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Autor(es): ***Stefânia Ordovás De Almeida Ordovás De Almeida, Marlon Dalmoro, Giuliana Isabella, João Pedro Fleck.***

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Going to the Mall: Understanding the Environmental Assemble in Consumers' Experience

Abstract

Mall environment and consumer experience are two key concepts to understand the contemporary retail consumption. However, despite the importance and solidity of both topics, researchers rarely consider investigating empirically environmental elements and consumer experience as one. Evoking the idea of assemblage, which environmental elements are incorporated in the experience, we develop the concept of mall trip experience to describe the environmental assimilation that produces experience. In doing it, our objective is to explore environmental triggers and their consequences on experiential assemblage. We develop an empirical analysis of consumers experience in a department store, from two different Brazilian states. Data collection involves 30 in-depth interviews and filmed shopping experience using camera glasses. Results highlight the role of the shopping trip experience in connecting consumers and the environment throughout three main triggers: environmental convenience; miscellaneous materiality; atmospheric sense. These triggers assemble experiences in physical and sensory level and stimulating auto-reflexive consumer attention with the material and esthetical elements producing experience. Findings contribute with understanding environmental assemblage in consumers' experience in a holist manner.

Key words: consumers' experience, mall environment, experiential assemblage.

1. Introduction

Over 40 years ago, it was already clear that a product goes beyond the tangible aspects normally associated with it. The definition of a product became a package that constitutes the true product perceived by consumers, including the planned environment where it is sold (Kotler, 1973). In purchase decisions, the place where the product is bought or consumed is often more influential than the product itself (Hightower, Brady, and Baker, 2002).

In marketing the importance of understanding the best environment/atmosphere that induces behavior or attitude's behavior is vital for sales improvement (Dagger & Danaher, 2014). For instance, Cox (1970) investigated the effect of shelf space, Bellize, Crowley and Hasty (1983) verified the physical attractively toward a retail display by color; Bitner (1990) explored the retail organization, Mattila and Wirtz (2001) investigated the odor in the store, Areni (2003) investigated the effect of the music in consumers, Michon, Chebat, & Turley (2005) studied the crowding, Dagger and Danaher (2014) compared the effect of remodeling stores.

Retail environment management aims to create a superior customer experience (Verhoef *et al.*, 2009; Meyer & Schwager, 2007). Customer experience can be conceptualized as the customer's subjective response to the holistic direct and indirect encounter with the company (Lemke, Clark, & Wilson, 2011). Lemke *et al.* (2011) proposed a conceptual model for customer experience quality, focusing on the consequences of these experiences. Their study complements Verhoef *et al.*' (2009) one, that builds' a conceptual model of antecedents to and possible moderators of customer experience, based on a literature review.

In shopping situations, such as retailing, this experience is called shopping experience. The experiential aspects of shopping includes the process of enriching traditional information processing with an admixture of symbolic, hedonic and aesthetic nature of consumption (Holbrook & Hirchman, 1982). Understanding the experience consumers have in the atmosphere is relevant since it seems to affect customer mood, shopping intention and loyalty (Verhoef *et al.*, 2009).

However, despite the importance and solidity of both topics, researchers rarely consider investigating empirically environmental elements and consumer experience as one. Therefore, the present paper aims to assembly environmental elements and consumer experience. Our objective is to explore environmental triggers and their consequences on experiential assemblage.

Noteworthy that there are two recent papers that also studied environmental elements and consumer experience at once. The Woermann and Rokka's (2015) paper is about experienced temporality and Yakhlef's (2015) work suggests a spatial approach to customer experience. While these studies recognize particular embodied elements that mediate consumers' experience, we evoke the importance of understanding how the physical and sensory environmental aspects assembly consumers experience.

In exploring this relation, we make use of the concept of a mall trip experience to describe the physical and sensory assimilation that − connecting consumers and the environment − produce experience. The conventional shopping center still dominate the distribution of fashion oriented merchandize (Finn & Louviere, 1996), in addition the place is considered more than a place to purchase product (Kotler, 1973). Hence, while the mall/shopping experience has been largely explained as every point of contact in which a consumers interact with a business, product, or service (Grewal, Levy, & Kumar, 2009), we lack a theoretical understanding about the triggers that lead consumers to engage in a mall experience. We consider that the connection between environment and experience involves an assemblage process, which physical and sensory elements are incorporate in the experience.

