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Measuring store atmosphere: literature review

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Abstract

This research note is an “instrument” that enables researchers and marketing practitioners to quickly and easily familiarize themselves with the concept of “store atmosphere”. This instrument can be useful for (1) understanding the different conceptual representations associated with store atmosphere, and (2) selecting a suitable measure for consumer evaluation of a particular store atmosphere.

Keywords: atmosphere; retail; store; construct; measurement

Résumé

Cette note de recherche est un “instrument” qui permet à des chercheurs ou à des praticiens du marketing de se familiariser facilement et rapidement avec le concept de “store atmosphere”. Cet instrument peut être utile (1) pour comprendre les différentes représentations conceptuelles associées à l’atmosphère d’un point de vente et (2) choisir une mesure adaptée à l’évaluation de l’atmosphère d’un magasin particulier par des consommateurs.

Mots-clés : atmosphere ; point de vente ; magasin ; construit ; mesure

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Several approaches to measuring atmosphere have been explored in the literature (Table 2). The first approach involves evaluating the manifest attributes (e.g., Hawkins et al., 1976; James et al., 1976; Kasulis and Lusch, 1981; Gardner and Siokos, 1985; Louviere and Johnson, 1990; Joyce and Lambert, 1996; Oppewal and Timmermans, 1997; Kumar and Karante, 2000), examining each attribute independently. Attributes are not necessarily structured, and they more or less cover atmosphere facets (Table 1). The advantage here is that each attribute is measured through its own items, making the questionnaire succinct. A second approach considers atmosphere as unidimensional (e.g., Bloemer et al., 1998; Grewal et al., 1998; Mattila and Wirtz, 2001; Gupta and Pirsch, 2008; Michon et al., 2008; Jang and Namkung, 2009; Wu et al., 2011; Erdil, 2015; Konuk, 2018; Prediger et al., 2019). In this case, three options coexist. The first involves evaluating atmosphere globally by measuring a global perception of atmosphere (e.g., Bloemer et al., 1998; Mattila and Wirtz, 2001; Grewal et al., 2003; Hu et Jasper, 2007; Michon et al., 2008; Erdil, 2015). The second groups items reflecting one or more components of atmosphere (e.g., Bao et al., 2011; Gupta and Pirsch, 2008; Konuk, 2018). The third approach is analytical and multidimensional (Table 2). The analysis (Table 1) shows the over or under-represented factors in these studies, the inclusion or exclusion boundaries of certain factors, and specificities to consider.

This research note is shared (by applying the principle of open science) so that researchers and marketing practitioners can easily and quickly find the construct that enables them to apprehend the store atmosphere, in a way that is adapted to the situation under study.

Table 1 proposes a “critical” approach to each dimension associated with the store atmosphere concept. Table 2 is a tool for identifying the measure(s) (theoretical construct(s)) of store atmosphere useful for an empirical study. Table 3 presents the items of each measure selected in this note.

Table 1.
Examination of the atmosphere dimensions

Factors	Frequency for all and each kind of measure[%]				Description [<i>and problem identified</i>]
	All	Attributes	One-dimension	Multi-dimension	
Ambiance	14[16.1]	0[0.0]	2[13.3]	12[20.3]	In-store factor: non-tangible elements e.g., sound, light, odors, temperature [<i>Perception of sound and temperature is difficult to control as it depends on the number of people in stores</i>].
Design/Layout	47[54.0]	5 [38.5]	2[13.3]	40[67.8]	In-store factor: (i) tangible elements e.g., building architecture, furniture arrangement and quality, walls, ceilings; ability of displays to enhance assortment; (ii) behavioral amenities like ease of movement, product discovery, in-store navigation [<i>Perceived quality of merchandise sometimes linked to this dimension</i>].
Employees	43[50.6]	7[53.9]	4[26.7]	32[55.9]	In-store factor: friendliness, availability, occasionally physical appearance of sales representatives/interlocutors. Evaluation of relationship quality increasingly incorporated into this dimension [<i>Quality of advice and information sometimes linked to this dimension and can constitute an independent dimension</i>].
Crowd/clientele	9[10.3]	1[7.7]	1[6.7]	7[11.9]	In-store factor: sensation of discomfort resulting from store overcrowding [<i>Some measures also consider perception of social status of other customers</i>].
Merchandise	57[65.5]	11[84.6]	5[33.3]	41[69.5]	In-store factor: variety, availability, and quality of merchandise sold, and how it is presented [<i>Many managers do not control product selection; they typically rely on decisions made by the store chain</i>].
Pricing	42[48.3]	10[76.9]	1[6.7]	31[52.5]	In-store factor: price competitiveness, quality-to-price ratio of merchandise, and ability to offer promotions [<i>Frequent confusion between price perception of the brand/chain and actions of the store manager regarding store prices</i>].
Service	39[43.7]	8[61.5]	4[26.7]	27[44.1]	In/out-store factor: parameters during (e.g., credit) but especially after the shopping experience (e.g., delivery, restaurant facilities, after-sales service) [<i>Service quality usually associated with contract staff. For other parameters, strong dependence on size and nature of store: presence of shopping malls</i>].
Location / accessibility	37[42.5]	9[69.2]	0[0.0]	28[47.5]	Out-store factor: external parameters to sales area, like easy access, location, extended opening hours, free parking, geographic coverage of chain [<i>Not directly related to atmosphere</i>].
Information	4[4.6]	2[15.4]	0[0.0]	2[3.4]	In-store factor: ease of finding information in store or about merchandise [<i>One study considers information as separate dimension</i>].
Advertising	10[11.5]	2[15.4]	1[6.7]	7[11.9]	In/out-store factor: use, quality, quantity, credibility, and attractiveness of advertisements before or during the shopping experience [<i>Advertisements may appear before shopping experiences and are often influenced by both suppliers and distributors</i>].

Synesthesia	1[1.2]	1[7.7]	0[0.0]	0[0.0]	In-store factor: distinctive nature of atmosphere <i>[This parameter, mobilized in a single study, was not considered as independent but rather an attribute of a global measure of store image].</i>
Global attitude	16[18.4]	1[7.7]	10[66.7]	5[8.5]	In-store overall factor: overall pleasantness and attractiveness of the store <i>[Item formulation often aligns with dimensions identified above].</i>
Social responsibility	1[1.2]	0[0]	0[0.0]	1[1.7]	<i>[These dimensions correspond more to brand image than to an evaluation of store properties].</i>
Prestigious	6[6.9]	3[23.1]	1[6.7]	2[3.4]	
Modern	7[8.1]	1[7.7]	0[0.0]	6[10.2]	
Performance longevity	4[4.6]	1[7.7]	0[0.0]	3[5.1]	
Safety	2[2.3]	0[0]	0[0.0]	2[3.4]	
Web	1[1.2]	0[0]	0[0.0]	1[1.7]	Out-store factor: if the offer is accessible on the brand's website <i>[This parameter unrelated to store's atmosphere properties].</i>
Reputation	9[10.3]	1[7.7]	1[6.7]	7[11.9]	<i>[These dimensions are both determinants and outcomes of visiting a store. Not parameters associated with the atmosphere].</i>
Affective	15[17.2]	3[23.1]	5[33.3]	7[11.9]	
Satisfaction	3[3.5]	0[0]	0[0.0]	3[5.1]	
Total	87[100]	13[100]	15[100]	59[100]	

Table 2: Examination of the atmosphere dimensions

References	Concept	Dimensions / factors	Ambiance	Design	Employees	Crowd	Merchandises	Pricing	Service	Location/accessibility	Information	Advertising	Synesthesia	Global Attitude	Social responsibility	Prestigious	Modern	Performance longevity	Safety	Web	Reputation	Affective	Satisfaction		
			14	47	44	9	57	42	38	37	4	10	1	16	1	6	7	4	2	1	9	15	3		
<i>Frequency:</i>																									
Attributes																									
Arnold et al. (1983)	Determinant Attributes in Retail Patronage	No dimension, only attributes				x	x	x		x															
Gardner and Siokos (1985)	In-store atmospherics	No dimension, only attributes														x	x						x		
Hawkins et al. (1976)	Retail store image	No dimension, only attributes			x		x	x	x	x													x		
James et al. (1976)	Store image	No dimension, only attributes			x		x	x	x					x											
Joyce and Lambert (1996)	Retail store image	No dimension, only attributes		x	x		x	x	x		x		x			x						x			
Kasulis and Lusch (1981)	Retail store image	No dimension, only attributes		x	x			x		x															
Kumar and Karante (2000)	Retail Store Environment	No dimension, only observable attributes					x		x	x															
Louviere and Johnson (1990)	Retailer image	No dimension, store attribute ratings					x	x	x	x															
Ohanian and Tashchian (1992)	Store image attributes	No dimension, importance placed on store attributes		x	x		x	x	x	x															
Oppewal and Timmermans (1997)	Retailer self-perceived store image	No dimension, only attributes		x	x		x	x	x	x		x						x							
Pessemier (1980)	Store characteristics	No dimension, store characteristics					x	x		x															
Wu and Petroschius (1987)	Store Image	No dimension, only attributes			x		x				x					x							x		
Zelnio and Gagnon (1981)	Pharmacy image	Assessment of the attribute importance; then the attribute perception		x			x	x	x	x		x													
Unidimensional scale																									
Bao et al. (2011)	Store Image	One-dimensional			x		x		x					x											
Bitner (1990)	Physical Surroundings	One-dimensional												x											
Bloemer and De Ruyter (1998)	Image toward the store	One-dimensional												x											

