

Experiential retail environments: Modelling the influence Of internal antecedents on consumers' impulse behaviour

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ABSTRACT

Experiential retail has increasingly drawn attention in recent years as an innovative format whereby retailers could regain a competitive advantage in the saturated and consumer-dominated retail environment. Experiential retail environments are interactive and often elicit spontaneous reactions while consumers are in-store. This study explores the influence of internal antecedents, namely consumers' mood and emotions, hedonism and recreation as instigators of their impulse behaviour in experiential retail contexts. Consumers' responses were based on a retrospective assessment of their impulse behaviour in a selected experiential retail environment which they regarded as their most memorable experience. Purposive sampling was used to distribute structured electronic questionnaires across South Africa to potential respondents. Findings reveal that these internal antecedents are central to specific impulse behavioural outcomes in an experiential retail setting. Findings also confirm the importance of retail environments that offer memorable experiences where people can escape from their daily routines, further indicating that impulsive purchases are often made to cherish the visit and therefore retailers have to be exceptionally innovative in terms of the type of products and memorabilia that are sold due to its potential to attract more patrons that is highly beneficial to outdo competitors in a cut-throat market place.

Keywords: Experiential retail; Internal antecedents; Mood; Emotions; Hedonism; Recreation; Impulse behaviour

INTRODUCTION

Changes in the retail environment globally over the past few decades are due to a growth in pertinent trends that require a serious reconsideration of the way in which retailers have operated to date. For example, an increase in the prevalence of materialistic values amongst consumers, a raise in environmental concerns, the booming of the digital era that is favoured by the Y generation, as well as opportunities to utilize multichannel formats to acquire goods and services have changed consumers' perceptions and their expectations of shopping (Verhoef, Kannan and Inman 2015; Wiese 2016). Although many researchers claim the integration of multiple channels into omni-channels (Verhoef et al. 2015), many consumers still prefer brick-and-mortar stores (Gold 2014) provided that their valuable time is not compromised on redundant products or services while better alternatives can be obtained elsewhere (Nemeth 2015). Although the closure of brick-and-mortar stores are not yet in sight, it is imperative that retailers adopt and incorporate new trends in their traditional retail strategies to keep consumers interested (Barnard 2016).

With the world literally at their fingertips (Wiese 2016), consumers now also demand memorable, fun-filled experiences that evoke positive emotional responses to surpass the longevity of the product or service that they are interested in. For many, the recreational dimension of shopping supersedes the fundamental purpose of the trip.

Survival in the current global competitive retail environment thus requires retailers to master the novelty of experiential retail that converts products and services into memorable experiences where retail environments become more than platforms to acquire merchandise from, evolving into entertainment environments (Pine and Gilmore 2011; Hirsch 2012; Wiese 2016).

RESEARCH AIM

Although many researchers have shown considerable interest in experiential retail in recent years, most of these studies have progressed no further than defining the construct and providing preliminary insights into consumers' satisfaction within these retail environments (Schmitt 1999; Pikkemaat, Peters, Boksberger and Secco 2009; Srinivasan and Srivastava 2010; Pine and Gilmore 2011; Same and Larimo 2012; Shah and Alter 2014; Yoon 2013; Srivastava and Kaul 2014; Alcántara, Artacho, Martínez and Zamora 2014; Loureiro and De Araújo 2014; De Farais, Aguiar and Melo 2014). Eventually, successful retail operations depend on retailers' abilities to understand the motivations and actions that underlie consumers' behaviour. However, empirical evidence could not be found that explicates consumers' behaviour within an experiential retail context where the main intent is to create a life experience that is driven by emotions such as fantasies, feelings and fun (Schmitt 1999), which surpass the rationality of attaining products that would satisfy basic needs (Pikkemaat et al. 2009). Consumers inevitably exhibit different behaviours in experiential retail settings compared to traditional retail stores. In experiential retail contexts, consumers are motivated by the pleasure of performance rather than the achievement of goals. They subsequently process data in a more perceptual fashion, which provides fertile ground to act impulsively upon stimuli in the environment (Mathwick, Malhotra and Rigdon 2001). Impulse behaviour per se, has thus attracted the attention of many researchers in recent years (Harmancioglu, Finney and Joseph 2009; Dawson and Kim 2009; Sharma, Sivakumaran and Marshall 2010; Yu and Bastin 2010; Chang, Eckman and Yan 2011; Murugananantham and Bhakat, 2013). Consumers' impulse behaviour in an experiential retail setting is, however, still under-explored, and therefore a void exists in terms of evidence of the presence and effect of imperceptible antecedents that prompt consumers' impulse behaviour in experiential retail contexts.

Experiential retail is proposed as a worthwhile option for the future success of retailers (Stops 2013; Mangozhe 2013; Gold 2014) although the idea has not yet been widely implemented due to some level of uncertainty concerning this unconventional retail format. Based on extant research relating to impulse behaviour that specifically concerns consumers' internal desires, this paper aims to integrate the germane intrinsic antecedents that could prompt consumers' impulse behaviour within experiential retail contexts. A coherent framework to expand the literature about consumers' behaviour in the marketplace is presented, also proposing strategic considerations for experiential retail environments that could potentially result in the design of profitable and sustainable retail alternatives during times when retailers can no longer assume consumers' loyalty and their much-needed return intentions. Admittedly, more discerning contemporary consumers constantly seek innovative encounters to satisfy their needs. Recommendations are hence based on an inference of primary reasons for consumers' patronage of experiential retail establishments with an explication of their impulse behaviour within those contexts. The research also seeks to enhance academics' understanding of contemporary consumers and to expand theory pertaining to a key retail innovation, specifically experiential retail. The outcomes of this research would apply to the implementation of new consumer behaviour- and retail curricula in higher education institutions.