For our empirical study, consumers from a department store, from two different Brazilian states, were invited to participate in the study. In a specific day they visited the store using a glass with cameras. During their visit, it was possible to record where they were walking, what they were looking at, how they react or act to the service. One to one interview was provided one week after the purchase situation, and the recorded movie was watched by the consumers who explained his/her behavior.

Our research is unique in (1) understanding the environmental assemblage in consumers' experience, (2) focusing on many aspects of the atmosphere that influence consumer behavior in a holist manner (as suggested by Mattila & Wirtz, 2001; Michon *et al.*, 2005), (3) investigating retail in a shopping center that has changed dramatically in the last years (Arnold & Reynolds, 2003) and (4) integrating and cross-validating data collected by multiple methods.

The paper is structured as follows: we first present an overview of the topic, then we focus on shopping environment and experiential consumption; next, we describe in details the methodology used in this study; we then report the analysis, followed by the results and discuss the implications of the findings and future research directions.

2. Theoretical Background

Nowadays, it is difficult to imagine a physical retail in the absence of its environment (Puccinelli *et al.*, 2009). It's not surprising that retail environment is such a regular topic in consumer literature. Peñaloza (1998) analyze the environmental dimensions of consumption in Nike town, observing spectacular consumption forms involving explicit knowledge of space, cultural meanings and products. Kozinets *et al.* (2002) focus on flag store ESPM Zone to study the mythological appeal of places that create mindscape-related feelings, like entertainment, therapeutics, and spiritual growth. Marketplace environment also has been investigated in a wide variety of setting, involving utopian meaning creation in commercial spaces (Maclaran & Brown, 2005) or how retail environment might contribute to consumers deploy their own cultural resources (Arnould, 2005).

While notable importance is given to the marketplace environment, prior studies do not consider the full range of material, bodily, and social influences of the environmental aspects in shaping consumers' experience (Woermann & Rokka, 2015). Consumers' decision to enter in a particular store, the time that they spend inside, their decision about to buy or not is heavily influenced by the shopping environment and its effect on customers' emotions (Levy & Weitz, 2009). Logically, managerial literature has pointed that creating superior customer experience seems to be one of the central objectives in today's retailing environments (Verhoef *et al*., 2009). This made us suggest moving from isolated empirical research on variables to a holistic understanding of the shopping environment and experiential consumption activity.

2.1 Shopping environment

In a general sense, shopping malls marketing practices also reflects a transformation from traditional towards the marketing of experiences (Pine & Gilmore, 1999). Consequently, retails design their shop environment to offer experiences in terms of attractiveness, easily merchandise and purchase motivation (Levy & Weitz, 2009). Marketing strategies exploring the environment provides a relief from monotony, a myriad escape involving material and sensory stimulus. Adey (2008) and Healy (2014) pointed that the malls architectural design contributes to the environment excitement, highlighting in special the role of spatial convenience – e.g. access and park – in influencing the perception about the shopping experience. In complement, sensorial design assume a strong influence on customer's desire to stay longer in the mall, once that every point of contact at which customers interacts with the business, product, or service can mediate experience (Puccinelli *et al.*, 2009).

However, going beyond the description that contemporary retail environment are engineered to promote shopping (Underhill, 2009; Puccinelli *et al.*, 2009), an emergent corpus of research proposed that, in addition to stimulating purposive subjects, the material elements and atmosphere may assemble the auto-affective attention of potential shoppers with the environment (Healy, 2014). As Harrison (2008) says, the preoccupation with intentional subjectivity marginalizes the significance of passivity and susceptibility of consumer that prelude the action.

In this line, the relational aspects of the subjects and the environment do not reside in an object or a body, but surfaces from somewhere in-between (Adey, 2008), as an assemblage between subjects, objects and atmosphere. Spaces, places, material and sensory elements as all have been described as simultaneously determination and indetermination of that occur before and alongside the shopping experience (Anderson, 2009; Harrison, 2008).

While behavioral aspects of shoppers is generally well understood in terms of task-oriented buying (Reimers & Chao, 2014), less is known in terms of how consumers subjectivity is assembled with shopping environment, accessing embody experience and materiality more generally (Healy, 2014). Shopping environment can became at the same time a place to solve some prime necessity as well as a mechanism to go inside a complex and polysemic experiential sphere that otimized everyday life.

