791	26.481	Supported	1.268
H <sub>4</sub> : Retailscape * Customer Mood → Customer Joy	0.243	13.900	Supported	0.103

**Table 7: R Square (R<sup>2</sup>)**

Constructs	R square	R square adjusted
CJ	0.629	0.626
CP	0.676	0.674

### 3.2.2. Hypothesis testing

The above results outline an evidence of all types of validity for the research model which indicate that the researcher can go ahead with further analysis. Bootstrapping method in smart PLS 3 was applied to test research hypotheses. Figure 2 and Table 6 show the analysis result for all hypotheses. Hypothesis (1) predicted that retailscape elements have an influence on customer patronage. The outcome conforms to this prediction ( $t = 1.252$ ,  $P < 0.05$ ). Thus H.1 was supported. Furthermore, Hypothesis (2) predicted that retailscape elements have an influence on customer joy. The outcome conforms to this prediction ( $t = 2.755$ ,  $P < 0.05$ ). Thus H.2 was accepted. As well as, Hypothesis (3) predicted that customer joy has an influence on customer patronage. The outcome conforms to this prediction ( $t = 26.488$ ,  $P < 0.05$ ). Thus H.3 was supported. The tow variable together for Retailscape and customer patronage explain ( $R^2 = 0.629$ ) from customer patronage variance, and Retailscape explain ( $R^2 = 0.629$ ) from customer joy variance.

Furthermore, effect size ( $f^2$ ) was calculated based on Cohen's (1988) cut off value (0.02) indicate to small effect; whereas 0.15 refers to med effect; while 0.35 refers to high effect size. Table 6 summarize the results.

### 3.2.3. Moderation analysis

In this research, the mediation role of customer mood between retailscape elements and customer joy was tested. For this perspective, Bootstrapping method in smart PLS 3 was applied. Figure 2 and Table 6 show the analysis result for H<sub>4</sub>. The outcome support and conforms our prediction. Its shows that customer mood mediate this relationship ( $t = 13.900$ ,  $P < 0.05$ ). Thus, H<sub>4</sub> was supported (Table 7).

## 4. CONCLUSION

This research findings support the previous literatures by providing empirical provision for the impact of retailscape features and elements on two factors which are customer joy and customer patronage and the mediation role of customer mood. A limited number of researches try to investigate these variables especially in the Arab context, and there is no any research conducting in the Saudi Arabia context. However, this research investigated four main hypotheses to achieve research goals. The analysis stage supports all hypothesis. Practically, retailscape elements can influence customer joy and customer patronage. As well as, the

results indicate that customer mood moderates between retailscape and customer joy.

## 5. RECOMMENDATIONS AND LIMITATIONS

This research has faced many obstacles, challenges, and limitations Like other research. The first of these limitations is geographical restrictions, as the study was restricted to retail groceries in the city of Riyadh only. The time and effort limitation lead to focus on a few elements of retailscape. The researcher based on his findings recommended that more research should conduct by focusing on more variables such customer behavior and satisfaction.

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