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Running for pleasure or performance? How store attributes and hedonic product value influence consumer satisfaction

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ABSTRACT

Previous retailing studies have linked consumer satisfaction to perceived hedonic or utilitarian product value. This research extends previous studies by examining how the context in which the product is purchased (store attributes) and product value influence consumer satisfaction. We conducted a field study with 213 consumers attending two major running events. The findings from structural equation modelling suggest that a specific combination of store attributes (tangible and intangible) and hedonic product value has a positive influence on satisfaction. Results also show that tangible store attributes have a stronger positive impact on utilitarian (vs. hedonic) product value, and that intangible store attributes have a positive impact on hedonic product value. However, we found that only hedonic product value has a positive impact on satisfaction. This research contributes to theory by showing that a match between store attributes (tangible and intangible) and hedonic product value can positively influence satisfaction. In managerial terms, the findings provide insights on how to improve consumer satisfaction in retail environments through store attributes and hedonic product value.

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KEYWORDS

Retailing; tangible and intangible store attributes; utilitarian and hedonic product value; consumer satisfaction

Introduction

Imagine the following scenario. A consumer needs a new pair of shoes and goes to two stores. The first store has a wide range of products and advertising (tangible store attributes). The second store provides excellent service (intangible store attributes). In both stores, two products attract the consumer's attention: the first one appeals to visual value (hedonic product value) and the second one to technology and performance (utilitarian product value). Which combination of store attributes and product value will increase this consumer's satisfaction? This paper aims to answer this question by understanding how store attributes and product value influence consumer satisfaction.

Retailers develop store attribute strategies to influence the evaluation of product value and increase consumer satisfaction (Scarpi 2006; Shaffer and Sherrell 1997; Sung and Choi 2010). The store provides the interface between store attributes (Arnold, Ma, and Tiger 1983;

Mitchell and Harris 2005; Moya and Kincade 2003) and product value (Babin, Darden, and Griffin 1994; Hirschman and Holbrook 1982, 1992; Voss, Spangenberg, and Grohman 2003). For instance, Nike Town offers a wide consumption experience by combining tangible and intangible store attributes, with fun activities, fascinating displays, and promotional events (Pine and Gilmore 1998). This research proposes that a combination of store environment (tangible and intangible) and hedonic product value positively influence satisfaction.

We aim to enhance understanding of the antecedents of consumer satisfaction in retailing, in terms of store attributes and product value. By so doing, we extend previous retailing studies that examine the antecedents of consumer satisfaction (e.g. Parker and Mathews 2001; Williams and Naumann 2011). Our findings provide further evidence that hedonic product value generates greater satisfaction than utilitarian value (Hirschman and Holbrook 1982, 1992; Ramanathan and Menon 2006). This might be especially true in emerging contexts, where consumers look particularly for hedonic product value (status) rather than utilitarian product value (technology) (Steenkamp et al. 2003). Accordingly, our findings suggest hedonic product value had a greater influence on consumer satisfaction and that the relationship between utilitarian value and satisfaction was not significant. In managerial terms, this study shows that retailers could enhance consumer satisfaction using both tangible and intangible store attributes and by focusing on hedonic product value. Finally, we also indicate the implications of our research for the relationship between utilitarian value and satisfaction.

Store attributes as antecedents of product value and satisfaction

Retailing has an important role in marketing literature (Alexander 1997, 2010). Recently, the number of retailing studies has been rising, due to the emergence of new retail formats (Vesel and Zabkar 2010) and increasing competition in this sector (Coote, Price, and Ackfeldt 2004; Moya and Giddings 2002).

Sports goods retailing is also influenced by the growth of competition, with a large range of brands (e.g. Nike, Adidas, ASICS, Mizuno) looking for consumer preference. To understand consumer satisfaction in retailing, we need to consider utilitarian and hedonic value (Oliver 1997; Rintamäki et al. 2006). These attributes are often present in consumer choices. Therefore, experience consumption and customer value should both influence retail strategies (Babin, Darden, and Griffin 1994).