LITERATURE

The emergence of experiential retail

Admitting that their best memories result from experiences or events, consumers are often willing to pay more for experiences that will enhance and shape their identities rather than to spend their money on tangible luxury products that they often soon lose interest in anyway (Khuvutlu 2015). Retail experts concur that modern post-materialistic consumers derive more pleasure from shared experiences than from flaunting tangible goods (Portas 2010; Khuvutlu

2015). This exemplifies the renewed interest in the experience economy as described by Pine and Gilmore (1998) during the late 1990's. They argued that the prominent reason why consumers still patronise traditional retail stores, is to enjoy the instant gratification derived from an integration of commodities, goods or services in such a way that it will bring about memorable experiences. Moreover, consumers do not merely shop for the sake of obtaining utilitarian products or services. They are usually willing to sacrifice time and money to be entertained (Khan, Dhar and Wertenbroch 2010), which supports the underlying philosophy of experiential retail that a themed store environment offers various forms of entertainment with the intention to transform shopping into an emotional and hedonical experience (Kim, Sullivan and Forney 2007; Garvin 2009).

Ultimately experiential retail aims to lure consumers to physical retail settings by offering entertainment as a form of personal reward for their presence in carefully crafted environments (Loureiro and De Araújo 2014). Once in the setting, consumers are tempted by affective wants and tend to act spontaneously and impulsively in line with their personal preferences - purchasing goods, such as memorabilia or by participating in activities (Khan et al. 2010). Although consumers might initially visit an experiential retailer purely out of curiosity and to experience it, they are likely to succumb and engage in impulse behaviour to enhance their involvement (Pine and Gilmore 2002, 2011). Experiential retail therefore offers an opportunity for existing retailers as well as new entrants to thrive despite fierce competition and trying global economic conditions.

Impulse behaviour in an experiential retail environment

Per definition, impulse behaviour suggests that no prior planning, information gathering or evaluation of possible alternatives precedes consumers' actions. Rather, impulse behaviour encompasses a strong, irresistible urge to act spontaneously without deliberation (Kalla and Arora 2011; Amos, Holmes and Keneson 2014): consumers thus become emotionally charged to act (Sharma et al. 2010). Impulse behaviour is a swift process in which consumers' dormant desires are activated while browsing, instigating a demand for instant gratification (Kim 2003; Kalla and Arora 2011).

The engaging experiences in experiential retail stores differ from one store to the next. Similarly, two consumers would not have the same experience when exposed to the same stimulus. The eventual experience is triggered by the interaction between a consumer's state of mind and the staged event which the retailer purposively controls (Pine and Gilmore 1998; Same and Larimo 2012; Srivastava and Kaul 2014). The same consumer's behaviour towards an event might also differ from one day to the next, as experiences are perishable, non-tangible and inconsistent. This complicates the consumer's planning prior to visiting an experiential environment. The retailer too, is unaware of how and when its prospective clientele will react. It is standard practice for experiential retailers to incorporate secretive elements in their setup, to continually update events and settings, in-store features and products. Not only is this done to retain consumers' interest and encourage return visits, it also further complicates a consumers' prior planning. Each visit to a particular venue should be as captivating and memorable as possible, both for new and returning visitors.

Conceptual model development

The four realms of experiences as developed by two of the renowned experiential researchers, Pine and Gilmore (1998) served as a valuable point of reference to identify certain internal motives that might drive consumers' behaviour towards and within experiential retail environments. The first type of experience, the entertainment experience refers to a passive experience where consumers watch others perform or partake in activities without getting involved themselves. Educational experiences require more active participation and lead to the acquiring of knowledge and enhancement of skills. The aesthetic realm entails the enjoyment and appreciation of the retail setting that gets consumers immersed. Consumers need not partake in an activity but the mere presence in the experiential environment leads to enjoyment. The last realm, the escapism experience is where consumers become intensely immersed in the environment and help shape the experience by acting in a play, taking on a new persona and break away from reality. An ideal experiential venue should encompass all four experience realms as explained by Pine and Gilmore (1998).

Considering the aforementioned four realms of experiences, supporting literature on experiential retail as well as impulse behaviour were identified to explain the internal motives that drive consumers towards visiting the different types of experience realms and ultimately prompt spontaneous behaviour. Arnold and Reynolds (2003; 2012) identified six hedonic shopping motives that concur with the desires related to the four experience realms. Adventure shopping serves as a motivation for the entertainment realm; idea shopping for the educational realm; and gratification shopping for the escapism realm. Social-, role- and value shopping were further identified by Arnold and Reynolds (2003; 2012) as additional hedonic motives. These experiential retailers' work is supported by impulse literature from scholars such as Hausman (2000), Yu and Bastin (2010), Kalla and Arora (2011) and Amos et al. (2014) who all identified hedonic motives to spur impulse behaviour. With regards to the aesthetic realm, shopping for recreational purposes and pure pleasure were identified as an important internal motive. This is also supported by literature on impulse behaviour as scholars Beatty and Ferrel (1998), Amos et al. (2014), and Saad and Metawie (2015) identified shopping enjoyment as influential to impulse behaviour. Not included based on the experiential realms, nevertheless strongly depicted from literature deriving from both experiential literature (Holbrook and Hirschman 1982; Schmitt 1999; Pine and Gilmore 2002; Bagdare and Jain 2013) and impulse behaviour (Rook and Gardner 1993; Beatty and Ferrel 1998; Hausman 2000; Silvera, Lavack and Kropp 2008; Kalla and Arora 2011) is the role of mood and emotions.