2.2 Experiential consumption

Consumer experiences can be defined as internal and subjective response that customers have to any direct or indirect contact with a company (Meyer & Schwager, 2007). Direct contact generally occurs in the course of purchase, use, and service. Indirect contact most often involves unplanned encounters with representatives of a company's products, service or brands (Meyer & Schwager, 2007). However, the experience should not involve

only a take-away experience (Lemke *et al*., 2011; Verhoef *et al*., 2009) but also an interactional process between consumers and the environment (Arnould & Price, 1993; Arnold & Reynolds, 2003). Experience needs to also consider a simultaneously and multiple faceted phenomenon shaped by consumption practices, despite of a subjective outcome (Voerman & Rokka, 2015).

In this sense, shopping experience can be considered a trip, an ongoing process involving consumers' interaction with the environment. Arnould and Price (1993) analyzed extraordinary experiences are characterized by high levels of emotional intensity. Once commercial spaces become places for leisure and entertainment, shopping becomes a gratifying experiential process (Arnold & Reynolds, 2003). Interesting is how this experiential process involves mundane shopping experiences. While a large body of research describes extraordinary experiences, regular shopping trips has no singularity but can provide the same level of stimulation, satisfaction and pleasure (Russel & Levy, 2012). Social-interaction and retail atmospherics can help evoking a singular emotional response in consumers transforming each shopping experience in a meaningful ritual (Otnes *et al.*, 2012).

In a recent study, Yakhlef (2015) pointed out the physical and metaphysical features role in shaping customers' retail experience. Spatial layout, scent, odor, color, music and other customers are considered to affect customer experience, as well as cultural, historical and cognitive aspects might reinforce the shopping trip as a complex encounter between a set of spatial-material and social factors. It reinforces the theoretical perspective about consumer experience not only as outcomes of the mind (Gallagher, 2005), but as a link between consumers physical environment perception and aesthetic sensibilities. Environmental and material elements associated with aesthetic features can represent commercial cues orienting shopping trip practices that assembly experience.

3. Method

In this study we used an interpretative approach through the accomplishment of 30 in-depth filmed interviews highly involved buyers of a Department Store. It is important to note that not all these people appear in the quotes mentioned in this paper, although all of them contributed to our study.

3.1 Procedure

A sample of the customer data base from two stores, same Department Brand's name, one in São Paulo and another in Porto Alegre were given to the researchers. From this data, randomly we contacted the clients to participate in the study. It was explained to them that we were conducting a scientific study, performed in two parts, not related to the brand, and with the objective of understanding consumers' purchase motivation.

15 clients in each city - São Paulo and Porto Alegre - agreed to participate in a purchase situation. In two specifics Saturday, one in each city, before the store opens, the participants were invited to visit the store to make a purchase. To increase their motivation, we gave each participant one voucher of R$100 to be spent in the store.

Before entering the store, participants (1) signed a consent form, (2) received a glass that had a camera on it and (3) got some instructions - such as they could be inside the store for at least 15 minutes and no more than one hour. Since the glasses with cameras were on their faces, we could observe and record were they looking, how they were moving in the store, and how others clients/participants were acting. All participants had a camera on. The participants were unaware that three other cameras were recording the environment of the store.

To keep the ambient as real as possible, the store had their own staff, that acted exactly as in a normal day. It was also explained to then to act normally, since this was a scientific study and it was not a customer evaluation.

The participants entered in the store and did their search and purchase. The participant time inside the store varied a lot, some were fast spending less than 20 minutes and others spend the whole hour.

One week after the shopping experience, we conducted in-depth interviews applying a 10 question semi-structured questionnaire with questions regarding two main themes: (1) consumption motivations – influence of the environment in choices; visual and sensory stimulus – and (2) shop environment preferences – physical and sensory store characteristics, connection between products preferences and the shop environment. During the interview, we also presented some parts of their own videos asking specific questions about their consumptions. Interviews were conducted in participant houses with an average length of 55 minutes each.

3.2 Data analysis

For the analysis three steps were followed. First, all the interviews were transcribed and analyzed, totalizing 120 single-spaced pages of text using Times New Roman Font size 12 point. Second, we watched all the videos, developing notes of interesting results. And, then we edited a 20-minute videography, that was used to re-analyzed the finals results of our data.