Previous retailing studies have examined the antecedents of consumer satisfaction (e.g. Parker and Mathews 2001; Williams and Naumann 2011). Most of these studies related consumer satisfaction to perceived hedonic or utilitarian product value (Babin, Darden, and Griffin 1994; Hirschman and Holbrook 1982, 1992; Pallas, Mittal, and Groening 2014; Voss, Spangenberg, and Grohman 2003). Traditionally, in marketing, perceived value has been used to evaluate different retail outcomes: online shopping behaviour (Childers et al. 2002), sales promotion effectiveness (Chandon, Wansink, and Laurent 2000), shopping trip value (Diep and Sweeney 2008), food attributes (Maehle et al. 2015), behavioural intentions in restaurants (Ryu, Han, and Jang 2010), brand experimental value (Delgado-Ballester and Fernandez 2015) and brand equity (Sloot, Verhoef, and Franses 2005). Perceived value has also been studied in different studies across countries (Lim and Ang 2008; Rintamäki et al. 2006), and using different scales, to measure perceived value in the consumption experience (Batra and Ahtola 1991; Mort and Rose 2004; Spangenberg, Voss, and Crowley 1997; Sweeney

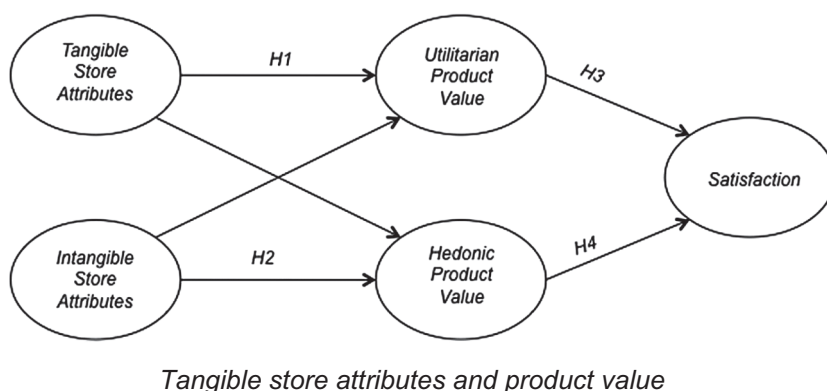


Figure 1. Theoretical model and hypothesis.

and Soutar 2001). However, these studies did not consider other aspects that influence product value evaluation and satisfaction.

This research focuses on how perceived value mediates the relationship between store attributes and satisfaction. Previous research has suggested that perceived product value is affected by the context in which the product is purchased (Parker and Mathews 2001). For that reason, when consumers are looking for a specific product value (hedonic or utilitarian), store attributes should be adjusted to that need, attracting consumers and increasing sales (Burt and Carralero-Encinas 2000). In this sense, we suggest that a match between store attributes (Shaffer and Sherrell 1997) and product value (Sung and Choi 2010) can influence consumer satisfaction. Our objective is to demonstrate that, in a sports goods store, customer value (utilitarian and hedonic) is impacted by store attributes (tangible and intangible), influencing consumer satisfaction. We aim to enhance understanding of the antecedents of satisfaction, using two different concepts: (a) tangible and intangible store attributes (b) utilitarian and hedonic product value. Combining both concepts, we develop a theoretical model of the antecedents of satisfaction. We suggest that there is a path from store attributes to product value to satisfaction. Figure 1 shows the proposed path and the conceptual framework.

Tangible store attributes and product value

Using store atmosphere to influence behaviour is a usual practice in marketing (Hoffman and Turley 2002). Research demonstrates that tangible and intangible store attributes can influence consumer satisfaction (Sinha and Banerjee 2004). Thus, the perceived value of the consumption can be derived from store attributes and so be examined in consumer behaviour studies (Noble, Griffith, and Weinberger 2005). Store attributes are present in the store environment and retailers use these attributes to provide a pleasant shopping experience (Kotler 1973). They attempt to create a shopping environment that affects buyers functionally and emotionally, to increase the probability of a purchase (Marques, Cardoso, and Palma 2013).

Store attributes are tangible and intangible aspects that can change the consumer's shopping experience (Puccinelli et al. 2009; Shankar and Yadav 2011). Therefore, retailers seek to

create an exciting shopping environment for their clients (Kaltcheva and Weitz 2006; Marques, Cardoso, and Palma 2013).

Tangible store attributes can take many forms: store cleanliness, sales areas, variety of product displays, lighting, colour, the sales team and so on (Mitchell and Harris 2005; Sherman, Mathur, and Smith 1997). Tangible store attributes are also related to the product variety and the ease of finding them. The style, the external appearance and the display of furnishings also influence store attribute perceptions.

Utilitarian product value is also associated with tangible store attributes (Cottet, Lichtlé, and Plichon 2006). Here, the term utilitarian product value refers to the functional and instrumental aspects influenced by the tangible store attributes (Chitturi, Raghunathan, and Mahajan 2007, 2008; Hartman and Samra 2008).