References	Concept	Dimensions / factors	Ambiance	Design	Employees	Crowd	Merchandises	Pricing	Service	Location/accessibility	Information	Advertising	Synesthesia	Global Attitude	Social responsibility	Prestigious	Modern	Performance longevity	Safety	Web	Reputation	Affective	Satisfaction
Erdil (2015)	Store Image perception	One-dimensional												x									
Grewal et al. (2003)	Store atmosphere (overall)	One-dimensional												x								x	
Grewal et al. (1998)	Perceived store image	One-dimensional			x		x		x														x
Gupta and Pirsch (2008)	Store image	One-dimensional	x	x	x	x	x		x			x				x							x
Helgesen et al. (2010)	Store image	One-dimensional																				x	
Hu and Jasper (2007)	Overall perception of store image	One-dimensional												x									
Jang and Namkung (2009)	Overall atmosphere	One-dimensional	x	x																			
Konuk (2018)	Store image	One-dimensional			x		x		x					x									x
Mattila and Wirtz (2001)	Environmental quality scale	One-dimensional												x									
Michon et al. (2008)	Mall perception	One-dimensional												x									
Prediger et al. (2019)	Perceived store image	One-dimensional																					x
Wu et al. (2011)	Store image	One-dimensional					x	x						x									
Multidimensional scale																							
Ailawadi and Keller (2004)	Retailer image	Access; Store atmosphere; Price and promotion; Cross-category assortment; Within-category assortment.					x	x		x													
Angell et al. (2014)	Store image	Store environment; Merchandise; Personnel; Pricing & promotions; Clientele; Services; Accessibility.	x	x	x	x	x	x	x	x	x												
Baker et al. (2002)	Store environment	Social factors; Design factors; Ambient factors.	x	x	x																		
Baker, Grewal and Parasuraman (1994)	Store environment	Store Ambient Factor; Store Design Factor; Store Social Factor.	x	x	x																		
Beristain and Zorrilla (2011)	Store image	Marketing image; Social image; Strategic image.		x			x	x							x								
Berry (1969)	Department store image	Price of Merchandise; Quality of Merchandise; Assortment of Merchandise; Fashion of Merchandise; Sales Personnel; Locational Convenience; Other Convenience Factors;			x		x	x	x	x		x											

References	Concept	Dimensions / factors	Ambiance	Design	Employees	Crowd	Merchandises	Pricing	Service	Location/accessibility	Information	Advertising	Synesthesia	Global Attitude	Social responsibility	Prestigious	Modern	Performance longevity	Safety	Web	Reputation	Affective	Satisfaction
		Services; Sales Promotions; Advertising; Store Atmosphere; Reputation on Adjustments.																					
Bèzes (2014)	Store image	Offering; Price; Layout; Accessibility; Promotions; Customer service; Institution; Connections other channels; Advice; Reputation.		x			x	x	x	x								x		x	x		
Bitner (1992)	Environmental dimensions	Ambient conditions; Space / Function; Signs, Symbols and Artifacts.	x	x																			
Chowdhury et al. (1998)	Store image	Employee Service; Product quality; Atmosphere; Convenience; Prices/Value.			x		x	x		x				x									
Collins-Dodd and Lindley (2003)	Store perceptions	Variety; Product quality; Low prices; Value for Money; Pleasant atmosphere; Overall attitude.	x				x	x						x									
Dabholkar et al. (1996)	Service quality for retail stores	Physical aspects (Appearance; Convenience); Reliability (Promises; Doing it right); Personal interactions (Inspiring confidence; Courteous/helpful).		x	x					x	x												
Darden and Babin (1994)	Retail personality	Affective qualities (Pleasant; Unpleasant; Activity; Sleepy); Functional qualities (Discount prices; Store personnel; Quality; Crowding).			x	x	x	x															x
Diallo MF (2012)	Store image perceptions	Layout; Merchandise; Service.	x	x			x																
Dickson and MacLachlan (1990)	Retail store image	Respondent social position; Personnel; Store environment; Price/Value; Perceived store position.	x	x	x			x								x							
Donovan and Rossiter (1982)	Environmental load factor (Information rate)	Novelty; Variety; Irregularity; Density; Size.		x		x	x										x						
Fisher (1974)	Perceived Environmental Aesthetic Quality and Perceived Crowdedness	Judgments of Environmental Quality Scale; Personal Space Evaluation Scale.		x		x																	
Graciola et al. (2020)	Store image	Price Level; Merchandise; Customer Service; Architecture Project.		x			x	x	x														
Hansen and Deutscher (1977)	Store image	Merchandise; Service; Clientele; Physical facilities; Convenience; Promotion; Store atmosphere; Institutional; Post-transaction satisfaction.		x	x		x	x	x	x												x	x
Hildebrandt (1988)	Store image	Quality image; Store atmosphere; Price image.		x	x		x	x															

References	Concept	Dimensions / factors	Ambiance	Design	Employees	Crowd	Merchandises	Pricing	Service	Location/accessibility	Information	Advertising	Synesthesia	Global Attitude	Social responsibility	Prestigious	Modern	Performance longevity	Safety	Web	Reputation	Affective	Satisfaction
Hirschman et al. (1978)	Retail Image	Unstable dimensionality.		x	x		x	x		x													
Jinfeng and Zhilong (2009)	Store image	Institutional factors; Convenience; Physical facilities; Employee service; Perceived Price.		x	x			x		x												x	
Kelly and Stephenson (1967)	unspecified	General characteristics of the company; Physical characteristics of the store; Convenience of reaching the store from your location; Products offered; Prices charged by the store; Store personnel; Advertising by the store; Your friends and the store.		x	x		x	x		x		x						x					
Koo (2003)	Discount retail store image	Store atmosphere; Location; Convenient facilities; Value; Employee service; After sale service; Merchandising.		x	x		x	x	x	x													
Kotler (1973)	Atmosphere	Visual; Aural; Olfactory; Tactile.	x	x																			
Kumar and Kim (2014)	Store atmosphere	Social cue; Design cue; Ambient cue; Merchandise cue.	x	x	x		x																
Kunkel and Berry (1968)	Retail image	Price of Merchandise; Quality of Merchandise; Assortment of Merchandise; Fashion of Merchandise; Sales Personnel; Locational Convenience; Other Convenience Factors; Services; Sales Promotions; Advertising; Store Atmosphere; Reputation on Adjustments.		x	x		x	x	x	x		x										x	
Kwon and Lennon (2009)	Retailer brand image	Service; Merchandise; Store environment.		x			x		x														
Liljander et al. (2009)	Store image	Store image atmosphere; Store image quality.					x		x								x						
Lindquist (1974-75)	Store image	Merchandise selection or assortment; Merchandise quality; Merchandise pricing; Locational convenience; Merchandise styling, fashion; Service, general; Salesclerk service.			x		x	x	x	x							x						
Loureiro and Roschk (2014)	Atmospheric cues	Graphic Design; Information Design.		x							x												
Lumpkin et al. (1985)	Store attributes	Convenience-store location and mobility; In-store convenience and physical environment; Price and quality aspects; Special needs of the elderly.		x	x		x	x		x													
Malhotra (1983)	In-store convenience and physical environment	Variety and selection; Store personnel and service; Acceptable price; Convenience of location; Physical facilities.		x	x		x	x	x	x													

References	Concept	Dimensions / factors	Ambiance	Design	Employees	Crowd	Merchandises	Pricing	Service	Location/accessibility	Information	Advertising	Synesthesia	Global Attitude	Social responsibility	Prestigious	Modern	Performance longevity	Safety	Web	Reputation	Affective	Satisfaction
Marks (1976)	Store image	Fashionability; Advertising; Convenience; Outside attractiveness; Salesmanship; Service.		x	x		x		x	x		x											
Martineau (1958)	Personality factors	Layout and architecture; Symbols and colors; Advertising; Sales Personnel.	x	x	x							x											
Mazursky and Jacoby (1986)	Store image	Quality of service; Quality of merchandise; Pleasantness of shopping.					x		x														x
McDougall and Fry (1974-75)	Image of store advertising	Courteous salespeople; Helpful salespeople; Believable advertising; Competitive prices; High-quality products; Well-liked by your friends.				x	x					x										x	
Mohan, Sivakumaran and Sharma (2012)	Store Environment	Ambient factors; Design factors; Social factors.	x	x	x																		
Nevin and Houston (1980)	Retail shopping area image	Assortment; Facilities; Market posture.		x	x		x	x															
Ngobo et Jean (2012)	Store image	Produce quality; Price image; Perceived variety of the assortment; Sales staff service; Locational convenience; Private label quality.				x	x	x		x													
Oh (2008)	Store Image	Safety; Convenience; Entertainment.								x									x				x
Pathak et al. (1974)	Department store image	Merchandising suitability; Sales personnel; Store congeniality; Locational convenience; Overall dimension.				x	x			x				x									
Rayburn et Voss (2013)	Retail atmosphere perceptions	Perceived Organization; Perceived Style; Perceived Modernness.		x												x	x						x
Russel and Pratt (1981)	Affective quality to an environment	Arousing quality; Exciting quality; Pleasant quality; Distressing quality; Sleepy quality; Gloomy quality; Unpleasant quality; Relaxing quality.																					x
Samli et al. (1998)	Perceived Store Image	Sales people; Service policies; Assortment/selection; Layout; Attractiveness; Price; Convenience; Quality of product.		x	x		x	x	x	x													
Schiffman et al. (1977)	Store image characteristics	Convenience of store location; Best price and/or deals; Guarantee/warranty policies; Salesmens' expertise; Variety of merchandise to choose from.				x	x	x	x	x													
Sirgy and Samli (1985)	Functional store image	General store characteristics; Physical characteristics; Price; Personnel; Promotion; Convenience; Product and services.	x	x		x	x	x	x	x				x									

