

Abstract

The purpose of this study is to investigate the effect of the store environment on store patronage intention towards supermarkets in Sri Lanka using cognitive evaluations toward store, affective evaluations toward store, and shopping values. A quantitative study was conducted using a survey method to accomplish the objectives of the study. A self-administered questionnaire was distributed to collect primary data for the study, and data analysis was performed using two hundred sixty viable responses. Structural Equation Modeling (SEM) has been employed to test the hypothesized model.

The findings revealed that the store environment has a significant influence on store patronage intention, the store environment has a significant impact on cognitive evaluations toward store, cognitive evaluations toward the store have a significant influence on affective evaluations toward store, and affective evaluations toward the store have a significant influence on store patronage intention. Additionally, it was discovered that cognitive evaluations toward store mediated the relationship between the store environment and affective evaluations toward store and that the effect is greater when cognitive evaluations are used to mediate the relationship rather than the direct relationship between the store environment and affective evaluations. Moreover, there is no significant mediation of affective evaluations toward store was discovered in the link between cognitive evaluations toward store and store patronage intention. The direct effect of affective evaluations on store patronage intention was greater than the expected mediation effect. Further, it was discovered that affective evaluations toward store interact with store patronage intention and moderate their direct relationship via hedonic and utilitarian shopping values in such a way that the direct positive relationship is stronger when both hedonic and utilitarian shopping values are weak. This study provides valuable information to supermarket owners and managers throughout the country on how to improve their service by improving the store environment and thereby increasing patronage. This study is the first to evaluate the mediation effect of cognitive evaluations in the relationship between store environment and affective evaluations toward store in a supermarket setting and contributed to extend the existing S-O-R model.

Keywords: Affective evaluation, Cognitive evaluation, Shopping value, Store environment, Store patronage intention, Supermarket