The utilitarian value perspective focuses on the product. Utilitarian value is functional, instrumental and cognitive value of products and is influenced by tangible store attributes which provide information about utilitarian information of the product (e.g. price and assortment) (Noble, Griffith, and Weinberger 2005). Store prices and convenience are key to understanding utilitarian value, because they involve functional needs related to time, place and possession (Rintamäki et al. 2006). Therefore, retail stores offer lower prices, product availability, parking convenience and store accessibility (Marques, Cardoso, and Palma 2013).

Various studies demonstrate the importance of the relationship between tangible store attributes and utilitarian value. Utilitarian value increases when the consumer finds a discounted product, because the customer perceives that the price is lower than in competing stores (Chandon, Wansink, and Laurent 2000). When purchases at a store are quick and simple to make, this will increase the perception of utilitarian value, because these are components of convenience (Rintamäki et al. 2006). The assortment and layout are stimuli that influence value perception (Marques, Cardoso, and Palma 2013).

In this context, we propose that tangible store attributes, as part of the shopping experience, can be related to utilitarian value. In other words, utilitarian value can be derived from the store attributes (Allard, Babin, and Chebat 2009). Therefore, the tangible store environment helps consumers to find the utilitarian benefits in products. Thus, it is expected that:

H1. Tangible store attributes will influence utilitarian (rather than hedonic) product value.

Tangible store attributes and product value

Besides the functional aspects of consumption, subjective aspects also influence the shopping experience, generating satisfaction (Babin, Darden, and Griffin 1994; Botti and McGill 2011; Hirschman and Holbrook 1982, 1992; Ramanathan and Menon 2006). These intangible, subjective aspects of consumption are known as hedonic value (Novesky and Ratner 2003).

Intangible store attributes can be considered the '*locus*' in which one seeks to control and manipulate the sales environment. Intangible store attributes (e.g. store service) are also associated with perceptions of personal interaction between service providers and consumers (He and Mukhrjee 2007; McDonald 1991).

Our second hypothesis is related to intangible store attributes and its influence on product value. These intangible store attributes can change the emotional state of consumers, altering their behaviour (Arnold, Ma, and Tiger 1983; Mitchell and Harris 2005; Moya and Kincade 2003; Schifferstein and Blok 2002) and influencing hedonic product value (Hoffman and

Turley 2002; Korgaonkar, Lund, and Price 1985; Morschetty, Swoboda, and Scramm-Klein 2006).

Hedonic value involves the emotional aspects of consumer experience that are expressed by feelings, fun and fantasy (Babin and Attaway 2000). This type of value can be provided by entertainment or aesthetic product features. Experiential consumers are guided by feelings and desires (Holbrook and Hirschman 1982), and seek in-store elements that highlight hedonic value. Therefore, we believe that intangible store attributes can enhance perceptions of hedonic value.

The emotional and multisensory aspects of a purchase can generate different feeling in people, for example escapism, excitement, fantasy and fun (Arnold and Reynolds 2003). These feelings express hedonic value (Babin, Darden, and Griffin 1994; Berlyne 1970). Therefore, store attributes expose customers to the pleasurable stimuli, such as music and lighting (Bitner 1992; Teller, Reutterer, and Schnedlitz 2008).

Various studies have demonstrated the importance of the relationship between intangible store attributes and hedonic values. Hedonic value is increased when the environment stimulates consumers' emotions (Donovan and Rossiter 1982). Pleasure and excitement in the store directly influence the consumer perceptions of hedonic value (Griffin, Barry and William 1992). Therefore, we suggest that the intangible store environment helps consumers to perceive hedonic benefits in the products. Thus, it is expected that:

H2. Intangible store attributes will influence hedonic (rather than utilitarian) product value.

Utilitarian product value and satisfaction

Purchase satisfaction is related to product value (Chitturi, Raghunathan, and Mahajan 2007, 2008; Hirschman and Holbrook 1982, 1992; Voss, Spangenberg, and Grohman 2003). Within the range of perceived product attributes, researchers often study two types of product value in marketing: utilitarian and hedonic (Babin, Darden, and Griffin 1994; Chitturi, Raghunathan, and Mahajan 2007, 2008; Gharbi and Tunis 2002; Im, Bhat, and Lee 2015; Veryzer and Wesley 1998). Most studies in this field have aimed to understand the influence of product value on consumer decision-making (Botti and McGill 2011; Chitturi, Raghunathan, and Mahajan 2007, 2008; Kim 2006).

Research on shopping experience suggests that satisfaction is strongly correlated with perception and value in the context of consumption (Mick and Fournier 1999). The attributes of a store generate value perceptions in customers and influence evaluations of satisfaction (Baker, Grewal, and Parasuraman 1994). This happens because satisfaction is assessed for cognitive and affective elements (Oliver 1989).