References	Concept	Dimensions / factors	Ambiance	Design	Employees	Crowd	Merchandises	Pricing	Service	Location/accessibility	Information	Advertising	Synesthesia	Global Attitude	Social responsibility	Prestigious	Modern	Performance longevity	Safety	Web	Reputation	Affective	Satisfaction
Smeijn et al. (2004)	Store image	Physical layout; Merchandise; Service.		x			x		x	x													
Swinyard (1977)	Customers' restaurant evaluations	Restaurant; Food; Atmosphere; Service friendliness.								x													
Thang and Tan (2003)	Store images	Merchandising; Store atmosphere; In-store Service; Accessibility; Reputation; Promotions; Facilities; Post-transaction Service.		x			x	x	x	x												x	
Theodoridis and Chatzipanagiotou (2009)	Store image attributes	Personnel; Atmosphere; Products; Pricing; Merchandising; In-store convenience.	x	x	x		x	x															
Timmermans et al. (1982)	Cognitive components of Urban Retailing Structures	Size; Atmosphere; Accessibility; Physical layout; Cognitive accessibility; Character of centre; Distance; Specialization; Price; Convenience; Multifunctional.	x	x	x	x	x	x	x	x	x	x					x		x				x
Verhagen and van Dolen (2009)	Store image	Store service; Store merchandise; Store atmosphere; Store layout.		x			x		x								x						
Wakefield and Baker (1998)	Store environment	Ambient Factors; Design Factors; Layout; Variety.	x	x			x																
Wakefield and Blodgett (1996)	Environmental dimensions	Layout accessibility; Facility aesthetics; Seating comfort; Electronic equipment/display; Facility cleanliness.		x						x													
Wong and Teas (2001)	Retail image measurement	Upscale Quality; Promotions/Convenience; Personnel.			x		x	x		x													
Yoo et al. (1998)	Store Characteristics	Product assortment; Value; Salesperson's service; After sale service; Location; Facilities; Atmosphere.	x	x	x		x	x	x	x													
Zimmer and Golden (1988)	Store image attributes	Merchandise; Service; Clientele; Physical facilities; Convenience; Promotion; Store atmosphere; Institutional; Post-transaction satisfaction; Other store image attributes; Nonattribute-specific image dimensions.		x		x	x	x	x	x				x								x	x

Table 3: Items of each scale

Attributes

Arnold et al. (1983)

Determinant Attributes in Retail Patronage

[No dimension, only attributes]

Question "Which store is / has the..."

...easiest one to get to from you home?

...lowest overall prices?

...best overall assortment or variety of food products?

...most friendly courteous staff?

...best quality meat?

...best quality produce?

...best weekly specials?

...fastest checkout counters?

...most pleasant shopping environment?

...best value for money in generics?

(Store preference ranking)

Gardner and Siokos (1985)

In-store atmospherics

[No dimension, only attributes]

Likeable.

Sophisticated.

Youthful.

Sexy.

Sporty.

Exotic.

Modern.

Traditional.

(7 point semantic differential)

Hawkins et al. (1976)

Retail store image

[No dimension, only attributes]

Honest.

Low quality.

High priced.

Slow service.

Dependable.

Helpful employees.

Convenient location.

Unpleasant.

Limited selection.

Friendly.

(6 point Stapel scale)

James et al. (1976)

Store image

[No dimension, only attributes]

Price
Assortment
Personnel
Atmosphere
Service
Quality

Joyce and Lambert (1996)

Retail store image

[No dimension, only attributes]

The store has a: good appearance // bad appearance.
The store is in: good physical condition // bad physical condition.
The store's merchandise is of: good quality // bad quality.
The store has signs that are: informative // not informative.
The store is: a price discounter // not a price discounter.
The store has a good selection of merchandise bad selection of merchandise.
The store offers: good service // bad service.
The store's salesperson made a: good impression // bad impression.
The store has a: good reputation // bad reputation.
The salesperson is: courteous // not courteous.
Overall, I have a: good impression of the store // bad impression of the store.
The store: needs to be remodelled // does not need to be remodelled.
The store is: high class // low class.
The salesperson is: friendly // not friendly.
The store is: doing well // in trouble.
The salesperson is: helpful // not helpful.
The store is: similar to other stores // not similar to other stores.
The store's layout is: good // bad.
The store carries: satisfactory merchandise // unsatisfactory merchandise.
I might shop at this store: frequently // never.
The salesperson provides: quick service // slow service.
The salesperson is: a lot like me //not at all like me.
The salesperson is: attractive // not attractive.

(semantic differential items in 7 point)

Kasulis and Lusch (1981)

Retail store image

[No dimension, only attributes]

High-low prices compared to other stores.
Attractive-unattractive sale prices.
Courteous-discourteous store employees.
Knowledgeable-limited knowledge store employees
Adequate-inadequate number of store employees.
Friendly-unfriendly store employees.
Attractive-unattractive store decor.
Easy-difficult to find items you want.
Fast-slow checkout.
Easy-difficult to move through the store.
Convenient-inconvenient store location.
Adequate-inadequate store parking.

Kumar and Karante (2000)

Retail Store Environment

[No dimension, only observable attributes]

Convenience (number of checkout counters per 10,000 square foot of selling area).
Scrambled merchandising (number of nongrocery products sold).
Double couponing (if store doubles or triples manufacturers' coupons).
Open 24 hours.
Banking facility available.
Total households (total number of households in the trade area).
Localisation (Northeast, Midwest, North west, Southwest).

Louviere and Johnson (1990)

Retailer image

[No dimension, store attribute ratings]

For clothing stores:

Price.
Quality.
Selection.
Service.
Return.
Covenience.

For banks:

Interest rates.
Automated teller machines.
Service fees.
Branch hours.
Branch location.

(Ranking of stores on each attribute)

Ohanian and Tashchian (1992)

Store image attributes

[No dimension, importance placed on store attributes]

High value for the money.
Dependable products.
Easy to exchange purchases.
High-quality products.
Fair on price adjustments.
Easy to return purchases.
Fast checkouts.
Easy to find items tou want.
Friendly personnel.
Helpful personnel.
Convenient location.
Store is clean.
Fully stocked.
Wide selection.
Easy to move through store.
Adequate personnel.
Pleasant physical facilities.
Easy to park.

(7 point semantic differential scales : "Not important at all" // Extremely important")

Oppewal and Timmermans (1997)

Retailer self-perceived store image

[No dimension, only attributes]

Pleasant service.
High service level.
Advice based on high skills.
Guaranteed product quality.
Specialised assortment.
Attractive shop refurbishment.
Modern assortment.
Broad assortment.
Attractive window displays.
Attractive atmosphere in store environment.
Many top level brands.
Good accessibility.
Attractive location relative to other shops and services.
Exclusive dealer.
Competitive prices.
Many promotional activities.
Many mailings/advertisements.

(5 point Likert scales)

Pessemier (1980)

Store characteristics

[No dimension, store characteristics]

Large, varied assortment.
Good-quality merchandise.
Priced for good value.
Convenient location.

(Nominal variable : "Yes / No / don't know")

Wu and Petroschius (1987)

Store Image

[No dimension, only attributes]

The store has a pleasant atmosphere.
The store has well-known brands.
The store has low quality products.
The store has good service.
The store's sales clerks are well-dressed.
The store has knowledgeable sales clerks.
The store has an unlimited selection of products.
The store has helpful sales clerks.
The store attracts upper-class customers.
The store has an attractive layout.
The store is prestigious.
The store has informative advertising.
The store is pleasant to shop in.

(7-point Likert scale)

Zelnio and Gagnon (1981)

Pharmacy image

Assessment of the attribute importance; then the attribute perception

Fast Check-out // Slow Check-out

Easy to Find a Parking Space // Hard to Find a Parking Space

Drug Store Has Few Chairs to Wait in // Drug Store Has Many Chairs to Wait in

Drug Store is Located Close to Home // Drug Store is Located Far from Home

Drug Store is Large // Drug Store is Small

Prices are Higher than Other Stores // Prices are Lower than Other Stores

Driving Time to the Drug Store is Short // Driving Time to the Drug Store is Long

Pharmacist(s) are Courteous // Pharmacist(s) are Discourteous

Drug Store has Dim, Dull Lighting // Drug Store has Bright, Colorful Lighting

Hard to Return of Exchange Purchases // Easy to Return or Exchange Purchases

Pharmacist(s) Don't Know About Health Services - Pharmacist(s) Know About Health Services

Drug Store has Many Colorful, Attractive Displays // Drug Store has Few Colorful, Attractive Displays

Drug Store Carries Easy to Find Merchandise // Drug Store Carries Hard to Find Merchandise

Parking is Inexpensive // Parking is Expensive

(7-point bipolar scale)

Unidimensional scale

Bao et al. (2011)

Store Image

[One-dimensional]

Overall, I have a favorable view of (store name).

(store name) is a high performing retailer.

(store name) is close to my 'ideal' store.

(store name) provides good overall service.

(store name) carries high quality merchandise.

(store name) has helpful and knowledgeable salespeople.

(store name) provides attractive shopping experience.

