

## The Impact Of The store Atmosphere On Consumer Behavior: Case Study Of Algerian Consumers

تأثير الجو العام للمحل التجاري على سلوك المستهلك: دراسة حالة للمستهلكين الجزائريين

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**Abstract:** This study aims at tackling theoretically and empirically the effect of store atmosphere on consumer behavior. Having determined the main atmospheric variables surrounding store, we came up with the conceptualization a model in order to proceed to the analysis of the impact of sale point atmosphere as well as emotional reaction, to consumer behavior.

The model is tested with over a sample of 170 respondents in a clothing store and store of Tlemcen city. We chose to analyse the model using structural equations with PLS.

The result confirms our hypotheses that sale point atmosphere has an impact on consumer behavior as well as emotional reaction consumers.

**keyword:** store atmosphere; SOR Model; consumer behavior; Algerian consumer.

**JEL classification code :** M20, M31, M39

**ملخص:** تهدف هذه الدراسة إلى القيام بتحليل نظري وتجريبي لتأثير الجو العام لنقطة البيع على سلوك المستهلك. بعد أن قمنا بتحديد متغيرات الجو العام لنقطة البيع. قمنا بطرح نموذج مفاهيمي يمكننا من تحليل تأثير الجو العام لنقطة البيع على ردود الفعل العاطفي وسلوك المستهلك. قمنا باختبار النموذج المفاهيمي على عينة مكونة من 170 مستجوب في أحد محل الصفوة لبيع الملابس بمدينة تلمسان، استخدمنا نموذج المعادلة الهيكلية PLS في عملية تحليل البيانات. تؤكد النتائج التي توصلنا إليها في كلا الدراستين صحة الفرضيات، بأنّ الجو العام المحل التجاري تؤثر على ردود الفعل العاطفية وسلوك المستهلك.

**الكلمات المفتاحية:** الجو العام للمتجر؛ نموذج (S.O.R)؛ وسلوك المستهلك؛ المستهلك الجزائري.

**تصنيف JEL :** M39, M31, M20

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## 1. Introduction :

The literature indicates that the dimensions of the store atmosphere influence these variables (Bitner, 1992,p57); (Smith, 1996, 1996, p7). many researchers maintain the independence of emotions (Watson & al, 1988, p 1063). Finally, the reactions client behavior is analysed in terms of their intention to group action. The intention of group action is commonly in atmospherically analysis from the shop. It considerations the chance that a client comes back buys within the store. The intention of group action can't be confused with the thought of loyalty, a deep commitment to a particular whole or particularly Machine (Oliver, 1999, p33).

- Through the synthesis of those explanations. we can formulate a logical definition for store atmosphere. "As the perceived atmosphere of service or product. It's, the inner atmosphere (interior design), external (interface store), physical (building and walls) on physical (color, lighting), tangible (furniture, accessories), intangible (suaveness salesman) visible and invisible (smells, sounds) and social (customers and workers interaction), will produce reaction behavioural and psychological response to interaction of individuals (customers and salesman) (De Farias & al, 2014, p87). We can formulate our analysis of the main question as follows:

- **What are the extensive impacts of the store atmosphere on consumer behavior?**

Principal hypotheses:

To answer the problematic we can subtract the following hypothesis:

H1. The store atmosphere has a direct affect the on the consumer behavior.

H2. The store atmosphere has an indirect affect the on the consumer behavior.

The Research objective:

- The main goal for our research to study, the effect of store Atmosphere on the emotional state and the customer behavior.

Research objectives:

- Studying the direct effect between store atmosphere and consumer behavior.
- Studying the effect rate of store color on emotional state and the customer behavior.
- Studying the effect rate of store design on emotional state and customer behavior.
- Studying the effect rate of crowd in-store on emotional state and the customer behavior.
- Studying the effect rate of emotional state on the customer behavior.