Drawing on these prior research on impulse behaviour as well as studies on experiential retail, a holistic conceptualization of consumers' experiences in experiential retail venues is presented. Mood and emotions, hedonism as well as recreation were identified as influencing factors from both impulse behavioural- as well as an experiential perspective as the most prominent influencing antecedents.

This study regards mood and emotions as an inseparable concept based on its interactive nature, arguing that someone in a negative mood can feel depressed, or that being happy creates a positive mood state. Subsequently mood and emotions are often used interchangeably (Robbins and Judge 2013). Generally, those who choose to visit experiential retailers do so for enjoyment rather than to obtain functional goods. Activities engaged in for fun rather than performance lead to positive feelings, which prompt more creative and flexible processing of information and are conducive to noticeable impulse behaviour (Park 2002). Experiential shopping experiences have been found to create positive emotions that increase unplanned purchases (Bäckström and Johansson 2006; Verplanken and Sato 2011). Although mood and emotions have previously been found to play a mediating role between consumers' cognition and actual behaviour in a traditional retail setup (Fiore and Kim 2007), mood and emotions are projected to directly prompt consumers' impulsive acts as the speedy nature of impulse behaviour allows no time to evaluate aspects such as quality or status that are typical of calculated decisions. In experiential contexts, consumers' behaviour is rather fuelled by a spontaneous emotional charge (Fiore and Kim 2007; Amos et al. 2014). Consumers who act impulsively in response to intrinsic preferences are spontaneously tempted by affective wants (Khan et al. 2010). Accordingly, the following hypothesis was formulated:

H₁: Mood and emotions positively influence consumers' impulse behaviour in an experiential retail setting.

Apart from mood and emotions, hedonic shopping motives have also been identified as a driving force for impulse behaviour (Yu and Bastin 2010; Kalla and Arora 2011). Such motives are pleasurable and associated with elements such as fun, novelty and surprise (Saad and Metawie 2015). Consumers who enjoy shopping experiences are more inclined to engage in impulse behaviour (Saad and Metawi 2015). Arnold and Reynolds' (2003, 2012) six different hedonic shopping motives, namely: adventure shopping that represents shopping for excitement and exploration; social shopping that is associated with an opportunity to interact and socialise with others in the shopping environment; role shopping that depicts the act of shopping on behalf of other people or to purchase gifts; gratification shopping that is a form of relief from daily stresses; value shopping that underlies the motive to shop for bargains and lastly, idea shopping that represents a means to gain insight into the latest trends or for inspiration, are especially relevant. Because experiential-venues are often thematic, offer exclusive products as well as entertaining activities, it is highly likely that a combination of several of the six hedonic shopping motives could prompt impulsive behaviour within the venue. The following hypotheses are thus formulated:

- H₂: Hedonism positively influences consumers' impulse behaviour in an experiential retail environment, specifically in terms of:
 - H_{2a}: adventure shopping
 - H_{2b}: social shopping
 - H_{2c}: role shopping
 - H_{2d}: gratification shopping
 - H_{2e}: value shopping
 - H_{2f}: idea shopping

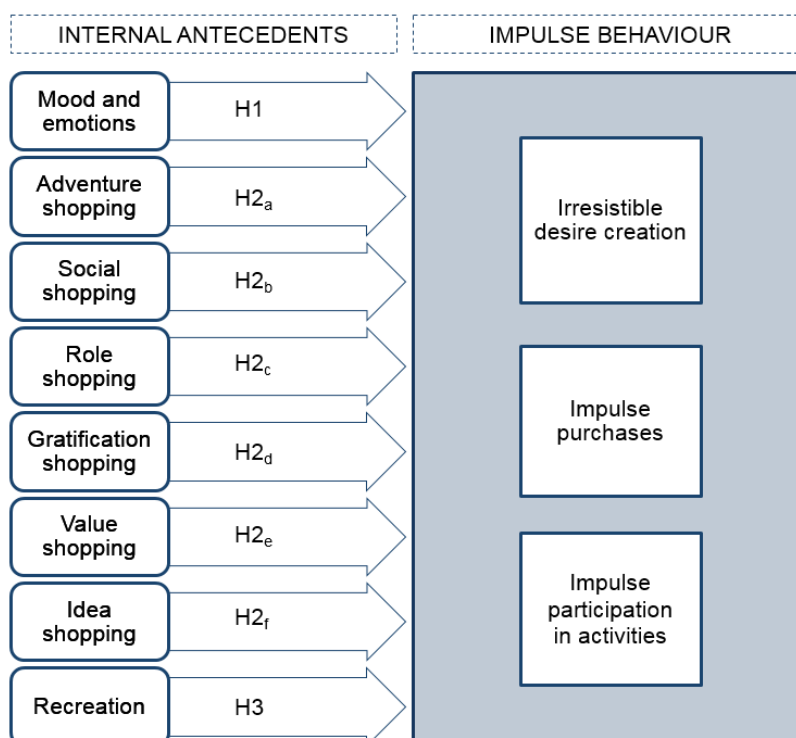
Apart from being motivated by the non-monetary gains that experiential retail offers by satisfying consumers' hedonic desires, some consumers prefer shopping for recreation that refers to activities that consumers voluntarily participate in as a form of leisure when they can escape from obligations and duties of their everyday life (Ozturk 2016). Experiential retail environments provide an ideal platform for consumers to spend their free time since these establishments provide pleasure and reward through visitation alone, without financial or social obligation (Fiore and Kim 2007). The most significant benefit for retailers is nevertheless financial, as consumers who wish to preserve the experience usually impulsively indulge in purchasing products or services that are exclusive to the experience. Hence, the hypothesis:

- H3: A desire to visit a store for recreation positively influences consumers' impulse behaviour in an experiential retail environment.

The conceptual framework presented in Figure 1 depicts the hypotheses for the study, proposing that mood and emotions, hedonic desires as well as a desire for recreation respectively influence consumers' impulse behaviour in an experiential retail setting. Impulse behaviour in this context could culminate as specific behavioural outcomes, possibly irresistible desire creation, impulse purchases and impulse participation in activities.

METHODOLOGY

**FIGURE 1:
CONCEPTUAL MODEL AND HYPOTHESES**



A quantitative approach using an electronic survey was used to gather data from respondents through retrospective recall of a consumer's experience at an experiential retail venue in South Africa. A prerequisite for participation in the study was that the respondents had to have visited one of the experiential retail venues including themed restaurants (Hard Rock Café, Die Blou Hond and Greensleeves), Pop-up stores (Pestaurant and Magnum Pop-up store), an experiential recreational destination (Pretville) and experiential retail stores (Cape Union Mart Adventure Centre and Build-A-Bear workshop) in the three years preceding completion of the questionnaire. With regards to experiences, a longer timeframe is considered acceptable based on evidence that consumers tend to clearly recall their best experiences associated with entertaining events. To the contrary, bad purchases are often recalled when referring to functional product purchases (Martin, Reimann and Norton 2015). It was further assumed that the uncommon nature and distinctive experiences at the experiential venues would still enable a satisfactory recall within the three year period (Martin et al. 2015). Questionnaires were distributed by a contracted research company to members on their extensive data base.

Scale items were adapted from established scales on impulse behaviour (Rook and Fisher, 1995) as well as experiential related studies (Kim 2003; Arnold and Reynolds 2003; Mathwick et al. 2001). One pre-test (July 2015) and a pilot test (August 2015), preceded the actual data collection procedure during September 2015 to enhance content validity. The time needed to complete the questionnaire, the length, clarity of instructions and linguistic issues were considered. A total of 402 usable questionnaires are reported on in this study. Respondents had to select the most memorable experiential venue visited from a specific list before answering the questions specifically pertaining to that experience. By only reflecting on a specifically selected experience, respondents could provide a more focused report on their impulse behaviour. Sifting questions granted access to questions pertaining to impulse purchases and impulse participation respectively, to only those who had bought something or took part in activities. This was done to eliminate redundancy and to improve the time and pleasure of completing the survey. This reduced the number of useable questionnaires to 179 questionnaires for the confirmatory factor analysis (CFA) procedure and development of the structural equation model (SEM) as these statistical techniques should ideally be performed on complete data sets with no missing values. These questionnaires were completed by respondents who had bought something and/or took part in activities at the venue. Five questions in the questionnaire captured demographic information through nominal scales, while level of education and income were in categorical format. Likert-type "Agreement" scales with options ranging from 0 = strongly disagree to 10 = strongly agree were used to investigate internal antecedents and impulse behaviour. Ten-increment scales were considered most suitable for Structural Equation Modelling (SEM) (Awang, Afthanorhan and Mamat 2016).

The statistics program IBM®SPSS®23 was used to analyse the data. The first step entailed scale purification, which involved item analysis, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), reliability assessment, as well as testing of convergent- and discriminant validity. Kaiser-Meyer-Olkin (KMO) statistics with values ranging between 0.5 and 1.0 and Bartlett's test of sphericity, significant at $p < 0.5$ confirmed that items correlated sufficiently to continue with factor analyses (Malhotra 2010; Tabachnick and Fidell 2013). EFA with varimax rotation was used to uncover the underlying structure of the data, to assess construct validity as well as the internal consistency and reliability of constructs through calculation of Cronbach's alpha. A clear priori of related variables was deduced from the literature and therefore the aim was to reveal any latent variables among those listed that caused it to covary. An Eigenvalue > 1 informed the number of factors extracted upon which the corresponding variance was explained. CFA followed with the use of IBM®AMOS®23 to estimate a measurement model based on the factors extruded through EFA. Composite reliability (CR) was calculated whilst standardized item loadings (SW) and average variance extracted (AVE) were examined to assess convergent validity (Hair, Black, Babin and Anderson 2014). Discriminant validity was assessed by ensuring that the average variance extracted (AVE) for each construct is greater than the maximum shared variance /squared correlation (MSV) between each pair of constructs in the measurement model (Fornell and Larcker 1981; Hair et al. 2014). The measurement as well as structural models were assessed using Covariance-Based Structural Equation Modelling (CB-SEM).