Bitner (1990)

Physical Surroundings

[One-dimensional]

Pleasant.

Beautiful.

Organized.

Above average.

Neat.

High quality.

Well kept.

Professional.

Calming.

(7-point semantic differential scales)

Bloemer and De Ruyter (1998)

Image toward the store
[One-dimensional]

Eight items (not transcribed)

(5-point Likert-scale)

Erdil (2015)

Store Image perception
[One-dimensional]

Six items adopted from Diallo (2012). An example item is “Employees are courteous.”

(7 points Likert scale)

Grewal et al. (1998)

Perceived store image
[One-dimensional]

The store would be a pleasant place to shop.
Attractive shopping experience.
Store image.
Good overall service.
Carry high quality merchandise.
Helpful salespeople.
Knowledgeable salespeople.

Grewal et al. (2003)

Store atmosphere (overall)
[One-dimensional]

The store would be a pleasant place to shop.
The store had a pleasing atmosphere.
The store was attractive.

Gupta and Pirsch (2008)

Store image
[One-dimensional]

Has a pleasant atmosphere.
Has well-known brands.
Has high-quality products.
Has good service.
Has knowledgeable sales clerks.
Has unlimited selection of products.
Has helpful sales clerks.
Attracts upper class customers.
Has an attractive layout.
Is prestigious.
Has informative advertising.
Is pleasant to shop in.

Helgesen et al. (2010)

Store image

[One-dimensional]

Perception of the station's reputation in general.
Perception of the station's reputation among friends

Hu and Jasper (2007)

Overall perception of store image

[One-dimensional]

Overall perception of store image:

Good/bad

Like/dislike

Favorable/unfavorable.

Jang and Namkung (2009)

Overall atmosphere

[One-dimensional]

The facility layout allows me to move around easily.
The interior design is visually appealing.
Colors used create a pleasant atmosphere.
Lighting creates a comfortable atmosphere.
Background music is pleasing.

(7 point Likert scale)

Konuk (2018)

Store image

[One-dimensional]

Overall, I have a favorable view of this store.
This store is a high performing retailer.
This store is close to my 'ideal' store.
This store provides good overall service.
This store carries high quality merchandise.
This store has helpful and knowledgeable salespeople.
This store provides attractive shopping experience.

Mattila and Wirtz (2001)

Environmental quality scale

[One-dimensional]

unattractive // attractive

uninteresting // interesting

bad // good

depressing // cheerful

dull // bright

uncomfortable // comfortable

pleasant // unpleasant

(bi-polar 7-point scale)

Michon et al. (2008)

Mall perception
[One-dimensional]

Dull // bright.
Drab // colourful.
Boring // stimulating.
Unlively // lively.
Depressing // cheerful.
Uninteresting // interesting.
Uncomfortable // comfortable.

Prediger et al. (2019)

Perceived store image
[One-dimensional]

I think the store is boring (or entertaining)
I think the store is classic/antique (or modern)
I think the store has very interesting offers (or none interesting offers)

(7-point Likert scale)

Wu et al. (2011)

Store image
[One-dimensional]

This store provides variety of products.
The entire product in this store has good quality.
The entire product in this store has low price.
The products of this store are good value for money.
The interior decoration of this store let me feel pleasant atmosphere.
Overall, I have positive attitude in this store.

Multidimensional scale

Angell et al. (2014)

Store image
[Store environment; Merchandise; Personnel; Pricing & promotions; Clientele; Services; Accessibility.]

Store environment:
Quality trolleys & baskets.
Reachable shelving.
Wide aisles.
Navigable layout.
Clear signage.
Cleanliness and tidiness.
Pleasant smells.
Pleasant sounds.
In-store seating.
Efficient checkouts.

Merchandise:
Product ranges.
Product quality.
Product availability.
Branded products.
Clear product information.

Personnel:
Knowledgeable staff.
Available staff.
Polite staff.
Friendly staff.

Pricing & promotions:
Multi-buy promotions.
Competitive prices.
Reduced-to-clear items.
Loyalty cards.
Returns policy.

Cientele:
Helpful shoppers.
Friendly shoppers.
Likeminded shoppers.

Services:
Additional services (cafe, key cutting, etc).
Home delivery.
Availability of non-food products.

Accessibility:
Store location.
Long opening times.
Free car parking.

(7-point Likert scale)

Baker et al. (2002)

Store environment

[Social factors; Design factors; Ambient factors.]

Design perceptions:
Pleasing color scheme.
Attractive facilities.
Organized merchandise.

Employee perceptions:
Well-dressed employees.
Friendly employees.
Helpful employees.

Music perceptions:
Pleasant music.
Appropriate music.
Bothersome music.

(7-point Likert scale)

Baker, Grewal and Parasuraman (1994)

Store environment

[Store Ambient Factor; Store Design Factor; Store Social Factor.]

Store Ambient Factor:

The background music (in the video) would make shopping in this store pleasant.

If I shopped at this store, the background music that I heard on the video would bother me (R).

The background music was appropriate.

Store Design Factor:

The color scheme was pleasing.

The colors used in the store appeared to be currently fashionable.

The physical facilities were attractive.

The merchandise in the store appeared organized.

Store Social Factor:

There were enough employees in the store to service customers.

The employees were well dressed and appeared neat.

The employees seemed like they would be friendly.

The employees seemed like they would be helpful.

(Likert 7-point scale)

Beristain and Zorrilla (2011)

Store image

[Marketing image; Social image; Strategic image.]

Marketing image:

It is convenient to do my shopping in this hypermarket.

It offers a wide variety of products.

It offers good quality products.

It offers the services I am looking for (e.g., payment by instalments, return of products...).

It offers good prices.

Social image:

It is a company that is concerned for the environment.

It makes a commitment to society (donations, social campaigns, etc.).

It behaves ethically/honestly.

It is concerned with the health and the welfare of consumers.

Strategic image:

It is a company with a lot of experience.

It adapts to local culture/customs (of the Basque Country).

It is a company with a future (growing, making alliances, etc.).

It makes an effort to launch new products and services.

Berry (1969)

Department store image

[Price of Merchandise; Quality of Merchandise; Assortment of Merchandise; Fashion of Merchandise; Sales Personnel; Locational Convenience; Other Convenience Factors; Services; Sales Promotions; Advertising; Store Atmosphere; Reputation on Adjustments.]

Price of Merchandise:

low prices

fair or competitive prices

high or noncompetitive prices

values, except with specific regard to premiums, such as stamps, or quality of merchandise

Quality of Merchandise:

good or poor quality of merchandise
good or poor department(s), except with respect to assortment, fashion, etc.
stock brand names

Assortment of Merchandise:

breadth of merchandise
depth of merchandise
carries a brand I like

Fashion of Merchandise:

Sales Personnel:

attitude of sales personnel
knowledgability of sales personnel
number of sales personnel
good or poor service

Locational Convenience:

location from home
location from work
access
good or poor location without reference to home or work

Other Convenience Factors:

parking
hours store is open
convenience with regard to other stores
store layout with respect to convenience
convenience (in general)

Services:

credit
delivery
restaurant facilities
other services (gift consultants, layaway plans, baby strollers, escalators, etc.)

Sales Promotions:

special sales, including quality or assortment of sales merchandise
stamps and other premiums
fashion shows and other special events

Advertising:

style and quality of advertising
media and vehicles used
reliability of advertising

Store Atmosphere:

layout of store without respect to convenience
external and internal decor of the store
merchandise display
customer type
congestion
good for gifts, except with respect to quality, assortment or fashion of merchandise
"prestige" store

Reputation on Adjustments:

returns
exchanges
reputation for fairness

Bèzes (2014)

Store image

[Offering; Price; Layout; Accessibility; Promotions; Customer service; Institution; Connections other channels; Advice; Reputation.]

Offering:

The (digital cameras) seem to be of premium quality.

The (digital cameras) seem to have been well selected.

I can find all the top brands.

I can find a wide range of (digital cameras).

I can find the various kinds of (digital cameras).

I can find the (digital cameras) most suited to my needs.

Price:

The prices of the (digital cameras) are comparatively more competitive than those of competitors.

A lot of the (digital cameras) sold here are at very low prices.

The prices of the (digital cameras) are attractive.

I can find low prices for all the (digital cameras) on offer.

All the (digital cameras) on offer seem cheaper than elsewhere.

Layout:

The store is orderly, I understand immediately where to go.

The store looks good.

I think the products are very easy to locate.

I like the atmosphere of the store.

It's easy to walk around the store.

Accessibility:

I have no trouble getting to the store.

The store is easy to find.

The store is easy accessible.

I find it easy to get to the store.

Promotions:

The store regularly has deals on (digital cameras) (lower prices, discounts, etc.).

I can easily find the (digital cameras) related to the advertised discounts.

The discounts are prominently displayed.

The advertised discounts are easy to track down.

Customer service:

Customer service seems competent and fast.

It seems to me like I would have no return or exchange problems.

If there is a mistake, customer service gives me satisfactory solutions.

Institution:

Visiting the store makes me more familiar with the history of this retailer.

Visiting the store helps me understand better the mindset of the people working for this retailer.

Visiting the store has made me more aware of the values promoted by this retailer.

Connections other channels:

In the store, I can find out if the products are available on the site.

In the store, I can find out about the discounts offered on the site.

In the store, I am aware of the events staged on the site.

In the store, I know what the site sells

Advice:

I get good advice.

I can get any advice I want.

I can easily get advice.

Reputation:

When I see the stores, this retailer really seems trustworthy.