Utilitarian product value refers to the tangible attributes of the product that are essential for its performance. Utilitarian value is considered an intrinsic advantage of the product, being related to basic consumer motivations (Babin, Darden, and Griffin 1994; Keller 1993; Kim 2006; Liang and Wang 2004). Utilitarian product value emphasizes the objective, tangible attributes of the products, and is concerned with the functionality of the goods (Chitturi, Raghunathan, and Mahajan 2007, 2008; Hirschman and Holbrook 1982, 1992).

Utilitarianism is related to the traditional notion of an instrumental product. Utilitarian attributes emphasize the functionality of the product, resulting in satisfaction. (Chitturi, Raghunathan, and Mahajan 2007, 2008). This type of consumption is targeted to achieve a goal and the desire to satisfy a basic need. Thus, the efficiency of product selection and

purchase is analysed by evaluating rational and utilitarian aspects, known as the relation between utilitarian value and satisfaction (Bagozzi, Mahesh, and Prashanth 1999).

Utilitarian value reflects the part of a shopping experience that can influence future behavioural actions (Carpenter and Moore 2009). A great deal of research reports on the relationship between utilitarian values and satisfaction. Environmental features such as product and price exposure are important in influencing rational responses of consumers and generating satisfaction (Bitner 1992). Design features are physical elements in the retail store environment, influencing purchase decisions (Tai and Fung 1997). The complexity of the store environment (ornamentation and variety of information) has a positive effect on consumer excitement, influencing consumption attitudes (Gilboa and Rafaeli 2003). Displaying the product mix can generate organizational perceptions, consistency and clarity being positively associated with pleasant feelings (Crowley 1993). Therefore, it is expected that:

H3. Utilitarian product value is positively associated with satisfaction.

Hedonic product value and satisfaction

Hedonic product value is subjective. It comes from the experience itself, and is not related to the utilitarian aspect (Hirschman and Holbrook 1982, 1992; Kim 2006; Mäenpää et al. 2006; Novesky and Ratner 2003). While utilitarian product value is related to tangible, cognitive, conscious and economic aspects, hedonic product value refers to symbolic, aesthetic, psychological and emotional aspects of consumption (Babin, Darden, and Griffin 1994; Hirschman and Holbrook 1982, 1992; Voss, Spangenberg, and Grohman 2003).

In the hedonic approach, products are not considered mere objects, but as symbols (Dhar and Klaus 2000). Hedonic value may include excitement and pleasure in the shopping experience. Hedonic value is more subjective and personal than utilitarian value, directing itself towards the satisfaction of specific egocentric needs (Holbrook and Hirschman 1982).

Past research has attempted to explain the positive relationship between satisfaction and hedonic benefits of products (Bagozzi, Mahesh, and Prashanth 1999; Chitturi, Raghunathan, and Mahajan 2007; Rust and Richard 2000). For instance, Chitturi, Raghunathan, and Mahajan (2007) concluded that hedonism has a positive impact on satisfaction. That is because consuming products that have hedonic benefits evokes excitement and emotions, influencing satisfaction (Chernev 2004).

Similar results have been found in retail research, because emotions influence satisfaction (Machleit and Mantel 2001). The process of satisfaction is dependent on the context of consumption and emotions. Therefore, it is reasonable to expect that the hedonic value assessments will be more strongly related to satisfaction than utility value (Jones, Reynolds, and Arnold 2006). Environmental characteristics (e.g. music, lighting and cleanliness) are important conditions that increase retail consumer satisfaction (Baker, Grewal, and Parasuraman 1994). The volume of music in restaurants and supermarkets can affect the emotions of consumers and in turn their purchase rate (Turley and Milliman 2000). Sensory experiences in a store can help the perception of value by helping to increase consumer confidence and facilitate purchase decisions (Chang, Eckman, and Yan 2011). Thus, it is expected that:

H4. Hedonic product value is positively associated with satisfaction.

Method

This study examines how store attributes influence product value and satisfaction. We used the context of sports shoes purchases made by amateur runners. We tested a set of hypotheses relating store attributes, product value, and satisfaction in Brazil. Our data structure and analysis were based on Anderson and Gerbing (1988), Bagozzi and Youjae (1989) and Kline (1998).

The methodological framework of this research was organized in four stages. During the first stage, we established the constructs and hypotheses through the literature review. At this stage, we analysed the principal classic studies of store attributes and perceived hedonic or utilitarian product value. During the second stage, we developed measures based on the existing literature and on expert analysis. During the third stage, we conducted the confirmatory study. Finally, we analysed the data and interpreted the results using structural equation modelling.

