Effect of Consumer Emotion and Store Atmosphere on the Intention to Purchase Golf Equipment

Yong Chae Rhee, Washington State University
Nayoung Choo, Pusan National University
Songhyun Cho (Advisor), Pusan National University
Jaehyun Ha, The College of Saint Rose
Justin Barnes, Washington State University
Tammy Crawford, Washington State University

As retail markets become increasingly competitive, retailers continue to examine their approach to consumers. Though successful models exist, new measures are being studied concerning how retailers can provide a shopping environment that is more customized to meet consumers’ needs, not only in terms of merchandise, convenience, and pricing, but also in providing a stimulating shopping atmosphere (Sherman & Smith, 1986; Dawson et al., 1990; Baker et al., 1992; Tai & Fung, 1997; Sherman et al., 1997).

This current phenomenon is also transpiring in the golf equipment market. Due to the desire for an improved method, golf stores are incorporating a more relaxed atmosphere in which customers can linger and experiment with the merchandise.

Despite the fact that golf gear is considered a utilitarian product, the hedonic approach of selling this equipment is under way. Currently much research exists regarding store atmosphere; however, limited empirical research exists that specifically explores the effects of hedonic retailing as it relates to golf equipment. Further, a need exists to broaden the knowledge base of the retail store atmosphere by conducting research in this specific golf situation (Chebat & Dube, 2000).

Given the gap in the literature, this paper examines the impact of two environmental factors (store value and atmosphere) on golf equipment consumers and their positive and negative emotion in this retail setting. The purposes of the current empirical study are to advance our understanding of the role of store value and atmosphere on the consumer decision-making process by (a) identifying relationships with consumer emotions, and (b) examining the theoretical relationship with hedonic shopping value. For the purposes of the current study, the researchers developed and tested a research model that hypothesized whether customers’ perceptions of store value and atmosphere influence their positive and negative shopping emotions. Consumers’ hedonic shopping emotions were hypothesized to positively influence their behavioral intention. Such systematic and empirical analysis has not been done in the context of the golf equipment shopping situation. Therefore, this study gives theoretical contributions to the sport management literature and managerial implications to sport marketers.

The target population of this study was golf participants who visited 10 different golf practice facilities. A total of 300 participants responded and 266 usable surveys were included in the data analyses. The age range of 74.8% of the population was between 36 and 55 years (199). 44% of the respondents were male and 52% were female. Most of the participants’ monthly incomes were $5000 to $8000. Average experience with the sport between one to six years (69.1%).

Measures for store value and store atmosphere were selected from Yoo, Park, and Madnnis (1998). Measures for positive and negative shopping emotion were adapted from Darden and Babin (1994), and Babin and Attaway (2000). Measures for hedonic shopping value were adapted from Zeitharnl (1988) and Babin et al. (1994). Items from Macintosh and Lockshin (1997) were used to measure behavioral intention. The response format for all of the items was a 5-point Likert-type scale anchored by 1 = strongly disagree to 7 = strongly agree. Items measuring demographic characteristics of participants were also included in the questionnaire. To avoid response bias from order effect, the items were randomly placed in the questionnaire.

The authors conducted two (2) step analyses. First, a confirmatory factor analysis (CFA) was conducted to assess the measurement properties of the selected measures using the AMOS 19 software. The final measurement model included 22 items: Store Value (3 items), Store Atmosphere (3 items), Negative Shopping Emotion (4 items), Positive...
Shopping Emotion (4 items), Hedonic Shopping Value (5 items) and Repurchase intention (3 items). As indicated by $\chi^2/df = 304.20/196 = 1.55$, RMSEA = .05, CFI = .97, TLI = .96, SRMR = .05, the measurement model achieved good fit for the data. All factor loadings were greater than .54, and ranged from .54 to .91. AVE values ranged from .76 for Store Value to .91 for Repurchase Intention. Reliability coefficients ranged from .76 for Store Value to .91 for Negative Shopping Emotion. Correlations among research variables ranged from -.39 to .58, which indicates discriminant validity of measure (Kline, 2005). Additionally, AVE values for all constructs were greater than the corresponding squared inter-factor correlations (Fornell & Larker, 1981). Taken all together, the results render strong support for the convergent and discriminant validity of the measurement scales (Hair et al., 2005).

Second, the researchers empirically evaluated the hypothesized model and test mediating effects of the trust using AMOS 19 software. The simultaneous equation model achieved good fit for the data ($\chi^2/df = 350.19/201 = 1.74$, RMSEA = .05, CFI = .96, and TLI = .95, SRMR = .07). The direct path from Store Value to Positive Shopping Emotion was significant (standardized $\gamma = .25$, S.E. = .08). The direct path from Store Value to Negative Shopping Emotion was significant (standardized $\gamma = -.36$, S.E. = .09). The direct path from Store Atmosphere to Positive Shopping Emotion was significant (standardized $\gamma = .53$, S.E. = .06). The direct path from Store Atmosphere to Negative Shopping Emotion was significant (standardized $\gamma = -.36$, S.E. = .07). The direct path from Positive Shopping Emotion to Hedonic Shopping Value was also significant (standardized $\beta = .37$, S.E. = .07). However, the direct path from Negative Shopping Value to Hedonic Shopping Value was not significant (standardized $\beta = .008$, S.E. = .07). Also, the direct path from Hedonic Shopping Value to Repurchase Intention was significant (standardized $\beta = .12$, S.E. = .06). Lastly, the direct path from both Shopping Value and Shopping Atmosphere to Repurchase Intentions was significant (standardized $\gamma = .26$, S.E. = .07; standardized $\gamma = .39$, S.E. = .07).

These results indicate that store value and atmosphere impact the consumer-decision-making process when purchasing a utilitarian product such as golf equipment. We believe that this proposed conceptual model would contribute to the body of knowledge concerning sporting equipment consumers. As of yet, the role of store value and atmosphere in the sporting store has not been investigated. Consequently, theoretical understanding of the relationship among store value and atmosphere, shopping emotion, hedonic shopping value, and purchasing behavior will make both scientific and practical contributions. In this presentation, we will discuss research and practical implications.