When I see the stores, this retailer seems honest.

When I see the stores, this retailer seems reliable.

Bitner (1992)

Environmental dimensions

[Ambient conditions; Space / Function; Signs, Symbols and Artifacts.]

Ambient conditions:

Temperature.

Air quality.

Noise.

Music.

Odor.

Etc.

Space / Function:

Layout.

Equipment.

Furnishings

Etc.

Signs, Symbols and Artifacts:

Signage.

Personal artifacts.

Style of decor.

Etc.

Chowdhury et al. (1998)

Store image

[Employee Service; Product quality; Atmosphere; Convenience; Prices/Value.]

Employee Service:

<Store name> employees are very friendly.

The service at <Store name> is excellent.

I am pleased with the service I receive at <Store name>.

Product quality:

<Store name> sells only high quality products.

I like <Store name> brand products.

I can count on the products I buy at <Store name> being excellent.

<Store name> has a large variety of products.

Everything I need is at <Store name>.

<Store name> carries many national brands.

Atmosphere:

The appearance of <Store name> is appealing.

<Store name> is always dirty. (r)

<Store name> is old-fashioned. (r)

Convenience:

<Store name> is easily accessible.

<Store name> is convenient.

It is easy to get into store.

Prices/Value:

The prices at <Store name> ar fair.

I obtain value for my money at <Store name>.

I can buy products for less at <Store name>.

Collins-Dodd and Lindley (2003)

Store perceptions

[Variety; Product quality; Low prices; Value for Money; Pleasant atmosphere; Overall attitude.]

Unspecified

Dabholkar et al. (1996)

Service quality for retail stores

[Physical aspects (Appearance; Convenience); Reliability (Promises; Doing it right); Personal interactions (Inspiring confidence; Courteous/helpful).]

Appearance:

This store has modern-looking equipment and fixtures.

The physical facilities at this store are visually appealing.

Materials associated with this store's service (such as shopping bags, catalogs, or statements) are visually appealing.

This store has clean, attractive, and convenient public areas (restrooms, fitting rooms).

Convenience:

The store layout at this store makes it easy for customers to find what they need.

The store layout at this store makes it easy for customers to move around in the store.

Promises:

When this store promises to do something by a certain time, it will do so.

This store provides its services at the time it promises to do so.

Doing it right:

This store performs the service right the first time.

This store has merchandise available when the customers want it.

This store insists on error-free sales transactions and records.

Inspiring confidence:

Employees in the store have the knowledge to answer customer's questions.

The behavior of employees in this store instill confidence in customers.

Customers feel safe in their transactions with this store.

Courteous/helpful:

Employees in this store give prompt service to customers.

Employees in this store tell customers exactly when services will be performed.

Employees in the store are never too busy to respond to customer's requests.

This store gives customers individual attention.

Employees in the store are consistently courteous with customers.

Employees of this store treat customers courteously on the telephone.

Darden and Babin (1994)

Retail personality

[Affective qualities (Pleasant; Unpleasant; Activity; Sleepy); Functional qualities (Discount prices; Store personnel; Quality; Crowding).]

Pleasant:

Pleasant.

Pretty.

Pleasing.

Nice.

Unpleasant:

Dissatisfying.

Displeasing.

Repulsive.

Unpleasant.

Activity:
Intense.
Active.
Alive.
Forcefull.

Sleepy:
Inactive.
Idle.
Lazy.
Slow.

Discount prices:
Discounts.
Bargains.
Sales.
Cheap prices.

Store personnel:
Courteous.
Friendly.
Familiar.
Competent.

Quality:
Designer goods.
Personalized.
Well-designed.

Crowding:
Crowded.
Noisy.

(8 point Likert scale)

Diallo MF (2012)

Store image perceptions

[Layout; Merchandise; Service.]

Layout:
Physical facilities are visually appealing.
Store layout is clear.
It is easy to find articles in promotion.

Merchandise:
Merchandise is available when needed.
Store offers high quality merchandise.
Store offers broad assortment.

Service:
Employees are knowledgeable.
Employees are courteous.
Employees are willing to find custom solutions.

Dickson and MacLachlan (1990)

Retail store image

[Respondent social position; Personnel; Store environment; Price/Value; Perceived store position.]

Respondent social position:

Attracts mostly blue-collar families // attracts mostly managerial-professional families.

Attracts mostly university educated families // attracts mostly high school educated families.

Customers live mostly in working-class neighborhoods // customers live mostly in wealthy neighborhoods.

Most customers' family incomes are under \$10,000 // most customers' family incomes are over \$35,000.

Personnel:

Good Service // bad service.

Friendly Personnel // unfriendly personnel.

Easy to Return Purchases // hard to return purchases.

Unhelpful salespersons // helpful Salespersons.

Fast Check-Out // slow check-out.

Good Displays // bad displays.

Store environment:

Messy // neat.

Hard to find items you want // Easy to Find Items You Want.

Crammed merchandise // Well-Spaced Merchandise.

Price/Value:

Bad sales on products // Good Sales on Products.

Bad specials // Good Specials.

Bad buys on products // Good Buys on Products.

Unreasonable prices for value // Reasonable Price for Value.

Perceived store position:

Unpleasant store to shop in // Pleasant Store to Shop In.

Low-quality products // High-Quality Products.

Well-Organized Layout // unorganized layout.

Low Prices // high prices.

(7 point - semantic differential)

Donovan and Rossiter (1982)

Environmental load factor (Information rate)

[Novelty; Variety; Irregularity; Density; Size.]

Novelty:

Usual // Surprising.

Common // Rare.

Familiar // Novel.

Variety:

Homogeneous // Heterogeneous.

Redundant // Varied.

Similar // Constrasting.

Irregularity:

Symmetrical // Asymmetrical.

Patterned // Randoom.

Density:

Sparse // Dense.

Continuous // Intermittent.

Distant // Immediate.

Uncrowded // Crowded.

Size:

Small scale // Large scale.

Fisher (1974)

Perceived Environmental Aesthetic Quality and Perceived Crowdedness [Judgments of Environmental Quality Scale; Personal Space Evaluation Scale.]

Judgments of Environmental Quality Scale:

colorful // drab.
negative // positive.
stimulating // boring.
attractive // unattractive.
tense // relaxed.
comfortable // uncomfortable.
depressing // cheerful.
good // bad.
unlively // lively.
bright // dull.
unmotivating // motivating.
pleasant // unpleasant.

Personal Space Evaluation Scale:

crowded // uncrowded.
roomy // cramped.
far // close.
large // small.
invaded // noninvaded.

(7 point Likert scale)

Graciola et al. (2020)

Store image

[Price Level; Merchandise; Customer Service; Architecture Project.]

Price Level:

The prices at this store are usually very low.
You can buy cheap products at this store.
Prices are lower at this store compared to other locations.

Merchandise:

The store offered dependable products.
The store offered a wide selection of merchandise.
The store was fully stocked.
The store carried high quality merchandise.
The store carried differentiated merchandise.

Customer Service:

The salespersons have a good presentation (appearance).
The salespersons are concerned about the customer.
The salespersons are friendly.
The salespersons are well informed.
There are an adequate number of salespersons.

Architecture Project:

The store's architecture has an attractive character.
The store is decorated in an attractive fashion.
The interior wall and floor color schemes are attractive.
The overall design of this store is interesting.

Hansen and Deutscher (1977)

Store image

[Merchandise; Service; Clientele; Physical facilities; Convenience; Promotion; Store atmosphere; Institutional; Post-transaction satisfaction.]

Merchandise:

Dependable products.
High quality.
High value for money.
Wide selection
Fully stocked.
Numerous brands
Well-known brands.
High fashion items
Low prices vs. competition
Many specially priced items.

Service:

Lay-away available.
Courteous sales personnel.
Helpful sales personnel.
Adequate number of sales personnel.
Easy to return purchases.
Easy to get credit.
Easy to get home delivery.

Clientele:

Store is known by friends.
Store is liked by friends.
Store is recommended by friends.
Many friends shop there.

Physical facilities:

Store is clean.
Easy to move through store.
Easy to find items you want.
Fast check out.
Attractive decor.

Convenience:

Company operates many stores.
Store is nearby.
Short time to reach stores.
Easy drive to store.
Convenient to other stores shopped.
Easy to park.

Promotion:

Advertising is informative.
Advertising helps planning.
Advertising is appealing.
Advertising is believable.

Store atmosphere:

Friendly store personnel.

Institutional:

Company is well known.
Been in community a long time.

Post-transaction satisfaction:

Easy to exchange purchases.
Fair on adjustments.

(10 point Likert scale)

Hildebrandt (1988)

Store image

[Quality image; Store atmosphere; Price image.]

Quality image:

The freshness of the goods in store (fresh goods)

The quality of the merchandise (good quality)

Store atmosphere:

Availability of special offers (special offers)

The appearance of the store (style)

Price image:

The service of employees (good staff)

The price of the merchandise (price)

(7-point Likert scale)

Hirschman et al. (1978)

Retail Image

[Unstable dimensionality.]

Salesclerk service.

Location of the store.

Merchandise pricing.

Credit or billing policies.

Layout and atmosphere.

Quality of merchandise.

Variety/assortment of merchandise.

Merchandise display.

Guarantee, exchange, and adjustment policies.

Real savings represented un sales.

(3 point Likert scale)

Jinfeng and Zhilong (2009)

Store image

[Institutional factors; Convenience; Physical facilities; Employee service; Perceived Price.]