The selected method:

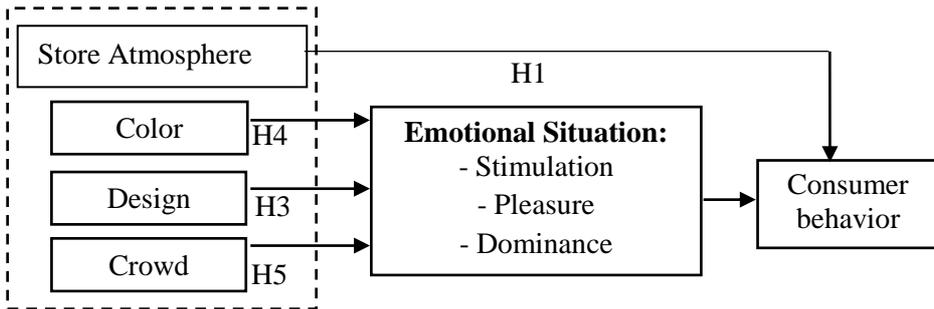
Case study was chose as the method for this research in Store of Tlemcen city named "Safwa Store". A case study is a "development of detailed, intensive knowledge about a single case, or of a small number of related cases" (Robson, 2002, p89).

We used the exploratory method to study by a questionnaire, it was distribute to the sample composed of 30 persons to study the effect of store Atmosphere on the emotional state and the customer behavior.

Research model:

All these relationships allow us to propose the following theoretical model:

Fig 01: Conceptual model



Source: Elaborated by authors

H1. The store colors affect the emotion of the consumer.

H2. The store design affects the emotion of the consumer.

H3. The perception of the crowd in the store affects the emotion of the consumer.

H4. The emotional state plays a mediator role between the store atmosphere and consumer behavior.

## 2. The store atmosphere and consumer behavior relationships:

In this section we will try to present the most important previous studies that dealt with the most important relations for our research.

### 1.2. Direct relationship between store atmosphere and consumer behavior :

The store atmosphere is the biggest indication of the willingness of the procurement process. The model of (Mehrabian & Russel, 1974, p54 ) considerate the relationship between the atmosphere and purchase intent is a positive relationship (Bitner, 1992, p57).

He also suggested (Kotler, 1974, p48) taking into account the impact of the emotional variables on consumer behavior, according to Kotler, the atmosphere impact the consumer behavior, because it is a way to create attention (through the colors, sounds...).

Most studies have examined the impact of the store atmosphere on consumer behavior and found to have a positive impact.

The atmosphere outside and inner the store, design store, and inside decoration store that is a part of the store atmosphere that can be make as Directors by the buy decision. (Duty & Weitz, 2001, p54) said that the behavior customers would also be impact by the atmosphere store. There is a developing observation expanded client will be the atmosphere store will be more increment from the consumer purchasing behavior (Madjid, 2014, p11). Thus, the fourth hypothesis that the proposed is:

H1. The store colors affect the emotion of the consumer.

H2. The store design affects the emotion of the consumer.

H3. The perception of the crowd in the store affects the emotion of the consumer.

## **2.2. Indirect relationship between store atmosphere and consumer behavior :**

The ambient store is a full marketing support, this ambient store must be consistent with the image that the customer to himself (self-image) and the store. Therefore, the ambient store will immediately trigger inferences or evocations among customers.

- The store color: Another aspect we wish to bring to the fore concerns the effects of colors on the affective response, which includes the emotions and moods experienced when visiting the retail store. Emotions are short-lived but extremely intense. Their cause is often apparent and their cognitive content is obvious (joy, sadness, anger, fear, disgust) (Pelet, 2010, p97). Their most obvious features are brevity and intensity. Mood refers to the affective states of mindless likely to reach our conscience. Moreover, they last longer than emotions, but are less intense (Forgeas, 1999, p591). Based on this review of the literature, early studies with regard to color-emotion

associations focused almost solely on the dimension of. (Bellizzi & al., 1983, p21) found that warm colors (red in particular) appeared to score high on an activity factor of emotion. (Hemphill, 1996, p275) asserts that: “few studies have focused on color-emotion associations”.