The use of videography as a research method in marketing academic studies is being largely disseminated recently since it allows a bigger understanding and richer results than conventional in-depth interviews (Rokka, Hietanen, & Brownlie, 2016; Spanjaard & Freeman, 2006). In consonance with the videographic perspective, to interpret the data gathered, we used content analysis following the guidance of Lofland and Lofland (1995).

The interviews transcribed were organized in 30 different files – related to each one of the respondents. Every file was read and, lately, included individually on qualitative analysis software ATLAS.ti version 6. Codification techniques were used to generate concepts based on data, aiming to analyze its content with rigor, following Coffey and Atkinson (1996) instructions. The coding process is a heuristic and exploratory technique to solve research questions that does not follow a specific formulation. It is valid to consider that codification is not only about naming topics, but aims to connect data. This process allows the researcher to formulate ideas derived from data and, starting from these ideas, reevaluate data that belongs to the same topics (Richards & Morse, 2007).

Accordingly to this rigorous process, we analyzed and interpreted a series of iterations that describes environmental elements and shopping experiences. Codes analysis allows identifying three main themes: (1) environmental convenience; (2) miscellaneous materiality; (3) atmospheric sense. Later on, we derived two experiential assembly levels involving each theme: physical and sensory. In a last iteration of analysis, we noted that themes are pre-established elements (not co-produced during the experience), operating as triggers that help giving rise to consumers' shopping trip experience.

4. Results

4.1 Environmental convenience

Our first topic expresses convenience aspects relating stores that impact in environmental perception. Stores location in Shopping malls was mentioned by all of the interviewees without exception in the shopping experience description. They pointed

shopping malls as a beloved place to purchase because they tend to associate it with comfort, readiness, safety, and, above all, easiness to park. Ana summarizes these codes when she describes why she prefers to buy in shopping malls:

> *First of all, I work close to a shopping mall, and I can take care of the things in an easier way. You have many stores located in the same place, which is also easier. You also have safety motives: you can park easily and you can go at night (Ana, Porto Alegre).*

The readiness is also a main reason to Daniela, who emphasizes the high concentration of stores.

> *I go to the mall for absolutely anything. I use to go there for anything at all, ranging from meals, like lunch or dinner up to services, such as sewing clothes. And obviously, to buy everything. Malls have big stores that provide anything that my family needs (Daniela, São Paulo).*

Claudia describes her feeling about malls as a kind of easiness and convenience that produce positive experience, not only in buying, but mainly in enjoying the environment.

> *I love it! My friends say that, if could, I'd live in a shopping mall. It's my only leisure activity. I don't go out to any other place at all, so, to me, the mall is the place where I can take my son to have a good time. I love look at the store windows, even if I don't buy. And I look at anything at all, I go in each and every store (Claudia, Porto Alegre).*

In the same way that shopping malls environmental convenience works as a trigger in stimulating consumers' experience, Cecília sees in malls physical characteristics an experiential restriction:

> *On the good side, you can find anything at the mall…And you have it all in the same place, therefore I think it's safer to go there. You also have the food court, so you can meet your family there and have lunch or a snack. On the bad side, I think it's kind of restrict and close, I prefer an open environment. I think that would be a negative point (Cecília, Porto Alegre).*

To compensate, consumers adopt strategies that assembly the malls convenience with street stores. Franco, actually doesn't like malls, so he associates his shopping trip experience in malls with others places:

> *I think that there are many people together and it's not my thing to just stay there walking and looking at the store windows. I leave my wife and kids at the mall and go some place else (Franco, São Paulo).*

Fran, however, tries to avoid street stores, valorizing neighborhood shops:

> *If I went to buy something on a street store downtown, there will probably be to much people, and the stores are far from one another. I I try to buy on my own neighborhood, I don't find the things I want. So it's way easier to simply go to the mall and buy what I need (Fran, Porto Alegre).*

Self-conscious satisfaction with the relationship between one's body and its physical environment gave meaning in contemporary consumer experience (Healy, 2014). However, the experience is not reduced to the encounter between body and the environment. Shopping experience starts before even entering the store in our informant's opinion, reinforcing the understanding of shopping experience as an ongoing process (Lemke *et al*., 2011; Arnould & Price, 1993; Voerman & Rokka, 2015).