Institutional factors:

X store is well-known.

X store is conservative (R).

The reputation of X store is good.

X store keeps its promise faithfully.

Convenience:

X store is easily accessible.

Parking at X store is easy.

The opening hours of X store is convenient.

It is hard to deposit my bags at X store (R).

Physical facilities:

X store's facilities for rest are comfortable.

The elevators, washrooms and lighting of X store are comfortable.

The placement and width of X store's aisles are appropriate.

The decoration of X store is visually appealing.

Employee service:

The service at X store is excellent.

X store's employees are very friendly.

X store's employees are rude (R).

X store's employees are honest with customers.

Perceived Price:

I obtain value for my money at X store.

I can buy products for less at X store.

The prices at X store are fair.

(7-point Likert scale)

Kelly and Stephenson (1967)

Unspecified

[General characteristics of the company; Physical characteristics of the store; Convenience of reaching the store from your location; Products offered; Prices charged by the store; Store personnel; Advertising by the store; Your friends and the store.]

General characteristics of the company:

Well known generally // unknown generally.

Small number of stores operated by company // large number of stores operated by company.

Long time in community // short time in community.

Physical characteristics of the store:

Dirty // clean.

Unattractive decor // attractive decor.

Easy to find items you want // difficult to find items you want.

Easy to move through store // difficult to move through store.

Fast checkout // slow checkout.

Convenience of reaching the store from your location:

Near by // distant.

Short time required to reach store // long time required to reach store.

Difficult drive // easy drive.

Difficult to find parking place // easy to find parking place.

Convenient to other stores I shop // inconvenient to other stores I shop.

Products offered:

Wide selection of different kinds of products // limited selection of different kinds of products.

Fully stocked // understocked.

Undependable products // dependable products.

High quality // low quality.

Numerous brands // few brands.

Unknown brands // well known brands.

Prices charged by the store:

Low compared to other stores // high compared to other stores.

Low values for money spent // high values for money spent.

Large number of items specially priced // small number of items specially priced.

Store personnel:

Courteous // discourteous.

Cold // friendly.

Unhelpful // helpful.

Adequate number // inadequate number.

Advertising by the store:
Uninformative // informative.
Unhelpful in planning purchases // helpful in planning purchases.
Appealing // unappealing.
Believable // misleading.
Frequently seen by you // infrequently seen by you.

Your friends and the store:
Unknown to your friends // well known to your friends.
Well liked by your friends // disliked by your friends.
Poorly recommended by your friends // well recommended by your friends.
Numerous friends shop there // few friends shop there.

(7 point semantic differential)

Koo (2003)

Discount retail store image

[Store atmosphere; Location; Convenient facilities; Value; Employee service; After sale service; Merchandising.]

Store atmosphere:
The layout makes it easy to get around.
Easy to find what I'm looking for in the store.
The shelf is not too high enough to pick up merchandise with hands.
Merchandise display at the store is very good.

Location:
The store is quite conveniently located to meet people.
Store is located close to my house.
Convenient to take a public transportation to get to the store.
Variety of stores are located near the store.

Convenient facilities:
Presence of convenient facilities including drug store, eye and health care centers etc.
Presence of public facilities such as bank, post office, public office.
The store has excellent entertainment alternatives for sports, foods and beverages.
Convenient to do one stop shopping.

Value:
The store offers manufacturer coupons, free samples, sales and trading stamps.
The store offers a lot of discounts, special sales, promotions.
The store provides appropriate prices for merchandise they sell.

Employee service:
Employees at the store are helpful and friendly and courteous.
Employees at the store are always willing to respond to my request promptly.
Appropriateness of salesperson's explanation.
I can trust employees at the store.
Employees at the store are very kind in respond to my questions and inquiries.

After sale service:
The store has appropriate return policy and easy to return hamer products.
The store's refund policy is appropriate.
The store offers excellent and easy exchange services for goods I purchased.

Merchandising:
The store sells a lot of name brands.
The store sells variety of products from many different manufacturers.
The store carries many store brands.
The store carries various assortments.

(5-point Likert scales)

Kotler (1973)

Atmosphere

[Visual; Aural; Olfactory; Tactile.]

Visual:

Color.

Brightness.

Size.

Shapes.

Aural:

Volume.

Pitch.

Olfactory:

Scent.

Freshness.

Tactile:

Softness.

Smoothness.

Temperature.

Kumar and Kim (2014)

Store atmosphere

[Social cue; Design cue; Ambient cue; Merchandise cue.]

Social cue :

There were enough employees in the store to service customers

The employees were well-dressed and appeared neat

The employees were friendly

The employees were helpful

The employees were knowledgeable

Design cue

The color scheme was pleasing

The colors used in the store appeared to be currently fashionable

The physical facilities were attractive

The merchandise in the store appeared organized

The merchandise was logically located in this store

Navigating the store was easy

In-store displays were impressive

There was adequate display of in-store information

The décor of the store was pleasing to me

Ambient cue:

The lighting in the store was pleasing to me

The lighting accentuated the products that were displayed in the store

The background music in the store was pleasing to me

The music was played at the right volume

The music fit the image of the store

Merchandise cue:

The store carried dependable products

The store carried a wide selection of merchandise

The store was fully stocked

The store carried high fashion merchandise

The store carried stylish merchandise

(5 point Likert scale)

Kunkel and Berry (1968)

Retail image

[Price of Merchandise; Quality of Merchandise; Assortment of Merchandise; Fashion of Merchandise; Sales Personnel; Locational Convenience; Other Convenience Factors; Services; Sales Promotions; Advertising; Store Atmosphere; Reputation on Adjustments.]

Price of Merchandise:

low prices.

fair or competitive prices.

high or non-competitive prices.

values, except with specific regard to premiums, such as stamps, or quality of merchandise.

Quality of Merchandise:

good or poor quality of merchandise.

good or poor department(s), except with respect to assortment, fashion, etc.

stock brand names.

Assortment of Merchandise:

breadth of merchandise.

depth of merchandise.

carries a brand I like.

Fashion of Merchandise

Ø items

Sales Personnel:

attitude of sales personnel.

knowledgeability of sales personnel.

number of sales personnel.

good or poor service.

Locational Convenience:

location from home.

location from work.

access.

good or poor location.

Other Convenience Factors:

parking.

hours store is open.

convenience with regard to other stores.

store layout with respect to convenience.

convenience (in general).

Services:

credit.

delivery.

restaurant facilities.

other services (gift consultants, layaway plans, baby strollers, escalators, etc.).

Sales Promotions:

special sales, including quality or assortment of sales merchandise.

stamps and other promotions.

fashion shows and other special events.

Advertising:

style and quality of advertising.

media and vehicles used.

reliability of advertising.

Store Atmosphere:

layout of store without respect to convenience.
external and internal decor of store.
merchandise display.
customer type.
congestion.
good for gifts, except with respect to quality, assortment or fashion of merchandise.
"prestige" store.

Reputation on Adjustments:

returns.
exchange.
reputation for fairness.

Kwon and Lennon (2009)

Retailer brand image

[Service; Merchandise; Store environment.]

Service:

Salespeople in this brand's stores are helpful.
Employees in this brand's stores treat customers well.
This brand provides excellent service.

Merchandise:

This brand's clothes are stylish.
This brand's clothes are attractive.
This brand's clothes are up-to-date.

Store environment:

The interior of this brand's stores is nice.
This brand's stores are well laid out.
The shopping atmosphere of this brand's stores is pleasant.

Liljander et al. (2009)

Store image

[Store image atmosphere; Store image quality.]

Store image atmosphere:

Not trendy // Trendy.
Old-fashioned // Modern.
Dull // Exciting.
Inelegant // Elegant.

Store image quality:

Overall, the merchandise sold at the store is of low quality // high quality.
Overall, the service of the store is of low quality // high quality.

Lindquist (1974-75)

Store image

[Merchandise selection or assortment; Merchandise quality; Merchandise pricing; Locational convenience; Merchandise styling, fashion; Service, general; Salesclerk service.]

unspecified

Loureiro and Roschk (2014)

Atmospheric cues

[Graphic Design; Information Design.]

Graphic Design:

The store's architecture gives it an attractive character.

The store is decorated in an attractive fashion.

The store color schemes are attractive.

Information Design:

The store information about goods/services is sufficient.

The information inside the store is relevant.

The store layout makes it easy to get around.

At the store we expect shortly to be attended and to pay.

(5-point Likert-type scale)

Lumpkin et al. (1985)

Store attributes

[Convenience-store location and mobility; In-store convenience and physical environment; Price and quality aspects; Special needs of the elderly.]

Convenience-store location and mobility:

Variety in one store.

Delivery to home.

Phone in orders.

Transportation to store.

Convenient parking.

Availability of advertised products.

Store location close to home.

Variety of stores close together.

In-store convenience and physical environment:

Readable Labels / Tags on products.

Knowledgeable salespersons.

Convenient / Fast checkout.

Rest area in store.

Package carryout.

Help in finding items in store.

Uncrowded stores.

Convenient entrance / exit.

Comfortable physical environment.

Ease of finding items.

Small store so items can be found easily.

Wide aisles.

Large, private dressing rooms.

Limited variety so items can be found easily.

Price and quality aspects:

Product quality.

Attractive prices.

Store reputation.

Well-known labels / brand of product.

Sales (marked-down prices).

Credit or credit card availability.

Ability to return unsatisfactory products.

Special needs of the elderly:

Discounts for senior citizens.

Sizes and styles suited to my own age.