According (Spangenberg & al, 1996, p67), it have a positive relationship between store color wavelength and store-induced arousal (emotion) with the stores with extreme long wavelength colors (red) expected to be judged more arousing than the stores with extremely short wavelength colors (blue). According (Odom & Sholtz, 2004), different colors tend to incur different moods. Color can have a major impact on mood (Bregman, 2002, p5). (Pelet, 2010, p97), the researcher found out that the color positively influences the mood. Based on the previous research, the investigator has put forward the following hypotheses:

**H4.1:** Evaluation of the store color affects the emotion of the consumer.

- Design: the store style is contemplated as Associate in Nursing economic instrument to be favored. Specifically, the subject area surroundings of a store ought to be equated with a management tool permitting professionals to strengthen their ideas and, consequently, to differentiate itself from different retailers by inflicting, for instance, specific emotional responses within the subject. The inventive design being the impact, it is, again, the employment of specialists (architects, designers) to think about the optimum combination of region parts and compatibility with the positioning of the store (Aubert-Gamet, 1996, p101).

The store style helps shoppers to determine, to get the manner and fathom the way to dig signed, to induce the sentiment individual management and authority (Bitner, 1992, p58). The fortunate style of the store, because the store incorporates an affordable plan, if you can,

while not an excessive amount of a stretch to get things, therefore explicit divisions are signally detached from each other if one isn't lost and then on. Signs and knowledge tables will facilitate improve the look of a store.

**H4.2:** The store Design affects the feeling of the consumer

- Crowd density: the foremost general definition of the term density corresponds to it of the target density that's the quantity of individuals and objects per unit space. Withal, once one appearance at the results of density, it's imperative to specify its dimensions so as to tell apart the reactions generated by every of them. A negative subjective interpretation of the perceived density would result in "a psychological stress condition that happens once the demand for house in terms' person exceeds the accessible space".

The dimensions crowd (Baum & Paul, 1987, p899):

- spatial density is that the quantity of house per individual. This density creates special issues like lack of house, overcrowding, body contact and bustle

- Social density measures the quantity of individuals in an exceedingly given house. This density ends up in social issues like contact with others, frequent and unpredictable

- Perceived density is "the subjective estimate of the quantity of individuals, space, and organization... This density differs from one individual to a different reckoning on his perception and subjective interpretation of environmental characteristics".

- Emotional density is "evaluating the second (perceived density) compared to subjective standards and desired levels of knowledge and interaction."

It later seems attention-grabbing within the context of this analysis issue the subsequent hypothesis:

**H4.3:** The perception of the crowd in the store affects the feeling of the consumer.

- Emotional State

The theoretical model planned by (Mehrabian & Russel 1974, p54), soak up thought the impact of the emotional variables on client behavior. spirit as Associate in Nursing negotiator between the final atmosphere of the purpose of sale and client behavior.

It was conjointly thought of (Belk, 1975, p157) the interior state of the individual throughout the acquisition have a bearing on client awareness of the merchandise and have a right away impact on the shopping for behavior either to approach or rejection.

The Stimulation works in an exceedingly completely different way: if the consumer perceived a positive manner stimulants places, then can it be disrupt attributable to an awfully necessary stimulation and he will escape (Bitner, 1992, p59). Therefore, to maximise the pleasure of shoppers, it should specify the optimum stimulation level is "the ideal excitation purpose that aspires everybody and he can, through his behavior, try and keep or reinstate" (Falcu, 1993).

The atmosphere inflicting the stimulation and pleasure can replicate upon the sentiments of shoppers on the organization, people WHO are within the store and also the product there. A disagreement to report within the model Bitner is that of the non-existence of interaction between psychological feature and emotional responses answers whereas the influence of the atmosphere on the emotional responses of shoppers absolutely at the same time will increase the 'consumer approach and assess a lot of absolutely product (Bitner, 1992, p69).

