# The Concept Store as New Retailing Tool: From the Consumption Experience to the Revisit Intention

**Pr. Abdelafattah Triki**
**Higher Institute of Management, Tunis**

**Marwa Hakimi**
**Higher Institute of Management, Tunis**

*From a literature review of retailing innovations, we described the importance of the consumption experience and introduced the emergence of the concept store as a new experiential marketing tool. This research paper, seeks to identify the impact of consumption experience on the revisit intention to a Tunisian Concept Store. The empirical findings of 280 Concept Store visitors' responses showed that both emotional reactions and social interactions, in a Concept Store, impact positively the consumers revisit intention. In addition, the proposed and validated model demonstrates the moderator role of motivational orientation on the link between satisfaction and the revisit intention.*

## INTRODUCTION

As the consumer changes, the retail sector should never stop moving. In five or ten years, the retail industry will not be the same as now, which is not the same as ten years ago.

The concept of consumer experience was primarily introduced by Holbrook and Hirschman (1982) as a different and new vision of consumer behavior. The common point between innovations proposed in the retail sector, is that retailers concentrated on providing the consumer with a whole experience (shopping/consumption experience). Recently, Antéblian et al. (2013) stated "It is no longer enough that the store offers products, even surrounded by services: it must also provide surprising and stimulating shopping environment; in one word "shopping experience".

The current research paper aims to study the emergence of the Concept Store as a new retailing tool in the Tunisian market in order to try to disclose the Tunisian consumer behavioral intention towards this innovative marketing tool. More precisely, this work will identify how social interactions and emotional reactions affect the Tunisian consumer's revisit intention to a Tunisian Concept Store and it will be organized as follows: starting with a theoretical review as a first part, to move to data collection method and analyses, we finally conclude with results and discussion.

## CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

### The Concept Store

Distribution is not anymore about selling products, but it concerns the different concepts of selling (Berry & Dupuis, 2005). Floor (2006) affirmed that consumers are no longer looking for a specific product to consume but they are looking for an untypical experience. Whether it's a product or a service, the best way to apply concept innovation is the store (Dupuis, 2002).

The "Concept Store" or "Concept Boutique" in French is a new marketing tool to create a competitive advantage in the retail market. The concept store is a store type for which there is no scientific definition yet. But it can be defined through its aspects and its application areas (Definitions-marketing).

It's a composed term "Concept" and "Store" it integrates a physical area "the store" following a specific concept or theme. It offers the consumer with a whole consumption experience.

## The Experience in a Concept Store

In general, as mentioned by Antéblian et al. (2013), an experience could be defined as a set of interactions between the customer, a consumed object and a particular situation to give a sense to the person who lives it. Emotions present a part of the experience process and researches grant a significant role to this variable. The consumer is considered as emotionally involved in the process of shopping (Carù & Cova, 2003).

## Emotional Reactions

In the Marketing field, emotions were coupled to experiential marketing to understand the consumer behavior and confirmed that the emotions felt in the store could condition the purchase intention and behavior of the customer (Graillot, 1998; Lemoine, 2002). Kaltcheva and Weitz (2006) studied the arousal's effects on pleasantness depending on the motivational orientation of the customer. The same subject was revisited by Holmqvist and Lunardo (2015) to replicate Kaltcheva and Weitz's (2006) findings.

## Social Interactions

As reported by Scheinkman (2008) "Social interactions refer to particular forms of externalities, in which the actions of a reference group affect an individual's preferences". The consumer, he/she cannot really enjoy an extraordinary consumption experience without sharing it with others (Carù & Cova, 2006). The store is seen as a place for different interactions with the vendors or with other customers (Filser, 2003).

## Satisfaction

The origin of the word is Latin and it means Satis (enough) facere (to do). Which conveys that satisfaction is "providing what is sought to the point it's enough" (Vanhamme, 2002).

Vanhamme (2002) proposed a definition which draws a special attention to the duality of the construct as affective and cognitive: "A psychological state resulting from a buying experience and / or consumption and relative".

In literature, the satisfaction construct was often confused with three different similar terms: emotion, attitude and service quality. Westbrook (1983) defined the satisfaction as "an emotional response". Ladhari (2005) considered the satisfaction as an attitude and as a consequence and antecedent of the service quality in different research findings.

## Motivational Orientation

One of the most important factors that can influence a person's response and behavior is his/her main purpose for being in a specific environment. In the retail sector, the shopping behavior and the feeling in the store are explained by the first motives that led the customer to visit the place (Renaud Lunardo, 2015).

