

An Integrative Framework Capturing Experiential and Utilitarian Shopping Experience

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Keywords- C-A-B, C-E-V, S-O-R, shopping

Purpose

Current shopping experiences involve more than consumer acquisition of goods. They also involve seemingly tangential experiences to acquisition of goods resulting from the broadly defined shopping environment, such as an elaborate store design, educational events, recreation, and entertainment. This experience involves more than merely selecting from the never-ending shelves of products using rational evaluation of product features. In line with changes in consumer shopping experience, models used in empirical study of the experience have expanded. However, these models have not been combined to reflect the integrative (experiential and utilitarian) nature of the shopping experience. Reflecting the integrative nature of shopping experience, the present conceptual paper proposes an overarching Stimulus-Organism-Response (S-O-R) (Mehrabian and Russell, 1974) based shopping experience framework.

Design/methodology/approach

Based on a synthesis of shopping experience literature from various fields including marketing, consumer behavior, textiles and clothing, and psychology, the present conceptual paper integrates components of both the hedonic experience related Consciousness-Emotion-Value model (Holbrook, 1986) and the utilitarian experience related Cognition-Affect-Behavior model (Fishbein & Ajzen, 1975). In this paper (a) articles crossing hedonic and utilitarian boundaries are briefly presented and (b) the array of variables used in empirical studies of shopping experience, with an emphasis on brick-and-mortar shopping experiences, are synthesized for each component of the framework (See Figure 1).

Findings/value/implications

The resulting framework is an inclusive overarching structure that explains the consumer shopping experience. This framework is useful for both academia and industry. It may help orient academics to the diverse body of existing shopping experience literature and help researchers develop empirical studies blurring hedonic and utilitarian boundaries of consumer experience. For industry professionals, it may be used to guide development of successful shopping experiences. The present paper does not provide empirical testing of the proposed framework. However, the paper suggests directions for future research, including empirically examining the framework's structural relationships.

References

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