Emotional customer's future once responding to the atmosphere advanced search has a bearing on buying choices. looking feeling is that the crucial issue is vital that have an effect on client behavior in an exceedingly variety context. specifically, looking mood feeling or a

client is contemplate, because the situational answer becomes compliment variables that impact on looking one (Dawson & al., 1990, p425). analysis Results from (Levy & Weitz 2009, p111) shows that the influence of feeling on buying choices. Thus, the low emotional customers can have a bearing on buying choices.

(Frankel & Ray, 2000, p 210) Confirms spirit is that the signal that controls the assembly of acceptable behavior in accordance with things. A lot of studies indicate that as influenced by emotions in exceedingly explicit surroundings will be switched individual behavior (Obermiller & Bitner, 1984, p53). consequently, the subsequent.

**H4.4:** the emotional state effect on the consumer behavior.

### **3. Study Methodology :**

Many researchers select clothing stores as a field of study of the final atmosphere of those stores impact on client behavior, together with (Yalch & Spangenber, 1993), (Rieunier, 2000). The others select the commercialism centers and supermarkets as a field of study (Smith and Krno, 1966), (Milliman 1982), (Chabat 2005). As some selected the opposite services sector as a neighborhood of study, most notably (Bash & Sopfer, 1979), (Caldwell & Hibbert 1999). While selected others restaurants as a field of study, like (Milliman 1986, North & James 1996). We have a tendency to a true field selected to try and do the study specifically, within the eating places and to check model of study for a sample consist thirty persons within the Clothing store to review the variables analysis (presence of music, style result, dense crowd) and also the extent of its impact on client behavior.

Summary scales: All scales used for the development of the form square measure within the following table:

**Table 1 : Scales Measures**

Color	Design	Crowd	PAD	Consumer Behavior
Evaluate The visual beauty of store 11 items	Evaluate The visual beauty of store 11 items	Evaluate the density of the crowd 5 items	- Stimulation - Pleasure - Dominance 22 items	- Avoidance Behavior - Perception Time - Visit Satisfaction - Future Behavior 13 items
Scale Lee and Rao 2010	Scale CVSA 2003	Scale Harrell and al 1980	Scale PAD 1974	Scale APVF 2019

**Source:** Elaborated by authors

#### 4. Study Results :

To test the quality of the model and the quality of the questionnaire sentences, to test the model using WarpPLS v3.0 program to the privacy of the program (structural equations model) and adapted with small samples.

##### 5.1 Descriptive analyse of the sample

To carry out the present study we have distributed 170 forms to the persons who boarded at least once a Turkish Airlines with and us Personal variables:

**Table 2 : Personal variables**

<b>Personal variables</b>	<b>Occurrences</b>	
<b>Gender</b>	Male	64%
	Female	36%
<b>Age</b>	20-29	18%
	30-39	26%
	40-49 per year	26%
	50 or more	30%
	Primary	2%
<b>Scientific Qualification</b>	Secondary	6%
	The University	36%
	Post-graduation	56%
	GOV-employee	84%
<b>Profession</b>	Company Employee	4%
	Retired	8%
	Student	4%

**Source:** Based on the output of the SPSSV.24.0.

It is seen from the Table 2 below, the highest percentage 64% of respondents are male. The percentage of females estimated at 36%.

The over-age group of 50 years represents 30%. The age groups 40-49 years consists 26% of the sample study, 30-39 years composite at 26%, 20-29 years represent 18%. The 80% of respondents' favorites the economy class and most of the respondents travelled with Turkish airlines, more than twice by 72%. The rest of sample characteristics appear in Table 2.

### **The questionnaire reliability:**

It means that given to the same results redistribute it more than once on the same sample under the same terms and conditions.