As stated in the article of Kaltcheva and Weitz (2006), two major motivational orientations subtended those motives: Task-oriented motivational orientation and recreational motivational orientation. People with task-oriented motivational orientation are consumers with utilitarian motives (they shop for necessity). Recreational people show more hedonic motives and aim to shop in order to satisfy their emotions (Kaltcheva & Weitz, 2006).

## Revisit Intention

Intention is a fundamental theoretical element in the literature of consumer behavior. Just as mentioned by Nsairi (2012), the behavioral intention is a reflection of a preference to: visit the point of sale, recommended it to others and purchasing from it. Researches qualified the behavioral intentions *"as the likelihood to engage in a behavior"* (Olivier, 1997).

**FIGURE 1**
**CONCEPTUAL FRAMEWORK: THE DETERMINANCE OF THE REVISIT INTENTION**
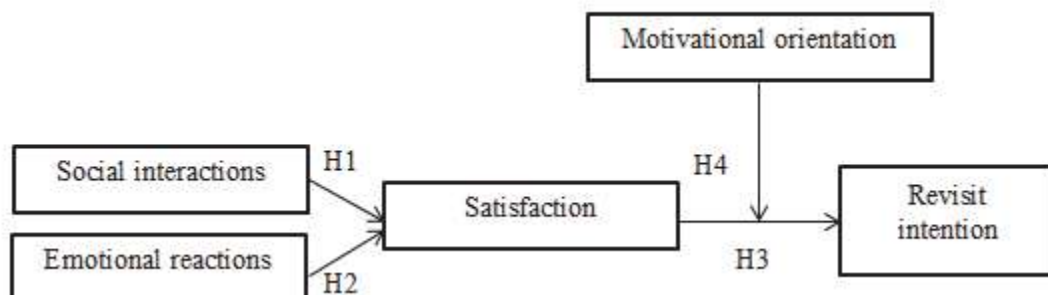


For social interactions, we will adapt the second part of the Fornerino et al. (2008) model. In their paper, results related to social interactions were significant and confirmed the link existing between social interactions and satisfaction as an antecedent.

> *H1: Social interactions would affect positively the consumer's satisfaction in a concept store.*

The link between emotional states and satisfaction was first introduced by Westbrook (1987). It has been confirmed that emotion is an antecedent of satisfaction where findings show that satisfaction correlates with pleasure and displeasure (negatively) (Mano & Oliver, 1993). According to Fornerino et al. (2008), emotional reactions and social interactions mediate the relationship between immersion and satisfaction.

> *H2: Emotional reactions would affect positively the consumer's satisfaction in the concept store*

A recent study revealed the mediating role of satisfaction between emotions and behavioral intentions (Han at al., 2009). In the same paper, in addition to the confirmation of the mediating role of satisfaction, the authors insisted on boosting the customer's satisfaction level in order to amplify the effects of emotions on the revisit intention (Han et al., 2009).

> *H3: Satisfaction would affect positively the revisit intention to the Concept Store.*

In Vieira and Torres (2014) paper, motivational orientation moderated the effect of arousal on shopping response. Motivational orientation moderates also the effect of arousal provided by an exciting environment on the pleasantness (Kaltcheva & Weitz, 2006).
H4: Motivational orientation would moderate the effect of satisfaction on the revisit intention.


**METHODOLOGY**

This research work aims to explain how the Concept Store environment affects the intention to revisit the place. Identifying one type of Concept Stores was recommended to achieve accurate results. The chosen type was "food Concept Stores" and three precise concept stores were selected: El Ali, Geek and Lyoum Concept Store.

Given the nature of our research questions, the quantitative method was suitable for the preparation of this study. Adopting the questionnaire as a survey tool, we collected 280 responses from food concept stores visitors with 250 responses administrated online and 30 responses face to face. The questionnaire was translated from English to French in order to make the responding process smoother and easier for Tunisians. To measure social interactions, emotional reactions, satisfaction, motivational orientation and revisit intention the following Likert five- item scales were adopted respectively: Forneriniro et al. (2008), Forneriniro et al. (2008), Ryu et al. (2008), Kaltcheva and Weitz, (2006), Jalilvand and Samiei, (2012).

**RESULTS**

**Reliability and Validity of Scales**

Using SPSS and Amos, we treated the data collected in order to verify the reliability and validity of the scales. Results are as presented in table1 and table2 respectively related to the exploratory analysis and the confirmatory analysis.