The sample was heterogeneous as the prerequisite for participation in the study was visitation to any one of the specified experiential retailers. The gender representation in the sample (N= 402) was almost equal (51.5% male; 48.5% female). Regarding age, most respondents were between 26 and 55 years of age (18-25 years: 5.2%; 26-35

years: 23.4%; 36-45 years: 22.6%; 46-55 years: 26.4%). Slightly more than 20% were older (56-65 years: 16.7%; >65 years: 5.7%). Although the majority of respondents were whites (61.7%), a sizable representation of Africans was included (20.9%). Asians (8.5%) and coloureds (5.2%) were not well represented despite additional invitation to attract more interest. Unfortunately, 3.7% refrained from disclosing their ethnicity. Many of the respondents had higher education qualifications (post-graduate: 28.1%; graduates: 43.5%; undergraduates: 8%). Others had completed secondary school (17.4%), part of secondary schooling (1.8%), while some refrained from disclosing their education level (1.2%). Monthly income categories were formed to concur with typical South African income groupings (Coetzee and Van Aardt 2011). The categories indicate a stronger representation of middle income consumers, i.e. lower income to emerging middle class earning <R25 000 monthly: 45.8%; the realised- to upper middle class earning >R25 001 - R60 000 monthly: 29.1%; emerging affluent to affluent consumers earning >R60 000 per month: 13.4%; with 11.7% who withheld their income information.

RESULTS AND INTERPRETATION

Exploratory factor analysis (EFA)

EFA was respectively conducted on items measuring mood and emotions, hedonism, recreation, irresistible desire creation, impulse purchases and impulse participation to validate the new model. With regards to mood and emotions, the null hypothesis was rejected since the Bartlett's test of sphericity was significant (chi-square = 1362.441; df = 3; sig. = 0.000). The KMO statistic of 0.768 exceeds the recommended cut-off point (< 0.5) (Malhotra 2010). The factorability of the data was therefore confirmed. Anti-image diagonals ranged from 0.72 and above, meeting the threshold of > 0.4 and confirmed the correlation of the items measuring mood and emotions. EFA confirmed the coherence of the three items for mood and emotions with high communalities (> 0.3) that ranged between 0.855 and 0.941 as well as one factor extracted with individual loadings ranging between 0.93 and 0.97 (Pallant 2013). These three items accounted for 88.21% of the total variance explained. The three items further indicated internal consistency reliability (Cronbach α = 0.96) (De Vellis 2012).

In terms of hedonism, Bartlett's test of sphericity (chi square = 6798.972; df = 190; sig. = 0.000) and the KMO statistic (0.940) confirmed that factor analyses would be appropriate for analysing the correlation matrix. Anti-image diagonals ranged between 0.87 and 0.97, confirming good correlation amongst items. Communalities of all items ranged between 0.54 and 0.87. The factor procedure uncovered three factors related to hedonism, contrary to the six factors of Arnold and Reynolds (2003). Adventure-, gratification-, idea- and value shopping were clustered as a single factor, merging 13 items that are hereafter referred to as pleasure shopping. Standardised item loadings of items related to pleasure shopping ranged between 0.59 and 0.85. This factor also accounts for 38.51% of the total variance explained and Cronbach's α = 0.96 showed internal consistency reliability. Due to the assimilation of these items, H2d to H2f merged as part of H2a, which represents pleasure shopping rather than adventure shopping. Social shopping and role shopping emerged as independent factors. Social shopping's standardised item loadings varied between 0.80 and 0.85 for the three items, while also accounting for 18.01% of the variance in the data; Cronbach's α = 0.91 further assured good reliability. Standardised item loadings for role shopping ranged between 0.85 and 0.90, while the factor accounted for 16.30% of the variance in the data, and the Cronbach's α = 0.90 indicated internal consistency reliability.

Recreation was also deemed appropriate to undergo factor analyses based on the outcome of Bartlett's test of sphericity (chi square = 765.998; df = 3; sig. = 0.000) that is significant and together with the KMO statistic (0.754), indicate factorability of the data. Anti-image correlations were >0.74 and acceptable with high communalities >0.74. The standardised item loadings of the three items associated with recreation ranged between 0.86 and 0.89 whilst explaining 75.80 % of the total variance in the data. Cronbach's α of 0.90 confirmed internal consistency reliability.

The three items for irresistible desire creation were specifically developed for this study. According to Bartlett's test of sphericity that was significant (chi square = 821.070; df = 3; sig. = 0.000) and the KMO statistic value of 0.733, factorability was indicated. Anti-image correlations were >0.68 and the items portrayed high communalities

that ranged between 0.67 and 0.74. The standardised item loadings of the items were high, ranging between 0.82 and 0.95 whilst explaining 76.97% of the total variance in the data. Internal consistency reliability was confirmed with Cronbach's $\alpha = 0.91$.

The significance of Bartlett's test of sphericity (chi square = 90.137; df = 3; sig. = 0.000) and the value of the KMO statistic being 0.583, confirmed the appropriateness of factor analysis for impulse purchases. All anti-image diagonals were >0.56 . One item (I decided what I was going to buy before I visited the venue) was removed because of a low communality to enhance internal consistency, i.e. the Cronbach's α increased from 0.57 to 0.62 (confirming internal consistency reliability), and the communalities of the two remaining items were 0.73. The standardised item loadings of both items were 0.85 and explained 72.51% of the total variance in the data.