Comparing distinct shopping environment characteristics, consumers related that mundane shopping trip experience doesn't involve only pleasure in a meaningful ritual (Otnes *et al*., 2012), but mainly an easily way to go in their daily life. This kind of easiness and convenience is also brought up by Simone:

> *In the shopping mall I can take care of my whole life. I pay my bills, I buy things, I have fun, I go to the movies. My life in a city such as Porto Alegre, which in my view has no leisure options is reduced to go to the shopping mall (Simone, Porto Alegre).*

Even those consumers recognize in street shopping a more pleasant experience (Russel & Levy, 2012), they see in the malls convenience a stimulus in engaging a shopping trip experience.

4.2 Miscellaneous materiality

Our second topic relates to the environmental materiality that were appropriated or experienced in shopping trips. Respondents describe the environmental materiality using a miscellaneous of physical store aspects that produce experiences. One of the most common answers was previous experience with the physical product. For instance, Franco explained that he only buys products he's already used to buy, because he knows just how good the products are, instead of trying new options. Aline gave a similar answer saying that she rather enjoy her time in stores that she already know, because she knows that they'll have the kind of shoes she's looking to buy.

This connection between the shopping preferences and the goods offers, despite of involving an obvious consumer behavior (Tauber, 1972), also highlights the role of materiality as a connector. Previous physical experience pointed by Franco and Aline is reinforced by Edna and Dulce. They explained to us that they avoid stores that have very cheap products, especially the ones imported from China, saying that the raw materials used to develop this kind of product isn't good. Materiality here does not involve only mall physical elements, but also goods, their raw material and their materialization per sí. In other words, shops materiality is produced by consumers in consonance with the goods that are shopped.

The material environment aspects allow the tangible experience. Soraia says a good expression to describe it: "I need to see with my hands". She adds that she is capable of evaluating a product only when she takes it in her hands. Ana also talks about the role of the touching in producing experience: "I always need to touch, to feel the texture, the weigh. To touch is basic when I'm shopping.

In addition to the product, store window is indicated as a main material reason for consumers to enjoy a shopping trip. Topics such as window design, colors and, above all, the presence of the price tag were mentioned as being relevant on the decision of choosing a store.

> *The store design attracts me. If a store is simple, maybe doesn't call my attention. Some stores are always changing the architecture, is a new wall covering, is a different store window to call the attention. I like too much something in the store frontage that attract me and I become to think "let's go inside to see because if the frontage is like this, inside should have something different" (Amanda, São Paulo).*

Asking to Amanda to describe why the store frontage provokes experience, she does not know how to explain. She explains: "sometimes I'm sucked inside the store for some reason if see something that I like". Cristina also feel attracted by store decoration, saying that: "while there are some stores that are not attractive, there are others that seems to be calling you inside."

Store materiality seems to exert an influential power in attracting consumers to shop, while the tangible previous experience influence future ones. In a classic study, Mehrabian and Russel (1974) already pointed the importance to understand tangible aspects of a retail

store to design a customer experience. However, reflecting about this theme, we observe that visual and material elements are connected with a kind of experiential expectative, stimulating consumers to engage in shopping experience. Complementary, consumers' make sense about the material elements touching it, as a kinesthetic experience. These tangible experiences transform any physical interaction in a potential experiential trigger; complementing those social and bodily elements (Arnould & Price, 1993; Yakhlef, 2015).

4.3 Atmospheric sense

Our last topic describes environmental atmospheric influencing the consumers' experience, which simultaneously delimit, design, and valuate strict mall performances using architectural (Adey, 2008) and sensorial (Anderson, 2009; Healy, 2014). Based on the results of our interviews, it is noticeable that nowadays, in Brazil, many stores are preparing - and improving - their atmospherics for the customers, answering a marketing managerial orientation that recognize in the shop atmospheric an opportunity to create experiences (Verhoef *et al*., 2009). Scent and music are the two topics that were most mentioned by our interviewees. References were made also to the perks offered and the in-store comfort. Paulo explains how the creation of an environment can lead to more time spend on store (or on a shopping mall):

> *A pleasant environment is most welcome. I'll give you an example. There's a bookstore that has a coffee shop inside. You are there, browsing through the books and then you shave a break to enjoy a coffee. Such combined activities lead to a more eventful experience that pleases you as a customer (Paulo, São Paulo).*