Research context

This research used the context of sports shoes purchases made by amateur runners in Brazil. Amateur running is the second most popular sport in Brazil (after football), with four million participants (Zenone 2006). Specialized running magazines and websites in Brazil estimate that their audience is comprised of consumers with high levels of income and education; 75% of runners in Brazil have a high level of education and approximately 30% of them have a high level of income (Pazin et al. 2008). With regard to sports products, only 23% of Brazilian football players purchase football boots, while almost all runners have their own running shoes. In addition, they buy sports shoes at frequent intervals (33% of runners have bought a pair of running shoes in the last three months).

The emerging country perspective is appropriate to this study, because it involves satisfaction in a different context. Brazil is an emerging country that plays an important role in Latin America, having 26 of the top 50 Latin American brands in terms of value (Interbrand 2008). According to Bloomberg (2014), Brazil is also the most populated Latin American country and the world's second largest emerging economy. Emerging markets such as Brazil have been profoundly transformed by exposure to the global economy (Dominguez and Brenes 1997), increasing the importance of global retail players in these contexts. This increases the relevance of the study of product value and store attributes in this context.

We chose sports product/services for two reasons. First, the aim of this study is to investigate utilitarian and hedonic attributes. Second, this type of retail currently involves global brands, which enables the development of attractive shopping environments for consumers. Many brands invest in the structure of their stores (tangible and intangible), trying to develop hedonic value (e.g. emotionalism, escapism, excitement, fantasy and fun) and utilitarian value (e.g. performance, prices, product availability and convenience).

Pre-test of measures

We conducted a separate pretest with eighteen selected runners to check the variables and validate the questionnaire. The pretest was in the form of an exploratory study. This pretest used non-probability sampling specialists. These experts were consumers who had already

bought ten other pairs of running shoes. These experts knew more than ten different brands of running shoes. In addition, they knew the major running shoe stores in Brazil.

We developed the sample selection through the snowball technique. First, we chose an expert with running shoe brand awareness. We based this choice on sampling by specialty. Then, the first respondent chose a second respondent through the snowball technique. The idea is that the researcher selects the first consumer, and that the others are selected by the consumers that make up the sample. Snowball sampling should be used when the studied population is difficult to access, and when the researcher does not feel able to define the members of this population.

In order to increase the reliability of the collection instrument, we carefully examined various aspects of data collection. The first goal was to minimize bias based on brand loyalty. We did this by focusing on the retail experience for different shoe models. This prevented answers from focusing on the shoe model that the respondents were using. Second, we asked respondents to describe the environments of stores they frequented to activate their memory. The number of respondents, eighteen, was defined by answer saturation, when no new information was being collected.

Our experts received a set of secondary data and information from the theoretical framework to structure the variables and constructs. We provided respondents with the theoretical framework through nine short informative articles. For the understanding of tangible and intangible store constructs we used Arnold, Ma, and Tiger (1983), Burt and Carralero-Encinas (2000), Jin and Kim (2001), Moye and Kincade (2003). To understand utilitarian and hedonic product value constructs we used Dhar and Klaus (2000) Babin, Darden, and Griffin (1994), Bagozzi, Mahesh, and Prashanth (1999), Chitturi, Raghunathan, and Mahajan (2008) and Hirschman and Holbrook (1982). We collected secondary data from specialized magazines, sports sites advertising campaigns of various brands (e.g. Nike, Adidas, ASICS, and Mizuno).

Briefly, we reviewed theories of hedonic and utilitarian value and store attributes (tangible and intangible) together with the results of the qualitative research. We conducted the qualitative research to adjust the variables for the interview context. The results of this step provided support for the model and proposed questionnaire.

The confirmatory study

The questionnaire for the confirmatory study covered utilitarian and hedonic values (Hirschman and Holbrook 1982, 1992; Ramanathan and Menon 2006; Chitturi, Raghunathan, and Mahajan 2007, 2008; Novesky and Ratner 2003; Mäenpää et al. 2006; Voss, Spangenberg, and Grohman 2003; Dhar and Wertenbroch 2000), tangible and intangible store characteristics, and purchase satisfaction (Arnold, Ma, and Tiger 1983; Hoffman and Turley 2002; Korgaonkar, Lund, and Price 1985; Moye and Kincade 2003; Sherman, Mathur, and Smith 1997; Sinha and Banerjee 2004). We used a scale from 1 (not satisfied) to 10 (extremely satisfied) to assess the variables. The variables included in the final model were: tangible store attributes (price, presence of promotions, and advertising appeal, $\alpha = .596$), intangible store attributes (service treatment, ambience and appearance of the store, and practicality of the store, $\alpha = .671$), utilitarian value (shoe technology, stability, and tread, $\alpha = .716$), hedonic value (design, visual aspects, and colour of the shoes, $\alpha = .718$) and satisfaction ('I am *pleased/happy/fulfilled* with the shoes I have bought' – 3 variables, $\alpha = .992$). In this study, one of the scales – tangible store attributes – presented alphas below .60. However, is important to

note that some psychological measures might present lower reliability than suggested in the literature (e.g. Schwartz et al. 2001 – alphas below .60).