Items associated with impulse participation in activities were also suitable to undergo factor analysis with Bartlett's test of sphericity (Chi square = 213.649; df = 6; sig. = 0.000) and an acceptable KMO statistic value of 0.539. Two items were removed because of low communalities. The remaining three items' communalities were >0.54 . Standardised item loadings were high, ranging between 0.74 and 0.90. The Eigenvalue indicated that the factor explained 63.40% of the total variance in the data. The Cronbach's $\alpha = 0.70$ indicated internal consistency reliability.

Confirmatory factor analysis

CFA was subsequently conducted with the use of IBM@AMOS@23, on 179 questionnaires to assess the measurement model. Eight factors with a total of 33 items were included in the model. Inspection of the model fit revealed some indices below the acceptable thresholds of CMIN < 0.3 ; CFI > 0.9 ; IFI > 0.9 ; TLI > 0.9 and RMSEA < 0.08 (Hair et al. 2014). Subsequently, low standardised item loadings (< 0.5) indicated six items pertaining to hedonism for possible removal. Each item was subsequently inspected for domain representativeness. Three items relating to pleasure shopping were removed, namely: The experience at the venue was an opportunity to spoil myself; The experience at the venue was priceless because I know I might not be able to experience it again; and The visit to the venue enabled me to experience something exclusive. Seven items were retained to measure the factor, confirming domain representativeness. The visit to the venue kept me updated with the latest trends and ideas; The visit to the venue was more interesting than that to traditional restaurants/retailers/cinemas; and The visit to the venue satisfied my sense of curiosity items, collectively represented idea shopping but were clustered as part of pleasure shopping during the EFA procedure. Because these items relate to the latest trends, innovation and exclusivity, unlike the rest of the items that reflect on the enjoyment of the experience, they were removed, concluding that experiential settings do not necessarily satisfy motives associated with idea shopping. A second CFA model was then assessed with the remaining 27 items. The subsequent CFA results indicated that the model fit the data well ($\chi^2 = 617.850$; df = 294; p = 0.000; CMIN = 2.102; CFI = 0.932; IFI = 0.933; TLI = 0.919; RMSEA = 0.079). However, based upon this model, discriminant validity issues with respect to pleasure shopping and recreation were uncovered. It was decided to merge the two factors, with recreation hereafter also forming part of pleasure shopping, as the items measuring each of the constructs were closely related. Based upon the literature, it is evident that pleasure shopping and recreation are constructs that are closely related as pleasure shopping entails shopping for excitement, exploration and relief from daily stresses (Arnold and Reynolds 2003;2012) whilst recreation pertains to the act for pleasure and an escape from everyday obligations (Fiore and Kim 2007; Ozturk 2016). This results in the merge of H2a and H3 so that H2a collectively represents both initial constructs (pleasure shopping and recreation). The subsequent CFA results indicated the model fit the data well ($\chi^2 = 634.301$; df = 301; p = 0.000; CMIN = 2.107; CFI = 0.930; IFI = 0.931; TLI = 0.918; RMSEA = 0.079). The standardised item loadings, composite reliability, average variance explained as well as the maximum shared variance are presented in Table 1.

The standardised item loadings of all items are above the threshold of 0.5 (Malhotra, 2010) and statistically significant at $p < 0.001$. All constructs displayed composite reliability (CR) exceeding 0.6 (Malhotra 2010). Convergent validity is further assured with all average variances (AVE) > 0.5 . Discriminant validity was measured by ensuring the AVE is greater than the maximum shared variance (MSV) between each pair of constructs in the measurement model (Fornell and Larcker, 1981). No discriminant validity concerns were identified as indicated in Table 1.

TABLE 1:
COMPOSITE RELIABILITY, CONVERGENT VALIDITY AND DISCRIMINANT VALIDITY

Factors	SW	CR	AVE	MSV
Threshold	(> 0.5)	(> 0.6)	(> 0.5)	(< AVE)
Mood and emotions		0.857	0.857	0.558
The experience at the venue:				
lifted my mood	0.926			
was exciting	0.961			
made me feel happy and cheerful	0.942			
Pleasure shopping		0.957	0.690	0.593
The experience at the venue:				
was adventurous.	0.830			
was stimulating.	0.903			
made me feel as if I was exploring new worlds.	0.852			
was an escape from reality.	0.739			
was stress relieving.	0.849			
was much better than any experience I had at another restaurant/retailer/cinema.	0.826			
The venue offered a quick opportunity for fun.	0.730			
The venue doesn't just sell food/products/a movie, it entertains.	0.835			
The experience at the venue was a great way of spending my free time.	0.903			
The visit to the venue was enjoyable for its own sake, not just for the purpose of eating/items I may have bought/the movie.	0.823			
Social shopping		0.933	0.824	0.593
The visit to the venue:				
was great for socializing.	0.904			
was great to meet up with friends and family.	0.977			
allowed me to bond with others.	0.836			
Role shopping		0.920	0.793	0.158
The visit to the venue:				
enabled me to purchase something unique for someone special.	0.889			
was a unique opportunity for me to treat someone special.	0.906			
was the perfect gift for someone special.	0.876			
Irresistible desire creation		0.930	0.815	0.579
The temptation for a good experience was difficult to resist.	0.866			
The offerings looked too promising to pass up.	0.918			
The whole setup at the venue created a desire within me.	0.923			
Impulse purchases		0.661	0.508	0.356
I didn't plan on purchasing anything but decided to do while I was at the venue.	0.523			
I spontaneously bought something.	0.862			
Impulse participation in activities		0.767	0.538	0.384
I planned some of the activities I engaged in but decided to partake in the rest on the spur of the moment.	0.560			
I spontaneously decided to partake in an activity at the venue.	0.956			
I didn't know about the activities offered at the venue but decided to partake on the spot.	0.622			