**TABLE 1**
**SPSS OUTPUT**

| Scale | Eigen value | Cronbach's alpha |
|---|---|---|
| Social interactions | 3,293 | 0,870 |
| Emotional reactions | 2,951 | 0,825 |
| Satisfaction | 2,933 | 0,878 |
| Revisit intention | 2,286 | 0,663 |

All scales are reliable in the exploratory stage conforming to the thresholds accepted for empirical researches.

**TABLE 2**
**AMOS OUTPUT**

| Scale | Jöreskog Rhô | Convergent validity |
|---|---|---|
| Social interactions | 0,872 | 0,578 |
| Emotional reactions | 0,827 | 0,490 |
| Satisfaction | 0,879 | 0,646 |
| Revisit intention | 0,850 | 0,659 |

All scales are reliable and valid in the confirmatory stage conforming to the thresholds accepted for empirical researches.

**Moderator Role of Motivational Orientation**

The component principal analysis extracted two factors with Eigen values greater than 1. We chose the most reliable with the greater Cronbach's alpha value (0.749) related to items gathering under task oriented motivational orientation axis.

Applying the Sauer et al. (1993) three-step gait with Amos, the motivational orientation was confirmed moderating the link existing between satisfaction and the revisit intention negatively which means that the satisfaction effect on the revisit intention increases when the motivational orientation (task oriented motivational orientation) is low and decreases when it's high.

**Model Validation**

The proposed conceptual model has a great adjustment quality. Absolute indices, GFI (0.875) and AGFI (0.835) are both less than 0, 9. RMR does not tend to 0, for this reason we considered the RMRS 0, 14. According to Amos results, all CR values are greater than 2 and the p values related to each causal link are significant at the risk of 5%, so social interactions affect positively the satisfaction, emotional reactions also affect positively the satisfaction and finally satisfaction affects positively the revisit intention with a perfect regression estimate. The determinance of revisit intention model is reliable and valid.

**CONCLUSION, LIMITS AND FURTHER RESEARCHES**

According to this research work findings, social interactions provided by an exceptional Concept Store ambiance affect positively the consumer's satisfaction towards the Concept Store which meets Fornerino et al. (2008) findings. Identical to Mhaya et al. (2013), our findings showed that social interactions are source of share and that affect the consumer satisfaction in a positive way.

As a component of the consumer's experience, emotional reactions were confirmed as positively affecting the satisfaction by Fornerino et al. (2008) which confirms our findings. Emotions are predictors of satisfaction similar to the prior study of (Prayag et al. 2013) in the tourism context and in the marketing context same as the findings of (Walsh et al. 2011; Mhaya et al. 2013). Concept Store managers should enhance the socialization and emotional links created and offered by the Concept Store in order to boost the level of consumer satisfaction.

The untypical experience lived in a concept store will be evaluated through a state of satisfaction or dissatisfaction. Once satisfied, the consumer will decide to return or not to the concept store, which is explained by the positive and significant effect that exerts the satisfaction on the revisit intention in this paper. Our research findings meet the literature in the fact that satisfaction is an antecedent of the revisit intention. These results were tested by Um et al. (2006) in the tourism field. The same was mentioned in the findings of Han et al.(2009). Maintianing a high level of satisfaction in imprtant to increase the revisit intention.

Even satisfied, a consumer could decide not to return to the Concept Store. As stated by Kaltcheva and Weitz (2006), task-oriented motivational orientation affects negatively the consumer's satisfaction and reduces its level. In fact, the first motives that the consumer to enter the Concept Store could make him/her decide not to return. The consumer who has a high level of motivational orientation (who is highly task-oriented) in this case, will have a low revisit intention to the Concept Store. Being in a concept store while the first motives are getting things done and focusing on tasks will inhibit the effect of satisfaction on the revisit intention. That's why concept store manager should reduce this negative moderation by separating the two motivational orientation types in the same store or by trying to provide a balanced environment that attracts both recreational and task oriented people.

Despite the contributions that this work encompassed, it presents limits to be considered. The current research presents a lack of scientific information related to the Concept Store and that because of the absence of scientific articles in this field. Finally the moderator unidimensional scale presented two factors in the exploratory stage and we chose the most reliable axis to pursue the confirmatory analysis.

Future researches could be directed towards the study of the emergence of a new concept "The Concept Store". Researches with the objective of presenting a scientific definition and typology of the

concept store are recommended. It will be interesting to test the same moderator on a different model link such the link between emotions, social interactions and satisfaction. In addition to the moderator role of motivational orientation tested in our research, the mediation role of satisfaction could be verified in further researches.

**REFERENCES**

Antéblian, B., Filser, M., & Roederer, C. (2013). L'expérience du consommateur dans le commerce de détail. Une revue de littérature. *Recherche et Applications en Marketing*, *28*(3), 84-113.

