

Business Management

Wednesday Seminar

Date 4 December 2013
Speaker Dr. Marion Garaus (University of Vienna)
Title Consumers' reactions to confusing store environments

Abstract

Scholars in the field of store environmental research agree that the store environment influences shoppers' buying behaviour. Most existing studies focus on the elicitation of positive feelings by specific in-store elements. Only few studies investigate a potential negative impact of the store environment on shoppers' behaviour. However, against the background that negative experiences outweigh positive ones, research should address the question which negative feelings are evoked during certain shopping experiences and how shoppers react to such situations. One negative feeling likely occurring in shopping situations is retail shopper confusion (RSC). The current research examines by four experiments how shoppers respond to RSC. The results demonstrate that RSC drives avoidance behaviour, operationalized by low unplanned expenditures, low in-store search intentions, low repeat shopping intentions, low store patronage intentions and low spending time. Furthermore, the findings reveal a moderating effect of time pressure, spending time and shopping motivation. This research contributes to the understanding why shoppers react with avoidance behaviour at the point of sale.