Structural equation modelling

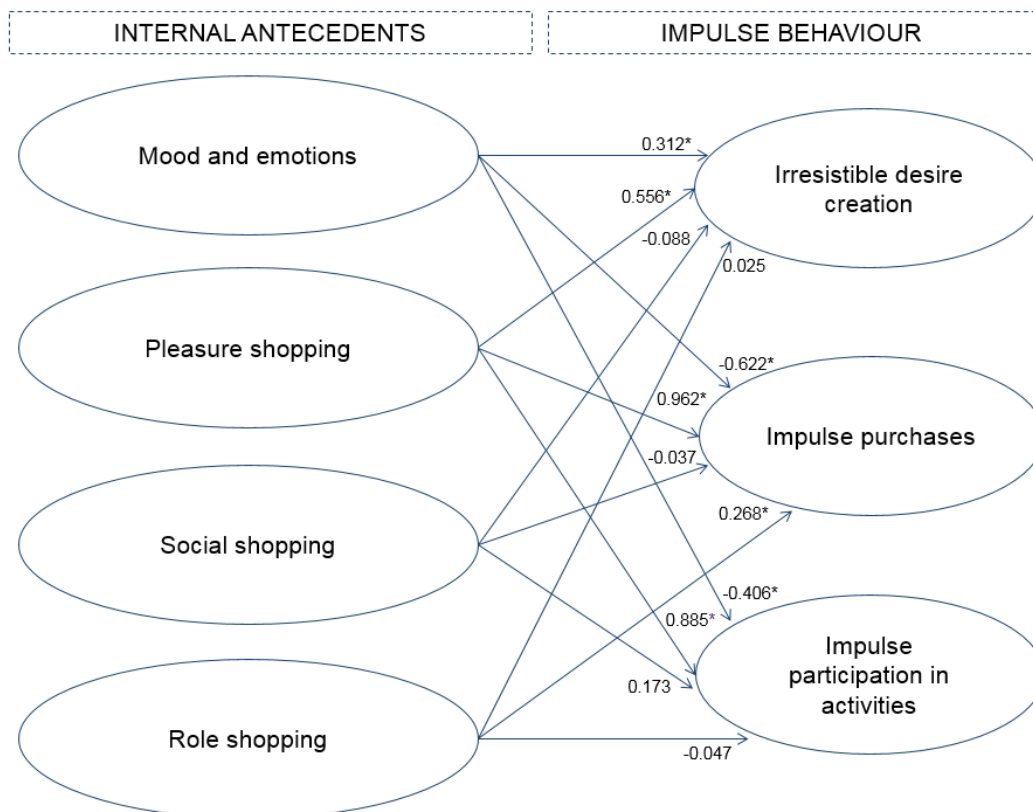
Lastly, a full latent model was assessed to uncover the significant structural paths behaviour as hypothesised. Model fit indices met the acceptable criteria ($\chi^2 = 655.827$; $df = 304$; $p = 0.000$; $CMIN = 2.157$; $CFI = 0.926$; $IFI = 0.927$; $TLI = 0.914$; $RMSEA = 0.08$). Overall good model fit was achieved.

Path analysis indicates seven significant influences on impulse behaviour amongst the independent variables. Mood and emotions as well as pleasure shopping exert positive significant influences on consumers' irresistible desire creation. Pleasure shopping as well as role shopping were identified to have positive significant influences on impulse purchases whilst mood and emotions portrayed an unexpected negative influence on impulse purchases. Mood and emotions once again portrayed a significant negative influence on impulse participation in activities whilst a significant positive influence of pleasure shopping on impulse participation in activities was also evident. No significant influence was evident between social shopping and the impulse behavioural outcome. Table 2 summarises the results.

CONCLUSION AND IMPLICATIONS

The study examined the influence of specific internal antecedents (mood and emotions, hedonism, and recreation) on consumers' impulse behaviour in an experiential retail setting. Although depicted from literature as separate constructs, analysis indicates that recreation also forms part of hedonistic motives, particularly serving as a driving

FIGURE 2:
A MODEL THAT DEPICTS THE INFLUENCE OF INTERNAL ANTECEDENTS ON CONSUMERS' IMPULSE BEHAVIOUR IN EXPERIENTIAL RETAIL CONTEXTS



force for pleasure shopping motives. The study expands literature by presenting an integrative model that indicates the relevance of these antecedents in terms of three types of impulse behavioural outcomes within an experiential retail setting, namely: irresistible desire creation (a strong inner urge to indulge); impulse purchases; as well as impulse participation in activities. Findings revealed that of the possible behavioural outcomes, impulse purchases are the most likely to occur.