Salespersons my own age.

(5-point scale (not important to very important))

Malhotra (1983)

In-store convenience and physical environment

[Variety and selection; Store personnel and service; Acceptable price; Convenience of location; Physical facilities.]

unspecified

Marks (1976)

Store image

[Fashionability; Advertising; Convenience; Outside attractiveness; Salesmanship; Service.]

Fashionability:

Shows newest styles later (sooner) than other stores.

Sells low (high) quality merchandise.

Merchandise here represents poor (good) value for the money.

Limited (wide) variety to choose from.

Does (doesn't) carry brand names.

Carries nonordinary, uninteresting (unusual, interesting) merchandise.

Cluttered, messy (uncluttered, neatly arranged).

Unattractive (attractive) interior displays.

Conservative (progressive).

Dull (exciting).

Old-fashioned (modern).

Advertising:

Does not (does) advertise specials.

Does not (does) have believable advertisements.

Advertisements do not (do) make me want to buy.

Convenience:

Not near (near) other stores I want to shop.

Inconvenient (convenient) store hours.

Inconvenient (convenient) location.

Outside attractiveness:

Poor (good) parking facilities.

Unattractive (attractive) window displays.

Salesmanship:

Salespeople are unfriendly and discourteous (friendly and courteous).

Salespeople aren't (are) helpful.

Salespeople don't (do) know their merchandise well.

Service:

No exchanges allowed (liberal exchange policy).

Difficult (easy) to open charge account.

(bi-polar 7-point scale)

Martineau (1958)

Personality factors

[Layout and architecture; Symbols and colors; Advertising; Sales Personnel.]

unspecified

Mazursky and Jacoby (1986)

Store image

[Quality of service; Quality of merchandise; Pleasantness of shopping.]

"What kind of things would you want to know about a pair of jeans when you were shopping to buy a pair of jeans?"

Number of Salespersons per Department

Number of Cashiers in Each. Department

Merchandise Return Policy

Number of Fitting Rooms

Credit Cards Accepted

Location

Number of Floors

Pictures of Stores' Interior Design

Brand Names

Price Ranges

Assortment

Percentage of Stock Currently on Sale

Merchandise Material

Discount on Sale Merchandise

Merchandise Colors

(Nominal variable; multiple choice question)

McDougall and Fry (1974-75)

Image of store advertising

[Courteous salespeople; Helpful salespeople; Believable advertising; Competitive prices; High-quality products; Well-liked by your friends.]

Courteous salespeople // Discourteous salespeople

Helpful salespeople // Unhelpful salespeople

Believable advertising // Misleading advertising

Reliable advertising // Unreliable advertising

Competitive prices // Noncompetitive prices

High-quality products // Low-quality products

Well-liked by your friends // Disliked by your friends

Mohan, Sivakumaran and Sharma (2012)

Store Environment

[Ambient factors; Design factors; Social factors.]

Ambient factors:

The store had a pleasant music.

The store had a terrible music(r).

The store is well-lit.

The store is correctly-lit (Neither too bright nor dull).

Lighting in the store is pleasant.

Design factors:

It was easy to move about in the store.

It was easy to locate products/merchandise in the store.

Social factors:

The store had knowledgeable employees.

The store had friendly employees.

The store had helpful employees.

Nevin and Houston (1980)

Retail shopping area image

[Assortment; Facilities; Market posture.]

Assortment:

Quality of stores [high // low]

Variety of stores [excellent // poor]

Merchandise quality [excellent // poor]

Product selection [excellent // poor]

Special sales/promotions [attractive // unattractive]

Special events/exhibits [attractive // unattractive]

Great place to spend a few hours [agree // disagree]

Facilities:

Layout of area [convenient // inconvenient]

Parking facilities [adequate // inadequate]

Availability of lunch/refreshments [adequate // inadequate]

Comfort areas [adequate // inadequate]

Market posture:

General price level [fair // unfair]

Store personnel [helpful // not helpful]

Conservative center [agree // disagree]

Ngobo et Jean (2012)

Store image

[Produce quality; Price image; Perceived variety of the assortment; Sales staff service; Locational convenience; Private label quality.]

Produce quality:

Fresh produce sold in the following departments are of good quality...

pork-butchery

bakery products

cheeses

bread

butcheryfish

Price image:

The store has good sales promotions

The store regularly has low prices

The store has attractive flyers

The advantages (e.g.coupons) offered by the store are attractive

Perceived variety of the assortment:

In general, the store has a large variety of products

The products I need are never out of stock

Products are clearly displayed and it is easy to find what you want

Sales staff service:

The store staff are available and responsive

The cashiers are nice

There are short queues

Locational convenience:

I can easily get to the store to do my shopping

I can easily find a place to park my car

Private label quality:
The store brands are of good quality
The low-end private labels are of good quality

(5 points Likert scale)

Oh (2008)

Store Image

[Safety; Convenience; Entertainment.]

Safety:

I feel safe in their transactions with this store.
The process of shopping at this store jeopardizes my privacy.

Convenience:

This store makes shopping easy.
This store saves my shopping time.
This store makes me reduce my shopping effort.

Entertainment:

Shopping at this store allows me to have fun.
Shopping at this store is very appealing.
Shopping at this store would be an enjoyable experience.

(7-point Likert scale)

Pathak et al. (1974)

Department store image

[Merchandising suitability; Sales personnel; Store congeniality; Locational convenience; Overall dimension.]

Items not communicated

7 point - Bipolar semantic differential scales

Rayburn et Voss (2013)

Retail atmosphere perceptions

[Perceived Organization; Perceived Style; Perceived Moderness.]

Perceived organization:

Disorganized– organized
Messy–neat
Maintained– neglected
Disorderly–orderly
Tidy–untidy

Perceived modernness:

Out dated–current
Old fashioned–trendy

Perceived style:

Low end–highend
Unrefined– sophisticated
Tasteless–tasteful

Perceived Overall Atmosphere:

Comfortable– uncomfortable
Charming–obnoxious
Displeasing–pleasing
Appealing– unappealing

Russel and Pratt (1981)

Affective quality to an environment

[Arousing quality; Exciting quality; Pleasant quality; Distressing quality; Sleepy quality; Gloomy quality; Unpleasant quality; Relaxing quality.]

Arousing quality:

Intense.
Arousing.
Active.
Alive.
Forceful.

Exciting quality:

Exhilarating.
Sensational.
Stimulating.
Exciting.
Interesting.

Pleasant quality:

Pleasant.
Nice.
Pleasing.
Pretty.
Beautiful.

Distressing quality:

Frenzied.
Tense.
Hectic.
Panicky.
Rushed.

Sleepy quality:

Inactive.
Drowsy.
Idle.
Lazy.
Slow.

Gloomy quality:

Dreary.
Dull.
Unstimulating.
Monotonous.
Boring.

Unpleasant quality:

Dissatisfying.
Displeasing.
Repulsive.
Unpleasant.
Uncomfortable.

Relaxing quality:

Tranquil.
Serene.
Peaceful.
Restful.
Calm.

(1-8 rating scale ("extremely inaccurate // extremely accurate"))

Samli et al. (1998)

Perceived Store Image

[Sales people; Service policies; Assortment/selection; Layout; Attractiveness; Price; Convenience; Quality of product.]

Sales people:

Knowledgeable about their products.

Helpful.

Friendly.

Available when needed.

Service policies:

No-hassle return policy.

Store will replace defective items under warranty.

Easy to cash checks.

Layaway policy.

Assortment/selection:

Carry items I want.

Wide assortment.

Likely to be in stock.

Has advertised specials.

Layout:

Easy to move about in store.

Easy to locate depts.

Attractive displays.

Attractiveness:

Attractive decor.

Feel comfortable in store.

Clean.

Price:

Good value.

Lowest everyday price.

Lowest advertised price.

Convenience:

Convenient location.

Adequate parking.

Quick checkout.

Quality of product:

Quality of merchandise.

Many well-known brands.

Large variety.

(Likert-type eight-point bipolar anchored scale)

Schiffman et al. (1977)

Store image characteristics

[Convenience of store location; Best price and/or deals; Guarantee/warranty policies; Salesmens' expertise; Variety of merchandise to choose from.]

Convenience of store location
Best price and/or deals
Guarantee/warranty policies
Salesmens'expertise
Variety of merchandise to choose from

(Degree of importance of the factor on a 6-point scale)

Sirgy and Samli (1985)

Functional store image

[General store characteristics; Physical characteristics; Price; Personnel; Promotion; Convenience; Product and services.]

Items not described

(Semantic differential scales)

Smeijn et al. (2004)

Store image

[Physical layout; Merchandise; Service.]

Physical layout:
Physical facilities are visually appealing.
Store layout is clear.
Easy to find articles in promotion.

Merchandise:
Merchandise is available when needed.
Store offers high quality merchandise.
Store offers broad assortment.

Service:
Employees are knowledgeable.
Employees are courteous.
No problems when returning items.
Employees willing to find custom solutions.
Store has convenient opening hours.

[7-point Likert type scales]

Swinyard (1977)

Customers' restaurant evaluations

[Restaurant; Food; Atmosphere; Service friendliness.]

12 attributes (not specified); calculation of the differential score between the ideal restaurant and the restaurant examined.

Thang and Tan (2003)

Store images

[Merchandising; Store atmosphere; In-store Service; Accessibility; Reputation; Promotions; Facilities; Post-transaction Service.]