Berry, J. B., & Dupuis, M. (2005). L'innovation commerciale, concepts et mesures. *Actes des 10ème Journées de Bourgogne, IAE de Dijon*, *12*, 2-20.

Carù, A., & Cova, B. (2003). Approche empirique de l'immerion dans l'expérience de consommation: les opérations d'appropriation. *Recherche et applications en marketing*, *18*(2), 47-65.

Carù, A., & Cova, B. (2006). Expériences de consommation et marketing expérientiel. *Revue Française de Gestion*, *32*(162), 99–115.

Dupuis, M. (2002). Innovation dans la distribution. *Revue française du marketing*, (188), 61.

Filser, M., Plichon, V. & Anteblian, B. (2003). La valorisation de l'expérience en magasin : Analyse de l'adaptabilité d'une échelle de mesure de la valeur perçue. *Actes du 6ème Colloque Etienne Thil*. *Université de La Rochelle*, 5–24.

Floor, K. (2006). Branding a store: How to build successful retail brands in a changing marketplace. *Kogan Page Publishers*.

Fornerino, M., Helme-Guizon, A., & Gotteland, D. (2008). Expériences cinématographiques en état d'immersion: effets sur la satisfaction. *Recherche et applications en marketing*, *23*(3), 95-113.

Graillot, L. (1998). Emotions et comportement du consommateur. *Recherche et Applications en Marketing*, *13*(1), 5-23.

Han, H., Back, K. J., & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International Journal of Hospitality Management*, *28*(4), 563-572.

Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 132-140.

Holmqvist, J., & Lunardo, R. (2015). The impact of an exciting store environment on consumer pleasure and shopping intentions. *International Journal of Research in Marketing*, *32*(1), 117-119.

Kaltcheva, V. D., & Weitz, B. A. (2006). When should a retailer create an exciting store environment?. *Journal of marketing*, *70*(1), 107-118.

Ladhari, R. (2005). La satisfaction du consommateur, ses déterminants et ses conséquences. *Revue de l'Université de Moncton*, *36*(2), 171-201.

Lemoine, J. F. (2002, September). Perception de l'atmosphère du point de vente et réactions comportementales et émotionnelles du consommateur. In *Actes du 5e Colloque Etienne Thil*.

Lunardo, R. (2015, January). The Effects of Store Environment on Shopping Behavior: New Insights Through the Concepts of Perceived Control and Motivational Orientations. In *Proceedings of the 2009 Academy of Marketing Science (AMS) Annual Conference* (pp. 195-202). Springer International Publishing.

Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling, and satisfaction. *Journal of Consumer research*, 451-466.

Mhaya, I., Najjar, H. & Ben Jannet, I. (2013). Effet de l'expérience en ligne sur la fidélité au site du réseau social : Le rôle médiateur de la satisfaction des internautes. *Journal of Global Management Research,* 5-14.

Nsairi, Z. B. (2012). Managing browsing experience in retail stores through perceived value: implications for retailers. *International Journal of Retail & Distribution Management*, *40*(9), 676–698.

Oliver, R.L. (1997). Satisfaction: A Behavioral Perspective on the Consumer. *McGraw-Hill, New York, NY.*

Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, *2*(2), 118-127.

Reza Jalilvand, M., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, *30*(4), 460-476.

Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, *27*(3), 459-469.

Sauer, P. L., & Dick, A. (1993). Using moderator variables in structural equation models. *Advances in consumer research*, *20*(1), 637-640.

Scheinkman, J. A. (2008). Social interactions. *The New Palgrave Dictionary of Economics*, *2*.

Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of tourism research*, *33*(4), 1141-1158.

Vanhamme, J. (2002). La satisfaction des consommateurs spécifique à une transaction: définition, antécédents, mesures et modes. *Recherche et applications en marketing*, *17*(2), 55-85.

Vieira, V. A., & Torres, C. V. (2014). The effect of motivational orientation over arousal-shopping response relationship. *Journal of Retailing and Consumer Services*, *21*(2), 158-167.

Walsh, G., Shiu, E., Hassan, L. M., Michaelidou, N., & Beatty, S. E. (2011). Emotions, store-environmental cues, store-choice criteria, and marketing outcomes. *Journal of Business Research*, *64*(7), 737-744.

Westbrook, R. A. (1983). Sources of consumer satisfaction with retail outlets. *Journal of retailing*, *57*(3), 68-85.

Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of marketing research*, 258-270.

Concept store. (n.d.). Retrieved August 14, 2015, from http://www.definitions-marketing.com/Definition-Concept-store