The antecedent, mood and emotions has a significant influence on all impulse behavioural outcomes. H1 is partially supported in that mood and emotions positively prompts consumers' irresistible desire creation. Particularly enlightening, is that the influence of mood and emotions on impulse purchases as well as on impulse participation in activities are significantly negative, suggesting that consumers whose emotions are positively influenced by the experience will be less inclined to purchase products or partake in activities during their encounter. This finding contradicts former research (Bäckstrom and Johansson 2006; Verplanken and Sato 2011). Confirmation of a positive influence of experiential retail on consumers' mood and emotions indicates that the experience in itself is worthwhile. Retailers and marketers should hence optimize emotional appeals to entice consumers to patronise experiential retail environments and to do so, marketing efforts should be emotionally persuasive, without disclosing too much of what the experience actually entails.

People who visit experiential retailers merely for the sake of pleasure will highly likely experience an irresistible desire and be swayed to purchase products on the spot or make a spontaneous decision to participate in activities. H2a is thus supported. The fun and adventurous nature of experiential venues allow consumers to fantasise and explore, and to escape from the burdening realities of life. When immersed in this experience, visitors will highly likely act upon their desires and impulsive purchases as well as the opportunity to partake in activities impulsively will aid to further enhance the positive outcome of the encounter. Experiential retailers should thus continue to augment the pleasurable aspects which will inadvertently culminate into impulse acts, rather than to focus on utilitarian gains. The positive influence in terms of the creation of irresistible desires is significant in terms of patrons' return intentions, and therefore the experience should constantly be innovated to make it memorable.

Social shopping was not significant in influencing impulse behaviour, thus not supporting H2b. This implies that,

even though experiential consumers might use this platform for socialisation, they will probably not succumb to spur of the moment acts. This contradicts findings of Verplanken and Herabadi (2001) as well as Dhaundiyal and Coughlan (2016) who both reported a positive association between being sociable and increased impulse buying tendencies. Consumers utilising retail venues for socialization, regard this as the primary objective, with all other options, including buying, being secondary (Dhaundiyal and Coughlan 2016). When in groups, people are influenced by one another's acts (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros and Schlesinger 2009). Some individuals may therefore be more reluctant to act impulsively out of fear for being criticized. When promoting the venue, experiential retailers can nevertheless still benefit from group visits as an opportunity for socialization. Through group offerings, retailers could target joint decision-making, which will not necessarily culminate in terms of individuals' impulse behaviour. However, as an off spin, individuals may be encouraged to return on their own or in smaller groups later on when they will not be intimidated by others' behaviour.

Findings indicate that role shopping positively influences impulse purchases but does not affect irresistible desire creation or impulse participation, partially supporting H2c. Hence, experiential-venues provide the perfect platform to treat someone special or to purchase a unique gift. Experiential retailers could benefit from having merchandise available that could serve as memorabilia and that would prompt curiosity and interest of non-visitors. Ideally, products should be functional with unique aesthetic characteristics so that they could serve as exclusive gifts. For role shoppers who generally do not directly benefit from their purchases, an offering of reasonably priced goods at experiential venues would be more important than for pleasure seekers. Role shoppers' product choices are very important because their gifts serve as sales promotion, i.e. a marketing tool that could lure the recipients to visit the venue to gain first-hand experience.

To conclude, mood and emotions, pleasure shopping and role shopping are meaningful in terms of consumers' impulse behaviour in experiential retail settings. Consumers find experiential venues emotionally satisfying even though they might not physically or financially contribute through response to offers. Consumers finding themselves in a negative mood or emotional state prior to entering an experiential venue, might impulsively decide to purchase products or partake in activities offered at the venue in an attempt to alleviate the uncomfortable internal state. Many experiential consumers are pleasure seekers to whom the experiential environment serves as an important distraction from reality. These consumers are valuable targets for retailers as they often indulge in experiential offerings. For them, the environment together with the promise of an unforgettable experience serves as the main attractions and should therefore be specially crafted and continuously reinvented by retailers to retain their interest. Experiential retail also serves as a platform for consumers to socialise or to treat someone. Gift packages or special packages for group visits may be excellent attractions because these types of purchases are usually predetermined and not spontaneous.

Although visitors to experiential venues not necessarily do so with the intention to purchase products, purchases are often made because impulse urges are evoked. Even though literature suggests that the main focus of an experiential venue - from the retailer's perspective - should be to create an experience instead of aiming for sales (Pine and Gilmore, 2011), retailers depend on sales to survive. Retailers' initiatives should therefore demonstrate effort to attract purchases in subtle ways to ensure that they capitalize on additional- or unexpected offerings that would make their innovative efforts worthwhile.

LIMITATIONS

Future studies could take on an in-situ research methodology as an alternative option for data collection. Based on this method, data gathering will be enabled through observation or by recruiting patrons while in an actual experiential retail setting. This might help the researcher to more accurately capture mood, emotions as well as impulse behaviour, which are complicated constructs to reflect on and which might be easier to observe and lead to deeper insight when talked about directly after an experience.

Although not feasible in this study due to the limited number of experiential retailers available in South Africa up to the point of data collection, future studies should aim for a bigger sample size. Gathering the same amount of responses for each of the different types of experiential retailers can further be useful for distinguishing between the most prominent internal driving forces that prompt consumers towards visiting the different types of experiential retailers.

The merger of pleasure shopping and recreation as one construct due to discriminant validity concerns, indicates that future studies should consider the refinement of a scale measuring the encompassing new construct of pleasure shopping (holistically representing adventure shopping, gratification shopping, value shopping as well as recreation).

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