It has been checked the questionnaire reliability through alpha Cronbach's coefficient method, where this parameter is used to measure survey reliability regarding internal consistency to his words. The result was dependent alpha Cronbach's calculated as follows:

**Table 3 :** Alpha Cronbach's

<b>N. Items</b>	<b>Alpha Cronbach's</b>
62	0.879

**Source:** Based on the output of the SPSSV.24.0.

Through a result in above Table 3, the value of alpha Cronbach's has been much more than 60%. Which indicates that the questionnaire items have a high stability that justifies using for the study. The value of alpha Cronbach's each gateway was the lowest the value of 87.9% that means that all the items of the study gauge with high reliability and consistency.

### **The Model fit and quality indices**

General SEM analysis results include the version of WarpPLS used in the SEM analysis; project file details, such as the project file name and when the file was last saved; model fit and quality indices. Which is discussed in more detail below; and general model elements, such as the algorithm and resampling method used in the SEM analysis?

**Table 4 : Model fit and quality indices.**

<b>Model fit and quality indices</b>	<b>Value</b>	<b>Sig.</b>
<b>Average path coefficient (APC)</b>	0.459	P<0.001
<b>Average R-squared (ARS)</b>	0.457	P<0.001
<b>Average adjusted R-squared (AARS)</b>	0.453	P<0.001
<b>Average block VIF (AVIF)</b>	2.330	AVIF ≤ 3.3
<b>Average full collinearity VIF (AFVIF)</b>	2.987	AFVIF ≤ 3.3
<b>Tenenhaus GoF (GoF)</b>	0.577	GoF ≥ 0.36
<b>Sympson's paradox ratio (SPR)</b>	1.000	SPR ≥ 0.7
<b>R-squared contribution ratio (RSCR)</b>	1.000	RSCR ≥ 0.9
<b>Statistical suppression ratio (SSR)</b>	1.000	SSR ≥ 0.7
<b>Nonlinear bivariate causality direction ratio (NLBCDR)</b>	1.000	NLBCDR ≥ 0.7

**Source:** Based on the output of the WarpPLS v5.0.

The Table 4 indicates ten tests to measure quality indicators and the validity of the model. All values are significant. These indicators allow us to analyse the study sample and test hypotheses by the method of structural equations (SEM).

**Latent variable coefficients (LVC)**

Several estimates are provided for each latent variable; these can be used in research reports for discussions on the measurement instrument’s reliability, discriminant and predictive validity, as well as overall Collinearity. R-squared, adjusted R-squared, and Q-squared coefficients are provided only for endogenous latent variables; and

reflect the percentages of explained variance and predictive validity associated with each of those latent variables, respectively.

**Table 4** : Latent variable coefficients.

	Color	Design	Crowd	PAD	CB
<b>Composite reliab</b>	0.937	0.866	0.905	0.844	0.898
<b><math>\alpha</math> Cronbach's</b>	0.928	0.792	0.803	0.733	0.978
<b>Avg.Var.Extrac (AVE)</b>	0.549	0.597	0.853	0.651	0.599
<b>Full collin. VIF</b>	2.462	1.564	2.358	2.053	3.215
<b>Q2</b>				0.413	0.556
<b>KMO Indice</b>	0.500	0.570	0.632	0.598	0.916

**Source:** Based on the output of the WarpPLS v5.0.

The above Table 4 indicates Alpha Cronbach's coefficients superiority (0.7), and the composite reliability coefficients outweigh (0.7). Also, it shows the average variance extracted (AVE) are all higher than (0.5); the Full Collin. (VIF) All are smaller (3.3). The Q2 value is greater than (0) and the KMO Indices are all higher than (0.5). All these values are significant.

#### **R-squared and Adjusted R-squared coefficients**

The models were R-squared coefficients or adjusted R-squared coefficients are below 0.02 should be considered for revision.

The R-squared and Adjusted R-squared coefficients are greater than (0.02), these values are significant.