The topic of how important is the scent was mentioned by interviewees. However, personal preferences reflect in the scent experience perception. For instance, Paulo description repeats the coffee scent several times, expressing the power of coffee scent in stimulating himself. His sense about the environmental experience is valuated taking scent as reference:

> *I like scents. If you have a scented environment, this might become an incentive for the sales. Let's think in a department store. In the bed sector you might have a lavender scent, on the kitchen sector you might have the scent of coffee (Paulo, São Paulo).*

Franco also describes his sense preference activation by a specific store atmospheric. The scent of the brand motivates him to enjoy a shopping trip experience in the store:

> *When I pass by L'occitane, I know that that scent belongs to it from far. I go there just to find out what's the scent they are using, because I really like it (Franco, São Paulo).*

The atmospheric elements are not limited to the scent. Another element pointed in the interviews was the presence of music. Our informants highlighted the fact that their favorite brands have a playlist that relates to the brands and products - for instance, a faster and more dancing music in a sports store and a neutral music on a decor store. Automatically, music fevers the shopping experience, as describes Edna:

> *I think it's very nice, no matter the style. Even rock, which is not my cup of tea. Listen to music while buying makes as feel alive, it's good for our soul. For mine at least. When I go buying I'm leaving my own environment, when I go to a store, it's another environment, and I want a new experience (Edna, São Paulo).*

Tabata comments is similar that from Edna. For her, music transmits positive vibes that automatically helps in creating a positive personal sense about the store. She explains that

when the music is good, following her aesthetical references, she gets more resilient with service failure:

> *One of these days I was at the supermarket and a very cool song was playing. My shopping cart had a well that wasn't working well, but I couldn't care, because I was feeling connected to the music and that didn't bother me. I thought that they are very smart: instead of fixing their carts, they play nice songs and the clients forget about the carts (Tábata, Porto Alegre).*

As mentioned in the experience narrated by Tabata, atmospheric sense influences also in improving an unsatisfactory shopping experience. Cecília describes her nice shopping experience with her daughter even that she needed to wait a long time by her daughter choices: "It's nice to feel welcome, a cup of water or a coffee, a comfortable chair. I go buying with my daughters and it's nice to wait for them in a comfortable environment (Cecília, São Paulo). Elenice resume the importance of atmospheric sense for her shopping experience with a tip for marketers:

> *Then they offer you a coffee and you seat in a good chair. While you wait for the coffee, the salespeople might offer you something that you weren't thinking of buying, but then you consider, because you are feeling good there at the store, which might lead you to even buy the product (Elenice, São Paulo).*

Reflecting upon consumers' store atmospherics description we understand that the capacity of elements like layout, scent and music to create experience (as well described in previous literature – see Yakhlef, 2015) is assembled with consumer aesthetic references. As external features, their perception as positive atmospheric elements in creating experience is resultant of the consumers' disposition for music or coffee scent, for instance. Aesthetic sensibilities for atmospheric elements amplify the physical and sensorial capacity of the atmospheric in assembling experience.

5. Final Considerations

In our analysis, we highlight the role of the shopping trip experience in connecting consumers and the environment throughout three main triggers that provoke physical and sensory experiential assemblages. Environmental convenience stimulates consumers to engage in a shopping trip experience not only due to the shop ambience, but also because it's easier in many aspects in their daily lives. For instance, there are consumers that enjoy shopping in street stores, but choose to go to malls because they feel safer or because they can park their cars easily. Environmental materiality allows tangible experience trough kinesthetic and architectural stimulation. Atmospheric elements stimulate the aesthetical consumers' references. Having identified these three topics, we advance on prior studies that evoke the importance to understand shopping as a socio-material mediated activity (Otnes *et al.*, 2012; Peñaloza, 1998; Maclaran & Brown, 2005). In other words, results show that, consumers shopping experiences aren't a merely subject response to the mall environment contact (Meyer & Schwager, 2007; Underhill, 2009; Puccinelli *et al.*, 2009), but an assemblage of auto-reflexive consumer attention with the material and esthetical elements producing experience. Consumer experience can be described as a trip experience, resultant of multiples interactions with physical and sensory shopping environment.