Participants

In all, 213 amateur runners answered the final survey. They were chosen due to their involvement in the sport and experience in buying sports shoes. Respondents attending two traditional events held in Brazil: Paqueta Sports Marathon ($n = 109$) and the CORPA Circuit Relay ($n = 104$) filled out the questionnaire. No differences were found between the two subsets (*NS*).

With regard to age, 81% of the sample was under 35, 72% had college degrees, and about 60% were male. Most practitioners have been running for over a year (about 80% of respondents). No differences were found between genders (*NS*). Regarding purchase satisfaction of running shoes, only respondents who had some experience purchasing sports shoes were selected. Most respondents (70%) had used more than three different sports shoe models.

Results and discussion

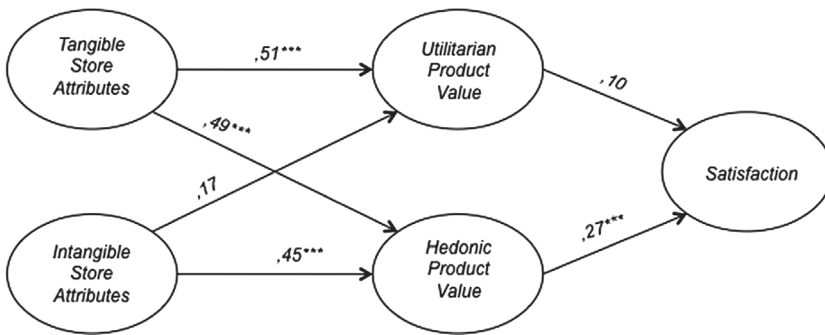
We used structural equation modelling to test our proposed theoretical model. Structural equation modelling covers a family of methods and aims to analyse a set of relationships simultaneously (Hair et al. 2005). The structural model seeks to specify the relationships between the variables and describe the amount of explained variance (Steenkamp and Baumgartner 2000).

We tested the scales for dimensionality, reliability and validity using confirmatory factor analysis (CFA). In terms of convergent validity, all factor loadings of the final measures are highly significant ($p < 0.01$). In addition, the average loadings for each construct exceed the minimum of 0.5 suggested by Hair et al. (2005). In terms of divergent validity, we used the average variance extracted by the measure of each factor. Our results provide further evidence of convergent and divergent validity, since all the constructs had both satisfactory reliability (≥ 0.80) and extracted variance (≥ 0.65) (Hair et al. 2005).

We performed a CFA for the construction and validation of the constructs, to evaluate the integrated model that combines the measurement model and the structural model. At this stage, the main objective was to assess the hypothesized theoretical framework, namely the relationship between the constructs and proposed variables in the model. As recommended by previous authors (Kline 1998; Maruyama 1998) we evaluated the theoretical model from the model fit indices and the statistical significance of the estimated regression coefficients.

Measurement model

Results showed that the measurement model fitted the data well ($\chi^2_{(80)} = 179.54$, $p < 0.001$, root mean square error of approximation (RMSEA) = 0.077, standardized root mean square residual (SRMR) = 0.059, non-normed fit index (NNFI) = 0.94, and comparative fit index (CFI) = 0.95).



Store attributes and product value

Figure 2. Findings for the model.

Note: * $p < .05$; ** $p < .01$; *** $p < .001$.

Fit model

Fit model. Our results show that the model fits the data ($\chi^2_{(83)} = 277.17, p < 0.001$, root mean square error of approximation (RMSEA) = 0.10¹, standardized root mean square residual (SRMR) = 0.062, non-normed fit index (NNFI) = 0.89, and comparative fit index (CFI) = 0.91). Figure 2 presents the findings for the integrated model.

Our first set of hypotheses analyses the relationship between store attributes and product value. The first test examines the influence of tangible store attributes on product value. We expect that tangible store attributes influence utilitarian (rather than hedonic) product value. Our results show the influence of tangible store attributes on product value. Store attributes influence product value in different ways: utilitarian value ($\gamma = .51, p < .001$) and hedonic value ($\gamma = .49, p < .001$).