**Table 5 : Latent variable coefficients.**

	R-squared	Adj. R-squared
<b>PAD</b>	0.457	0.544
<b>CB</b>	0.453	0.399

**Source:** Based on the output of the WarpPLS v5.0.

The above Table 5 indicates, the coefficient of Adj. R-squared and R square 0.457, this coefficient means the independent variables explain 45.7% of the changes that have defied the ‘PAD’ variable, and the rest is due to other factors. Moreover, the coefficient of R square 0.453, this coefficient means the mediator variable ‘PAD’ explains 45.3% of the changes that have defined the variable ‘Consumer Behavior, and the rest is due to other factors.

**Path coefficients**

Path coefficients are indicated in Tables 6 and 7.

**Table 6 : Latent variable coefficients.**

Relationship	Coef.	P. Value	Sig.
Color ◀ CB	0.058	0.153	-
Design ◀ CB	0.181	0.082	-
Crowd ◀ CB	0.198	0.045	*
Color ◀ PAD	0.313	0.001	***
Design ◀ PAD	0.495	0.001	***
Crowd ◀ PAD	0.435	0.001	***
PAD ◀ CB	0.595	0.001	***

**Source:** Based on the output of the WarpPLS v5.0.

**Table 7** : Summary of test hypotheses.

The hypotheses	Decision
H1. The store colors affect the emotion of the consumer.	Rejected
H2. The store design affects the emotion of the consumer.	Rejected
H3. The perception of the crowd in the store affects the emotion of the consumer.	Accepted
H4.1: Evaluation of the store color affects the emotion of the consumer.	Accepted
H4.2: The store Design affects the feeling of the consumer	Accepted
H4.3: The perception of the group in the store affects the feeling of the consumer.	Accepted
H4.4: the emotional state effect on the consumer behavior.	Accepted

## 5. Conclusion :

Depth analysis of the Store Atmosphere allowed us to identify the explanatory consumer behavior towards the Store and variables like color, design, and the crowd functional value of the product.

We proposed a conceptual model, taking into consideration most of the views point Related to the impact of Store Atmosphere on Emotional state and consumer behavior.

Methodologically, our proposed model needs to be supplementing by a qualitative exploratory phase and tested quantitatively. The exploratory qualitative phase will allow us to better define the variable restaurant and complete the model from the literature review.

In a second step, we used the approach quantitative measure variables of our model and the links underlying. We propose a priori to analyse data from the survey by the method of equations structural.

Through the result above, we note the atmosphere changes to the clothing store “Safwa” has no direct impact on consumer behavior and, therefore, reject the hypothesis first major.

We also find the store atmosphere (color, design and crowd) have an impact on the emotional state, and that the latter effect on the consumer behavior. This confirms to accept the second major premise the atmosphere variables have the indirect impact on consumer behavior.

This analysis conjointly makes it attainable to understand the strategic interest of the atmosphere on the behavior of visiting the store. It's therefore been shown that the lot of the consumer engages in looking behavior in an exceedingly Store, the lot of the store atmosphere directly impacts on his behavior (Lemoine, 2003, p190) by suggests that of emotive states. the consumer goes through the trials of the store atmosphere so as to create unplanned purchases (Lombart & Labbé-Pinlon, 2007, p20). region parts of the store may favor in-store looking and, in thus doing, may permit distributors to participate within the development of a “controlled” word-of mouth and from there, contribute to the event of customer behavior The impact of the store Atmosphere might be understood from a long perspective supported the link between the customer and also the Store, particularly on its effects on consumer behavior through the looking behavior.

The first limit should be specifying the variables. The second constraint, which is further specific on variables, selected. Other variables may indeed influence the emotions Customer Review and purchasing behavior, such as familiarity with the Store.

The aim is not to mention all the variables that may affect the valuation of the experiment, we limited ourselves to those we considered most relevant to our research.

Finally, the constraints of the study, we focus on Clothing Store

only to recommend you this next research a comparative study between other store specialties. Second, recommend the introduction of other variables on the study model such as Brand Store or Image Store.

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