Specifically, we observe that consumers experience can be described as a shopping trip experience, assembling an emergent, heterogenic and decentered process that involves a collage of physical and sensorial elements to produce experience. In the Figure 1, we summarize the interconnection between the environmental triggers and the experiential

assemble observed in this study. Recognizing the environment as a trigger for a shopping trip experience, we reinforce their role as a complex and polysemic sphere that optimized consumer's life experience.

		Environmental Triggers		
		Environmental Convenience	Miscellaneous Materiality	Atmospheric Sense
Experiential assemble	Physical assembly	- Shopping readiness and easiness: Example: Store location	- Store architecture Example: attractiveness of the shop window	- Material limitation compensation Example: store music playlist adherent with consumer music preference
	Sensory assembly	- Possible pleasure: Example: Safety perception	- Tangible experience: Example: previous experience with the product	- Pleasant sensory stimulation Example: store atmospherics providing a consumers wellbeing

Figure 1. Environmental trigger and Experiential assemble

In doing this, this study contributes with previous research on shopping environment and consumer experience in different ways. First of all, we summarize the environmental shop aspects that contributes with consumers' experience production (Lemke *et al.*, 2011; Verhoef *et al.*, 2009; Yakhlef, 2015), describing environmental convenience, miscellaneous materiality and atmospheric sense as three main triggers that assemble the shopping trip experience. Because of the assembles emerging in shopping experience, to shop can become in the same time a task to solve some prime necessity as well as an entertainment. Shopping enviroment becames a bricolage of complex material and sensorial fellings, subverting the passivity of consumers facing the enviroment throughout the stimulus to the consumer participation in an a experiential sphere.

Second, adopting a holistic approach to identify mall atmosphere aspects that influences consumer behavior (Mattila & Wirtz, 2001; Michon *et al.*, 2005) we highlight that mundane shopping experience involves complex physical and sensorial perception orienting consumption activities. Shopping environment is part of contemporary trend in marketing and consumption studies (Levy & Weitz, 2009; Puccinelli *et al.*, 2009; Healy, 2014). However, results demonstrate that consumption activities involve a metasensorial environment valuation. Consumers shape their everyday consumption experience reflecting about material and sensorial mall offers comparing with their necessity. In this sense, enviroment consumer perception is not totally manageable by marketer, not only subjectively produced by consumers. Shopping experience emerges from a personal relationship with material and sensorial world external to consumers.

While exploring customer experience in malls we help managers to understand the retail scenario which changed dramatically in the last years. For the past half century, the street stores have battled to maintain its market share against the threat posed by the shopping malls. The street store managers now also have to cope with the added competition posed by the various hybrid versions that evolved from the original mall concept (Reimers & Chao, 2014). These include factory-outlet malls, power centers, lifestyle centers, entertainment centers, hypermarkets, among others, without considering the Internet as a retail channel. Manage this changeable scenario becomes easily if manager consider the physical and sensorial elements of each kind of stores and how they assemble consumer experience. Considering that shopping malls follow a marketing of experience orientation (Pine & Gilmore, 1999; Levy & Weitz, 2009), to recognize the holistic role of the environment in

producing experience is a fundamental premise in terms of the retail marketing practices nowadays.

Finally, this study integrate distinct methods of data collection, contributing with the development of new methodological arranges to understand shopping experience. Despite of a cross-data collection, our method propose a integration of filmed shopping experience with interview. The filmed experience works as a stimulus to the interview, given the possibility to remember and understanding of practices and feelings. In the same way, using the film as an elicitation for the interview, we overpass the interpretation limitation of a single filmed-shopping experience.

By another way, methodological design can be considered a limitation in two ways. First, we mix cultural and behavioral consumer perspectives without respect paradigmatic particularities. Second, we adopt the term 'assemblage' as a terminology, not as a philosophical perspective (DeLanda, 2006). Further studies can go deeper in cultural analysis, emphasizing the assemblage process involving the market actor. Assemblage Theory (DeLanda, 2006; Canniford & Bajde, 2015) can be a useful tool to include new perspective on mundane consumption experiences. Complementary, recognizing the consumer experience in spaces of consumptions as a assemble process allow to explore the emerging geographies of consumption (Miller, 2014; Castilhos, 2015) involving subjective experience and materiality more generally challenges prevailing conceptual approaches to the shopping experience.

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