Next, we analysed the influence of intangible store attributes on product value. We expect that intangible store attributes influence hedonic (rather than utilitarian) product value dimensions. Our results demonstrate that intangible store attributes influence hedonic value positively, providing support for *H2*. Intangible store attributes have a strong influence on hedonic value ($\gamma = .45, p < .001$), but do not influence utilitarian product value ($\gamma = .17, NS$). Consistent with our expectations, intangible store attributes influence hedonic value strongly. That is, in general, the store environment influences hedonic product value.

Product value and satisfaction

The second set of hypotheses investigates the influence of utilitarian and hedonic product value on satisfaction. We expect that utilitarian and hedonic product value have a positive influence on satisfaction. Our results demonstrate that utilitarian product value does not influence satisfaction ($\gamma = .10, NS$). Thus, *H3* is not supported. As expected, hedonic product value has a strong positive influence on satisfaction ($\gamma = .27, p < .001$), supporting *H4*.

These results indicate that only hedonic product value influences satisfaction. That is, consumers prefer products that help them to accomplish hedonic (than utilitarian) value.

Table 1. Test of hypothesis.

	Relations	Estimates	<i>p</i>	Result
H1	Tangible store attrib. → Utilitarian prod. value	.510	***	Supported
	Tangible store attrib. → Hedonic prod. value	.491	***	
H2	Tangible store attrib. → Hedonic prod. value	.452	***	Supported
	Intangible store attrib. → Utilitarian prod. value	.174	ns	
H3	Utilitarian prod. value → Satisfaction	.096	ns	Not Supported
H4	Hedonic prod. value → Satisfaction	.267	**	Supported

p* < .01; *p* < .001.

In other words, aspects such as shoe technology and stability (utilitarian value) can only satisfy consumers if they also have hedonic value (e.g. design). Table 1 summarizes the hypotheses tested in the study.

Conclusion

This study examines how store attributes influence product value and satisfaction. Past research on consumer satisfaction used hedonic or utilitarian product value as antecedents of satisfaction (e.g. Voss, Spangenberg, and Grohman 2003). However, these studies did not consider store attributes as influencing product value and satisfaction. This research aims to increase understanding of the antecedents of satisfaction, using the model: store attributes-product value-satisfaction. In doing so, we extend previous retailing studies that examine the antecedents of consumer satisfaction (e.g. Parker and Mathews 2001; Williams and Naumann 2011). Previous retailing studies examined how product value influences consumer satisfaction (Babin, Darden, and Griffin 1994; Hirschman and Holbrook 1982, 1992; Voss, Spangenberg, and Grohman 2003), but did not consider how the context of the purchase (store attributes) could influence evaluations of product value and satisfaction. This research provides evidence for the relationship between store attributes and product value. Our results show that tangible store attributes positively impact utilitarian (rather than hedonic) value. However, intangible store attributes impact only hedonic product value.

Our results also suggest that satisfaction is a function of the match between store attributes and product value. The findings show that hedonic (but not utilitarian) product value has a positive impact on satisfaction. That is, consumer expectations concerning utilitarian product value (e.g. technology, stability) did not increase satisfaction. Conversely, hedonic product value (e.g. design and colour) improved the evaluation of the purchase, increasing satisfaction. Returning to the scenario proposed at the beginning of this paper: 'Which combination of store attributes and product value will increase consumer satisfaction?' our results suggest that a combination of store environment (tangible and intangible) and hedonic product value positively influence satisfaction. This research suggests that intangible store attributes can change consumers' emotional state, altering their behaviour (Arnold, Ma, and Tiger 1983; Mitchell and Harris 2005; Moye and Kincade 2003; Schifferstein and Blok 2002) and influencing hedonic product value (Hoffman and Turley 2002; Korgaonkar, Lund, and Price 1985; Morschetty, Swoboda, and Scramm-Klein 2006). This is because the consumption of products offering hedonic benefits evokes excitement and emotions, influencing satisfaction (Chernev 2004).

Our findings provide further evidence that hedonic product value generates satisfaction (Hirschman and Holbrook 1982, 1992; Ramanathan and Menon 2006). This could be



Figure 3. Strategy for Nike ID NikeiD. Source: [WWW document] URL http://www.nike.com/nikeos/p/nike/pt_PT/?andref (accessed 13 July 2014).

Note: Free to choose. Related words: Your sole, your colour, your ID.

especially true in emerging contexts. One possible explanation is that consumers in emerging contexts look for status (hedonic product value) rather than technology (utilitarian product value) in brands (Steenkamp et al. 2003). Another possible explanation is that, as suggested by recent research (Botti and McGill 2011), hedonic product value increases satisfaction in self-made decisions.