Merchandising:

Merchandise mix

Value for money

Availability

Store atmosphere:

Decorations

Layout

Ease of movement

Display of merchandise

In-store Service:

Congeniality

Advice on purchase

Gift wrapping

Convenience of payment

Accessibility:

Ease of travel

Parking

Duration of travel

Reputation:

History

Value for money

Reliability

Word-of-mouth

Promotions:

Advertisements

Promotions

Special events

Facilities:

Try-out rooms

Washrooms

Refreshment booths

Post-transaction Service:

Delivery

Warranty

Return policy

(5-point Likert scale)

Theodoridis and Chatzipanagiotou (2009)

Store image attributes

[Personnel; Atmosphere; Products; Pricing; Merchandising; In-store convenience.]

Personnel:

Nice presentation.

Caring about the consumer.

Friendly.

Knowledgeable.

Appropriate number.

Atmosphere:

Appropriate temperature.

Very good air-cleaning system.

Cleanliness.

Pleasant smell.

Products:

There is a great product variety.

The quality of the products is very good.

Always I find the shelves full.

Pricing:

The prices are low comparative the major competitors.

The price-quality relation is very good.

The prices are very good.

Merchandising:

One can easy find the products she/he need.

I like the colours.

I have no problem with the labels.

In-store convenience:

The corridors are spacious.

Trolleys and baskets help me to a great degree in my shopping trip.

(7-point Likert scale)

Timmermans et al. (1982)

Cognitive components of Urban Retailing Structures

[Size; Atmosphere; Accessibility; Physical lay-out; Cognitive accessibility; Character of centre; Distance; Specialization; Price; Convenience; Multifunctional.]

Few shops // Many shops

Poor parking facilities // Good parking facilities

Far from / Near to home

Not cosy // Cosy

Narrow range of stock // Wide range of stock

Absence of non-retailing functions // Presence of non-retailing functions

Badly kept environment // Well-kept environment

A centre to shop around // Not a centre to shop around

Narrow range of speciality shops // Wide range of speciality shops

Poor service // Good service

Poor choice range // Good choice range

Quiet // Busy

Badly organized / Well-organized

Dark // Light

High prices // Low prices

Absence of especially attractive shops // Presence of especially attractive shops

Dangerous // Safe
No non-daily goods // Plenty of non-daily goods
Poor quality goods // Good quality goods
Windy // Sheltered
Poor information // Sufficient information
Old // New
Unattractive shopping environment // Attractive shopping environment
Open // Covered
Small // Large
No boutiques // Many boutiques
Difficult access // Easy access
Compact // Extensive
No department stores // Various department stores
Small pedestrian area // Extensive pedestrian area
Impersonal atmosphere // Personal atmosphere
Poor window displays // Excellent window displays
Never special activities // Frequent special activities
Difficult to recognize // Easy to recognize
Few special offers // Many special offers
Far from to bicycle stand // Near to bicycle stand
Dangerous to walk around // Safe to walk around
A centre to meet people // Not a centre to meet people
Intimate // Too big
Feeling of unsafety // Feeling of safety
No advertisement // Advertisement
Dirty // Clean

Verhagen and van Dolen (2009)

Store image

[Store service; Store merchandise; Store atmosphere; Store layout.]

Offline store service:

Unfriendly personnel // friendly personnel.
Few helpful salesmen // Many helpful salesmen.
Bad service // good service.
Bad reputation // good reputation.
Unknowledgeable sales personnel // knowledgeable sales personnel.
Slow checkout // fast checkout.

Offline store merchandise:

Uninteresting products // interesting products.
CDs I don't want // CDs I want.
Little value for money // much value for money.
Bad buys on products // good buys on products.

Offline store atmosphere:

Dull store // bright store.
Unattractive store // attractive.
Old-fashioned // modern.

Offline store layout:

Unorganized layout // well organized layout.
Crowded shopping // spacious shopping.
Messy // neat.

(7-point Likert scale)

Wakefield and Baker (1998)

Store environment

[Ambient Factors; Design Factors; Layout; Variety.]

Ambient Factors:

The mall plays music that I like.
Mall music is played at an appropriate volume.
The mall lighting is appropriate.
The mall temperature is comfortable.

Design Factors (Interior Design & Decor):

The mall's architecture gives it an attractive character.
This mall is decorated in an attractive fashion.
The interior wall and floor color schemes are attractive.
The overall design of this mall is interesting.

Layout:

The layout makes it easy to get to the stores you want.
The layout makes it easy to get to the food areas.
The layout makes it easy to get to the restrooms.
Overall, the layout makes it easy to get around.

Variety:

The variety of food offered at the mall is excellent.
This mall has an excellent variety of stores.
This mall has excellent entertainment alternatives.

(5-point Likert scale)

Wakefield and Blodgett (1996)

Environmental dimensions

[Layout accessibility; Facility aesthetics; Seating comfort; Electronic equipment/display; Facility cleanliness.]

Layout accessibility:

The facility layout makes it easy to get to the kind of food service you want.
The facility layout makes it easy to get to your seat (the gaming areas).
The facility layout makes it easy to get to the restrooms.
Overall, this facility's layout makes it easy to get where you want to go.

Facility aesthetics:

This facility is painted in attractive colors.
The interior wall and floor color schemes are attractive.
This facility's architecture gives it an attractive character.
This facility is decorated in an attractive fashion.
This is an attractive facility.

Seating comfort:

There is plenty of knee room in the seats.
There is plenty of elbow room in the seats.
The seat arrangements provide plenty of space.
This facility provides comfortable seats.

Electronic equipment and displays:

The scoreboards (slot/video machines) are entertaining to watch.
The scoreboards (slot/video machines) add excitement to the place.
The scoreboards provide interesting statistics.
The slot/video machines make this place interesting.
This facility has high quality scoreboards (slot/video machines)

Facility cleanliness:

This facility maintains clean restrooms.

This facility maintains clean food service areas.

This facility maintains clean walkways and exits.

Overall, this facility is kept clean.

Wong and Teas (2001)

Retail image measurement

[Upscale Quality; Promotions/Convenience; Personnel.]

Upscale Quality:

The store has high-quality merchandise.

The store is a high-quality store.

The store is up-to-date.

Physical facilities are visually appealing.

Promotions/Convenience:

The store has attractive special sales and promotions.

The store has operating hours convenient to all of its customers.

It is easy to find what you are looking for in the store.

Personnel:

You can trust employees of the store.

It is easy to get questions answered in the store.

When you have problems, the employees of the store are sympathetic and reassuring.

Employees of the store are always willing to help customers.

Yoo et al. (1998)

Store Characteristics

[Product assortment; Value; Salesperson's service; After sale service; Location; Facilities; Atmosphere.]

Product assortment:

Availability of new fashion products.

Variety of products.

Variety of brands.

Availability of popular products.

Value:

Appropriateness of price.

Value of products on sale.

Quality of products on sale.

Dependability of products.

Quality of products.

Salesperson's service:

Appropriate knowledge of salesperson.

Salesperson's kindness.

Salesperson's forcefulness.

Appropriateness of salesperson's explanation.

After sale service:

Return policy.

Repair policy.

Delivery service.

Installation service.

Refund policy.

Location:
Location.
Transportation.
Space for parking.

Facilities:
General facilities.
Store size.
Space for rest.
Space for leisure.
Space for recreation.
Availability of new information.
Congestion in the store.
Arrangement of product corners.

Atmosphere:
Design.
Lighting.
Air quality in the store.
Inside decoration.
Music in the store.

(7-point scales)

Zimmer and Golden (1988)

Store image attributes

[Merchandise; Service; Clientele; Physical facilities; Convenience; Promotion; Store atmosphere; Institutional; Post-transaction satisfaction; Other store image attributes; Nonattribute-specific image dimensions.]

Merchandise:
Quality.
Selection or assortment.
Styling or fashion.
Guarantees.
Pricing.

Service:
General.
Salesclerk.
Presence of self-service.
Ease of merchandise return.
Credit policies.
Delivery.

Clientele:
Social class appeal.
Self-image congruency.
Store personnel.

Physical facilities:
Elevators.
Lighting.
Air conditioning.
Washrooms.
Store layout.
Aisle placement and width.
Carpeting.
Architecture.

Convenience:

General.
Locational.
Parking.

Promotion:

Sales promotions.
Advertising.
Displays.
Trading stamps.
Symbols and colors.

Store atmosphere:

Feeling of warmth, acceptance, or ease.

Institutional factors:

Conservative-modern projection.
Reputation.
Reliability.

Post-transaction satisfaction:

Merchandise in use.
Returns.
Adjustments.

Other store image attributes:

Good // Bad value.
Shows newest styles before // After other stores.
Carries // Does not carry brand names.
Interesting // Uninteresting merchandise.
Merchandise is // Is not clearly marked.
Friendly / Unfriendly.
Lay-Away Available // Not available.
Adequate / Inadequate number of salespeople.
Fast // Slow checkout.
Pleasant // Unpleasant customers.
Friends do / Do not shop there.
Attractive // Unattractive decor.
Near // Not near others stores I want to shop.
Assertive // Passive.
Objective // Impulsive.
Comfortable // Uncomfortable.
Intimate // Social.
Formal // Casual.
Fair // Unfair.
Honest // Dishonest.
Been in community a long / Short time

Non-attribute-specific image dimensions:

Good // Bad overall impression.
Improving // Falling behind.
High // Low caliber.
Enjoyable // Not enjoyable.
A nice / Not a nice place to shop.
Evaluations of specific products (eg. food, clothing, etc.).
Store like others // Unique

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