Managerial implications

From a managerial standpoint, this research demonstrates that the combination between store attributes and product value can increase satisfaction. Hence, store attributes should be designed according to the specific profile of the consumer (Scarpi 2006), attracting consumers and increasing sales (Burt and Carralero-Encinas 2000). For instance, Niketown offers a wider consumption experience by combining tangible and intangible store attributes and engaging consumers in experiential consumption through fun activities, fascinating displays and promotional events (Pine and Gilmore 1998). Retail managers could use Niketown strategies and increase consumer satisfaction by using experiential consumption strategies. Tiso Outdoors Centre and Sports Stadia are similar examples that show the importance of experiential consumption.

Consumers look for both utilitarian and hedonic product value. However, in this research, utilitarian product value (e.g. technology, stability) did not affect satisfaction. Our results indicate that a specific match between store attributes and product value can impact satisfaction positively. Thus, store managers could enhance consumer perceptions of both tangible and intangible store attributes. At the same time, advertising appeals in the store should focus on hedonic product value (design and colour). In this sense, strategies used by Nike in Brazil, such as Nike ID (see Figure 3), which highlight product design and colour, should be more effective than Asics Gel-Kinsei (see Figure 4) and Mizuno Wave Creation 12 (see Figure 5) strategies, focusing on shoe technology and stability.

Our results have important consequences for manufacturers and retailers. Manufacturers must design their products in line with the retail store, especially when their goal is to enhance hedonic product value. Retailers must organize store attributes based on hedonic

perceptions. Our findings suggest that the store's environment should also be designed based on these characteristics. An experiential store environment that stimulates hedonic value may directly impact customer satisfaction. Thus, tangible and intangible aspects of the retail store should promote the hedonic attributes of sports shoes.

Limitations and future research

Amongst the limitations of our research, we highlight the convenience sample. In addition, the survey was not conducted in a store environment, and consumers responded to scales based on their recall of past experiences. Future investigations should include different sampling procedures and field studies to test the hypotheses further.

Another limitation is the emerging market context. In emerging contexts, the status generated by brands can have a greater impact on satisfaction than in developed countries. Future studies should examine how the proposed process operates in other markets, analysing the differences between countries with different levels of market development.

In this research, we found that utilitarian product value did not influence satisfaction. This might lead to questions concerning the role of utilitarian product value in satisfaction. For example, why, in general, do consumers search for utilitarian product value if it has no positive impact on their satisfaction? One possible explanation is that utilitarian value is already expected by consumers (baseline satisfaction), and hedonic value goes beyond this baseline consumer expectation, enhancing satisfaction. Another possible explanation is that consumers in emerging markets see status (hedonic value) as an important aspect of consumption. This fact could highlight hedonic aspects of the product and reduce utilitarian value for consumers in emerging markets. These issues could be investigated in future studies.

Another possible question could be whether utilitarian product value is affected by hedonic value perception. Research combining utilitarian and hedonic (experiential and symbolic) aspects of consumption can bring conceptualization problems for respondents. This trade-off in the choice task between hedonic and utilitarian product value could generate asymmetric preferences amongst consumers. Future research could use priming tasks in order to avoid this limitation.

Note

1. We also tested alternative models in terms of statistical fit. The alternative model excluding utilitarian product value showed the best level of RMSEA = .062. However, we discuss the results for the complete model (including utilitarian value) to show the non-significant relationship between utilitarian value and satisfaction, and its implications for theory and practice.

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No potential conflict of interest was reported by the authors.

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Appendix A. Scale Items and Reliability.

Scale	Items	Cronbach's Alpha
Shopping satisfaction (3 items)	'I am pleased/happy/fulfilled with the shoes I have bought' (1= not satisfied to 10= extremely satisfied)	0.992
Tangible store attributes (3 items)	What is your level of satisfaction with the following statements? (1= not satisfied to 10= extremely satisfied) 1) Price 2) Presence of promotions 3) Advertising appeal	0.596
Intangible store attributes (3 items)	What is your level of satisfaction with the following statements? (1= not satisfied to 10= extremely satisfied) 1) Service of treatment/attendance 2) Ambience and appearance of the store 3) Practicality of the store	0.671
Utilitarian Product Value (3 items)	What is your level of satisfaction with the following statements? (1= not satisfied to 10= extremely satisfied) 1) Technology 2) Stability 3) Shoe Tread	0.716
Hedonic Product Value (3 items)	What is your level of satisfaction with the following statements? (1= not satisfied to 10= extremely satisfied) 1) Design 2) Visual aspects 3) Colour of the shoes	0.718